

HOST ENTREPRENEUR SUCCESS STORY: Digital Marketing Entrepreneur

HE PICTURE



HOST ENTREPRENEUR

Pearly Grey (Spain)
Pearly Grey
<https://www.pearlygrey.com>
Business sector: Hospitality
Local contact point (IO)
"Quote": (to be filled by IO)

NE PICTURE



NEW ENTREPRENEUR

Spain
Company name
Website
Business sector: Hospitality
Local contact point (IO)
"Quote": (to be filled by IO)

Exchange period: from 27.09.2023 to 31.01.2023

Please, answer these questions about your experience with the Erasmus for Young Entrepreneurs programme.

Could you tell us about yourself and your company?

My company is a hotel and a restaurant in the south of Tenerife.

Why did you decide to participate on the programme? Was it the first time you hosted a new entrepreneur?

We heard about the success of the program from other HE's.

What were the new entrepreneur's main activities during the exchange?

The main activities were digital marketing, social media marketing and content creation.

What were your expectations for this exchange? Have they been met?

My expectations have been highly met. Katarzyna has been a great and eager to learn person.

How did you benefit from the skills, knowledge and fresh ideas of the new entrepreneur?

My company and myself have benefited a lot in terms of showcasing how important the presence of digital marketing and social media is nowadays.

What were the main achievements for your company?

Main achievement was the increased awareness in the digital presence, improvement in branding and beautiful content.

Are you planning on collaborating with the new entrepreneur in the future? If so, how?

Yes, I am planning to collaborate with the new entrepreneur. Katarzyna has been so great that I wish she could stay with us longer.

What are the main benefits of the Erasmus for Young Entrepreneurs programme as a host entrepreneur?

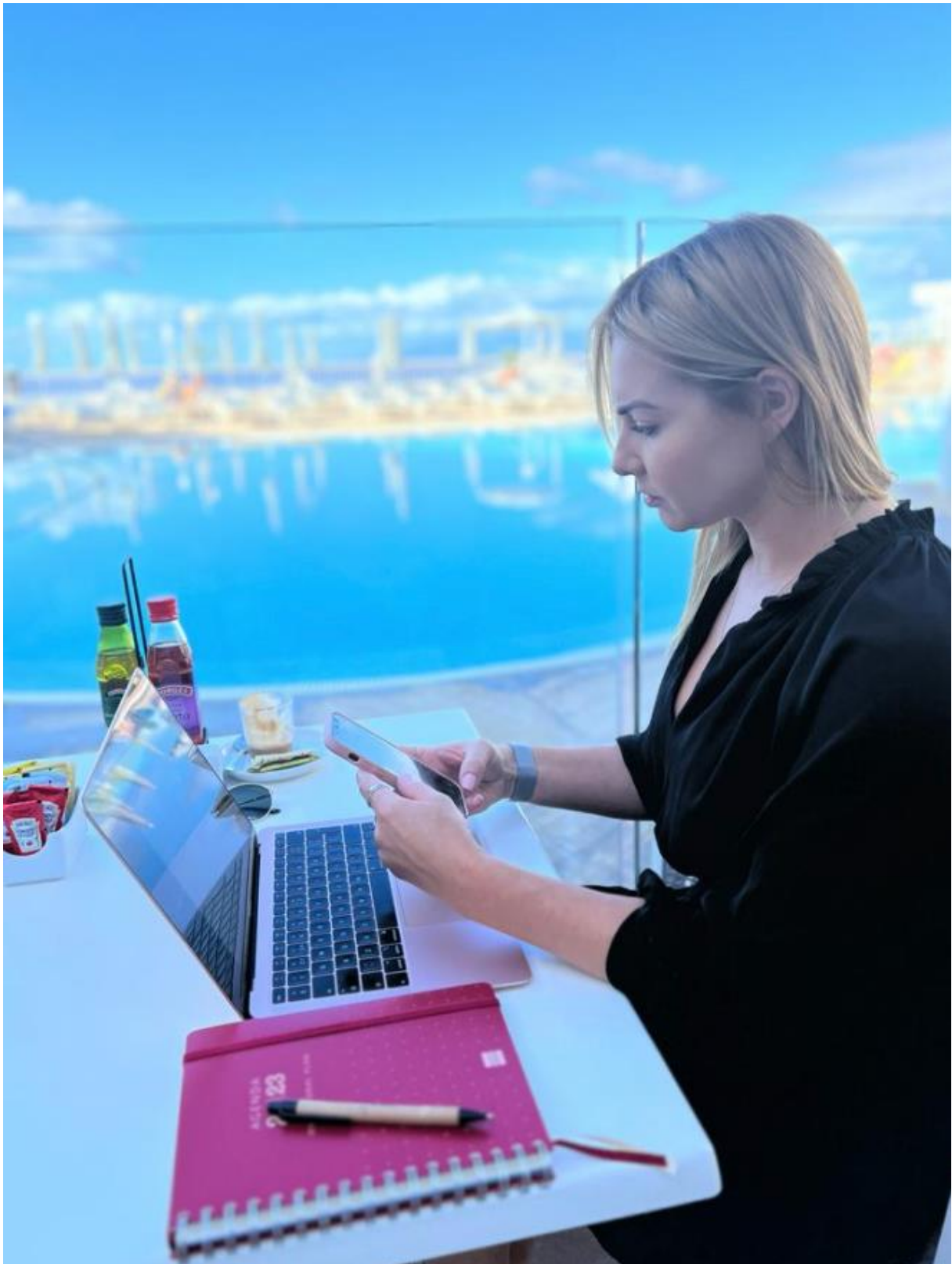
The main benefits are a constantly different and fresh approach to ideas and solutions.

Would you recommend this programme to other entrepreneurs? Why?

I would highly recommend this program to other entrepreneurs. It gives them the ability to work in a setting they are not used to as well as a chance to experience new place and travel.







[Click here to enter text.](#)

Erasmus for Young Entrepreneurs provides European entrepreneurs the chance to share and gain relevant business skills. As a new entrepreneur, you will learn from an experienced entrepreneur and benefit from on-the-job training in a small or medium-sized company in

another participating country. As a host entrepreneur, you can benefit from fresh and innovative ideas from a motivated new entrepreneur.

Would you like to participate? You can get in touch with your [local contact point](#).