

Freifläche

Part of Gewobag Project in Bulow Straße
90

Project management, Marketing
strategy, Customer journey, funnel,
persona,

BRING YOUR HYBRID EVENT TO LIFE

PACE & STUDIO

BOOK A TOUR



ABOUT US

Menu

01 PM MONDAY

02 MARKETING STRATEGY

03 CUSTOMER JOURNEY

04 FUNNEL

05 PERSONA

Monday.com PM

THIS WEEK

	Su...	Owner	Priority	Status	Due Date	Project
Hygiene-Dokumentation			High	Done	Oct-16, 2020	
Arbeitssicherheit			High	Done	Oct-16, 2020	
Hygiene-Konzept für Gastro...				Done		
Küchenplanung			High	Done	Jan-31	
Tresenplanung			High	To Do	Feb 7	
Keller-Lagerplanung			High	Working ...	Feb 7	
Enkaufplanung			High	Done	Jan-31	
Kaffeemaschine				To Do		
Kassensystem				Done		
Data Management				Done	Jan-27	
Bank-Kasse (Neues Konto)			High	To Do	Feb 5	
Gastro-Konzession			High	To Do		
Konzession beantragen				To Do		
Küchenumbau (Übersicht & ...)			High	To Do		
+ Add						

coordinating cross functional teams

	Su...	Owner	Priority	Status	Due Date
			Medium	To Do	Feb 21
			Medium	To Do	Feb 27
		Owner	Status	Date	
			Working on it		
			Working on it		
			Working on it		
			Working on it		
			Stuck		

Assigning tasks and reviewing them with CEO

Up Next

	Owner	Status	Priority
Text & Images		Up Next	High
Subitems	Owner	Status	Priority
About Freifläche		Working on it	High
Team		Working on it	High
Text per Room			High
website structure (CTA, Contents, men...		Working on it	
Google analytics, Yoast plug in, mutlan...			
FloorPlans			
+ Add			
Market Analyse		Up Next	
Subitems	Owner	Status	Priority
Event platforms		Done	
Wettbewerber analyse (Ink 5x P)		Working on it	High
Keywords Research (Gkeyplanner)			
Persona		Ongoing	
SWOT analysis		Ongoing	High
defining smart goals & Objectives			

monitoring deadlines and track time

Customer journey & Funnel

01

Highlight the product and find a persona to target more precisely your product

02

think of the way a user takes to get to your final goal:
Purchase a product

03

Come up with a road map where you trace each key point of the consumer journey online (website, social media, online store)

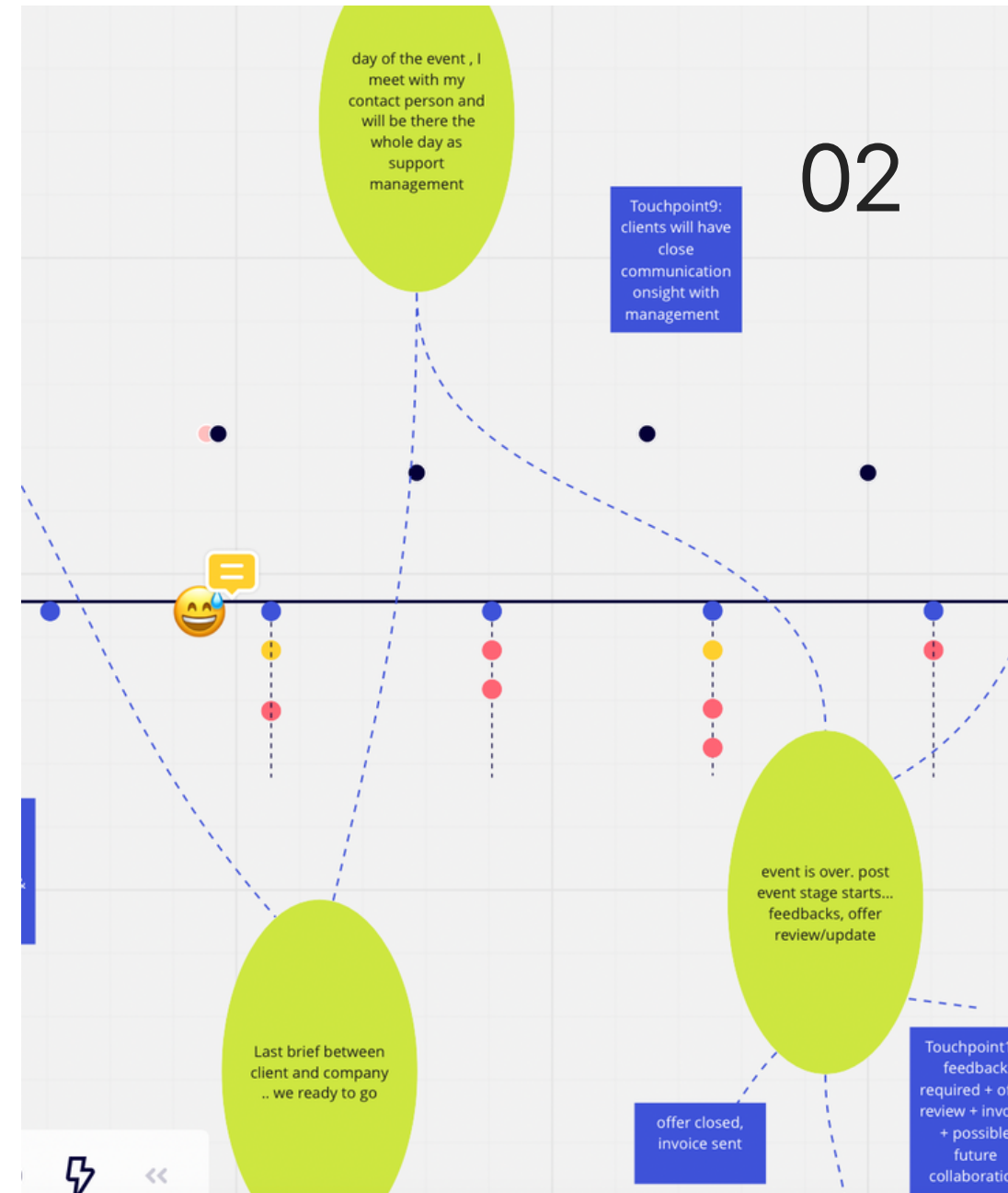
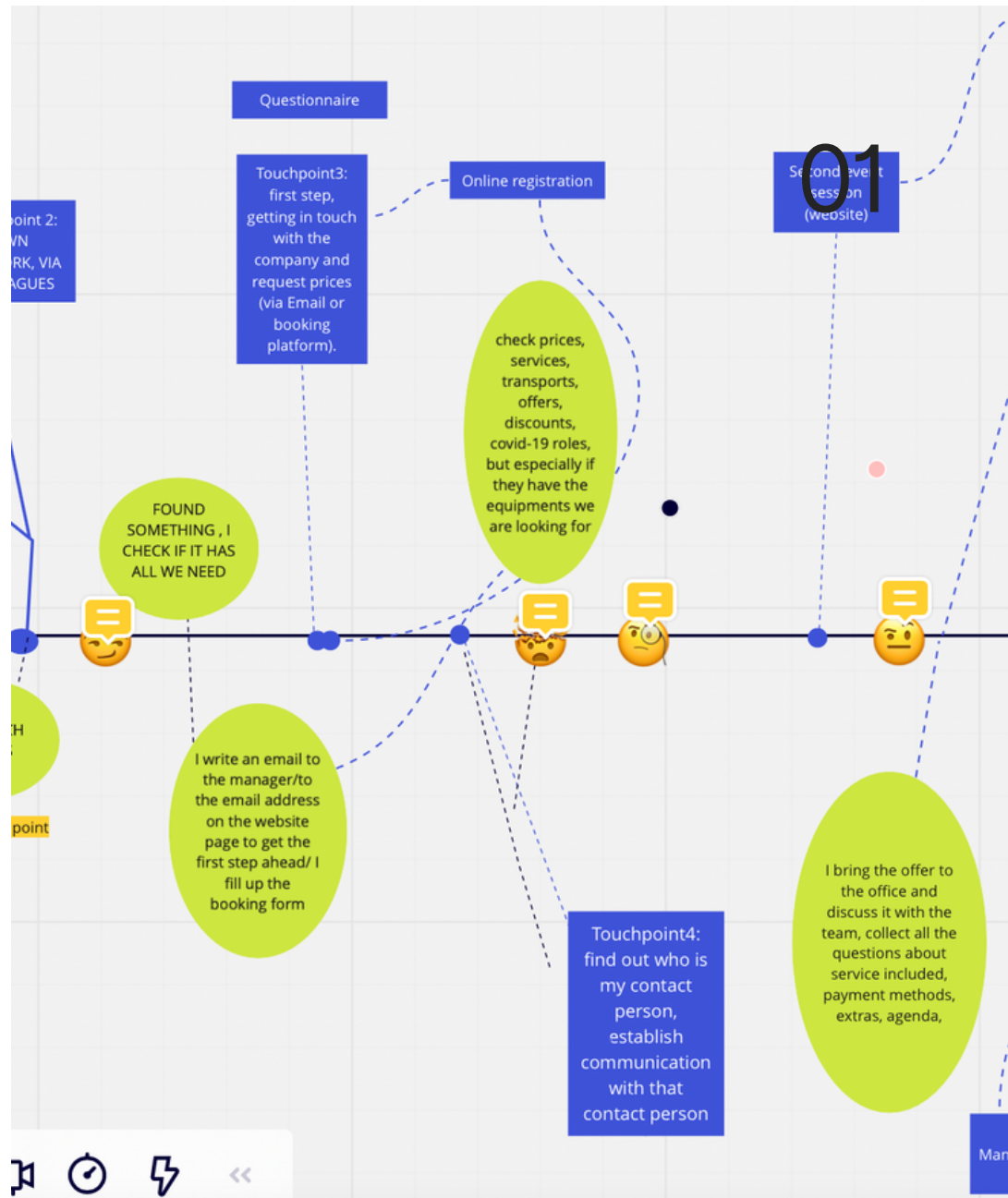
04

point out bottle neck that could make the purchase or the navigation not easy/not possible to our users

05

Analyse the traffic on your website, social media platform, Email Marketing, Content strategy and retarget if necessary / point out the issue and improve it.

strategy deployment



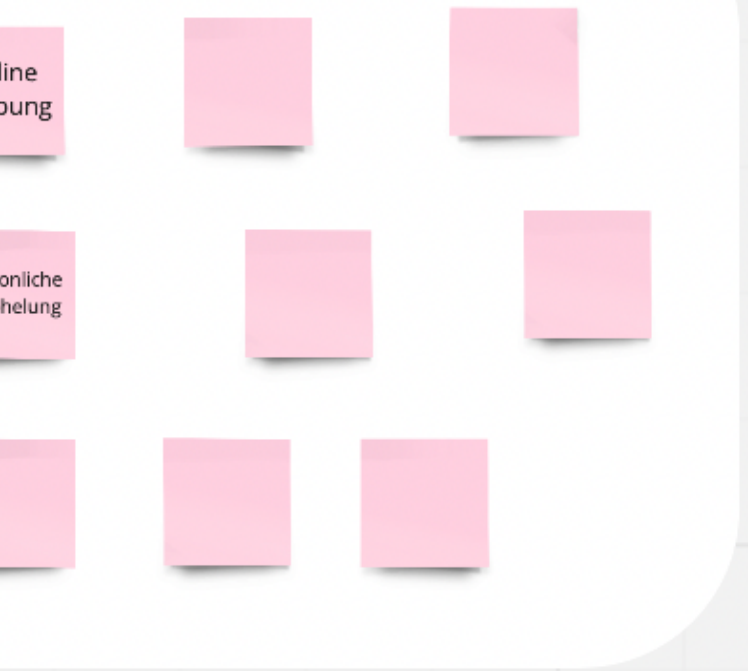
PLACE	PRODUCT	PLACE	PROMOTION
00 without equipment	multiple sources venues: fashion shows, hackathons, product launching, group works, dinners, startup incubator/coaching/ program. Coworking space, cafe.	Kreuzberg and Neukölln. The Kreuzberg location is well connected with transport (Ubahn) and surrounded from offices. Neukölln is far away from the center. It is not well connected with transports. Within the surroundings there are houses, difficult for people to reach.	spacebase, internal database, inter-running interviews with members, Instagram focused the haus, fb page is new, twitter is collaboration events, company events (community)
150 people	event spaces, meeting room, chairs, tables, wan included	Viktoria park and bergmannkiez are close by. It is surrounded by 4 U-Bahn stations. It is located in the heart of Schöneberg.	
250 am	Görlitzer Park: XR room, music studio full cinema, futuristic playground, startups lab. Mitte: Adaptable event spaces, cafe, workspaces, Memberships	two locations form the spirit of factory: Görlitzer Park location has everything you need, from a restaurant to a full cinema. It's in the heart of Kreuzberg. Mitte: between Bernauer and Brunner Str close to Rosenthaler Platz, factory is well connected	creating amazing content focusing on creative startups with a cross functionality in fintech, art, designers. Strong internal Marketing structure, running an online magazine, using instagram and Facebook vlt live for live-streaming, newsletter, internal/external events, promo events, sponsoring events
	event location that offers diverse event formats company events, dinners, weddings, galas, xmas events. (3x different event spaces), internal Catering, tech equipments, staff, Operations, pm. On top, they offer clients discounts on hotel partners.	located in central Kreuzberg near Warschauer Str, well connected with U-bahn and S-Bahn	website is well structure (chat boats in it contains only product contents and does not have a blog, fb and insta inactive with weak contents, newsletter does not e
	prototype lab, meeting rooms, big event space, makers garage (wood, E tools, metal, textile), coworking, offer diverse workshop tech oriented (cad, cam,cnc), membership	Located in the heart of Kreuzberg between Treptower park and Görlitzer Park, well connected by bike and by U-bahn	it is a community driven place and mobility, health care, renewable en start ups. Networks majorly comes the building as well as from outside, fb and insta only for particular ev

how do you reach your users ?

TOP OF THE FUNNEL

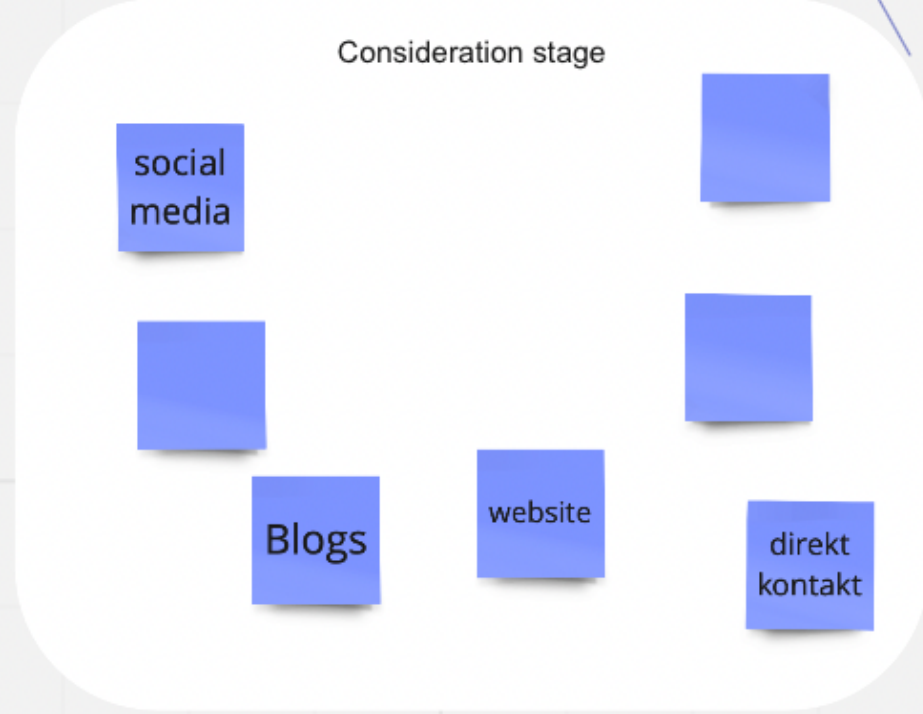
MIDDLE OF THE FUNNEL

Awareness stage

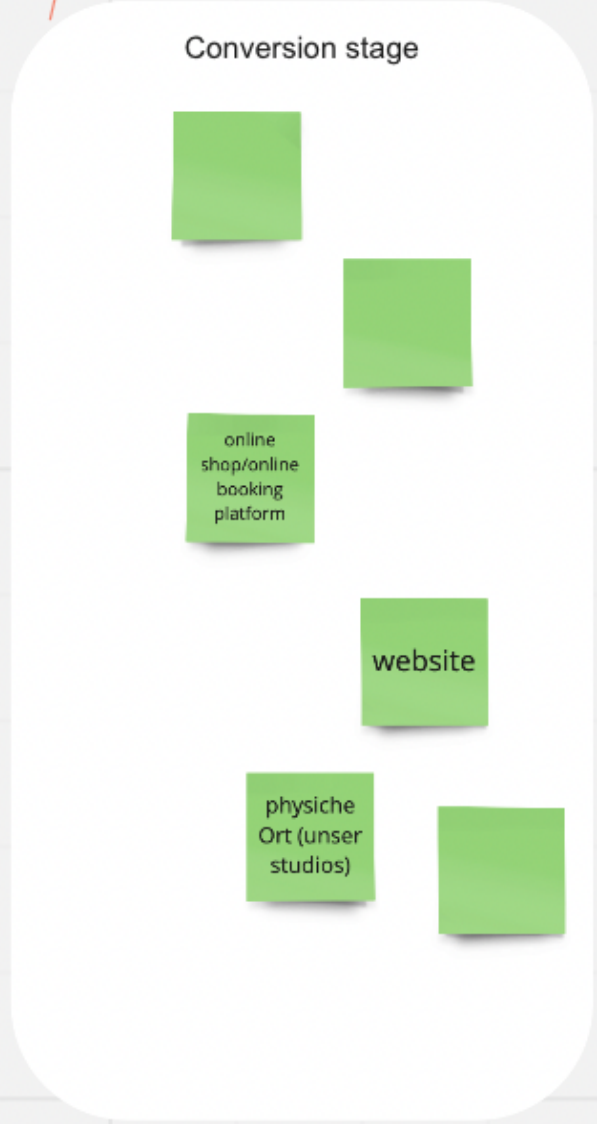


- Type something

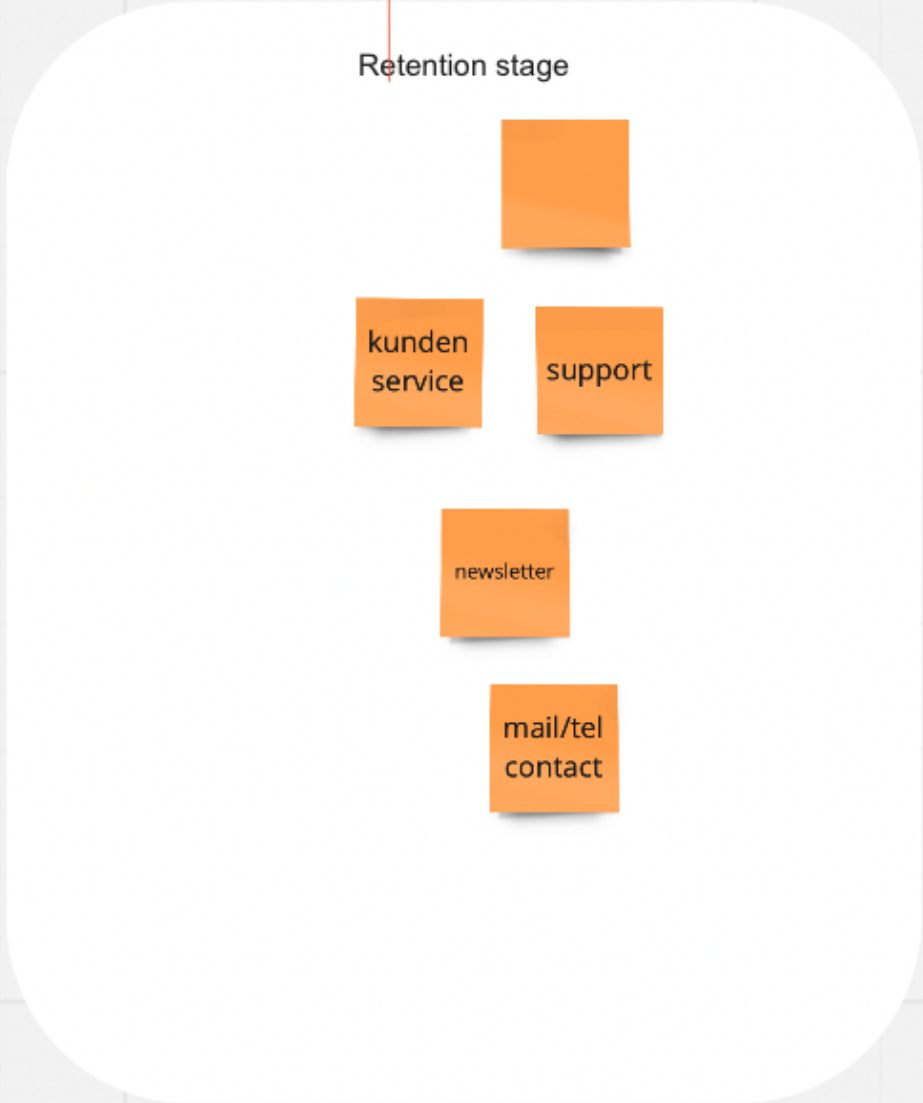
Consideration stage



Conversion stage



Retention stage



Advoca

umfrage n/feedb ack

What do your users consume and how ?



Matilda

Reasons to book our event space
Focus on outcomes, ...

- I like the contents they provide on their website and social media
- amazing location facilities, quiet cafeteria
- I like the events they do
- I'm a newsletter subscribers
- nearby the office, affordable price, friendly staff, prompt communication with management

Knowledge and Skills
What do I know? What am I good or bad at?

[Yellow sticky note]

Extra Info
Environment, demographics, etc. Only include insights that affect how we build the product.

[Yellow sticky note]

Biggest Frustrations

I feel: **unsatisfied**

When: **I can't get things**

Today I solve this by: **focusing on my**

I feel: **Type something**

When: **Type something**

Today I solve this by: **Type something**

I feel: **Type something**

When: **Type something**

Today I solve this by: **Type something**

Attribute Scales
Rate this persona on the attributes you selected in steps 2 and 3.

Attribute 1: 1 2 3 4 5 (circle at 3)

Attribute 2: 1 2 3 4 5 (circle at 3)

Attribute 3: 1 2 3 4 5 (circle at 3)

Attribute 4: 1 2 3 4 5 (circle at 3)

Attribute 5: 1 2 3 4 5 (circle at 3)

Persona

Matilda, 32, Projektmanagerin, Berlin, leidig

living in Berlin

grew up in the French alps

Personality

helpful

friendly

demanding

picky

Interests

cars, technologies, marketing, books, gardening, bikes

Sport, cinema, social life, table games, jazz & classic music

meditation, eating well, veggie, vegan,

Reasons to use

amazing location facilities, quiet cafeteria

I like the contents they provide on their website and social media

nearby office, affordable price, friendly staff, prompt communication with management

I like the events they do

Skills

-digital skills, account management, finance, budgeting

pm software, cms system, Rechnung software,

open minded, team work, resilient, good listener

Reasons to use our product

I know the owner,

pm on point, video team always has alternatives,

they are fast to solve a problem

I'm a newsletter subscribers

Tech savviness

[Yellow sticky note]

Persona 1



Persona

Jeffry, 35, projektmanager, married, 2 kids, working for a company that produce electrical cars

- has few bikes,
- he enjoys parks and lakes in summer
- he doesnt drive
- he earns €50,000 brutto im jahr
- he goes twice in the year on holiday

Reasons to use our

- business connections,
- the space works with cool clients
- we are nearby with our office
- I follow them on linked in and I've suggested it to my team

Reasons to use our product

- the studio space has everything we needed for our online event
- good timing management, smooth communication
- great location for shootings (video and photos)
- efficient to friendly st

Personality

- introvert, sometimes shy,
- cold at first but then warm and helpfull
- short memory
- I'm a visual person

Interests

- theatre,
- classic and jazz music
- criminal books
- interest in biology

Skills

- well organized and on time with deadlines
- he's a good listeners
- he's very structured and has a good account management skills

Tech savviness

- he's likes to explore new PM softwares,
- he reads about 4 and 5g
- Analytics is his strengths

SWOT

Type something

Opportunities

breakthrough offering our exclusive in house video production, content strategy

content membership card (per event/per video) or via YouTube and/or on our own website

becoming a content creator platform through the space (give creative people space to innovative ideas)

use the space as base for like media clients to generate more income

online event concept creator

rethink prices

enlarge our network of clients

Threats

covid-19

Short of staff or staff not qualified

becoming a startup bubble

demand evolving:

Strategies to make use of Opportunities through our Strengths

Strategies to prevent Threats through our Strengths

video production equipments and a full stuck team of expert.

Strategies to make use of Opportunities to minimize Weaknesses

Strategies to minimize the potential dangers lying in sectors where Weaknesses meet Threats

Vision not clear (creating an open non bubble space and service/..a location concept in line with our USP and provide that for other places, locations or cities)

internal booking system not clear



1



2

FREIFLÄCHE

EVENTS | STUDIO | BISTRO

Bülowstr
10783

PUBLIC TRANSPORT CONNECTIONS

Warschauer Straße S3,S5,S7
Zoologischer Garten and Alexanderplatz U2
Tempelhof U6, Mehringdamm M19

WHERE TO ENTER THE BUILDING

As soon as you arrive you will enter our Cafeteria, while waiting for your event, you can enjoy our coffee.

PARKING SPACE OPTION

PICTURES



FREIFLÄCHE
EVENTS | STUDIO | BISTRO

FREIFLÄCHE IS PART OF GEWOBAG
BÜLOW STR 90 PROJECT