

TEAM *Paper Bag*



SUKRAAT • VISHAL



Paper Bag - SIMS Pune

presents



your-space

Sales Channel Improvement Strategies

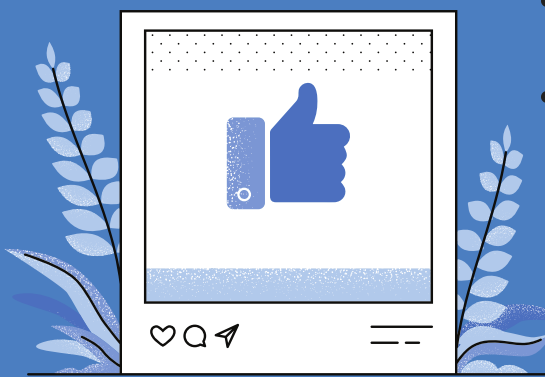


Let's Make an App

Include Features Like

- Make your Your-Space Profile (Phone Number based)
- Know-Your-Neighbour
- Ease of Payment, Payment Reminders
- Sanitize my room - Prompts for Housekeeping
- In-House Gym Slot Booking (COVID edit)
- Laundry Booking
- Warden SOS
- Meal Booking, Cancellation , Request and Review

Social Media Utilisation



- Increase content related to existing and old residents of Your-Space.
- Authentic, **first hand mention** - reviews and testimonials on **@yourspace_in** would not only **increase the credibility** but also enable the tagged users to directly promote and refer the services, **free of cost** through their **story mentions**
- Give out the impression that Your Space provides a youth friendly and comfortable services and stay



Great Site, but could be improved

- Improvement can be done in GUI and customer interaction.
- Have Chat bot instead of mailing requirements.- This increases the comfort the user feels while surfing the site.
- Instead of "booking a tour" , show details and addresses and provide a virtual tour of the existing rooms, which will help the user make a decision instead of having to physically be there, and risk travelling and exposure during COVID.
- Utilise forecasting in order to tell around what time a specific set of rooms would be available



Tap on Meals as Primary Selling Point

Parents, young students and health cautious people are really bothered about their every-day meals, and want something clean and cheap, something Your-Space provides. Just need to increase the visual emphasis on this fact, by posters, weekly menus on Social Media and Food Reviews by daily diners



Brokers, Real-Estate sites, Middlemen

Increase online presence and affiliations with sites like makemytrip, magicbricks, quickrhomes, housing.com etc. Along with increasing network among local property dealers



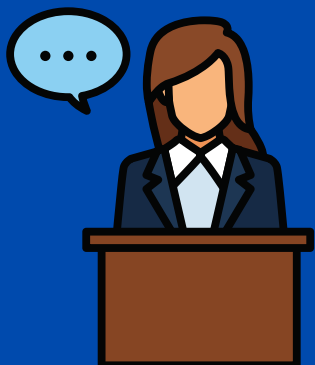
Improve SEOs, Online Presence

Currently, sponsored results show at the end of 1st or 2nd Page upon googling. Increase relevant keyword searches. Increase online presence by publishing and being featured in blogs, reviews, and sponsored media.



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Marketing Strategy Suggestions



Campus Ambassador, College Relations

Leveraging student force, by allotting campus ambassadors, in lieu of monthly benefits, certificates. Maintain direct relations with multiple college admin offices and offer collaborations and certified tie-ups to undertake responsibility of student's residency, throughout the duration of course,



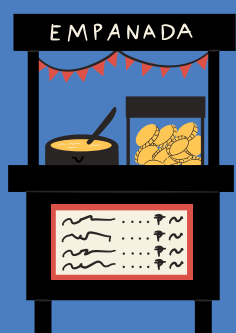
Merchandising - Freebies like Diaries, T-Shirts

Will work as call to action for other students, who will be aware of the brand and attracted to book a room in your space. It will also work as a reminder for present students to remain connected to the organization and act as ambassadors



Improve on Marketing

Leverage COVID problems by stating that "your hostels might not be ready but we are always for you." And maintain proper facilities and then market aggressively to tell students that YOUR-SPACE is ready to take on the social distancing and WFH challenges head-on



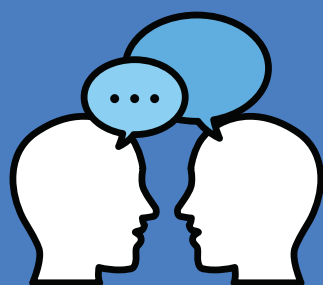
Utilising Local Kiosks and Stalls

Students, Parents trust local vendors, food sellers for spotting local rooms available as PGs, hostels, or as individual flats. Especially places which provide proper meals, can be influenced to advertise the services Your-Space provides



Leveraging Printed Media

Paper Advertisements, pamphlets, distributed and stuck on electricity poles, highlighting words like "PG", "Hostel" "Meals" "Gym" "Room Available" are highly effective and should be used in the periphery of the college campuses, esp. during the admission and physical interview and induction rounds



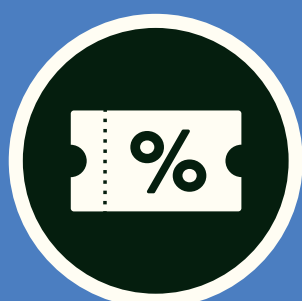
Existing user-to-new user expansion

Leveraging existing and old users by personally contacting them and asking them to promote YS among their social circles . Birthday reminders, monthly coupons, generating referral codes, extending membership, providing discount on meals upon every new converted referral



Targeted In-Site Advertisement

Sponsored Ads to be targeted on University Sites providing hostel and other academic details (eg. duexpress.in, collegeduniya.com) during the admission process. ~ Directly increasing visibility and brand recall



Use of Coupons and Collaborations

After harvesting of the isolated GI, purify it using various methods and use a DNA sequencer to check.



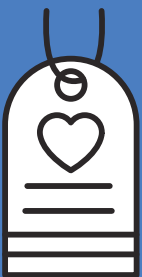
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Referrals



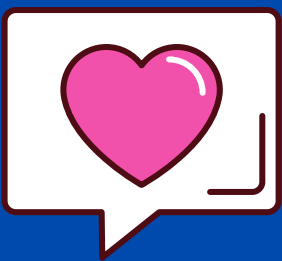
Ease of Inter-city Transfer

Provide hostel transfer facility to present students (for intercity transfers)
This will help them to become loyal customers for the brand , customer retention and will increase referrals due to word-of-mouth



Referral Codes

Referral code to be provided to each existing student.
If his referred student, registers with your space both will be provided 10% discount on their next month's rent



Customer Service and Follow Ups

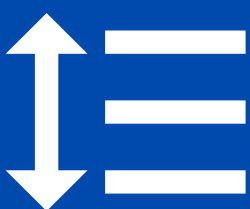
Students to be sent personalized emails for their birthdays, to increase their engagement with org.
Also review/feedback forms will be sent thrice a year for measuring the present condition and improving on it.

Extra Points (for future usage)



Fest and Event Sponsorship

We could sponsor some college fests as that will increase the brand presence and awareness among prospective target students. Also can become more active on instagram and organize quizzes around basic GK for better target engagement. Discount coupons can be provided as prizes for the same



Broaden the horizon

your-space can enter into individual flat segment but just for students as they demand more freedom these days.
Facilities like tiffin and healthcare can be provided at max. This will help reduce their rent burden as well as will increase your-space target segment



Collaboration

Your-space can leverage their partners by collaborating with ggacres as both have a very different brand image.
A separate pop or option will be provided on both the websites linking to the each other's website for guiding prospective targets to other website



Tapping on smaller markets

The brand can increase its area coverage as well by expanding to tier 2 cities too as 60% students pursue their graduation in tier 2 cities.
Also the brand can try including "Hostel and housing brand" on their site for better reach and visibility to target students.

THANKYOU