

# How B2B service marketplace, Serv, is helping SMEs with market access challenges

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Marketplaces are nothing new, however [Serv](#), an exciting new online marketplace, is taking an innovative approach to the model by connecting qualified B2B service providers with entrepreneurs in need of key business services. Some of the services which can be found on Serv are accounting, marketing, business services, web development, IT, logistics, HR and law.



Serv was launched in September 2020 and helps B2B businesses to access the right market opportunities. The Covid-19 crisis accelerated the shift to online and for many businesses, survival means making use of digital channels to market and sell their services. On Serv, registered businesses get access to several resources such as a listing on the online business directory and access to the platform's lead matching program. Other marketing benefits are links to their websites and social media, access to reviews and testimonials, and more.

## Closing the market access gap

The founder is Johannesburg-based digital entrepreneur Velly Bosega who is also behind SME South Africa, a leading business resource platform that provides entrepreneurs with business tools and resources to further develop their businesses.

While most marketplaces focus on B2C, Bosega saw a gap for an online marketplace focusing solely on the B2B market. The platform aims to address some of the biggest challenges facing SMEs, including access to markets, marketing and sales.

"Serv is the only B2B service marketplace in South Africa dedicated to SMEs, other places cater for both consumers and businesses," says Bosega.

## How Serv's lead matching program works

Lead generation has never been more important for businesses as it helps to connect them with more of their potential customers, ultimately leading to more sales.

On Serv, SMEs seeking business services are matched with verified B2B service providers who are equipped with the necessary skills to complete a particular project. Once the lead is secured all they have to do is convince them to choose their business over their competitors.

Serv gives small B2B businesses a platform to shine and compete with big corporations. B2B service providers can [join](#) Serv now for as little as R125 per month and get qualified leads straight to their inbox.

## About Serv

Serv is a B2B Marketplace, powered by SME South Africa. The online platform aims to connect business seeking professionals with verified SME business providers. Established in September of 2020, with 900+ live service providers and currently receiving 10 leads a day, Serv is on the rise whilst helping small businesses grow.

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