



DRIVING BUSINESS PERFORMANCE WITH DIGITAL MARKETING STRATEGY AND DATA ANALYSIS: INSIGHTS FROM THINK TANKS SUCCESS STORY

In this Presentation

Here's what we'll cover:

Think Tank Story

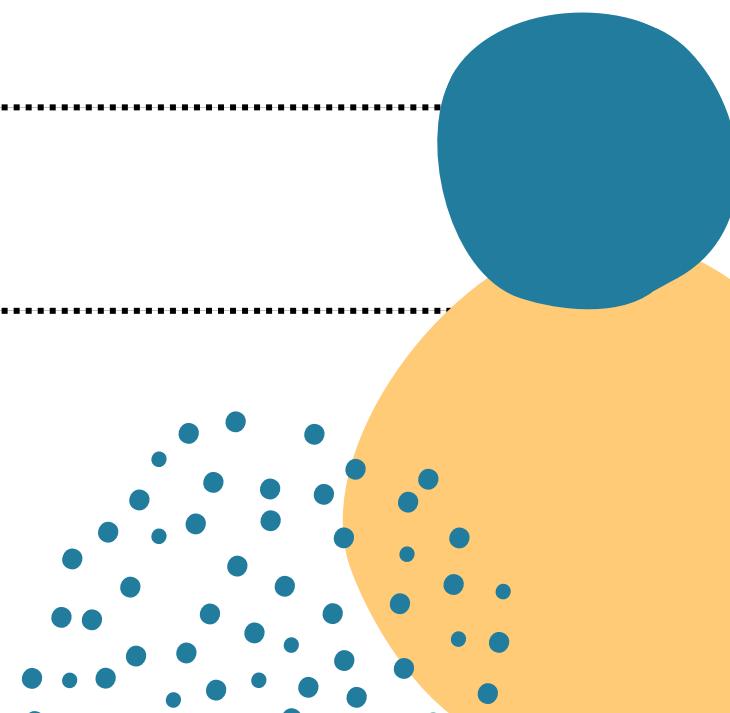
Website and Implementation

Customer Journey

Analysis and Summary

AB Testing

Recommendations

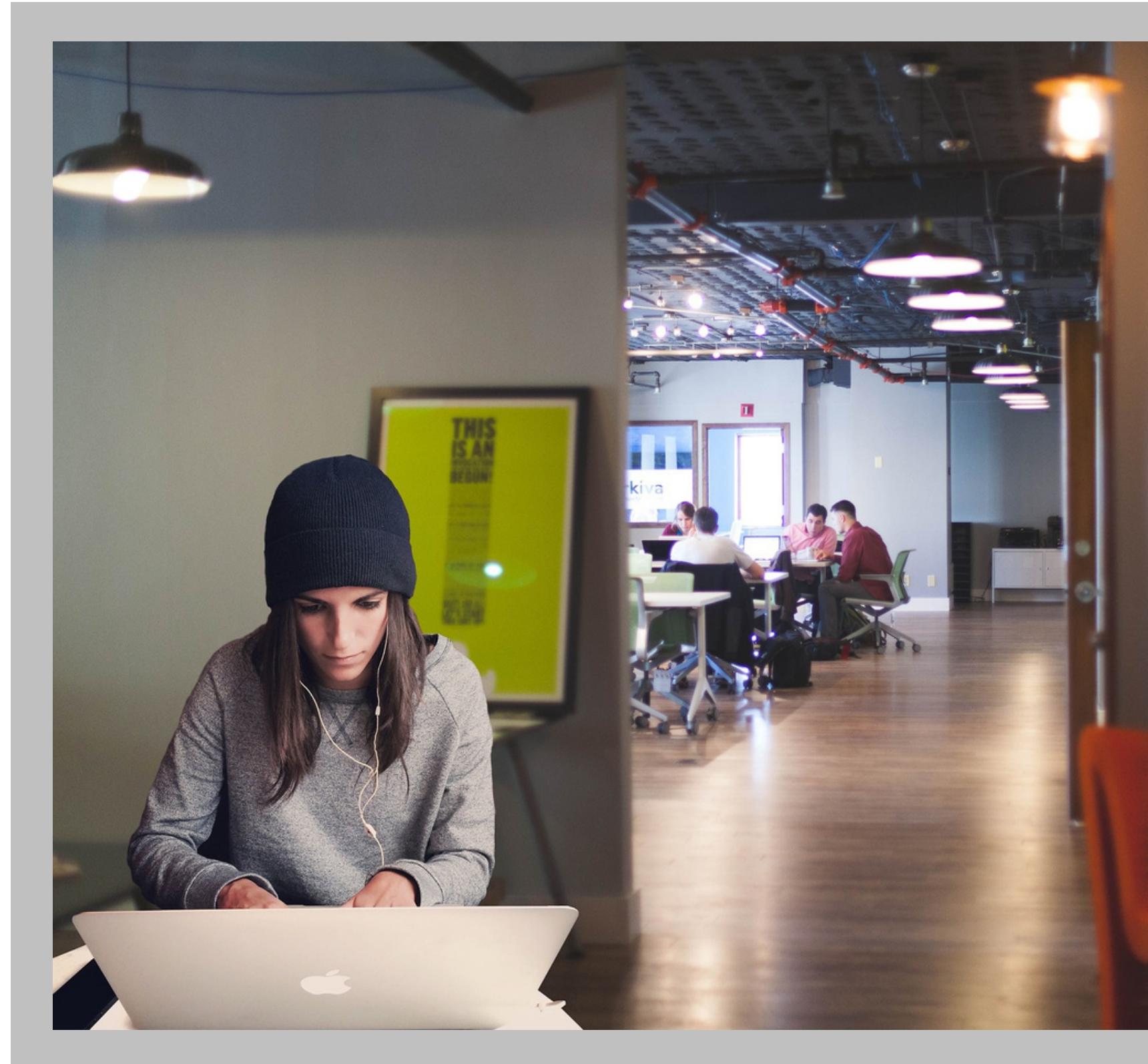


THINK TANK STORY

Problem: Due to the pandemic and transition to remote learning, Think Tank Academy has empty classrooms.

Solution: A booking platform that offers modern office spaces for digital workers to rent, whether as an individual or a company.

Goal: 20-30% increase in online revenue from the renting-out-model with 6month- year.



WEBSITE AND IMPLEMENTATION

The screenshot shows the homepage of the Think Tank Coworking Space website. The header features a large, abstract blue and white geometric pattern on the left and a navigation menu with links to Home, About, Services, and Contact. The main content area has a large, semi-transparent overlay image of a modern office interior with a large, blue, hexagonal acoustic panel wall and a view of the city through a window. Overlaid on this image is the text "WELCOME TO THINK TANK" and "A place to work, connect and grow". A white call-to-action button at the bottom left contains the text "Book Your Space".

THINK TANK
CO-WORKING SPACE

Home About Services Contact

WELCOME TO THINK TANK

A place to work,
connect and grow

Book Your Space

BUYER PERSONA B2C

Profile

Gender: All

Age: 25-40

Location: Any of our locations

Pain Points

Sharing & gaining knowledge, staying up to date with trends - networking opportunities, Scope for office space, work life balance, feeling to be in office and work, finding like minded people, Lack of credibility, clickbait adv



Occupation

Jobs: Freelancer

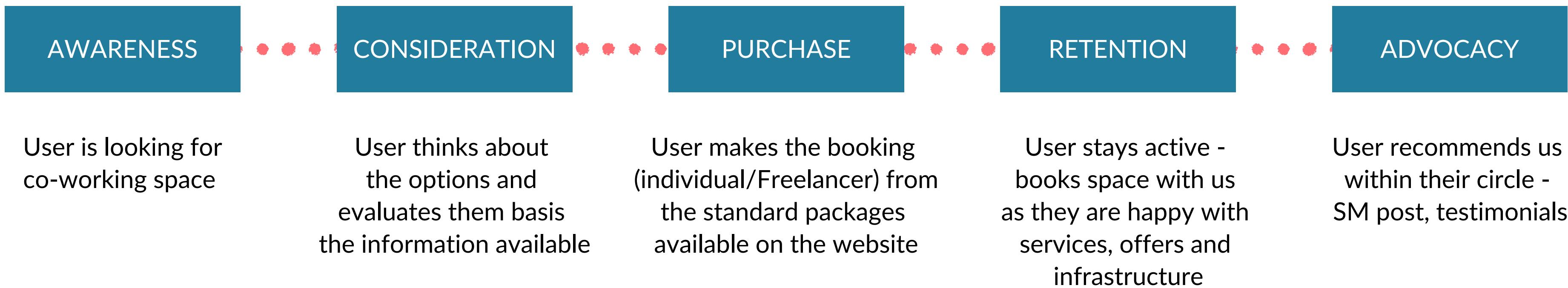
Remote worker

Income: 30,000 € - 50,000€

Goal

Find flexibility in your work life, independently-owned space, sense of belonging and opportunities for growth

CUSTOMER JOURNEY B2C



ONLINE PRESENCE

Social Media Channels, Listings, Search Engines, Videos, Website, Referrals, Newsletter, Maps, Reviews, Distribution, Calling, Community postings, User Generated Content

BUYER PERSONA B2B



Occupation

Start-Up
Small Business



Demographic

Looking for a work
space for their
employees without
any strings attached

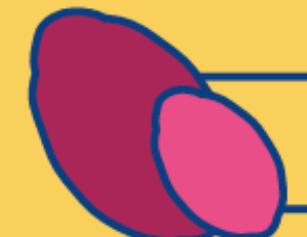


Pain Points

A place to connect with fellow
employers, location, larger community
and easier networking opportunities



Company Size



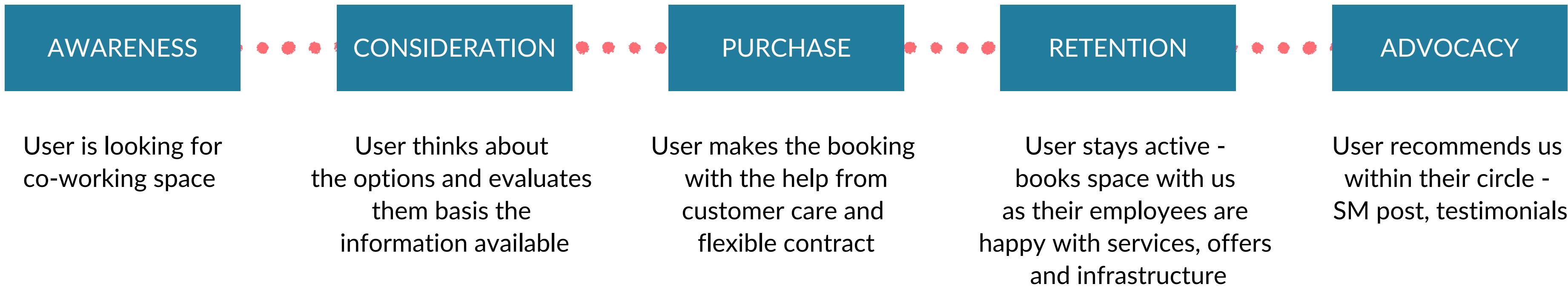
- < 50 employees
- > 25 employees



Goals

Flexibility for them as business, for
their growth and for their employees,
independently-owned space, Risk-free
space, easy process for booking and
cancelling their space online from
anywhere

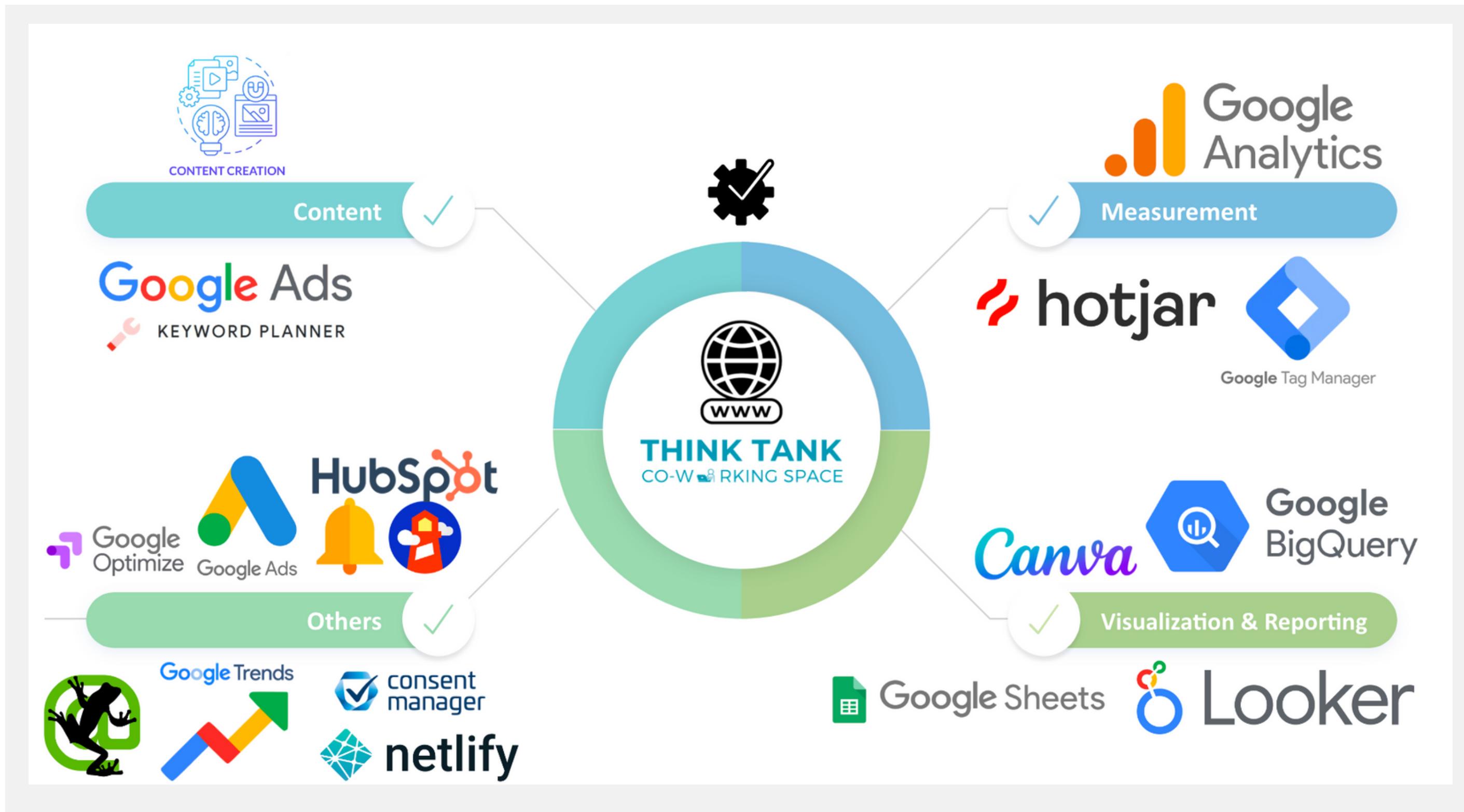
CUSTOMER JOURNEY B2B



ONLINE PRESENCE

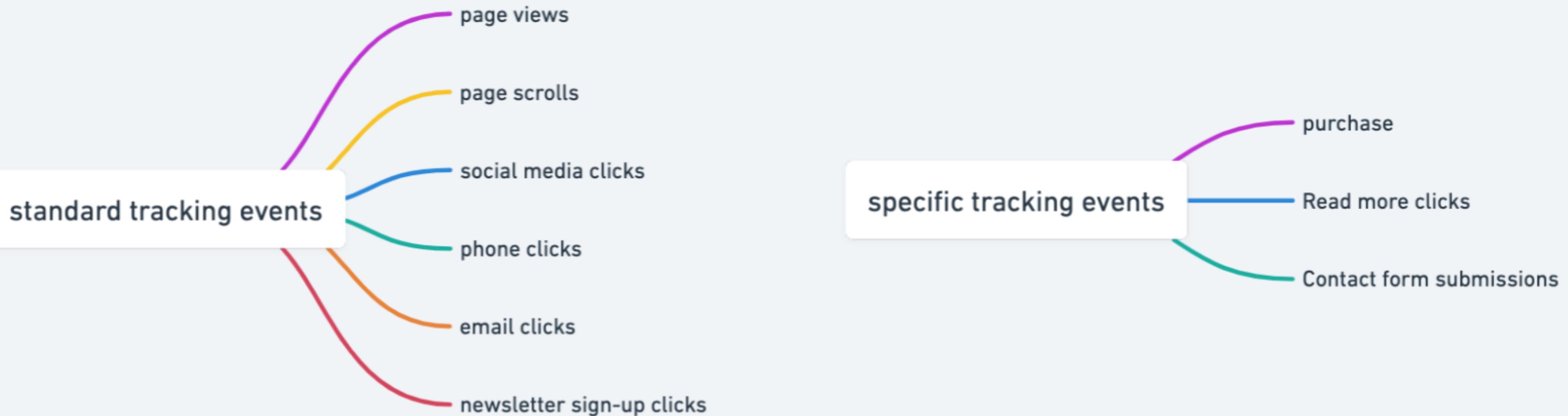
Social Media Channels, Listings, Search Engines, Videos, Website, Referrals, Newsletter, Maps, Reviews, Distribution, Calling, Community postings, User Generated Content

MARTECH STACK



TRACKING PLAN

The central reference for data collection is Google Analytics 4.



AB TESTING

Hypothesis 1

IF: We change the image for the home page banner to an image with a person looking in the direction of our CTA

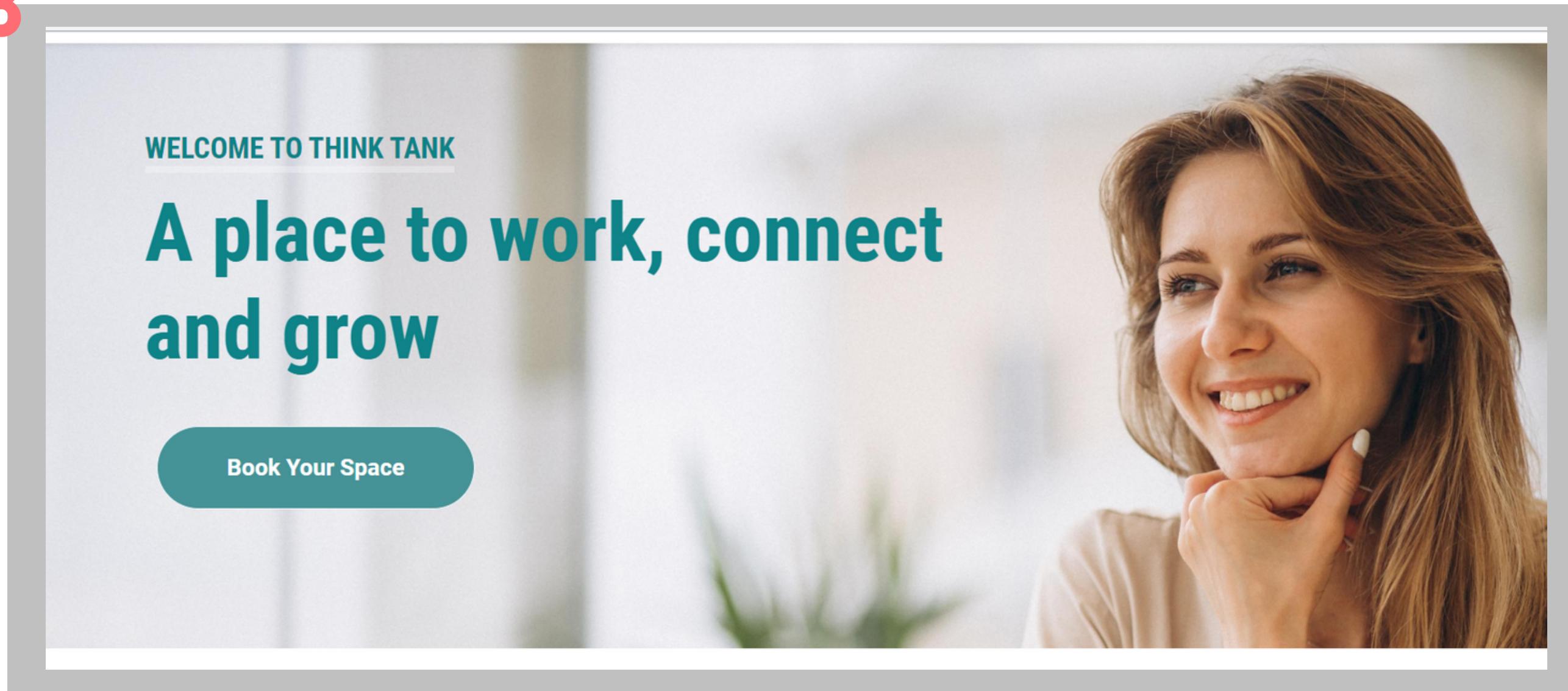
THEN: The conversion rate will increase

BECAUSE: Psychologically, we tend to follow the gaze of other people and hence we can draw the user's attention precisely to the area we want them to focus on.



AB TESTING RESULTS

B



WELCOME TO THINK TANK

A place to work, connect
and grow

Book Your Space

	Traffic	Conversions	CVR	Uplift
A	68.712	835	1,22%	
B	53.988	835	1,55%	0,33%
total	122700	1669	1,36%	

FINDINGS

SESSIONS
668.2K

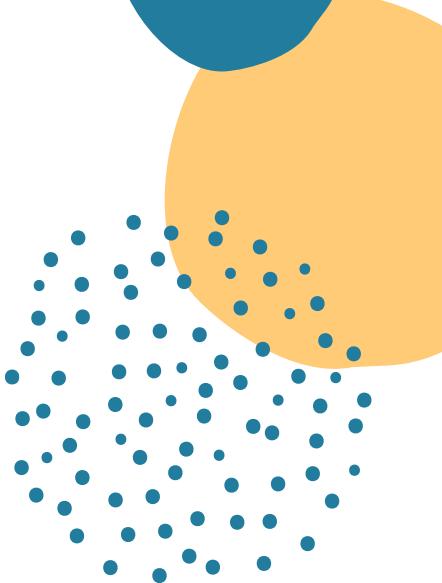
	source	sessions ▾
1.	google	170,160
2.	Instagram	157,300
3.	Facebook	78,800
4.	direct	75,900
5.	YouTube	72,650
6.	newsletter	36,550
7.	LinkedIn	30,680
8.	workremote.com	18,900
9.	Partners	11,500
10.	workspace.com	9,600
11.	trustpilot	6,200

CVR

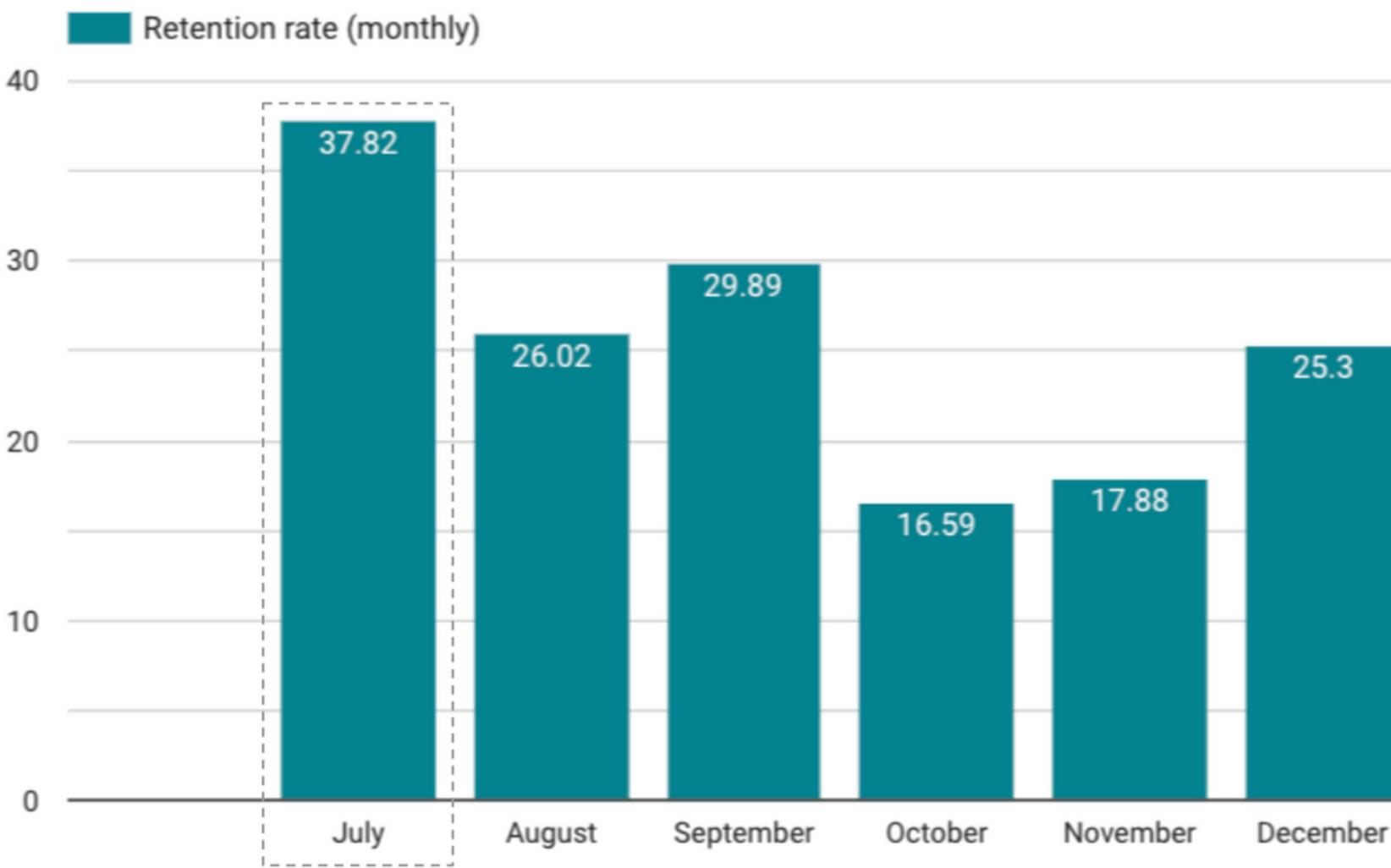
	month (Month) ▾	CVR Overall
1.	July	3.88%
2.	August	3.5%
3.	September	3.85%
4.	October	3.61%
5.	November	3.24%
6.	December	3.26%

	month (Month) ▾	CTR Overall
1.	July	1.68%
2.	August	1.56%
3.	September	1.54%
4.	October	1.59%
5.	November	1.63%
6.	December	1.66%

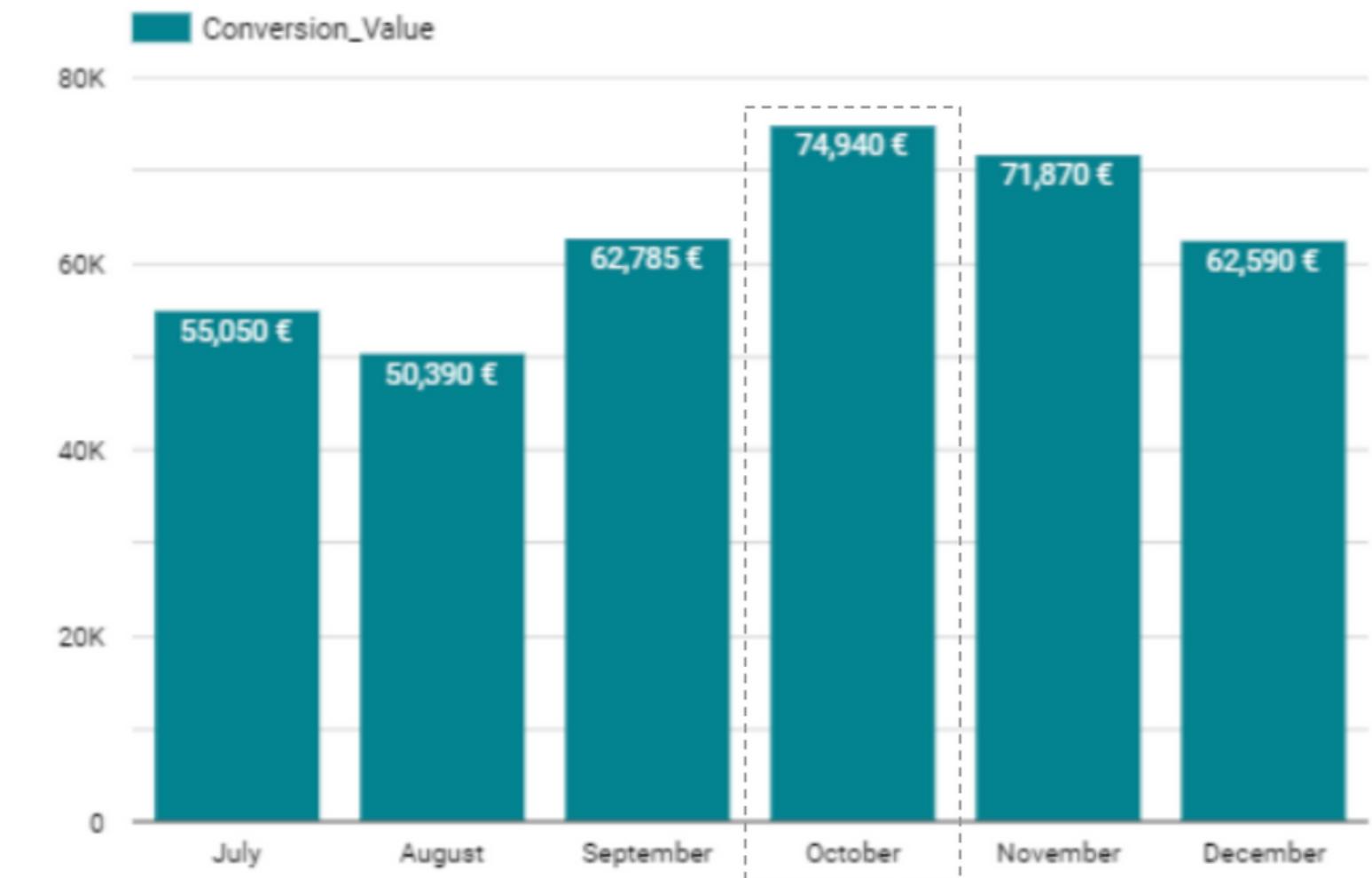
AVG. VALUE PER CUSTOMER **31.14€**



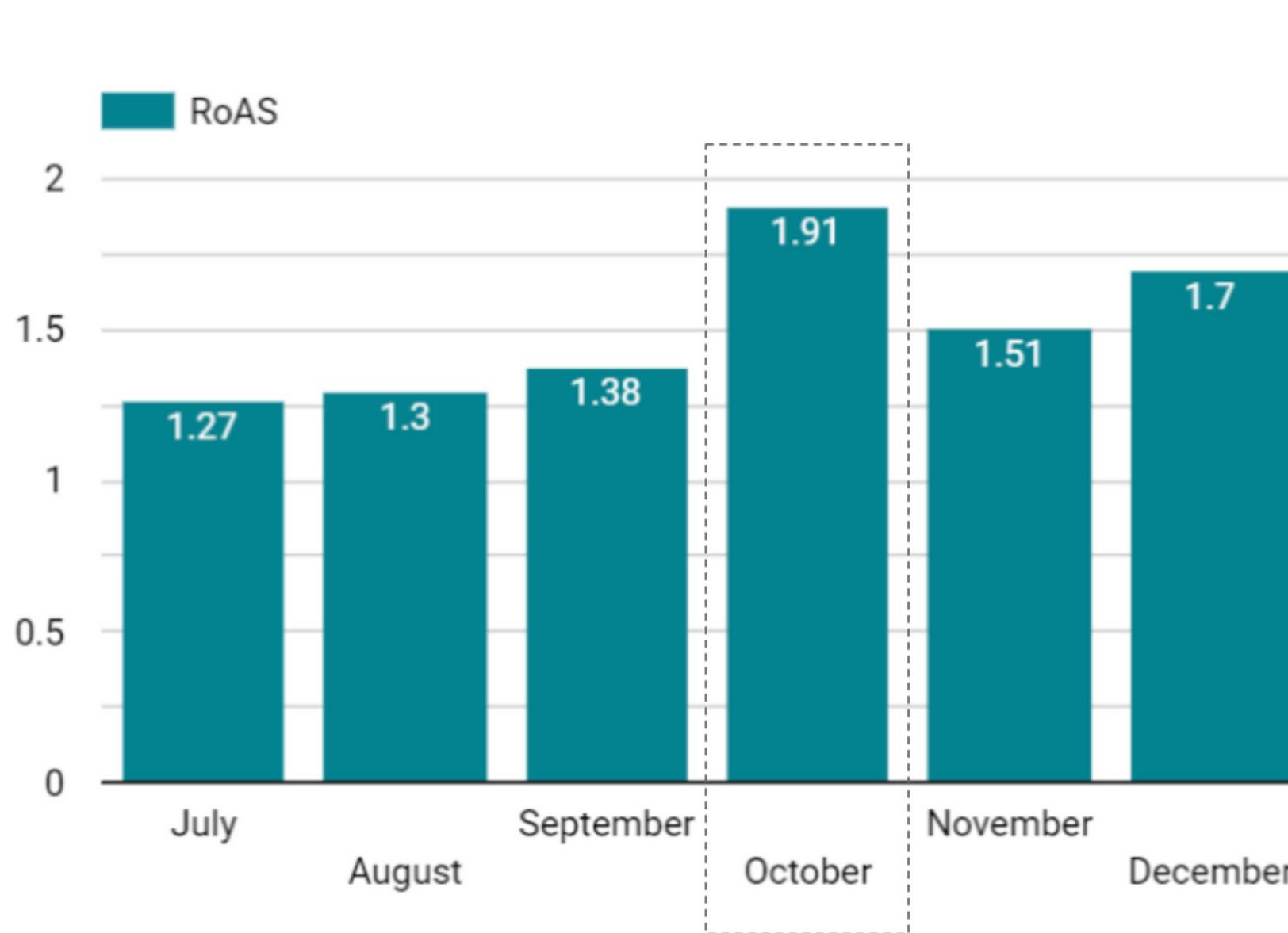
2022 RETENTION RATE BY MONTH



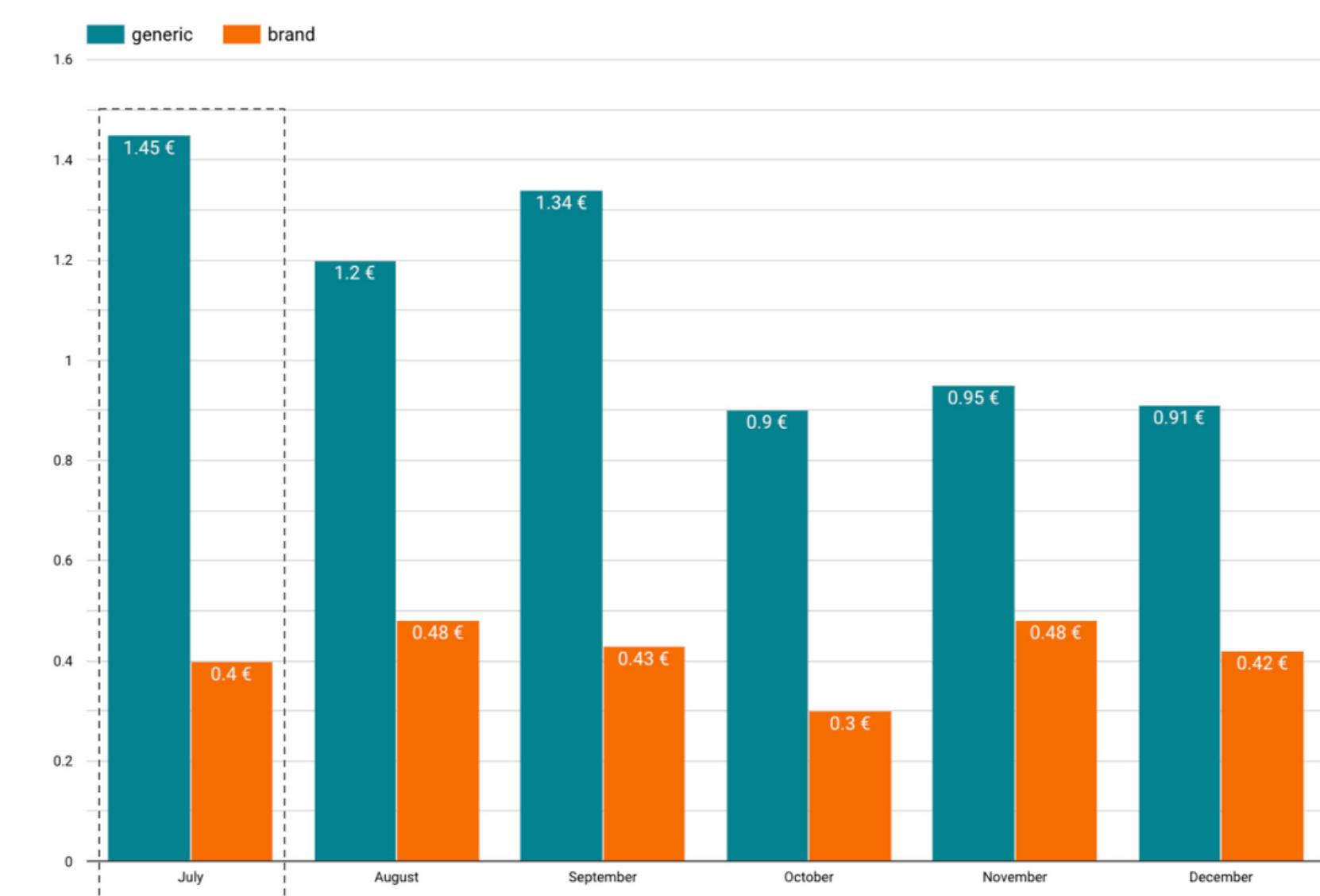
2022 REVENUE BY MONTH



2022 RoAS BY MONTH



CPC BY CAMPAIGN AND MONTH



RECOMMENDATIONS



MOST SOLD PACKAGE: BASIC

Upsell the higher packages – The company can offer special discounts or additional features to customers who upgrade to the higher packages. This can encourage customers to upgrade and increase revenue for the company.



CHANNEL WITH MOST TRAFFIC: INSTAGRAM

Invest into Instagram – Instagram has brought the most traffic without cost, with users willing to spend an average of 200 EUR per basket. Developing the platform through influencer marketing is recommended.



NEWSLETTER STRATEGY

As there was a steady growth in the number of newsletter subscribers, the company can invest in email marketing aiming to grow its newsletter network. Tools like MailChimp or Hubspot can help streamline and optimize respective email campaigns aimed at growing the audience and company's awareness.

Know the team members!

Your team of Marketing Analysts for Think Tank



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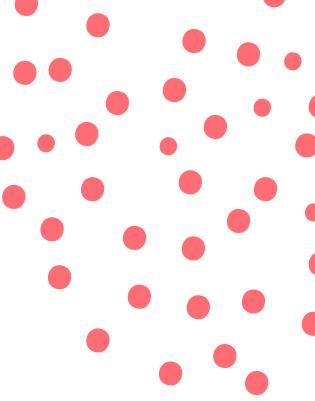
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THANK YOU FOR LISTENING!

Feel free to approach us for any questions!

