

Coworking “Colaborate club”



Group Fma-1307
Golubkova Olga
Perfilova Valeryia

About our project

The goal of our coworking is to create a start-up community, whose members exchange experience, ideas and generally have a good time together.



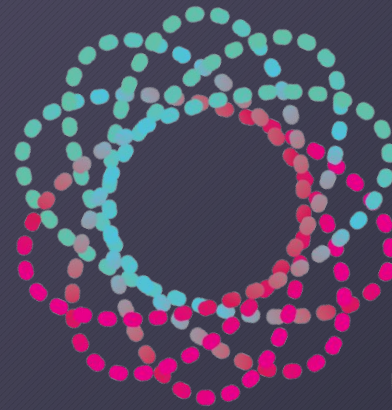
Client's portrait



- ✓ 20 - 45 y. o.
- ✓ females and males
- ✓ urban; Moscow
- ✓ Occupation: 3-4 year students, entrepreneurs, startup businessmen, IT specialists, freelancers
- ✓ Benefit sought: Quiet and convenient workplace, high-speed Internet
- ✓ Lifestyle: Innovator

Our advantages

- ✓ Prices are lower than average
- ✓ Opportunity to work 24/7
- ✓ Providing many amenities
- ✓ Friendly innovative environment: modern design, furniture, kitchen, personal boxes.



**Let's
Collaborate!**

Our future website

Domain name:

co-laborateclub.ru

Color palette: cold colors,
“film effect”



Sienna
#9C543C



Rosy Brown
#C6AF9F



Dark Slate
Gray
#1D232B



Dim Gray
#7A6662



Dim Gray
#4D4241

Our future website

Informal style with basic colors

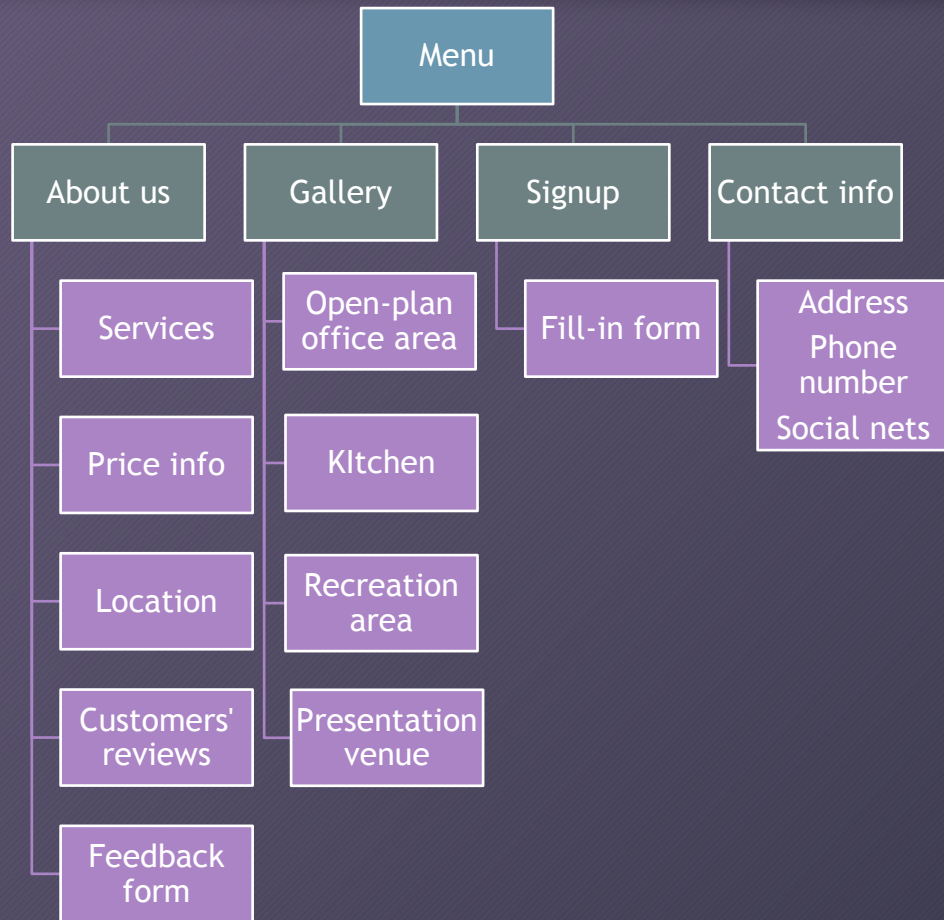
Some office images, representing facilities our coworking center provide



Our future website

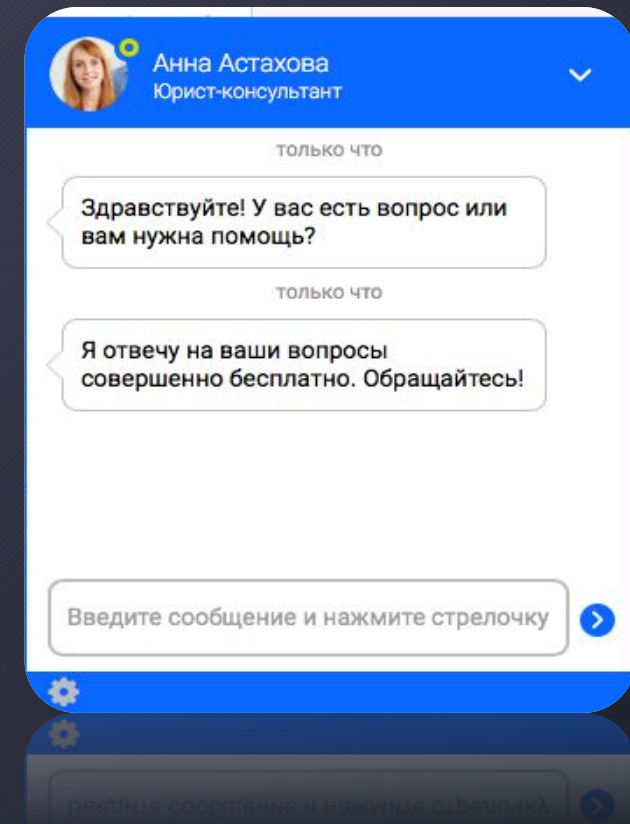


Our future website



Request for the capabilities of the site management system, other technical parameters:

- Website adaptation for smartphones
- Online consultations for our clients (example in the picture)
- Sending e-mails to customers who filled in a signup form in 2 min maximum



Our future website

Form for clients' feedback

НАПИСАТЬ ОТЗЫВ

Имя*

Отзыв*

Рейтинг* ★★★★★

Signup form for coworking space

РАБОЧАЯ СТАНЦИЯ

Коворкинги | Переговорные | Кабинеты | Блог | Партнеры | Войти

Добро пожаловать в Рабочую Станцию

Приходи на бесплатную неделю и получи супертариф одним из первых!

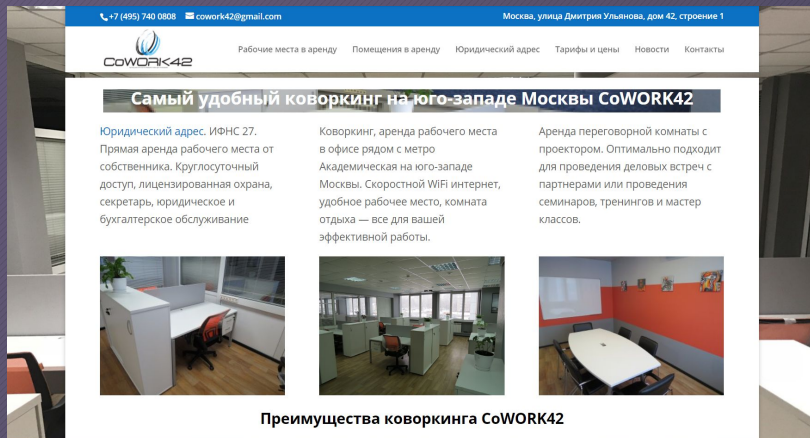
Введите ваш номер телефона

Хочу на бесплатную неделю

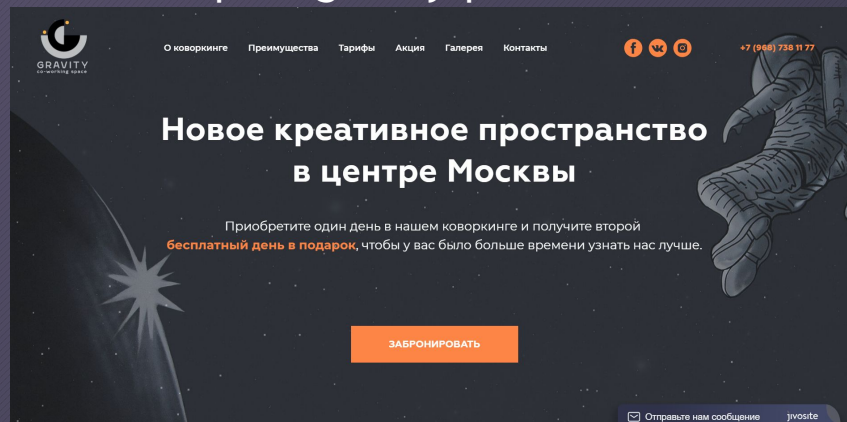
При первом визите захватите с собой паспорт или водительские права

Competitors' websites failures

The first website <https://cowork42.ru> :



The second website <https://gravityspace.ru>:



we need to:

- pay special attention to the clickability of titles on the main page (links) to ensure convenience of navigation
- focus on providing feedback to the customer and ensure they provide us with their review to improve the service.
- concentrate on making an attractive, attention-grabbing design (site should not be crowded with photos) and on simplifying the interface

Promotion in social nets

Channels:

- SMM
- Target ads
- Endorsement
- Sponsorship



Promotion in social nets

Content:

- Informative
- Entertaining
- Advertising

Freelancing gives me
the flexibility to panic
about my job instability
anytime I want.



someecards

EVERY DESIGNER IN THIS WORLD



Promotion through search advertising

Transactional keywords:

- коворкинг +в центре москвы
- коворкинг +в москве бесплатно +в центре
- аренда места коворкинг
- коворкинг аренда рабочего места
- коворкинг +в москве
- коворкинг москва сити
- аренда коворкинг москва
- коворкинг дешево
- дешевый коворкинг москва
- коворкинг аренда
- аренда коворкинг москва
- аренда офисов в коворкинге
- коворкинг место
- коворкинг москва-сити



Promotion through search advertising

2. Параметры расчета:

Выбраны параметры: [изменить...](#)
 Прогноз на период: **неделя**
 Площадки: **все**
 Валюта: **российские рубли**

3. Прогноз по выбранным ключевым фразам

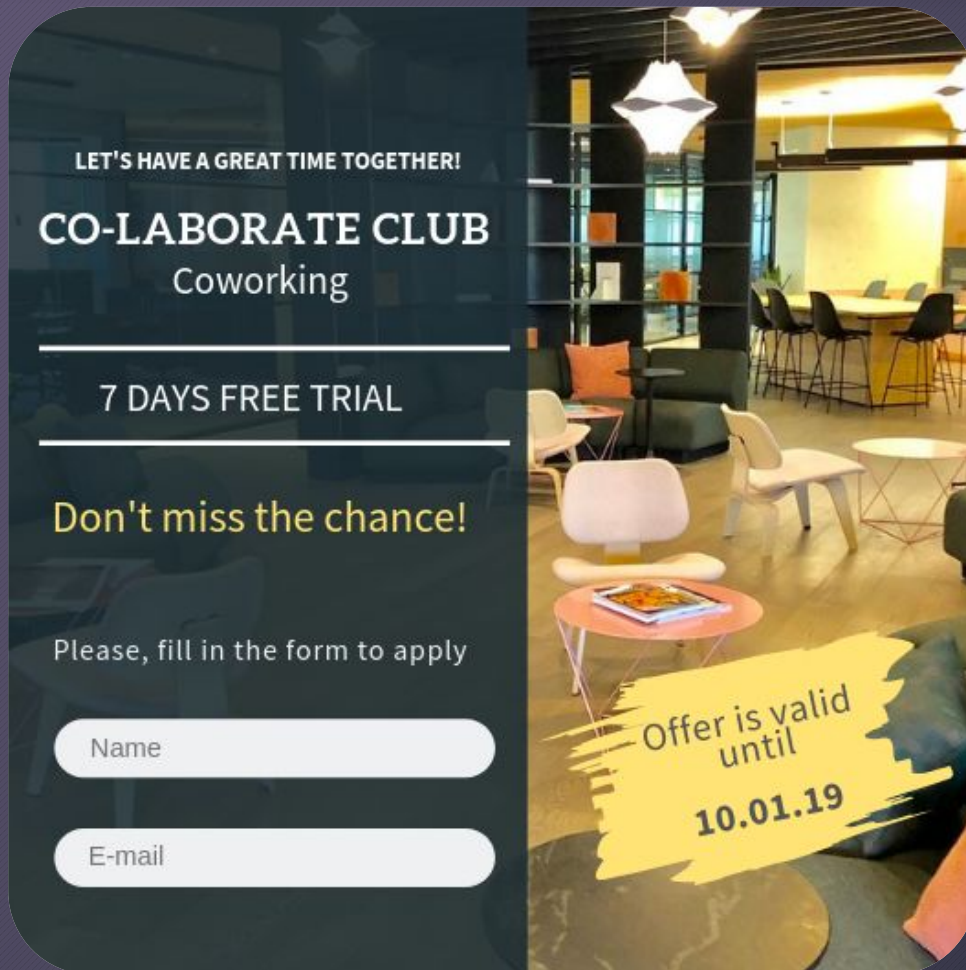
Бюджет по объему трафика

Чтобы провести рекламную кампанию в Яндекс Директе по всем подобранным ключевым фразам на указанный в параметрах расчета период потребуется примерно: **16 982.40 руб.** с ориентацией на выбранный объем трафика. (В частных случаях: **24 617.20 руб.** с ориентацией на объем трафика 100, **18 144.00 руб.** с ориентацией на объем трафика 85, **14 732.40 руб.** с ориентацией на объем трафика 62, **398.00 руб.** с ориентацией на объем трафика 9, **319.80 руб.** - на объем трафика 5.)

<input checked="" type="checkbox"/>	<input type="checkbox"/>	Фразы	Прогноз запросов	Объем трафика	Прогноз средней ставки, руб.	Списываемая сумма, руб.	Прогноз CTR, %	Прогноз показов	Прогноз кликов	Прогноз бюджета, руб.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	аренда места коворкинг -рабочий	изменить уточнить подобрать	100 85 62 9 5	241.60 222.50 132.70 82.30 58.80	16.20 18.40 13.40 0.40 0.40	25.00 25.00 25.00 50.00 50.00	4 4 4 2 2	1 1 1 1 1	16.20 18.40 13.40 0.40 0.40
<input checked="" type="checkbox"/>	<input type="checkbox"/>	дешевый коворкинг москва	изменить уточнить подобрать	100 85 62 9 5	336.50 183.30 132.60 89.50 67.40	51.60 52.50 44.00 3.60 2.80	23.08 23.08 23.08 10.00 11.11	13 13 13 10 9	3 3 3 1 1	154.80 157.50 132.00 3.60 2.80
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	коворкинги -дешево -место -москва -офис -центр	уточнить подобрать	9 725	62					
Итого на неделю:										10 689

230.30	51.40	13.50	163	22	1 130.80
176.70	46.80	12.96	162	21	982.80
153.20	20.60	0.91	110	1	20.60
105.00	16.80	0.93	107	1	16.80
612.80	81.60	6.55	290	19	1 550.40
259.30	67.10	6.21	290	18	1 207.80
187.40	59.90	5.54	289	16	958.40
110.90	19.90	0.58	173	1	19.90
74.10	16.30	0.59	169	1	16.30
699.70	108.00	9.52	105	10	1 080.00
370.60	90.20	8.57	105	9	811.80
230.70	74.20	7.69	104	8	593.60
160.00	20.20	1.54	65	1	20.20
105.30	16.20	1.59	63	1	16.20
533.80	84.00	13.24	574	76	6 384.00
287.50	72.40	12.22	573	70	5 068.00
207.70	63.60	11.48	566	65	4 134.00
131.10	24.40	0.92	325	3	73.20
94.50	20.10	0.94	318	3	60.30
340.90	57.70	5.08	6 220	316	18 233.20
163.70	46.70	4.51	6 203	280	13 076.00
123.80	41.40	4.15	6 175	256	10 598.40
91.30	20.30	0.38	4 163	16	324.80
66.20	17.30	0.37	4 043	15	259.50
Итого на неделю:					6 749
					332 (без НДС): 16 982.40

Lead generation



LET'S HAVE A GREAT TIME TOGETHER!

CO-LABORATE CLUB
Coworking

7 DAYS FREE TRIAL

Don't miss the chance!

Please, fill in the form to apply

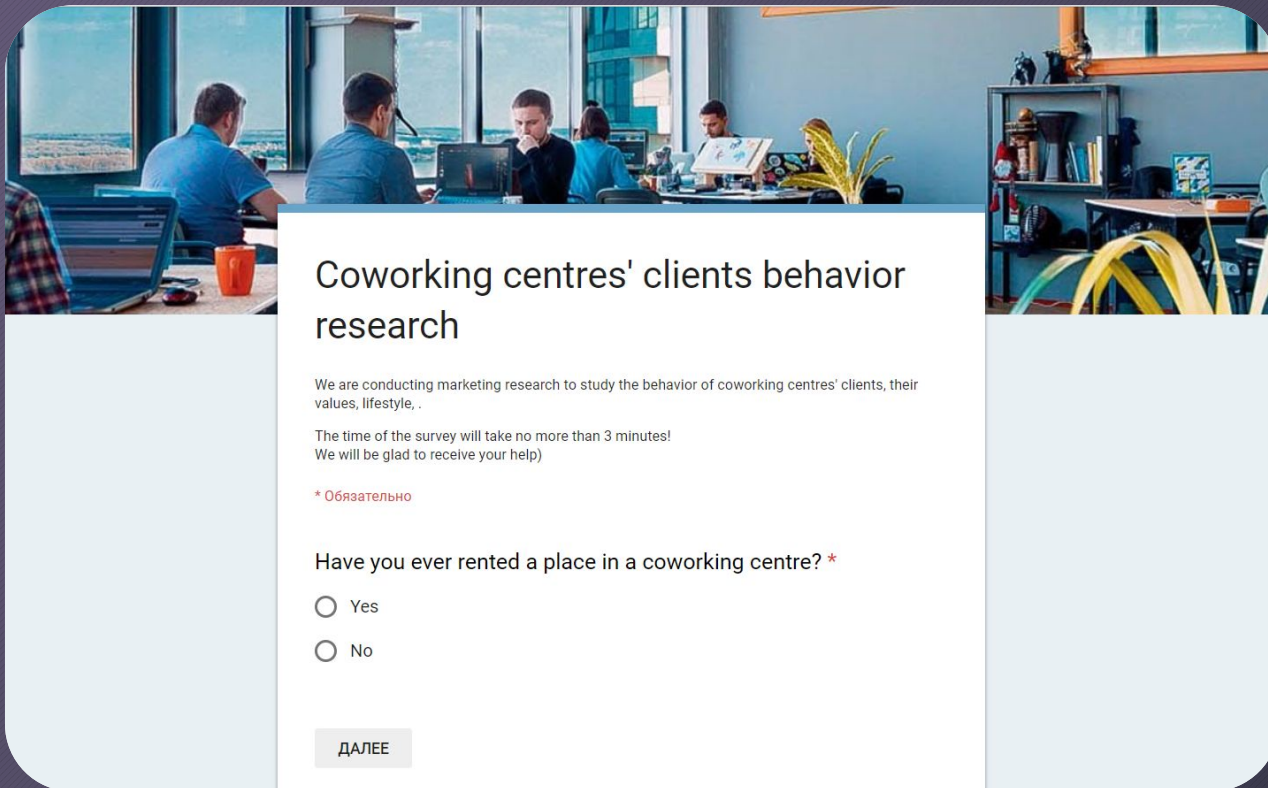
Name

E-mail

Offer is valid until
10.01.19

- ✓ Time limit
- ✓ Call to action
- ✓ Flashy title
- ✓ Attractive design

Poll analysis



Coworking centres' clients behavior research

We are conducting marketing research to study the behavior of coworking centres' clients, their values, lifestyle, .

The time of the survey will take no more than 3 minutes!
We will be glad to receive your help)

* **Обязательно**

Have you ever rented a place in a coworking centre? *

Yes

No

ДАЛЕЕ



- Preamble
- Socio-demographic part
- Several sections

Poll analysis

- ❑ Many people have never visited coworking spaces, but they want to work there in future
- ❑ Some people do not consider work in coworking because they do not understand their meaning
- ❑ Among those who have already visited coworking centres atmosphere, coworking space' brand and price are the most important things
- ❑ Most people have learnt about coworking centres from social nets and targeted ads



Thank you for attention!

C 
LABORATE
CLUB

