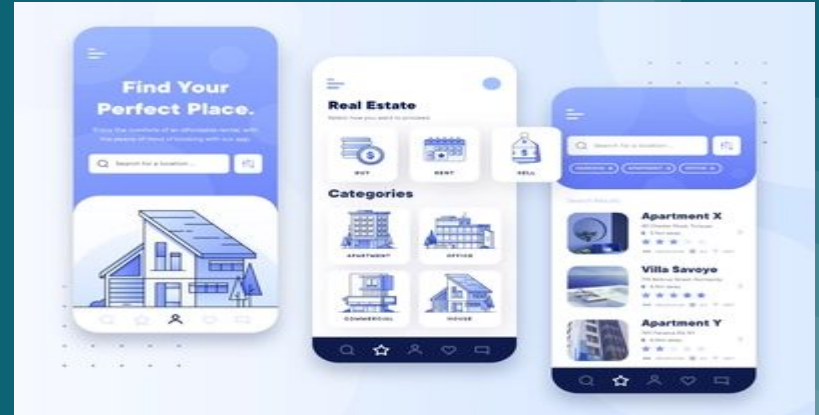


Digital Marketing Strategy

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



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

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

Frustrations

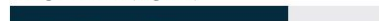
- Overwhelming amount of apartment brokers
- Ads everywhere
- Bureaucracy of finding a rental

Life values

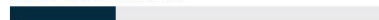
- Control over one's decisions
- Mobility
- Stable personal finances

How will they find us?

Google search (organic)



Online & Social Media



Referral



Landlord persona - Jari



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

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

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)



Online & Social Media



Referral



Digital Marketing Tactics

→ Organic growth



SEO Strategy

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



Social media

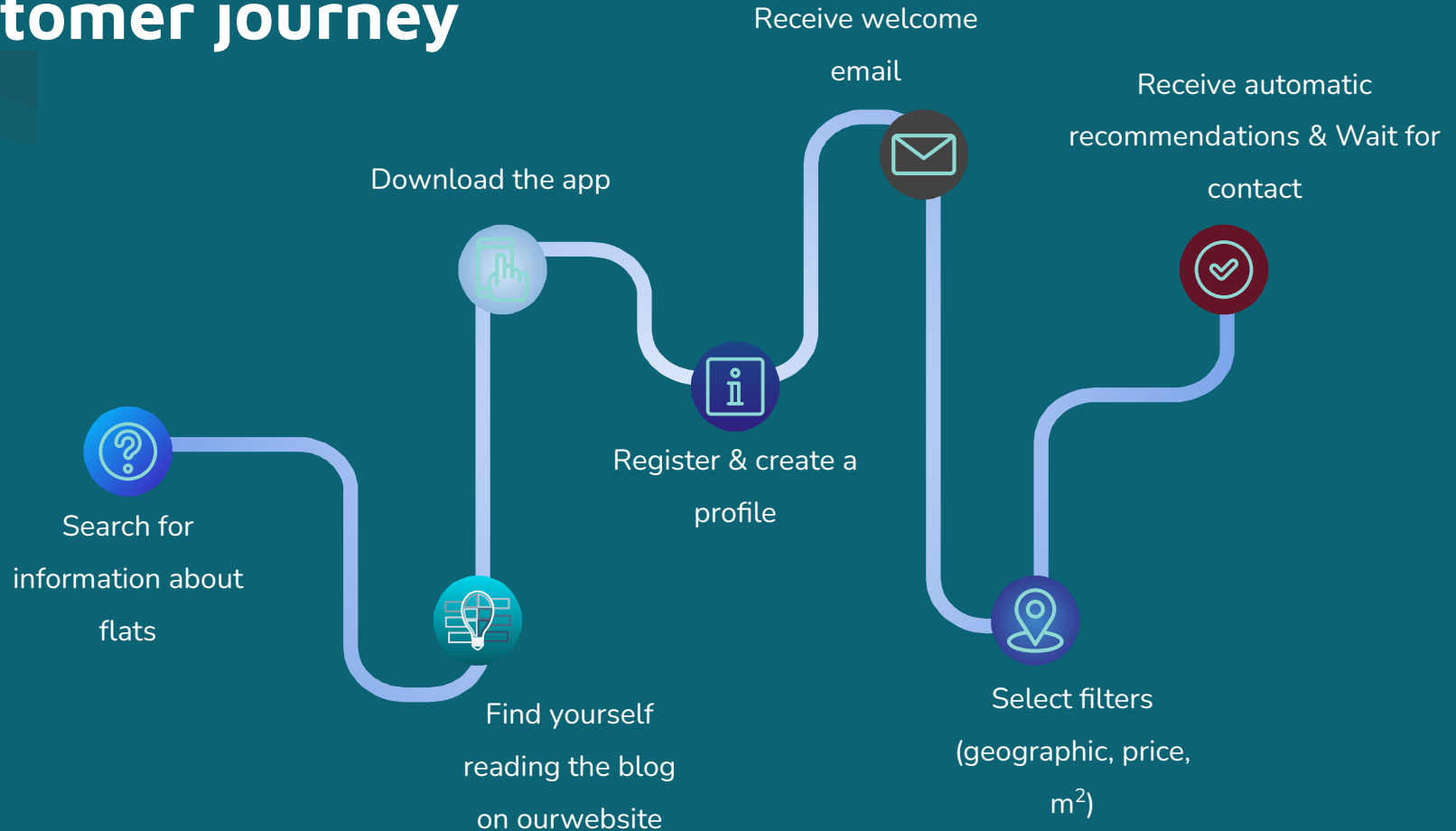
- Focus on Instagram
- Promotion of user created content every day



Email marketing

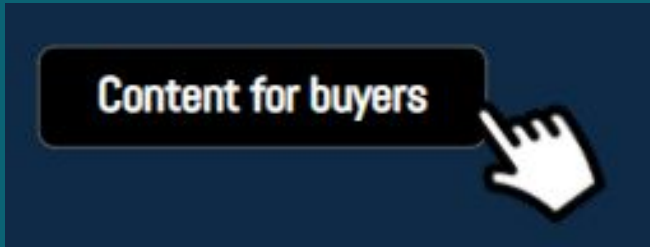
- Automatic recommendations through our search engine
- Newsletter (promotion of new & old content)
- Price alerts for selected filters

Customer journey

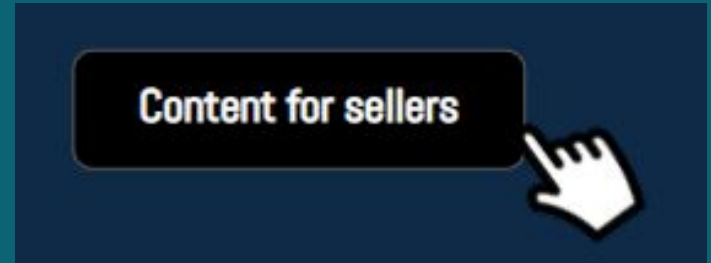


Content

- 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



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



- 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)

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