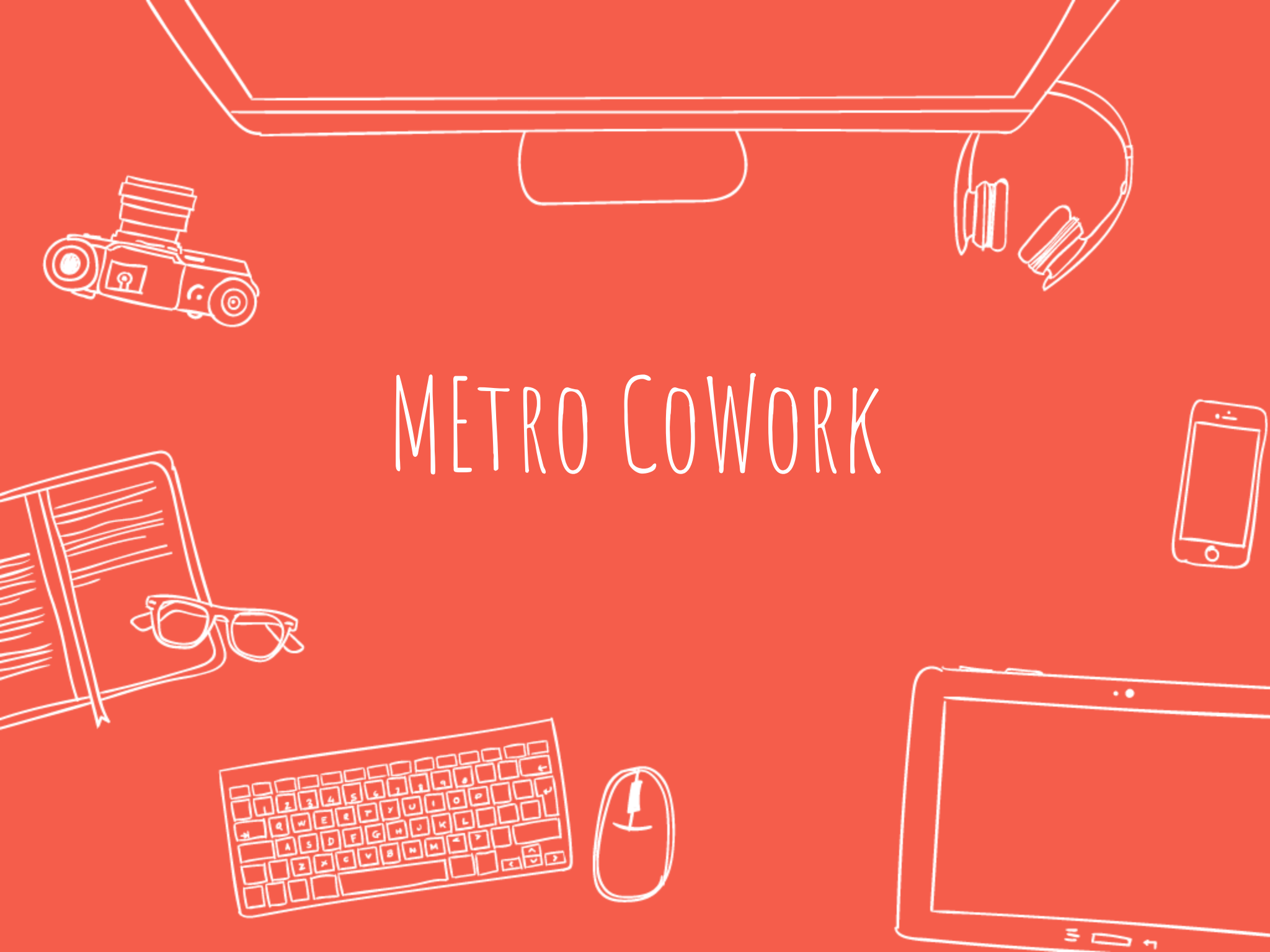


METRO COWORK



MEET THE TEAM

Richard Wang

2nd Year Industrial Design

Austin Santiago

2nd Year Industrial Design



Maggie Sperry

2nd Year New Media Marketing

Brian Zabawa

3rd Year Public History

Dylan Warner

4th Year New Media
Interactive Development



OVERVIEW OF METRO COWORK

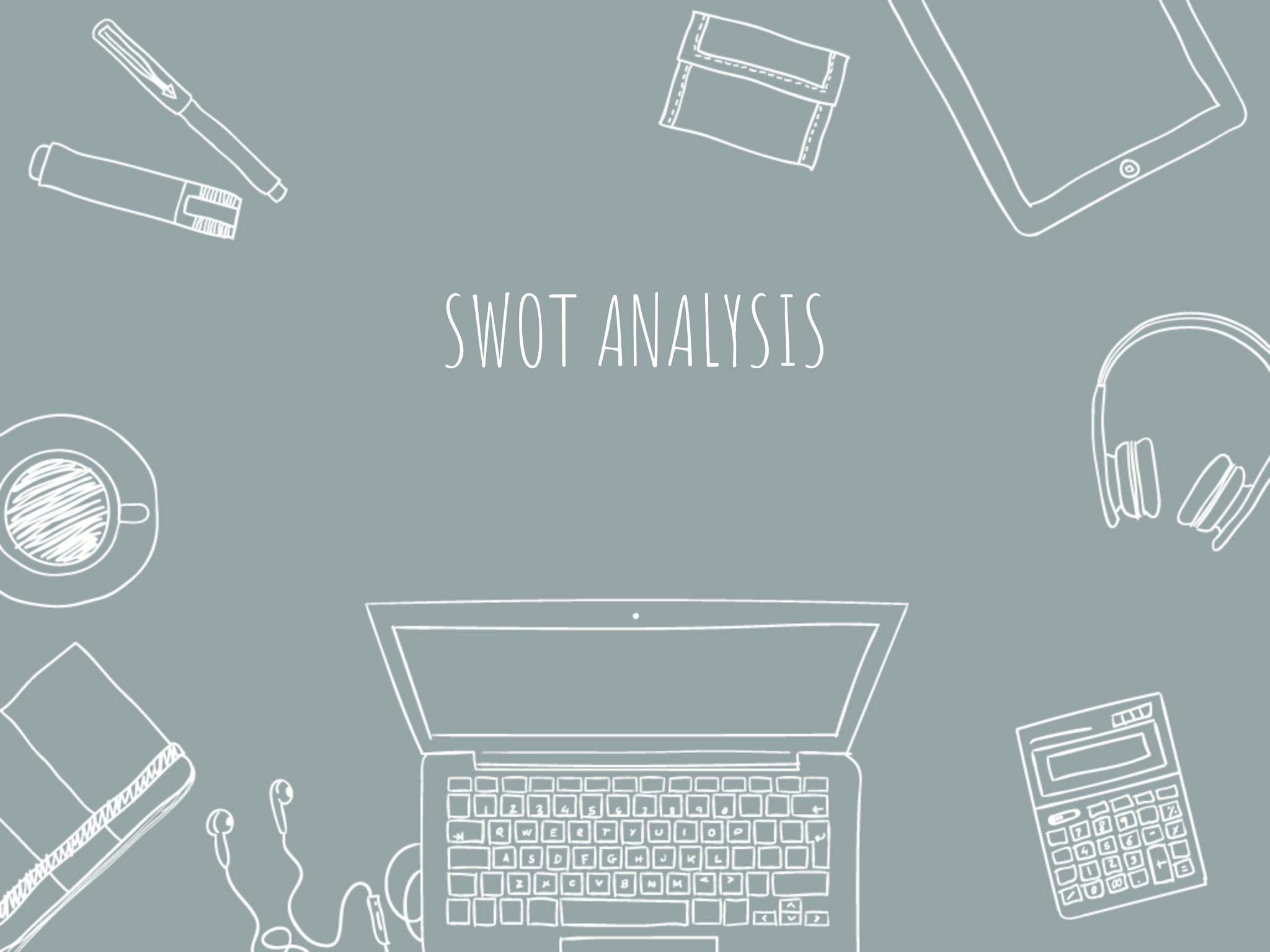
Metro Cowork is a collaborative coworking space.

They believe in a workspace that should be holistic and organic. They encourage individuals to share their stories and their knowledge with each other. They want to provide a space for people to be what they want to be as a business and an individual.

What they want from us?

They want us to increase their brand awareness, and increase the number and types of customers they have.

SWOT ANALYSIS





STRENGTHS

- Customer loyalty
- A great community of people in similar fields and practices.
- Lower cost than competitors “cost-effective solutions”.
- In the middle of everything



WEAKNESSES

- No advertising
- Social media posts are repetitive and corporate
- Not a well known company



OPPORTUNITIES

- Competition
- Startup
- Colleges with new entrepreneurs in the area
- Leaves space for turnover of businesses and customers



THREATS

- Cowork @Grid
Carlson Cowork
- Starbucks, Dunkin Donuts, etc
- Less work experience



TARGET MARKET

Psychological:

Values cooperative business practices, working together, and a friendly environment? Interested in building their business. Put community above money

Behavioral:

Looking for a community of like-minded individuals to communicate within a professional environment who work in content creation, and are Looking for an alternative to not having an office. Looking to take their businesses out of their homes and into a professional environment.

Geographical:

Rochester area. Tend to live in an area where having an office is too costly, or their business is not at that level of growth yet.

Demographic:

25-52 year olds; Startup companies, remote workers, people who work in sales, real estate, finance, in the tech field, solopreneurs; Millennials startups in the tech and creative space. Bachelor's degree, masters degree, or no degree. Low income, or minimal finances.



BUYER PERSONA



Steve Smith



Personal Background:

- 24-35 years old
- Has a wife and a small child
- Lives in downtown rochester

Challenges:

- Has little startup money
- House is inadequate for him to work due to loud children and other distractions
- Wants a place he can work all hours of the night and day
- Needs a location to meet with clients/ investors

Lifestyle:

- Has a wife and a small child
- Works odd hours
- Is responsible in part for his family's financial responsibilities
- Lives in a small single family home
- Spends a lot of time in coffee shops/ internet cafes

Business Background:

- Has a bachelor's degree in computer science
- Trying to start his own tech startup business

Where do they get their info:

- Use the internet for most information
- Are on Facebook, Linkedin, Instagram, twitter, and pinterest



PROMOTIONAL IDEAS



- 
- *The target market relies mainly on the internet for their information.*
 - *Millennials statistically use facebook and instagram the most.*
 - *Ads should be promoted more on those sites.*
 - *B2C Marketing is done mainly through promotional and organic posts on social media*

We are focusing on brand awareness in the social media ads



Metro Cowork

Sponsored

Like Page

Your business, your dream. We can help you make that happen. Metro Cowork provides a space for people to be what they want to be as a business and an individual.



Become A Member

Redefining the way you work

WORK YOUR WAY. EVERYDAY

Learn More

1.2K

562 Comments 1K Shares

Like Comment Share



metrocoworkroc

Sponsored



Learn More



872 likes

metrocoworkroc Redefine the office. A new way to work, metro is a collaborative co-working space, for startups and small businesses and more

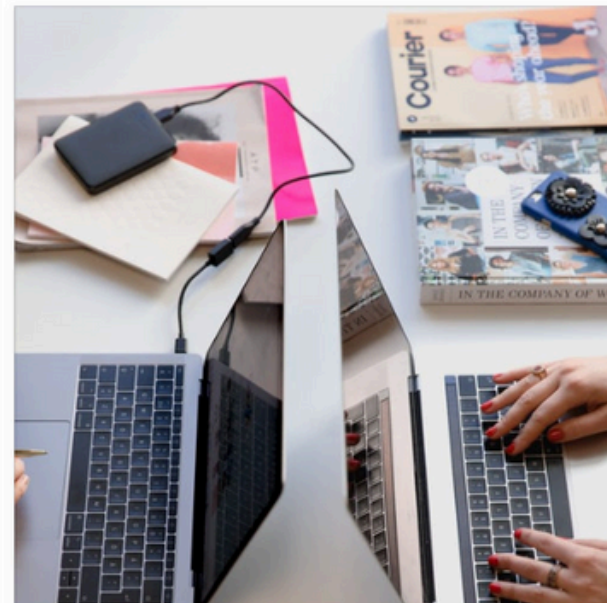


Metro Cowork

Sponsored

Like Page

Not just an office. MetroCowork is a new way of working. Join the family!



<https://metrocowork.com>

Redefining the way you work. Work your way. Everyday.

BOOK A TOUR NOW

Learn More

1K

652 Comments 3K Shares

Like Comment Share

AVOID THE HASSEL
AVOID THE MESS
AVOID THE UNREILABILITY

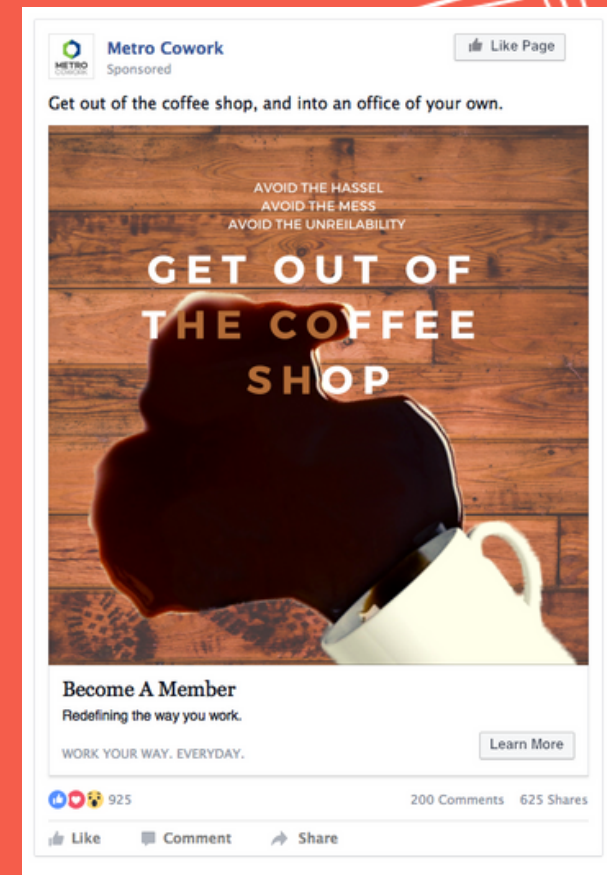
GET OUT OF THE COFFEE SHOP

MetroCowork

REDEFINING THE WAY YOU WORK
WORK YOUR WAY, EVERYDAY

for startups and small businesse

Posters such as this
can be placed in
public areas,
campuses, bus stops
to create brand
awareness





#COFAMILY

The **#cofamily** campaign
involves ads that focus on the
community and family that
MetroCowork brings

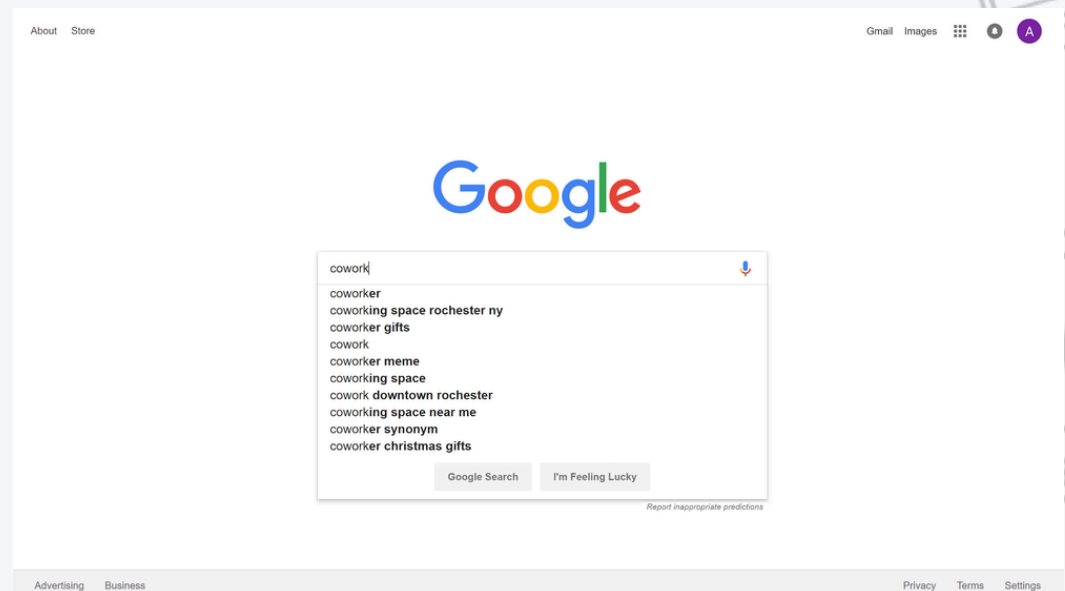


HOSTING EVENTS

- Many nearby campuses have guest speakers to help their students understand more about the working world. If a representative were to go straight to the source a few times a semester, they would introduce the idea to students directly.
- Many of these events are made necessary by their professors or are offered as extra credit

GOOGLE ADS

- Google has 74% search market share
- Google ads are seen by 90% of internet users
- Businesses make an average of \$2 revenue on ever \$1 they spend on google ads





THANKS!

Any questions?