



Implementing inbound marketing for a coliving company: Allihoop

Aleksi Monaghan

Year of publication 2022



Laurea University of Applied Sciences

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Aleksi Monaghan
Service Business Management
Thesis
November 2022

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Year	2022	Number of pages	41
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This thesis project was commissioned by a coliving company based in Stockholm, Allihoop. The purpose of the thesis is to understand how to successfully implement inbound marketing as part of their marketing efforts, of which the primary goal is to gain more sales leads. The primary research question behind this thesis is how can Allihoop successfully begin implementing inbound marketing into their customer acquisition efforts.

The knowledge base of this thesis provides background information about inbound marketing and elements of a successful inbound marketing campaign. The knowledge base also identifies various ideas that Allihoop could consider implementing into their marketing strategy to attract more people to join one of their coliving spaces. Case studies are also included to show how businesses across various industries have successfully implemented inbound marketing into their customer acquisition efforts, including coliving companies who are currently utilizing inbound marketing.

A survey was distributed to current Allihoop residents to gather information on what the inbound marketing strategy should be focused on. The results from the survey provided actionable ideas that Allihoop can immediately implement into their inbound marketing efforts.

A clear framework of how Allihoop should begin implementing their inbound marketing efforts is provided in chapter 6.4.

Keywords: coliving, inbound marketing, Allihoop

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1 Introduction

1.1 Purpose of study

The purpose of this thesis is to implement an inbound marketing strategy for a coliving company based in Stockholm, Sweden. This thesis will provide an in depth overview of what inbound marketing is, how it has been implemented successfully before and how the case company for this thesis can use it in their marketing efforts to attract more potential sales leads. The primary research question behind this thesis is how can Allihoop successfully begin implementing inbound marketing into their customer acquisition efforts.

Allihoop wants to figure out what the best approach is to attract these young professionals to find out about Allihoop and consider living in their coliving residences. Coliving is a concept that has gained popularity recently, thus Allihoop believes that inbound marketing shall be a good method of attracting customers as the idea of coliving is a form of alternative living that people may not be familiar with nor understand the benefits of. Producing inbound content about coliving and Allihoop across many platforms may help the company's potential customers consider moving to an Allihoop property when they move to Stockholm.

In 2021, 1.986 million people in Sweden were living in single person households (Statista 2021). The total number of households in Sweden in 2021 was 4.8 million in 2021 (Statista 2021), meaning that single person households accounts for approximately 41.3% of all households in Sweden. In 2016, single person households accounted for 52% of all households in Sweden, the highest rate of single person households when compared to other EU countries (Eurostat 2017). Allihoops sees lots of potential in attracting people to coliving communities due to social experience that it offers in comparison to more common types of housing.

Single-person households, 2016 (in % of all households)

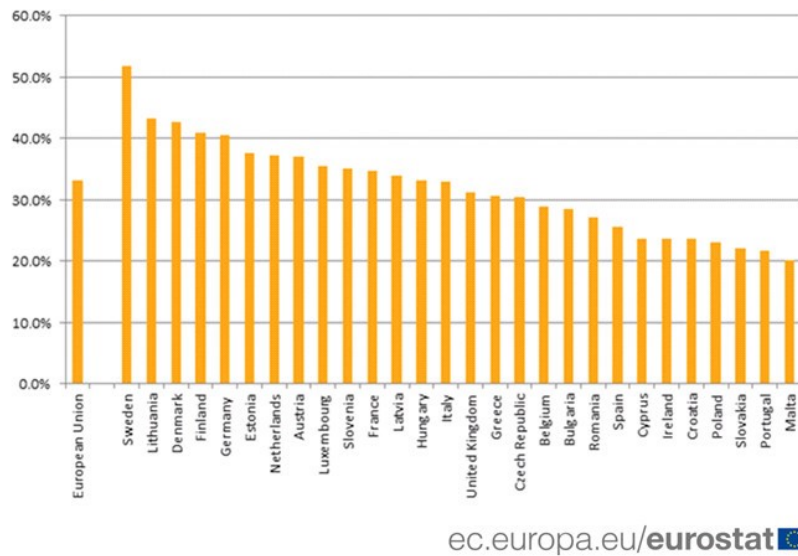


Figure 1: Eurostat 2017 percentage of single person households

1.2 Coliving

Coliving is a shared living concept in which multiple people live together while having shared communal spaces where residents can interact with each other (Coliving.com 2022). This is often done by groups of residents who share similar interests, intentions and goals that they can achieve through living together. It is common that coliving communities are also run and operated by a business rather than private individuals.

There are many examples of different coliving communities that have specific purposes and cater to a specific demographic. In addition to Allihoop, there are other various coliving companies operating in Stockholm such as:

- 20-30 Coliving: 20-30 Coliving was founded in 2019 and currently has five different coliving properties across Sweden, with four located in Stockholm and one in Lund. The company states their goal is to "create sustainable living spaces for young adults between 20 to 30 to reduce space waste." (20-30 Coliving 2022)
- Colive: Colive was founded in 2018 and currently has 4 different coliving properties in operation, with 3 located in Stockholm and one recently opened in Gothenburg. Colive's about us page states that we supply like-minded people with contracts for housing, new social settings and a more cost-effective way of living (Colive 2022).
- K9: This is one of the more well known coliving communities in Stockholm and has been the subject of many coliving articles by large news organisations such as The New York Times. K9 is a 1200 square metre property located in the Ostermalm area of central Stockholm and has room for 50 people in a variety of room types such as

private rooms and pods which are located in rooms shared with a few other people. The coliving community was first opened in 2016 and emphasises co-creation and intentionality as part of their core values (K9 Coliving 2022).

Coliving brings many benefits when compared to more traditional living standard such as living by yourself or living with a partner. Coliwoo, a coliving company based in Singapore, states that some of these benefits include (Coliwoo 2022):

- Close connection to a community: One of the main selling points that coliving communities offer is a social life. As coliving communities are sharing a residence and common areas, social opportunities are easy to come by. Friendships are easy to make and form naturally due to the individuals living in close proximity to each other. Communities can further foster this through various means such as hosting communal events and having community ambassadors who act as a key person in ensuring that the community is active.
- More affordable: The coliving model often encourages smaller personal spaces while giving more common space for residents to interact with each other, this is often reflected in price as it allows cheaper rental fees. Residents also don't have to worry as much about furnishing as coliving communities are furnished, meaning that residents don't have to spend money on furnishing living spaces themselves which is a big cost for renters moving to traditional studios or apartments.
- Flexibility and convenience: coliving communities are made to be convenient, offering the resident to move in without hassle. This includes flexible rental contracts and the ability to easily move due to not needing to own any furniture. Coliving is also convenient as the rental fee commonly includes all utility related fee's that need to be payed by the tenant, meaning that only one rental payment needs to be made instead of multiple payments for rent and other utility bills.
- Removes the liability of living with others: Renting an apartment or home with roommates may provide some liabilities when sharing a lease such as having to pay for rent and utility bills together on time or finding someone to rent a room when a roommate vacates their room. Coliving solutions offer individual room leases and commonly include all related utility expenses for the room in the rental fee

1.3 Allihoop

Allihoop is a coliving startup based in Stockholm that currently operates in three different locations with over 300 residents. Their target market is described as ‘go-getters’ and this predominately consists of young professionals aged 25-35 who have immigrated to Stockholm for career opportunities or university placements (Allihoop 2022).

The company's mission is to unlock the potential of cities and its people. This is achieved by building communities and living spaces where residents can easily connect together

Their coliving properties offer tenants a private studio to live in while also giving them access to lots of shared spaces in which residents can socialize and interact with each other. This includes:

- A coworking space in each of their properties where residents can work or study
- Communal kitchen and dining areas where residents can cook and eat with each other
- Shared outdoor areas where residents can host events and socialize with each other

Residents in any of Allihoop's properties also have access to the Allihoop mobile app which has many different features to enhance tenant's coliving experience. Some of the features include:

- Creating events: Residents have used the Allihoop app to facilitate many different events with other residents such as movie nights in the cinema space, barbecues and many other types of the events within and outside the Allihoop property.
- Messaging: Residents are able to message each other directly on the Allihoop app and are also able to directly message Allihoop staff regarding any queries or issues they have.
- Booking facilities: Allihoop has some facilities such as laundry machines that need to be booked and this is done through the Allihoop app where they are given an allocated time.

Allihoop is currently based in Stockholm which is home to a thriving startup and innovation ecosystem. Outside of Silicon Valley, Stockholm has the most amount of unicorns per capita (companies with a valuation of over one billion US dollars) in comparison to any other city in the world (Fultom 2021). This ecosystem brings lots of foreign talent to Sweden but studies show that the expat community in Stockholm find it difficult to integrate into Sweden. The Expat City Ranking conducted by Expat Insider shows that Stockholm performs poorly in comparison to other popular expat cities around the world, ranking 43rd out of 57 for best cities for expats (InterNations 2021). In terms of social life for expats, Stockholm ranks as the worst city to live in in comparison to all other cities mentioned in the study. Notably, Stockholm also ranks lowly for the Getting Settled Index (the ease of moving to a new place) as well as second last for the ease of finding housing.

One of the main draws that interests potential tenants about moving to an Allihoop location in Stockholm is the community and social opportunity that their coliving environment produces (Allihoop 2022). Being a city which ranked last in terms of social life for expats, Allihoop sees great opportunity in attracting foreign talent to living in their properties as they are able to provide a great social experience for their tenants.

Allihoop is interested in utilizing inbound marketing as part of their marketing efforts to attract young foreign talent moving to Stockholm for career or study opportunities because they believe that they could acquire customer leads through producing content that will help answer questions their target market may have about moving to Stockholm. This thesis aims to study inbound marketing and how it can be implemented into Allihoop's customer acquisition efforts.

2 Inbound Marketing

Inbound marketing is a marketing method in which a company draws in customers through providing them content or material is useful to them and aims to nurture long term relationships with customers (Salesforce 2022). The customer may have a problem and the company's inbound marketing content should lead them to a solution which the company is able to offer the customer. The overarching goal for a company undertaking inbound marketing efforts is to drive sales through becoming a trusted name in their industry.

Inbound marketing can be produced through many different mediums such as blog posts, videos, ebooks, social media posts and webinars (Roy 2020). The most effective medium is dependent on the company undertaking inbound marketing efforts, what their goal is and who their target demographic is.

2.1 Marketing

Marketing refers to all the activities a business undertakes in order to entice customers to buy a product or service (Forsey 2022). One of the main components of marketing is advertising which involves capturing the attention of specific audiences in order to convince them to see a product or service in a certain way and encourage them to purchase the advertised product or service (Ward 2022).

A common method of creating marketing plans in the 4 P's which helps identify important elements that a marketing plan needs to consider (Twin 2022). When a product or service needs to be sold, it is important to consider all of these points and whether it is suitable for the target market of the product. The 4 P's are:

- Product: the item that is being sold to consumers
- Price: the cost of the product to the consumer
- Promotion: how the target market of the product is going to be made aware of the product or service and have a desire to purchase it
- Place: where will the product or service be located

While there are many different types of marketing such as word of mouth marketing, guerilla marketing, partner marketing and so on, all marketing practices can be separated into two types of marketing strategies which are inbound and outbound (Halligan 2022).

2.2 Inbound vs Outbound Marketing

Inbound marketing provides content that customers are actively looking for such as solutions to a problem they may have or content that they are generally interested in (Salesforce 2022). On the other hand, outbound marketing involves efforts in which the primary goal is to sell a product or service to customers through disruptive means (Halligan 2022). In other terms, inbound marketing lets their target market find them while outbound marketing actively presents themselves in front of their target market.

Inbound marketing can be produced through many different mediums such as blog posts, videos, ebooks, social media posts and webinars (Roy 2020). The most effective medium is dependent on the company undertaking inbound marketing efforts, what their goal is and who their target demographic is.

Outbound marketing primarily includes various types of advertisements such as television ads and paid social media ads. This method of marketing is often disruptive and does not provide value to the customer (Halligan 2022).

There are many pros and cons to both inbound and outbound marketing strategies which are outlined in the below table:

	Inbound Marketing	Outbound Marketing
Positives	<ul style="list-style-type: none"> . Content that potential customers are actively looking for . Educational . Easy to measure conversion rates (eg can see how many people visited a blog page and how many converted into customers after 	<ul style="list-style-type: none"> . Increases awareness of the company . Can result in immediate action from customers (Halligan 2022)

Negatives	<ul style="list-style-type: none"> . Can be very time consuming eg producing content for target market and measuring its effectiveness of converting prospects into customers) 	<ul style="list-style-type: none"> . Difficult to measure conversion rates eg hard to quantify how many people became customers after seeing a billboard (Halligan 2022) . Easily disregarded by customers . Can be expensive

2.3 Process and methodologies of inbound marketing

Hubspot, one of the leading organisations which provides educational content on inbound marketing, outlines the below process as a best practice for inbound marketing (Hubspot 2022).

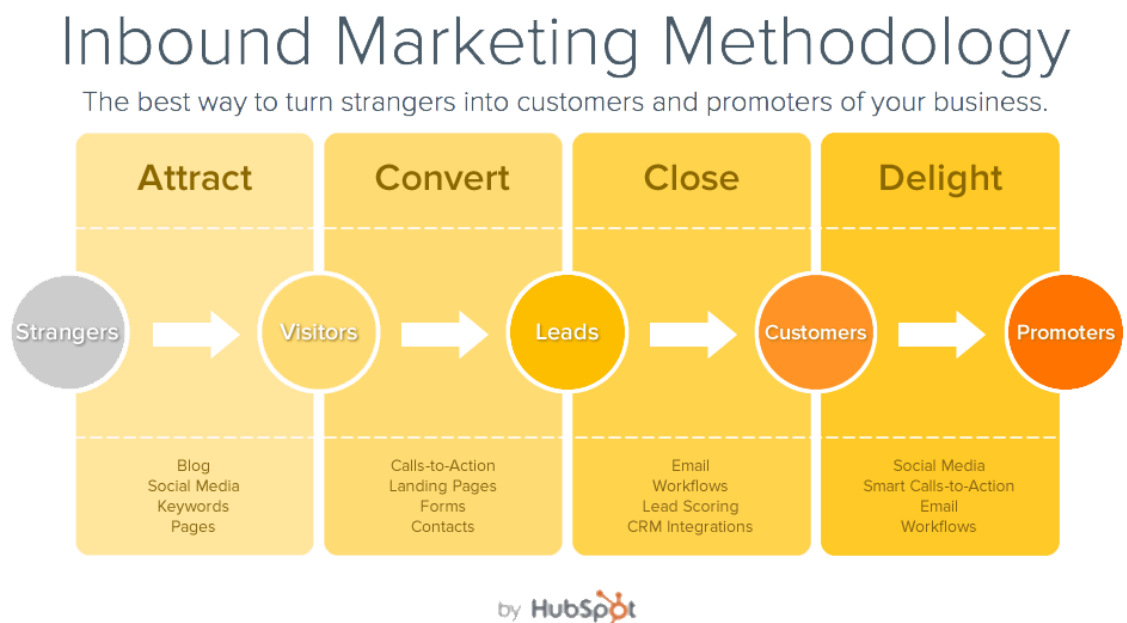


Figure 2: Hubspot inbound marketing methodology (2022)

When implementing an inbound marketing strategy, a business should follow this four step framework in order to achieve a defined goal. This framework shows how someone can be introduced to a business and then eventually become a promoter for the business.

In the first step, the business needs to attract their target market to view their content on their chosen platform. A business must produce inbound content such as blogs or social media posts which are relevant or interesting to their target market. Keyword and search engine optimization needs to be considered here as it helps with the ease of customers finding what they are searching for.

In the second step, individuals who have viewed the inbound content need to be converted in potential sales leads. This requires the individual taking some form of action such as filling in a form or requesting a call.

After an individual has taken steps to become a sales lead, the third step is to convert them into a paying customer. As this individual has already become a sales lead, it means that they are already actively considering making a purchasing decision. More steps need to be taken though to convert them into a paying customer which can include contacting them through various means. Use of a CRM system such as Hubspot is useful here as there is the ability to maintain a log of actions that the lead has undertaken in the sales funnel which then informs what next steps should be taken with the lead.

When a sales lead has been converted into a paying customer, the fourth step in the framework is to delight the customer so that they become a promoter for the business. When a customer is delighted with a product or service that they have purchased from a business, they are likely to spread the word somehow whether it be recommending it to friends and colleagues or sharing it in some form on social media. Social proof is one of the most desirable marketing outcomes that businesses desire as people often rely on the opinion of others to inform their own opinions (West 2021). In a marketing context, people often want to see that other people are enjoying a product or service before making a purchasing decision themselves.

2.4 Different platforms to utilize for inbound marketing efforts

There are many different platforms that can be utilized for inbound marketing efforts and it is important to understand what each platform is (Roy 2020). Each platform has a different purpose and caters to a different audience, meaning that it will be beneficial for a business to focus their efforts on implementing an inbound marketing strategy through utilizing some platforms and disregarding others.

Businesses need to assess what platforms their target audience are actively using and how they could engage them on that platform.

2.4.1 Website:

A website is a very important element in inbound marketing as it is important to direct potential customers to a page where they can make a purchasing decision (Unterkircher 2022). Inbound content on other platforms will commonly include a link to a businesses website which will bring the individual clicking on the link one step closer to making a purchasing decision.

One element of websites that can be very useful in inbound marketing is a blog which is a regularly updated web page where text posts can be made about various topics, often written in an informal and diary type fashion. Some blog pages also allow comments from the public which allows them to interact with the blog entry and comment their own personal thoughts about the entry.

2.4.2 LinkedIn

LinkedIn is a social media platform designed for professionals and is primarily focused on professional networking (LinkedIn 2022). The platform can be used for many different purposes such as:

- Job hunting: Businesses are able to post jobs that they are offering and individuals are then able to apply for the job through LinkedIn
- Posting content: LinkedIn is a social network and offers users the ability to post various forms of content such as text posts, videos and photos. These posts appear in a news feed and profiles are then able to engage with the post with comments and likes.
- Connecting with other professionals: Individuals are able to follow other individuals or businesses profiles on LinkedIn. The platform has a chat function in which profiles can message each other privately or there is also the chance to connect with others through the comment section on posts others have created.

2.4.3 Facebook

Facebook is a social media platform created primarily for friends to connect with friends and share various forms of content. The platform also allows businesses and individuals to create Pages where interested people are able to follow the account and be shown their content on their personal news feed (Chi 2021).

With 2.9 billion active monthly users as of January 2022, Facebook is currently the biggest social media platform in the world (Statista 2022).

2.4.4 Instagram

Instagram is a photo and video sharing social media platform owned by Meta, the same parent company that owns Facebook. Individuals and businesses can create accounts and follow other accounts that interest them which will allow them to see their posts in their own news feeds (Forsey 2022). In January 2022, Instagram had almost 1.5 billion monthly active users (Statista 2022).

2.4.5 YouTube

YouTube is a video sharing platform where individuals and companies can post video content. YouTube is the second most popular search engine in the world with the first being Google (Davies 2021). Research by Hubspot (2021) shows that people primarily watch YouTube videos for entertainment, followed by watching videos to learn how to do something and also to learn more about a hobby or interest.

3 Producing inbound material

3.1 Target market

A target market is a well defined group of customers that a company believes is most likely to buy products or services from them (Investopedia 2022). For any business, it is important to clearly identify who their target market is as this will help them yield the best chances of implementing a successful inbound marketing strategy.

There are four different segments that businesses need to consider when defining their target market (Investopedia 2022) which are:

- Demographic: Main identifiable characteristics such as age, occupation, income and education level of a potential customer
- Geography: Current location of the customer
- Psychographic: What is the customer's personality? This can involve characteristics such as their interests, values and lifestyle
- Behavioural: Why does the customer make certain buying decisions?

It is important to identify points for each of the segments as doing so will be helpful in forming the inbound marketing strategy. Understanding the target market through these segments will make it easier to understand what they are looking for in a product or service, also making it easier to understand how one could market these products or services to them.

3.2 Customer profile

Once a target market is defined, it is important to create a customer profile. The target market broadly defines the characteristics that your target group has and helps businesses consider how they should implement an inbound marketing strategy around that, but it is still important to consider what an individual customer within that target group would look like.

Creating a customer profile is essentially creating a character, their personality traits and their life story (Matsen 2022). It is important for a business to create multiple customer profiles which fit into their target market as there may be many different customer profiles that fit into a target market. Creation of a customer profile can be informed through various research methods such as interviews and surveys, they can be based on customers that a business may already have or they can also be made through imagination (Matsen 2022). When a marketing strategy is implemented with the customer profile in mind, it is important to validate whether the strategy is working and whether the customer profile is accurate or not. Hubspot (2022) provides the below template which includes many traits that need to be identified in order to create a customer profile.

Customer Profile

Brief Description of the Customer Being Profiled

<div style="background-color: #2c3e50; color: white; padding: 5px; text-align: center; font-weight: bold;">BACKGROUND / DEMOGRAPHICS</div> <ul style="list-style-type: none"> Age Gender Family Career Location Salary 	<div style="background-color: #2c3e50; color: white; padding: 5px; text-align: center; font-weight: bold;">DECISION MAKING PROCESS</div> <p>How does your customer decide on their purchases?</p> <ul style="list-style-type: none"> Research Process Decision Factors Price Sensitivity Competitor Consideration Sourcing Opinions from Friends 	<div style="background-color: #2c3e50; color: white; padding: 5px; text-align: center; font-weight: bold;">PRODUCT ALIGNMENT</div> <p>What product(s) and/or service(s) does your customer see value in?</p> <ul style="list-style-type: none"> Product Product Product Product Product
<div style="background-color: #2c3e50; color: white; padding: 5px; text-align: center; font-weight: bold;">WANTS, GOALS, AND DESIRES</div> <p>Provide an overview of this customer's goals in life or at work – specifically how they pertain to your business.</p> <ul style="list-style-type: none"> Example Example Example Example Example Example 	<div style="background-color: #2c3e50; color: white; padding: 5px; text-align: center; font-weight: bold;">BEHAVIORS AND TENDENCIES</div> <p>Outline a few of the customer's daily habits and activities – specifically those that may pertain to your business.</p> <ul style="list-style-type: none"> Example Example Example Example Example Example 	

Figure 3: Hubspot customer profile template (2022)

The first step is to identify basic demographic information about the customer profile. This includes their age, gender, what their family looks like, what their career is, where they are located and what their salary is. This establishes the basics of who the customer profile is and helps inform the market strategy that will be implemented in order to convert them into paying customers.

Secondly, it is important to identify what the decision making process of this customer is when it comes to purchasing the product or service. There are many factors that come into play when a customer makes a purchasing decision and it is important to identify where the customer makes these decisions. This includes asking how do they research products or services that they are considering, what factors influence their decision making, how sensitive they are to differences in price between products or services, how they evaluate competitors and how do their friends or acquaintances influence their purchasing decisions.

Marketers also need to identify what products the customer profile aligns with. This can be any product or service that provides any kind of value to the customer profile. When products and services are identified, this should help inform the market of how other products and services are marketed to the customer profile.

Customers wants, goals and desires also play a large part in decision making when it comes to purchasing a product (Graham 2018). Identifying what these wants, goals and desires are for the customer profile will help the business to understand how their product or service can help fulfill or align with them.

The final step is to identify some of the behaviours and tendencies that the customer profile has with focus on the product or service that the business is offering. This can include considerations such as what time they are likely to be using your product or service, what events lead up to them using your product or service or what triggers them to use your product or service (Fontanella 2022).

After completing the template, marketers should be able to easily visualize who their customer profile is. As much detail as possible should be included in the answers in order to help better inform the marketing approach that the business will take in order to successfully turn their ideal customer profile into a paying customer (Matsen 2022).

3.3 Catering content to the customer profile

With the target market and customer profiles in mind, it is important to create marketing materials that are interesting to them and has a high probability of converting them into a customer (Dopson 2022).

Some questions to consider when coming up with marketing materials for specific target markets include:

- Is it clearly identifiable what the product or service is and how it is interesting to the end customer?
- Has it been clearly defined how the product or service is different to that of a competitors?
- Does it show what problem the product or service solves or how it benefits the customer?
- Does it show why the customer needs your product or service?

3.4 SMART goals

SMART goals is a goal setting method based on an acronym which provides a way of setting goals so that they are well defined and there is a clear way to accomplish them (Boogaard 2021). SMART stands for:

- Specific: The underlying goal is very clear and understandable.
- Measurable: A numerical value must be attached to the goal so that it can be well defined and understood
- Achievable: Various factors need to be taken into consideration to understand whether the goal that is set can be achieved or if anything is preventing it from being achieved.
- Realistic: The goal is set in realistic expectations
- Timely: There is a clear time in which the goal can be achieved and enough time is given to achieve the goal

Using this method is much provides much more clarity in comparison to setting vague goals that don't provide a clear goal that can be understood by everyone (Boogaard 2021). Vague goals can include wanting to increase sales or get more sales leads. Goals like these do not provide any clarity on what it takes to achieve them or what defines the successful completion of them. This can lead to miscommunication and misunderstandings in teams working together to achieve that goal.

With Allihoop as an example and using SMART goals, the vague goal of getting more sales leads can be turned into 'get 10 new sales leads in the next 14 days'. This goal fulfills all the elements of being a SMART goal as it provides a specific and understandable goal, it is measurable as there are two numerical values that guide the goal, it is achievable as there is nothing preventing it from being achieved, the goal has realistic expectations and the goal also has a set time period to complete the goal in.

SMART goals should be utilized in inbound marketing methods as they provide a clear objective that the inbound strategy aims to achieve. This can be a goal such as the example above where the company needs to gain number of sales leads that a company wants to gain in an allocated time period.

3.5 Marketing channels

With the target market, customer profiles and SMART goals in mind, it is important to choose the right marketing channels in order to sell the product or service that the company is offering (Roy 2020).

Research needs to be done to identify what marketing channels are the most effective to focus efforts on as the target market and customer profiles are most likely to predominately be on a select few of them. This can be done through asking your customers directly through surveys or interviews to understand what platforms they are using. Secondary research can also be conducted to understand what platforms certain demographics are likely to be using.

3.6 CTA: Calls to action

Calls to action (CTA) are phrases which incentivize or encourage an individual to take a certain desired action (van der Osten 2022). Marketers often use these phrases as a way to guide leads to certain stages of a sales funnel. Some common calls to action include:

- Get started: This encourages the user take the first step in a sales funnel
- Learn more: Users may be given some basic information regarding a product or service which piques their interest in learning more, adding this button leads them finding out more information about the product or service
- Sign up: Some websites have an option for customers to register their details with the company for various reasons such as joining an email list or making a profile with the company
- Buy now: This call to action is used when converting a lead to a customer. By using the word 'now', the user is encouraged to take immediate action on making a purchasing decision.

Using an effective call to action is important as it tells the potential customer what the next steps in the process to becoming a customer is (McCaffrey 2022). This can result in more leads and more customers. Without an effective call to action, potential customers may not end up taking a step or not understand what the process is purchase a company's products or services.

4 The company website and blog for inbound marketing

The company website might be the most important element of an inbound marketing strategy as that is where a prospect or lead is likely to take action to be converted into a customer (Unterkircher 2022). The website is where a company wants to direct their leads that they have acquired through other channels to convert them in paying customers.

Westwood (2011, 90) suggests that the website should be simple and easy for the customers to navigate. It must be as easy as possible for customers to find what they are looking for on the website and the menu or title options should be designed and named with that in mind. All content on the website needs to be relevant to the company in some way. The website must also be attractive and must have good usability between different devices such as computers, smartphones and tablets. This is so that the customer has a good experience as it is likely that they would not return to the website if they have a bad experience (Kumar 2022).

As the company website is where a company should direct visitors to convert them into leads, it is important to design the website with this in mind. Visitors need to be directed to a well designed landing page which includes calls to action which incentivize the viewer to take a certain action in which they become sales leads or show their interest in becoming a potential customer (Unbounce 2022).

4.1 Landing page

A landing page is a customized website that is catered for a specific campaign and incentivizes visitors to take a specific action on the page (Unbounce 2022). Landing pages are primarily used and designed for the sole purpose of converting a visitor into a sales lead. This is different to a homepage which is the main page of a website and gives the visitor an opportunity to explore different pages on the website. Homepages are not as effective as landing pages for converting visitors into customers and this is because of the distractions and many different options a homepage presents to a visitor (Unbounce 2022). There are many different pages they are able to visit directly from the homepage while landing pages are designed with the sole purpose of getting customers to take a specific action. This is achieved through having:

- A very specific action that visitors are directed to take when on a landing page, usually incentivized through a call to action
- Focus on the important details and no distractions on the page that could lead visitors away from completing a specific task
- A target audience in mind that the page is catered to

Visitors are more likely to take action to become a customer on a well designed and effective landing page in comparison to a homepage (Unbounce 2022). It is important to make the customer journey from the first point of contact to the goal of the campaign as easy as possible for the customer, as distractions and mixed messaging have the potential to disrupt the momentum that a customer has in making a purchase decision (Inbound Rocket 2022).

4.2 Company blog

Blogging is an effective tool for many business functions including marketing and customer service (Lieback 2020). Primarily, blogging is useful in providing information to potential customers who a business can incentivize to take an action in the sales funnel (Prism Global Marketing Solutions 2022).

A company blog should showcase the knowledge that a company has in a particular industry. The intent should be to show potential customers that the business is trustworthy, professional and that they could purchase a product or service from the company without worry (Sanders 2017).

Blogs are an effective medium for a company to undertake inbound marketing efforts with as it can attract lots of traffic. When potential customers are directed to the website through viewing a specific blog post, there is also a chance that they may be interested in products or services that the company offers.

Additionally, blogging is a very effective way of improve search engine optimization as keywords and phrases can be consistently used in various blog posts, giving the page a higher chance of ranking higher up in the search results for the specific keywords and phrases that it is using (Coleman 2022).

4.3 Search Engine Optimization (SEO)

Search engine optimization (SEO) is the process of improving a website in order to improve its visibility in search engines such as Google, YouTube and Bing (Hathaway 2022). When a website has more visibility in these search engines and caters to what people are looking for, they are much more likely to attract attention and gain customers.

Search engines such as Google and Bing want to provide their customers with the best results for their search queries and they do so through using bots that collects information from websites (Oetting 2022). This information is indexed and analyzed through various complex algorithms which help determine which websites should appear immediately in the search results for the specific text that the user puts as their search query (Oetting 2022). Through doing so, Google and other search engines are able to provide the best results for what people are specifically searching for.

It is important to use the right keywords and phrases on a website so that it can appear in relevant search results that a specific target market is looking for. Furthermore, it is important to continue to do this many times through regularly updated content such as blog posts as Google is continuously looking to show relevant results to people searching on their website. Having regularly updated and engaging content while using relevant keywords and phrases on the website will mean that Google and other search engines are much more likely to show a website higher up in the search results page, translating to more visits to that website (Woodward 2022).

5 Inbound marketing case studies

Implementation of an inbound marketing strategy can be useful to any business in any industry as you attracting customers through providing them value. Useful information can be learnt through analysing how companies have implemented inbound marketing as part of their marketing efforts to attract customers. The commissioner can implement ideas that both coliving companies as well as businesses in various industries have used as part of their inbound marketing strategy.

5.1 Various industries

While these case studies may not have any similarities regarding the type business and customers as the commissioners, lessons can be learnt on how to attract and delight potential customers through producing valuable inbound marketing content.

5.1.1 River Pools and Spas

River Pools and Spas is a company based in the United States which sells and installs Fiberglass pools across the country (River Pools and Spas 2022). They have become one of the most trusted companies in the pool installation business through their inbound marketing strategy which provides information for anyone looking to buy and install swimming pools in their own homes.

River Pools and Spas is the subject of a book called 'They Ask, You Answer' (2017) which is written by Marcus Sheridan who is a Partner in River Pools and Spas. The book provides a detailed guide of how to effectively implement inbound marketing into different businesses through understanding what questions your customer has and becoming a trusted name.

Customers who are looking to buy swimming pools have lots of questions when making a purchase decision as it is an expensive investment and it also needs a lot of regular care and maintenance. River Pools and Spas identified what problems and questions the customers and

built an inbound marketing strategy based around these questions (Cohen 2013). Through providing useful information to everyone looking to buy a swimming pool, River Pools and Spas has become one of the most trusted names in the pool installation business.

One example of River Pools and Spas inbound marketing content is a blog post titled ‘Which is the best pool: Fiberglass, concrete or vinyl liner?’ This is a common question from people considering buying and installing pools in their homes as there are many types of pools to consider, all with their own pros and cons. This blog post goes through a very detailed explanation of all the advantages and disadvantages that each type of swimming pool has through the customers perspective. This includes considerations of what the cost is for the customer, how each swimming pool type can affect the value of the property and how much maintenance work is involved in the upkeep of the particular swimming pool type (River Pools and Spas 2022).

Another example of River Pools and Spas inbound marketing content is their blog post titled ‘How much is my fiberglass pool really going to cost’. This blog post goes through an extensive list of all the costs a customer can expect to incur for buying, installing and maintaining a fiberglass pool. The blog post also explains in detail why the customer can expect to incur these costs when installing and maintaining a fiberglass pool. The blog post also utilizes a call to action in the middle of the article. The specific call to action is to ‘design and price your perfect pool’ which leads you to a page with all of the pool design options that Riverside Pools and Spas offers.

Basic Install plus concrete

Most pool installations include adding a **concrete patio** around the edge of the pool.



Most concrete patios take up between 400 and 800 square feet of space around a swimming pool, with larger pools typically requiring more of a patio.

With concrete patio, a typical fiberglass pool installation will cost between: **\$65,000 and \$90,000.**

Turnkey installations

A turnkey fiberglass pool installation includes everything we've already covered -- the shell, the patio, and basic accessories -- but will also include **fencing** and **electrical costs**.

A typical turnkey price range for River Pools customers in 2021 was between **\$65,000 and \$125,000.**

Want to figure out what you might need to spend on your pool installation? Try our Design and Price tool -- just click the button below to get started!



Want to see about how much that cost will be with all your favorite pool accessories?

Use our **Design and Price Tool** to walk through your options and approximate price!

DESIGN AND PRICE YOUR PERFECT POOL!

Prices for other options

Automatic pool covers usually cost **\$14,000–\$21,000.**

Figure 4: Screenshot of River Pools and Spas blog and calls to action

Both of these examples educate the customer about the products that they are considering purchasing and portray River Pools and Spas as experts in their field. This makes them a trusted name in the eyes of customers and makes it easier for customers to make a purchasing decision with them. In addition, both blog posts use various calls to action in the middle of the posts so that customers are incentivized to check out River Pools and Spas offerings.

The commissioner can implement some of the strategies that River Pools and Spas has used in their inbound marketing methods. The blog post examples show that River Pools and Spas have understood their target market and what concerns are when considering buying a swimming pool and they have positioned themselves as a trustworthy company who are experts in their field while also successfully positioning their products as a suitable choice for their potential customers.

The commissioner can consider implementing a similar strategy as River Pools and Spas by identifying what their target market's question are when relocating to Stockholm and how

they are able to position themselves as a trustworthy company while helping to answer their questions.

5.1.2 Hubspot

Hubspot is a company that offers various software products that assist businesses in their marketing, sales and customer service efforts. One of the main ways that Hubspot is able to attract so many customers is through their inbound marketing efforts which is primarily through producing educational marketing content that helps professionals. The educational material that they produce for their inbound marketing efforts introduces readers to Hubspot's software products and shows them how integrating it into their business processes can be beneficial.

Hubspot can be considered one of the pioneers of the inbound marketing methodology as they offer various certified courses on inbound marketing and their software can be utilized when implementing inbound marketing efforts.

Hubspot educational content includes various certified courses that they offer through Hubspot Academy and they also produce lots of various educational blogs about marketing. They primarily offer certified courses for various marketing topics but they also offer various courses on sales and service topics. Hubspot Academies certified courses are well recognized and can be posted on LinkedIn profiles under the Licenses and certifications section.

Hubspot's blog covers many different educational topics relating to business and is regularly updated with new blog posts being added daily. Some of these topics include customer retention, sales qualification, customer experience and Instagram marketing. Each blog posts gives in depth advice on how to implement various tactics into a businesses operations while also showing how using Hubspot's software could be integrated to implement these tactics successfully.

In addition to certified courses and blog posts, Hubspot also produces newsletters, videos, podcasts and ebooks. Through producing an extensive variety of educational content across many different mediums, Hubspot is effectively able to target professionals who might be interested in implementing Hubspot's software solutions.

The commissioner can consider implementing similar ideas that Hubspot has when implementing an inbound marketing strategy such as producing various types of educational content across different mediums to educate people on what coliving is and how it could be beneficial to the commissioner's target market. This can also include educating interested prospects on what life looks like in a coliving community and showing how prospects can adapt to coliving situations.

5.2 Coliving companies

Various coliving companies around the world are already implementing inbound marketing as part of their marketing efforts. This section will analyse how some of these companies have been implementing it.

5.2.1 Enso Co-living

Enso Co-living is a coliving provider currently operating in Barcelona and Madrid in Spain. They utilize inbound marketing as part of their marketing efforts and this primarily through a regularly updated blog page on their website.

The blog primarily covers two different topics which are guides to the cities where their coliving communities are located in and also blog posts that educate people about the various aspects of coliving.

- Guides: Enso Co-living writes various guides to the cities that they are operating in and this includes specific blog posts such as 'The 10 best cinemas in Barcelona to watch your favorite movies' (2022) and 'Take a route through the most beautiful markets in Madrid' (2022). These blog posts provide practical guides which would be helpful to people considering moving to the cities where Enso Co-living communities are located.
- Community: Enso Co-living also writes many blog posts about different facets of coliving, whether it how Enso Co-living itself operates with blog posts such as 'Enso Co-living: an example of sustainable housing' (2022) or 'Learn about the benefits of sharing a flat with like-minded people' (2022). These blog posts are catered to people who are interested in learning about coliving or who are specifically looking for coliving communities within the cities when Enso Co-living is currently located.

In addition to the blog posts, Enso Co-living also does further inbound marketing on their social media pages. This is primarily done on the companies Instagram and Facebook pages where they post inbound content such as profiles of specific residents who live in one of their communities. These posts includes some photos of the resident and is accompanied by a short interview style question and answer text entry. This type of content allows people who don't live in an Enso Co-living community understand what the residents within a community look like. This may draw people to want to learn more about coliving or even consider moving to a coliving community if they find the resident interesting.

Both the blog and social posts both utilize calls to action which guide the reader or viewer into viewing the companies coliving communities.

The commissioner can consider implementing similar strategies that Enso Co-living is currently using while also altering it more to suit their target market. This can include producing blog posts about Stockholm and sharing stories about current Allihoop residents who would like to participate in Allihoop's inbound marketing efforts.

5.2.2 Coliwoo

Coliwoo is a coliving provider which has many coliving properties across Singapore . They utilize inbound marketing through creating a regularly updated blog which focuses on topics such as tips for coliving with titles such as '4 co-living challenges and how to overcome them' (2022) and also blog posts on moving in general with titles such 'Does moving out really give you a clean slate' (2022). These blog posts also include various calls to action during the article which lead the reader the view Coliwoo's various coliving communities.

The blog posts primarily focus on information and thought pieces about coliving while also focusing on different topics related to Singapore. Through doing so, Coliwoo is able to cater to a wide target market of various types of people who may be interested in their coliving solutions.

The commissioner can consider implementing a similar strategy that Coliwoo is currently undertaking through catering content to a wide target market. Through doing so, the commissioner may be able to test how certain types of content pieces are able to attract a certain target market and whether it is worth investing more time and resources into promoting Allihoop to that target market.

6 Survey of Allihoop residents

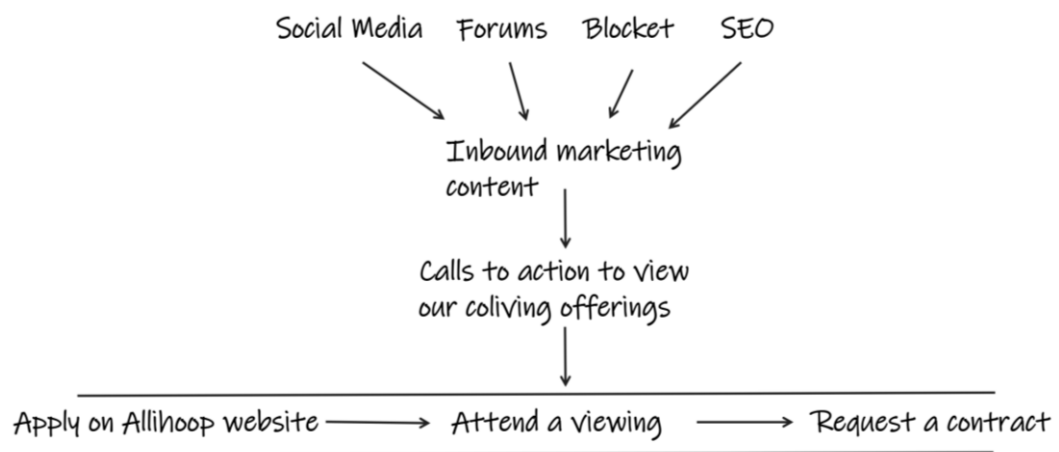
6.1 Survey background

To get an idea of what the inbound marketing strategy should be based around, a survey was formed and given to residents who already live in an Allihoop property to help understand how the company can attract similar people to become residents in the future. To get as many resident respondents as possible, this survey was shared through:

- Allihoop's app where it was posted in the feed section where residents can see updates from Allihoop staff members or other residents.
- Sending an email with the survey link to all current residents across Allihoop's three different properties
- The WhatsApp group for Allihoop's Bromma Friends community where residents message each other

The questions chosen would give Allihoop actionable ideas of what topics should be addressed in their inbound marketing strategy. The survey has been answered by residents who currently live in an Allihoop property and give a good understanding of what information they were seeking before moving to an Allihoop community. This is useful in understanding information Allihoop can provide through the implementation of inbound marketing to become a trusted name for people in the companies target market moving to Stockholm.

The inbound marketing strategy is addressed in the sales funnel model below:



Allihoop's social media posts, content on forums, property listings on marketplaces such as Blocket (one of Sweden's most popular websites and marketplaces for real estate rentals) and Google search results should lead to a piece of relevant inbound marketing content on Allihoop's website that is specific to what the prospect is looking for or is interested in. When the prospect is viewing the content on the website, calls to action should be utilized to push the prospect into viewing Allihoop's coliving offerings and to start the application process for joining an Allihoop community.

It is important to measure the results and conversion rates that the specific piece of inbound marketing content provides to judge its effectiveness. Implementing an effective inbound marketing strategy will be the result of consistent production and iteration of inbound marketing content, dependent on the success of various metrics that the inbound marketing content has achieved in terms of engaging visitors and converting them into residents of an Allihoop community.

The overall goal of this sales funnel would be to increase sales leads and increase the number of sales leads who end up requesting a contract for a studio in an Allihoop community.

6.2 Materials and methods

Both quantitative and qualitative research methods will be used in this study. A survey was given to residents who currently live in an Allihoop property and this will serve as the primary research method. This is because it will be possible to extract both quantitative and qualitative answers to help answer the question of what their questions, concerns and interests were when they considered moving to a coliving environment in Stockholm. Answers from these studies shall form the basis on what inbound marketing efforts shall be produced to attract Allihoop's target market.

The survey was conducted in November of 2022 and was distributed to current residents at one of Allihoop's three operating locations. This done so by sending an email with a link to the survey to all current residents, posting the link on the Allihoop app and also posting it in a resident WhatsApp group. These efforts resulted in receiving 27 responses to the survey.

The limitations of the research include the number of survey responses received and the sole focus on current Allihoop residents. While the research undertaken does provide important insights into how Allihoop can implement inbound marketing, future research efforts for inbound marketing implementation should aim to involve more residents and also focus on people moving to Stockholm or Sweden. This will give a better insights into Allihoop's target market and help the company understand how inbound marketing can be implemented to attract more people to consider their coliving solutions.

6.3 Survey questions and answers

The first two questions in the survey given to current Allihoop residents were

- Where are you originally from?
- Do you study or work?

These two questions were chosen to give a basic understanding of who the respondent was and to identify what they were living in Stockholm primarily for work or study.

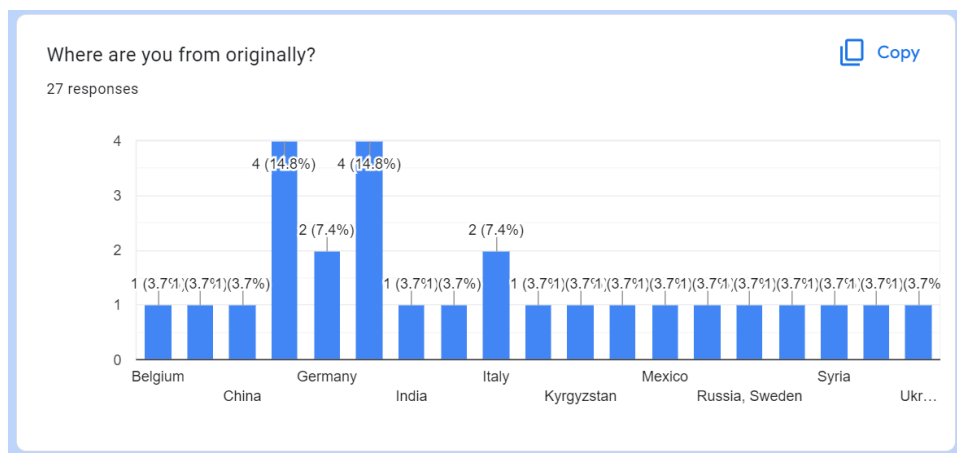


Figure 5: Where are you from originally?

Respondents were from many different countries as shown by the bar chart. People of Indian nationality answered the survey the most with 5 respondents (represented in 2 different bars because of an error), followed by France with 4 respondents and Italy with 3 respondents (represented in 2 different bars because of an error).

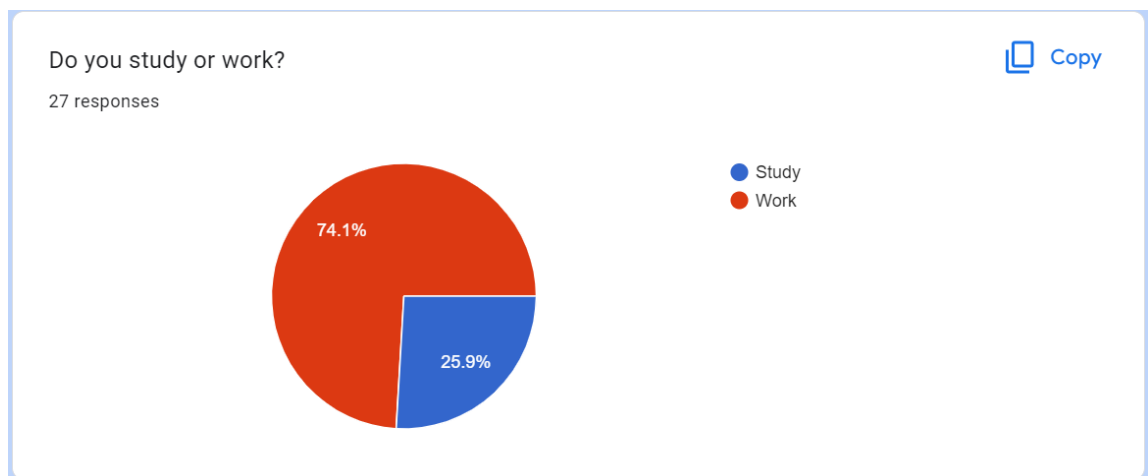


Figure 6: Do you study or work

Of the 27 respondents, 20 of them are currently working while the other 7 are currently studying in university while they are in Stockholm.

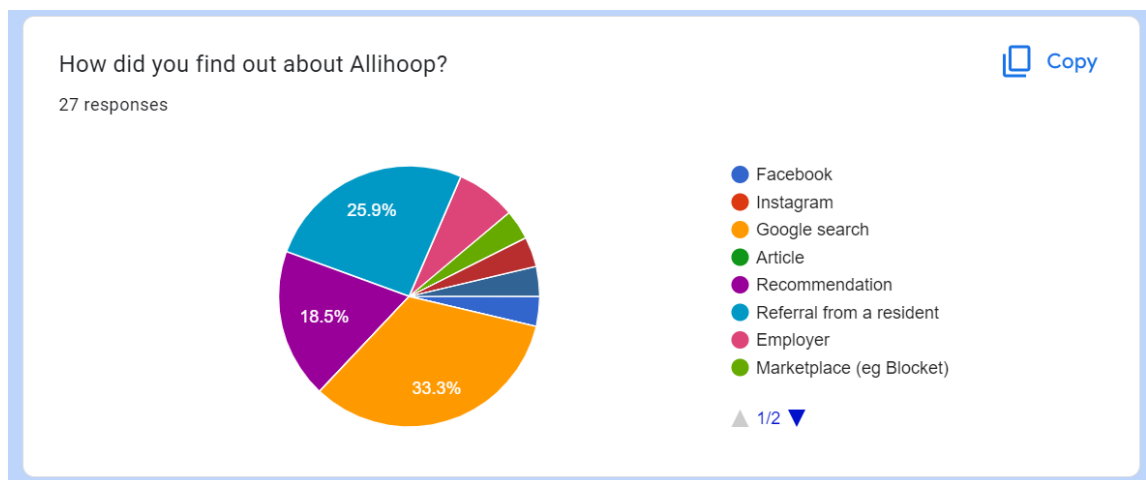
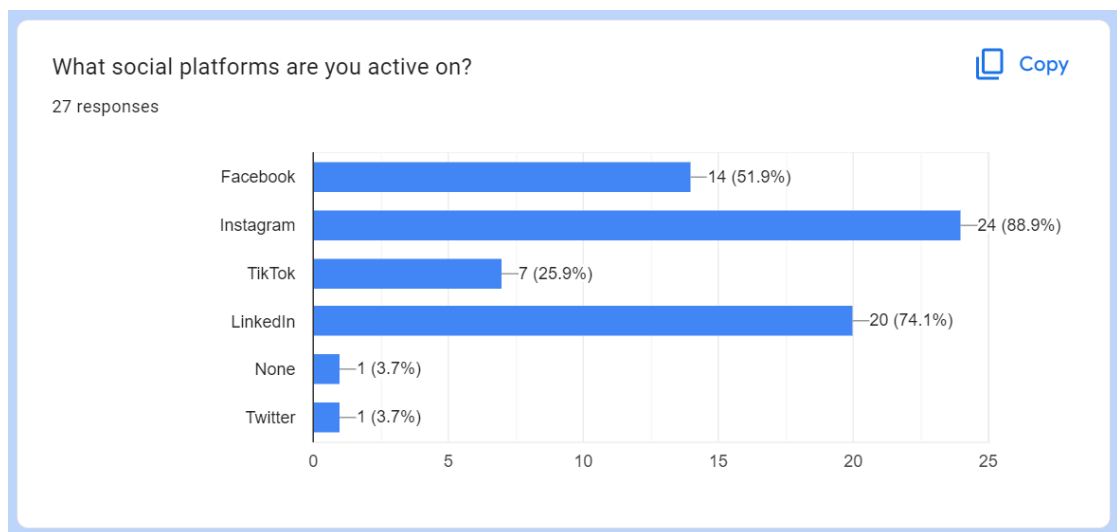


Figure 7: How did you find out about Allihoop

It was important to identify how the current residents found out about Allihoop originally to understand what has been working for the company in their previous and current marketing efforts.

Google search was the most common answer with 9 people responding that that was how they originally hear about Allihoop. This indicates that Allihoop already has already implemented successful search engine optimization practices as it is leading people to the Allihoop website and converting them into residents.

Recommendations and referrals also played a big role in how residents found out about Allihoop in the first place. This was primarily through residents referring someone to move into an Allihoop location which 8 residents as their answer to the question. All recommendations and referrals combined together accounted for 15 of the 27 answers which shows that word of mouth plays a very important role in how potential residents find out about Allihoop. It is interesting to note that 8 of the 15 respondents who said that they were either recommended or referred to Allihoop were not done so by a resident, meaning that it was recommended or referred to them from someone who has not lived in an Allihoop property. With this in mind, inbound marketing efforts undertaken by Allihoop can also target people in Stockholm who are likely to recommend other people to join an Allihoop community.



Residents were asked which social platforms they are active on and this was done to get an understanding of which platforms Allihoop should focus on in their inbound marketing efforts to attract more potential residents. Instagram was the most common and with 24 of 27 respondents selecting it as an answer. This was closely followed by LinkedIn which was chosen as an answer by 20 of 27 respondents. Facebook and TikTok were also commonly used with 14 and 7 respondents choosing that as an answer respectively.

Allihoop is currently predominantly active on both Instagram and LinkedIn and focuses most of its social media marketing efforts on both those platforms. As respondents have answered that they are active on these platforms more than others, implementation of an inbound marketing strategy should be predominantly catered towards these platforms. Facebook can also be considered as half of the respondents were active on that platform. One respondent also answered that they originally found out about Allihoop through Facebook. It is unknown exactly how they found out about Allihoop on Facebook but the platform does have many groups which are catered to people trying to find places to live in Stockholm which is possibly where they found out about Allihoop. The company does also have a Facebook page but it is not as active as their Instagram or LinkedIn pages.

What initially attracted you to coliving?

27 responses

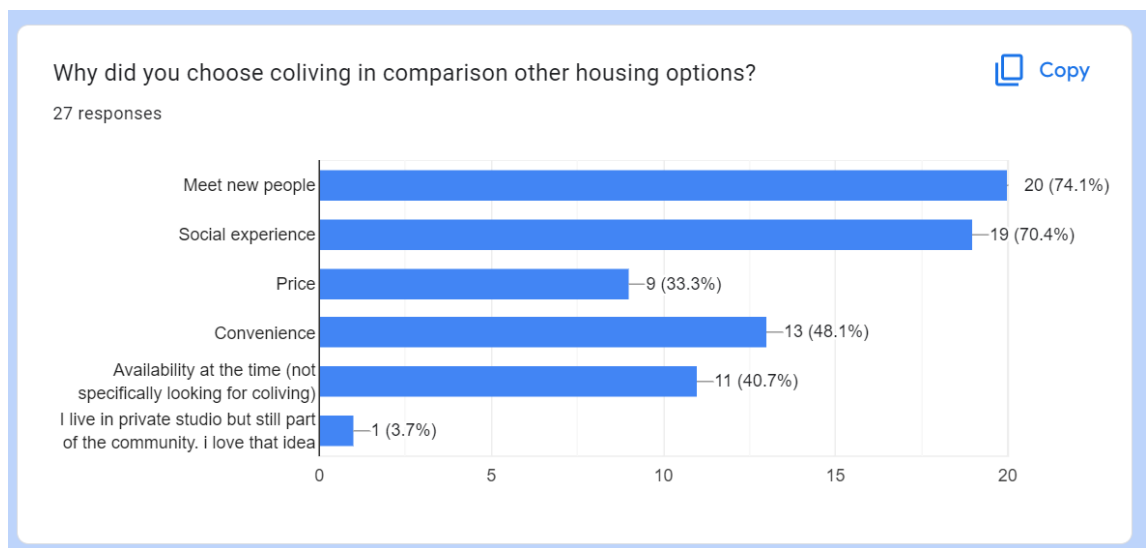
- It seemed to be easier to meet new people
- The amount of conveniences
- Lack of viable options
- Social life
- All is included + you meet people
- When moving abroad, joining a coliving is a good way to start your new life
- The friendly environment and the facilities
- The community vibe, to make friends.
- To avoid being/living alone

Residents were asked what initially attracted them to coliving. This question was used to get an understanding of which particular elements of coliving appealed to them when they were considering moving into an Allihoop property. This would also inform what Allihoop should focus on in their inbound marketing strategy when it comes to promoting the benefits of coliving.

Most answers to this question mentioned the social aspect of coliving and residents were attracted to the idea that living in a coliving community would enrich their social lives. Answers included the ease of meeting new people that coliving offers, avoiding being alone, the opportunity to network with others and sharing spaces with others while also having the privacy of their own studio. One respondent also stated that they had heard that building a social life and network of friends in Stockholm was difficult and that Allihoop seemed to provide a perfect solution to that problem.

Notably, some answers stated that they were not attracted to coliving but were just looking for accommodation in Stockholm. This was due to lack of viable options in Stockholm's rental market for the resident before they decided to move into an Allihoop community.

Allihoop's inbound marketing strategy can focus on the social aspects that coliving provides as this seems to be what attracts people to joining a coliving community in the first place when moving from another country. There is also potential to focus on producing inbound marketing material regarding what coliving is and the benefits of it as the survey answers indicated that a lot of respondents weren't actively looking for coliving in the first place.



This question was used as a follow up question to the previous question asking what attracted residents to joining an Allihoop community in the first place. Answers from this question would give numerical data points that could clarify answers from the previous questions and help in better understanding the motivations residents had in joining an Allihoop community. The answers that were chosen as options were common reasons that people join coliving communities and an option was also left for residents to give a different answer if they wished.

The answers seemed to validate that people were looking join an Allihoop coliving community for the various social aspects that it offers including the opportunity to meet new people and social experiences with 74.1% and 70.4% of respondents choosing those options as their answers respectively. Allihoop can focus on the social aspect of coliving as part of their inbound marketing strategy. This can be done in many ways such as blog posts and social media posts which promote the social benefits of living in an Allihoop coliving community.

Price and convenience were also common answers 33.3% and 48.1% of respondents chose as their answers respectively. Allihoop can use these findings in their inbound marketing strategy by educating interested prospects about how coliving housing options can be cheaper and more convenient in comparison to traditional housing rentals.

Notably, 40.7% of respondents answered that they were not specifically looking for coliving at the time. This suggests that coliving was just an option for them at the time when looking for a place to live in Stockholm. The city does have a difficult rental market in which it can be difficult to find a place to rent which may suggest why some people ended up considering an option like Allihoop which provides non-traditional housing solutions. Inbound marketing can be utilized in the case by creating content that educates people about what coliving is and what the benefits of it are. This can also be catered more towards Allihoop by focusing on the benefits of living in an Allihoop community instead of traditional housing options.

What concerns did you have about coliving before moving to Allihoop?

27 responses

- None
- none
- Sharing the kitchen with so many people
- That I wouldn't be able to get along with the community
- Messy community areas (kitchen)
- Lack of social life during winter
- None, I already lived in Coliving before
- That it would be too overwhelming
- No concerns, I just love it.

Respondents were asked what their concerns were before moving into an Allihoop community. This would help identify what Allihoop can address in their inbound marketing efforts to ease the worries that people may have when considering moving into a coliving community.

Cleanliness was a common answer and it primarily regarded the cleanliness of the shared kitchen since it is used by many residents. Other answers stated more broadly that they were concerned about the cleanliness of all shared spaces since it would be used by many residents. Allihoop can use inbound marketing in this example to alleviate any concerns that prospects may have by showcasing how they maintain a high level of cleanliness in their coliving communities or by providing tips on how to keep a communal space clean.

Concerns about social aspects were also common with some respondents being worried about getting along with other people in the community or thinking that it might be an overwhelming experience living in a coliving community since there would be lots of people living there. Inbound marketing can be used in this instance through sharing the social experiences of residents during their early days of living in an Allihoop community.

Some respondents stated that they did not have any concern or that they had already experienced living in a coliving environment before so they already knew what to expect.

Did you have any concerns about moving to Stockholm and Sweden? What were they?

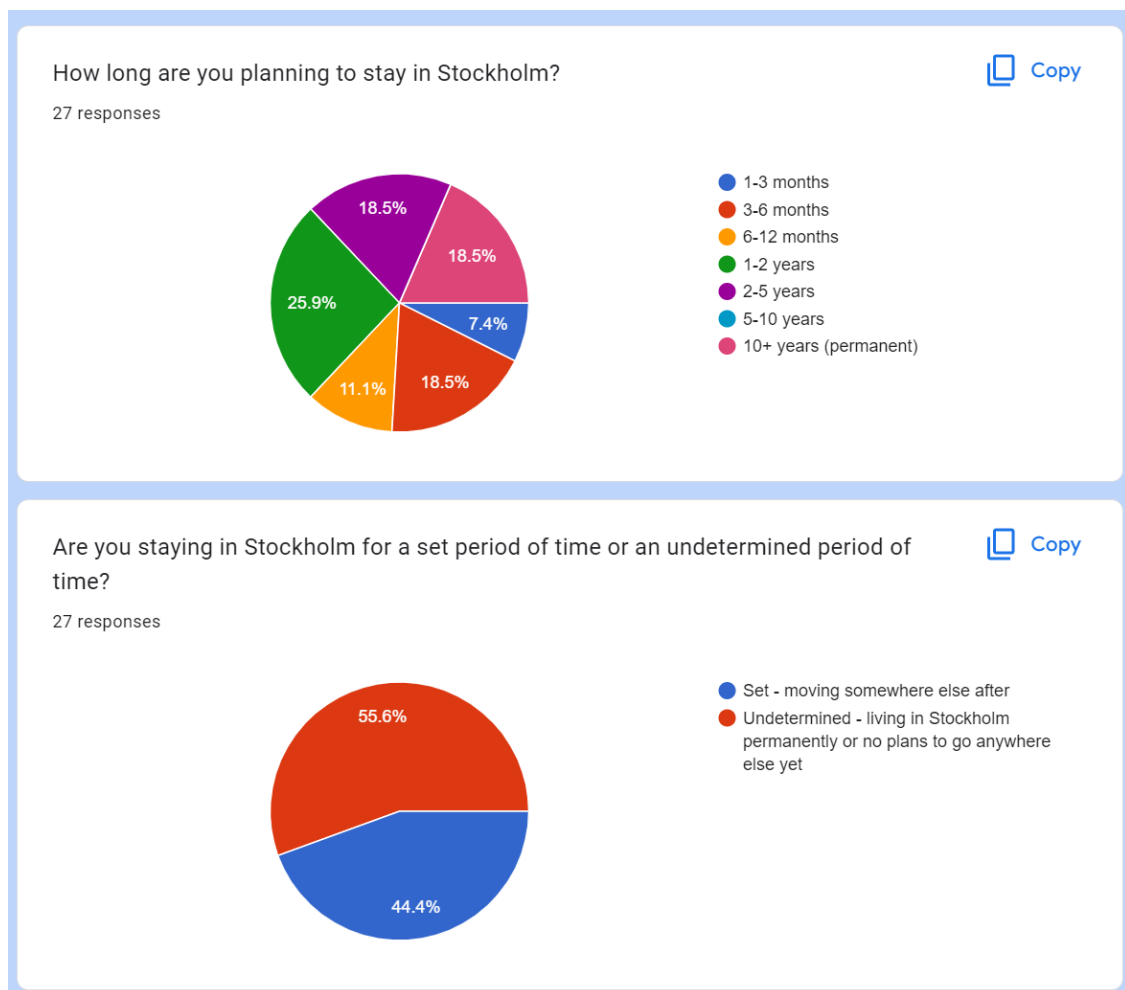
27 responses

- A little nervous of starting over
- I was concerned about the cost of living and how hard it is known to find friends here.
- Priceniveau of everything
- Difficult to make friends
- Not meeting people, scared oh Swedish winter ^^'
- A lot of scams when it comes to renting
- Mainly weather and darkness
- No. Came in with delight.
- Being alone during winter

Respondents were asked if they had any concerns about moving to Stockholm or Sweden. This would be useful in understanding what residents were questioning before moving to a new city and country. Inbound marketing could be utilized to address some of the concerns that people moving to Sweden may have and suggest how Allihoop can possibly provide a solution to those problems.

A lot of answers had to do with social aspects of moving to Stockholm and Sweden in general. Some respondents were concerned that they would find it difficult to make friends and starting over in a new country. Some answers stated that they had heard that it is particularly difficult to make new friends in Stockholm which has been documented in studies before as mentioned in previous chapters.

Other notable answers mentioned that they were concerned about the high prices in Stockholm and Sweden, difficulties with the rental market in the country and dealing with Swedish winter. All of these answers can be useful when implementing an inbound marketing strategy as Allihoop can produce material that will help to alleviate the concerns the prospects have about moving to Stockholm and Sweden in general.



The next two questions concerned how long the respondents were planning to stay in Stockholm and if that was a set period of time or undetermined period of time. This would help in understanding the respondents intentions in Stockholm and if they were planning on building a life in Stockholm or going elsewhere after staying in Stockholm. The answers were fairly distributed between all option with 55.6% of respondents staying in Stockholm for an undetermined amount of time while the other 44.4% of respondents were staying for a set amount of time. The results show that Allihoop can focus quite evenly on inbound marketing attempts to target people who are planning to come to Stockholm permanently or to live in the city for a briefer period of time.

What goals or ambitions do you have during your time in Stockholm?

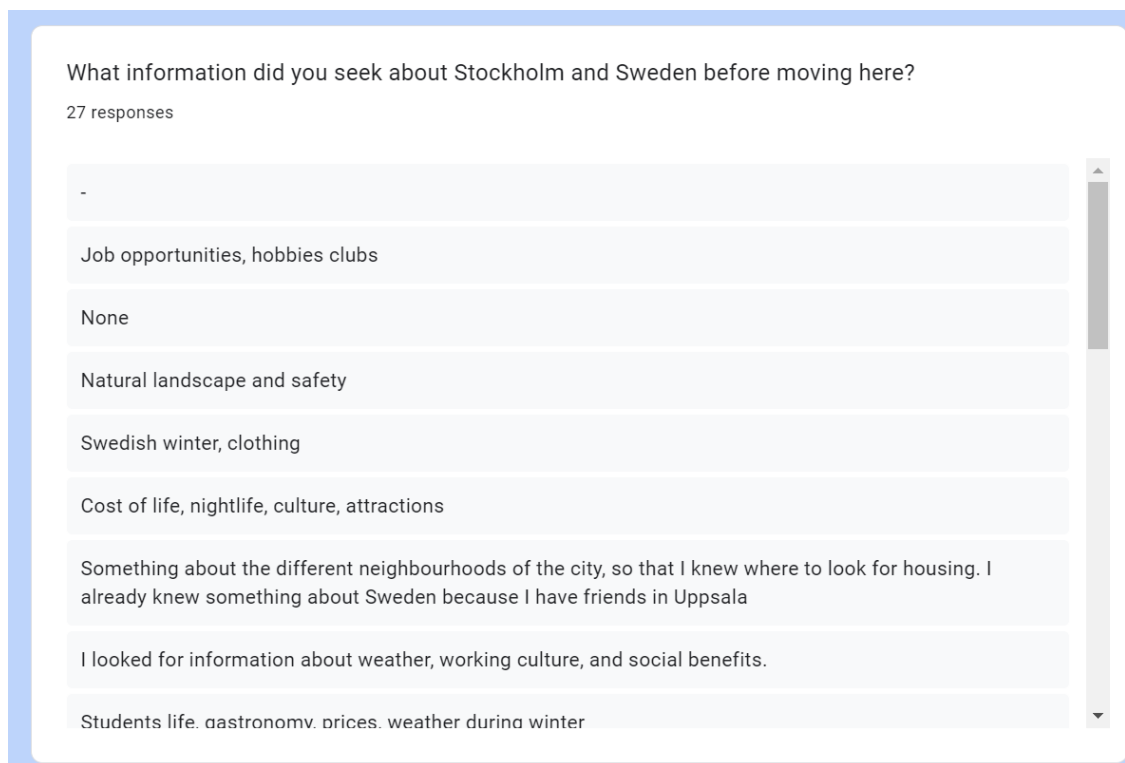
27 responses

- Meeting new people and seeing a lot of the nature
- I want to find a stable source of income in my field, be able to afford my preferred lifestyle
- Exchange semester
- Career
- Just enjoy
- NA
- I have to finish my Thesis here in collaboration with KTH, then maybe find a job so that I can stay longer
- Get my degree, travel around Europe, learn Swedish.
- Here as an exchange student for 1 semester (until end of December)
Then I'd love to find an internship here

Respondents were asked what goals or ambitions they have during their time in Stockholm. This would help understand what their motivations are in moving to Stockholm and could help identify how Allihoop could assist in the actualisation of those goals through inbound marketing efforts.

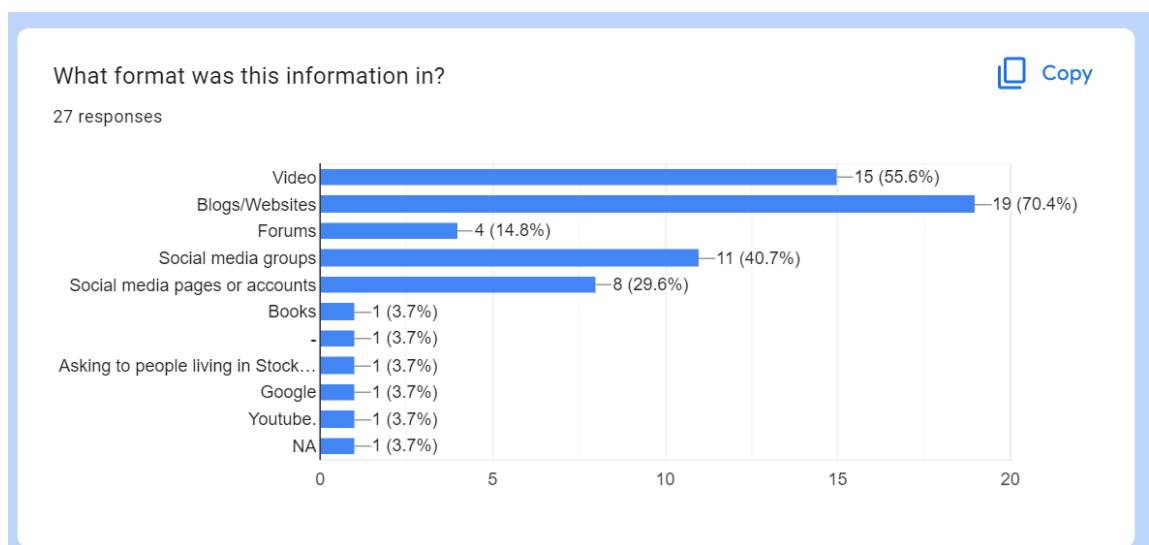
For example, one respondent stated that 'I want to find a stable source of income in my field, be able to afford my preferred lifestyle'. Allihoop could produce inbound marketing content that addresses different aspects of this goal such as income levels in Stockholm and how to make a budget while living in Stockholm. This information would be very useful for people considering moving to Stockholm and Allihoop can position itself as a way to achieve certain goals such as saving money in comparison to more expensive traditional housing rentals.

Another respondent states that their goal is 'Meeting new people and seeing a lot of the nature'. The same strategy could be implemented through addressing both points in this example. Content can be produced to educate people on different ways to make friends while living in Stockholm while suggesting Allihoop as an answer. Content can also be produced that provides detail about the nature around Stockholm and identifies which places people can go to.



Respondents were asked what information they searched for about Stockholm and Sweden before moving here. This is useful in understanding what inbound marketing content can be produced to help answer these questions while also promoting Allihoop as an option for housing once they move here.

Answers for this question varied from cost of living to Swedish culture to the job market. The diversity of answers suggests that Allihoop can produce lots of different inbound marketing content on various subjects relating to Stockholm and Sweden.



This was a follow up to the previous question which helped identify how the respondents looked for the information about Stockholm and Sweden before they moved there. This helps Allihoop understand what format they should be producing their inbound marketing material in.

Blogs/websites was the most common answer with 70.4% of residents selecting it. This was followed by video and forums which 55.6% and 40.7% of respondents answered respectively. Allihoop should consider utilizing all these formats for producing various inbound marketing material which is related to the answers from the previous question.

What ideas do you have that Allihoop could implement to improve your experience in Stockholm?

27 responses

- maybe an introduction to the city
- I love the community we have right now, I have found great friends here. And I would like to have more events outside of Allihoop to explore the city.
- Darts or other games in this direction
- Information about how many external people are joining for the Allihoop internal common events. So that we can plan the event in better way otherwise it's totally chaotic. Invitation should be restricted to +1 or max +2
- No idea
- I would say be able to connect with more Swedish people. allihoop is great but in the end, most of the residents are expats
- As of now, I don't have specific suggestions, as the events have always been very nice and the community itself is extremely kind and open.

This open ended question was utilized so that respondents could provide ideas that Allihoop could consider implementing that would improve their experience in Stockholm. Some of the answers could also be used in the implementation of an inbound marketing strategy. This included answers such as 'Maybe an introduction to the city' and 'Provide a list of all the MUST do's here'. Allihoop could produce inbound marketing content that caters to these requests and may also be useful to someone who is considering moving to Stockholm or is moving to Stockholm and is actively looking for accommodation.

6.4 Recommendations and actionable steps for Allihoop

The answers from the survey and theoretical background that have been provided throughout this thesis give suitable recommendations and actionable steps on how Allihoop can start

implementing inbound marketing as part of their marketing efforts to attract more leads. Steps that should be taken to begin implementing inbound marketing are defined below:

1. Define SMART goals for the inbound marketing campaign
2. Define various relevant target markets
3. Create inbound marketing content which is relevant to the target market (suggestions given in chapter 7.2) while including calls to action that lead the target market to viewing Allihoop's coliving offerings
4. Measure results of different inbound marketing content on Hubspot and adjust future inbound marketing efforts accordingly

In the first step, it is important to define what the goal of the inbound marketing campaign is using the SMART methodology of goal setting. This will provide a clear understanding to all team members participating in the inbound marketing efforts of what defines success.

The second step is to define various target markets that the inbound marketing efforts should be catered to. As shown through the survey answers, word of mouth is a particularly important factor in Allihoop's customer acquisition efforts and it is often from people who have not even lived in an Allihoop property. With this in mind, it is important to cater inbound marketing efforts not just to people who may consider living in an Allihoop property themselves, but also people who are likely to recommend someone to live in an Allihoop property.

The third step is to create content that is relevant to the target market. The content needs to be engaging and valuable to the target market as this is the best way to attract visitors to Allihoop's website and convert them into sales leads. It is important to test various types of content across different formats to understand what works and what doesn't in terms of achieving the SMART goals set in the first step.

The final step is to measure the results of the inbound marketing content through Allihoop's Hubspot CRM and assess whether it was successful or not in achieving its goals. If it has been successful, then it is important to understand why it was successful and identify how the success can be replicated in future inbound marketing efforts. If it is not successful, then it is important to understand why it has not been successful and attempts need to be made to improve in future inbound marketing efforts. Results should be documented in a clear and simple way where all of Allihoop's inbound marketing content pieces can be easily compared to each other in terms of their success.

7 Conclusion

This thesis was conducted to provide an understanding of inbound marketing and how the commissioner, Allihoop, can implement it into their marketing efforts to attract more leads to apply for one of their coliving properties. This was done through researching inbound marketing and successful attempts of companies who have implemented it into their marketing efforts. The results from the survey that was given to current Allihoop residents also provided a good background understanding of how Allihoop can begin to implement inbound marketing through understanding the information they were looking for before deciding to move into an Allihoop property.

The thesis shows how effective inbound marketing can be in not only attracting potential sales leads who would like to move into an Allihoop property, but also in spreading awareness of Allihoop to people who may recommend the companies coliving solutions to a colleague or acquaintance. In order to implement inbound marketing successfully, it is important to understand the various elements involved in the process of producing a successful inbound marketing strategy which this thesis has covered.

The theoretical sections of the thesis provided valuable information that needs to be understood and applied by the commissioner in order to produce a successful inbound marketing strategy. Chapter 6.4 provides actionable steps that needs to be undertaken with this knowledge in mind to achieve this.

In the future, Allihoop can undertake further studies that will help improve the companies implementation of inbound marketing. The research in this thesis only included responses from current Allihoop resident but in the future, this can include giving surveys to people in Allihoop's target market who are moving to Stockholm which could provide insights into how Allihoop can implement inbound marketing to attract them to becoming a resident of an Allihoop property. The same approach can be catered to other stakeholders such as companies who are bringing talent to Stockholm or investors who may be interested in Allihoop. Inbound marketing content can be useful in showing them how Allihoop's coliving solutions can be beneficial to them.

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Appendices

Appendix 1: Survey for Allihoop residents..... **Error! Bookmark not defined.**

Where are you from originally?

Do you study or work?

- Study
- Work

How did you find out about Allihoop

- Facebook
- Instagram
- Google search
- Article
- Recommendation
- Referral from a resident
- Employer
- Marketplace (eg Blocket)

What social platforms are you active on?

- Facebook
- Instagram
- TikTok
- LinkedIn
- None
- Other

What initially attracted you to coliving

Why did you choose coliving in comparison to other housing options?

- Meet new people
- Social experience
- Price
- Convenience
- Availability at the time (not specifically looking for coliving)

What concerns did you have about coliving before moving to Allihoop?

Did you have any concerns about moving to Stockholm and Sweden? What were they?

How long are you planning to stay in Stockholm?

- 1-3 months
- 3-6 months
- 6-12 months
- 1-2 years
- 2-5 years
- 5-10 years
- 10+ years (permanent)

Are you staying in Stockholm for a set period of time or an undetermined period of time?

- Set - moving somewhere else after
- Undetermined - living in Stockholm permanently or no plans to go anywhere else yet

What goals or ambitions do you have during your time in Stockholm?

What information did you seek about Stockholm and Sweden before moving here?

What format was this information in?

- Video
- Blogs/Websites
- Forums
- Social media groups
- Social media pages or accounts
- Books
- Other

What ideas do you have that Allihoop could implement to improve your experience in Stockholm?