

Digital Marketing Strategy

FLATHUB

Musa Ahmed

Patrik Tuokko



Company & Business Model Overview

- For young adults looking for rental apartments
- Connects hosts and tenants, as well as flatmates
- Rent transactions and signing contracts featured in the app
- Revenue comes from a percentage of every rent transaction
- Hosts can list for free
- Taxes as well as other legal paperwork handled through the app

Digital Marketing Strategy Goals

- Become the number one app for apartment rentals and listings in Finland, 5 years
- SEO & Email Marketing primary strategies for long-term organic growth/engagement
- Early stages we prioritize the aforementioned strategies
- As we grow and scale up, hire professionals to expand into other channels

Budget

Website Design - 15%

App Design and Integration - 30%

Content creation - 15%

Email marketing (cheaper because can be automated) 10 %

SEO - 30%



Overview of Digital Assets

Website:
www.flathub.com

App: FlatHub

Instagram account

Email marketing

Website -> Same features as App

-App -> Main features of the company, blogs, listings, reviews

-> no ads because we aim for growth and quality brand

-Instagram -> To promote listings, testimonials, app updates

-Youtube -> For video walkthroughs

-Emails where customer desires are identified and suitable apartment listings sent automatically; opportunity for email price alert subscriptions for apartment with selected filters

Tenant persona - Elisa



"Moving for work and quickly need an easy, trustworthy apartment rental"

Age: 28
Work: IT Recruiter
Family: Single
Location: Helsinki, Finland

Frustrations

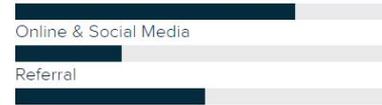
- Overwhelming amount of apartment brokers
- Ads everywhere
- Bureaucracy of finding a rental

Life values

- Control over one's decisions
- Mobility
- Stable personal finances

How will they find us?

Google search (organic)



Landlord persona - Jari



"Need maximum profit for my real estate investments with minimal risk & effort"

Age: 45
Work: Real estate investor
Family: Married, 0-3 kids
Location: Tampere, Finland

Frustrations

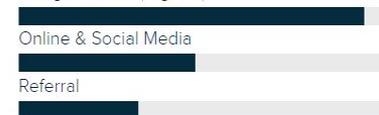
- Unreliable tenants
- Dealing with multiple rental platforms
- Paperwork

Life values

- Free time & early retirement
- Trust within social & work circles
- Minimal work stress

How will they find us?

Google search (organic)



Digital Marketing Tactics

→ Organic growth



SEO Strategy

- Blog
- Metatags
- Meta descriptions
- Videos (user-created)
- Language consistency
- Backlinks



Social media

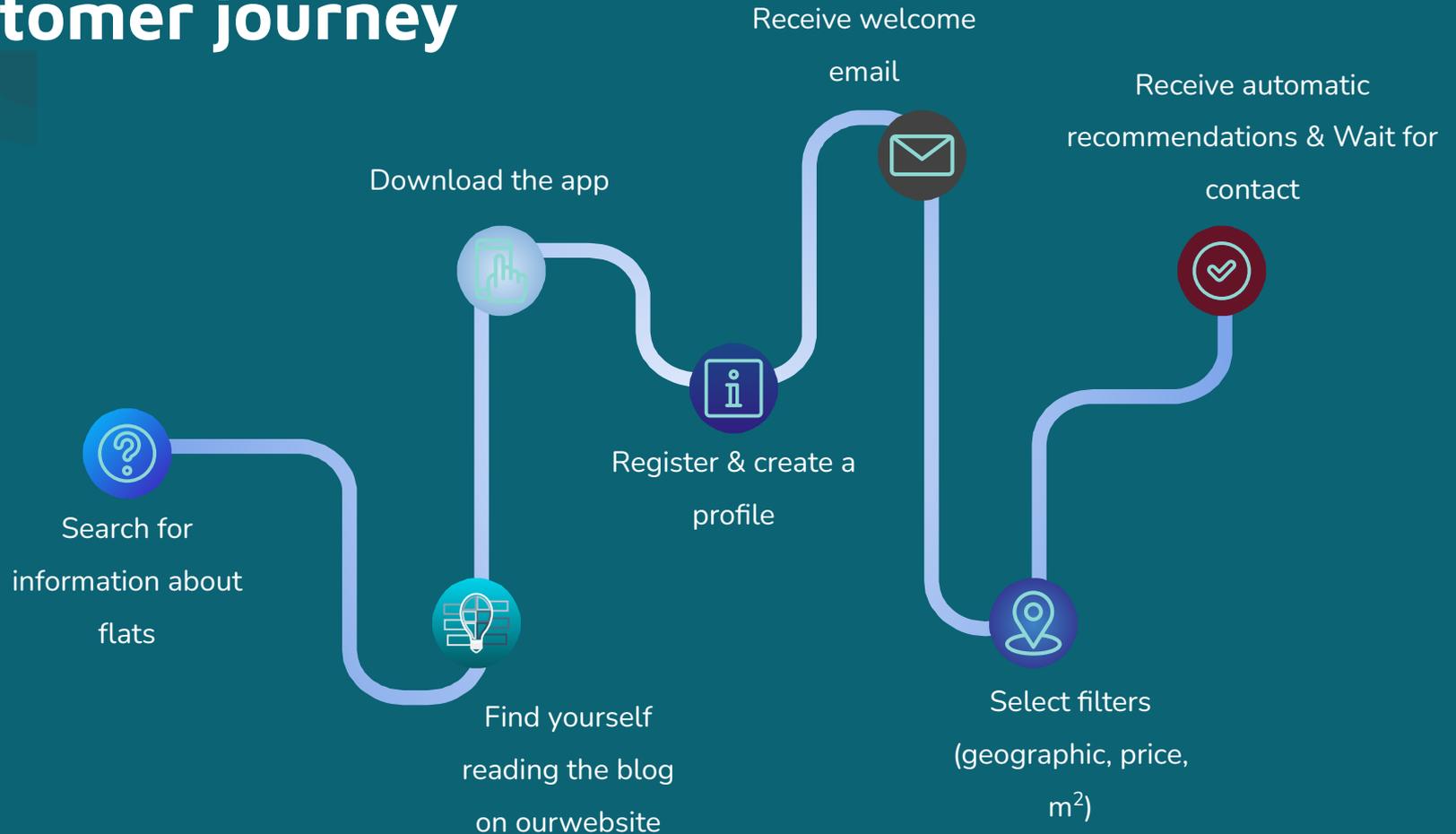
- Focus on Instagram
- Promotion of user created content every day



Email marketing

- Automatic recommendations through our search engine
- Newsletter (promotion of new & old content)
- Price alerts for selected filters

Customer journey



Content

- Blog is the main driver of organic traffic → quality
- Content criteria:
 - 1) Useful & practical for both sides
 - 2) Such that it promotes the features of the platform



Content for buyers

- Personal finance
- Insurance
- Things to consider when renting a flat
- Instagram: weekly takes



Content for sellers

- Rental income calculator (inc. taxes)
- Taxation
- Housing price predictions
- Real estate news

Summary

Growth-driven website design
(1 web page / month)

Blog content
(weekly article)

Instagram
(1 user-created piece daily)



App development
(parallel to website)

SEO
(continuous follow-up & testing)

Email marketing
(onboarding, newsletter, price alerts)

References

- Bullock L. (2019). How to create an effective digital marketing budget . *Smart Insights*
- Goldman, S. P., van Herk, H., Verhagen, T., & Weltevreden, J. W. (2021). Strategic orientations and digital marketing tactics in cross-border e-commerce: Comparing developed and emerging markets. *International small business journal*, 39(4), 350-371.
- Hudak M. (2017) The Importance of Email Marketing. *Procedia Engineering*, Volume 194, 342-347
- Hollatz K. (2020). Email Marketing Best Practices. *Tradecraft*, Issue #25.
- Herhausen D., Dario M., Morgan R., Kleijinen M. (2020) The digital marketing capabilities gap. *Industrial Marketing Management* Volume 90, 276-290
- Kannan P.K. (2017). Digital Marketing. *International Journal of Research in Marketing* , 34(1), 22-45