

#ShopTheStreets with Yoco

It's hard for small businesses to get exposure. So this year, Yoco is using their campaign budget a little differently - by buying small business products, exposing their brands to thousands and giving away their merchandise totally free.



Yoco is encouraging everyone to support all small businesses, experience their neighbourhoods and #ShopTheStreets this festive season.

"Everything in the Instagram shop is free, you just need to follow, and post on why you should win the merchandise or vouchers from one of the many small businesses in our community," says Katlego Maphai CEO and co-Founder of Yoco, "We didn't want a campaign that was about us - we wanted a campaign that heroed our merchants and their products over the festive season."

@YocoShopTheStreets, in partnership with VISA, is the free Instagram shop that is giving back this festive season - uplifting merchants to reach everyone.

“For a company that is built on innovation, we believe campaigns that deliver value to our merchants are what will set us apart in the long term,” adds Maphai, “Our merchants believe that Yoco’s platform enables growth and brings people closer together. This Instagram shop will showcase merchants nationally even if they are in a quiet street in PE. It’s about harnessing technology for the greater good. For Yoco, this means building small business.”

For more, visit Yoco’s Instagram store, [@YocoShopTheStreets](#).

For more, visit: <https://www.bizcommunity.com>