



TETRAMIND®

# BRAND AUDIT



**BOSTON**

• living •

# Key Highlights/Overview

bostonliving\_india [Follow](#) [Message](#)

476 posts   1,252 followers   106 following

**Boston Living • CoLiving**  
Serviced apartments

- Hyderabad
- New way of living, inspired by the old
- Fully furnished apartments
- Luxurious amenities
- Safe community
- DM for info

[bostonliving.com](http://bostonliving.com)

Followed by riaoberoi, sai.raja and apeksha.004

Instagram



**Bostonliving**  
2.4K likes · 2.4K followers

[Posts](#) [About](#) [Mentions](#) [Reviews](#) [Followers](#)

**Intro**


Boston living is a new way of living inspired by old, with community and collective experiences at i

Facebook



No YT and LinkedIn

## SEO



Rating   Hours

**Magna Living - Coliving space in Hyderabad**  
3.3 ★★★★★ (176) · Hostel  
House No: 2-13, Gowlidoddi Road, beside Pala homes Apartments · 091003 43123  
Open 24 hours  
"Great place for coliving for a reasonable price..."

**Buzz Quarter - Co Living Space @Manikonda/Gachibowli/ ...**  
4.7 ★★★★★ (356) · Serviced accommodation  
Khajaguda, Telangana · 099594 20781  
"Buzz Quarter is a nice co-living space in Hyderabad."

**Hivee Inn Co Living**  
4.7 ★★★★★ (62) · Backpacker Hostel  
H&M Vijay Sai Ganesh Door No 1, 98/5/4/B · In Acclaim Global Education · ...  
"The best hostel I have ever been privileged enough to stay at."

best coliving spaces in hyderabad

All Images Videos Maps News More

About 13,80,000 results (0.57 seconds)

Results for **Hyderabad, Telangana** · [Choose area](#)

**10 Best Coliving Space in Hyderabad**

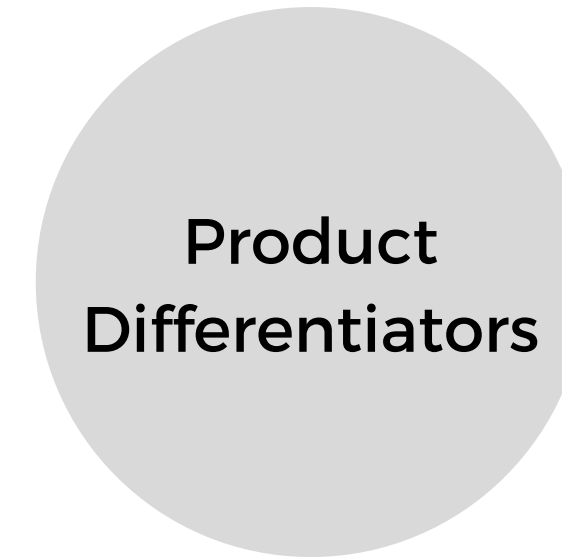
- Settl. Amalfi.
- Hourr Qcity.
- Hourr 84 Kondapur.
- Isthara Lasya Residency.
- Colive 509 Fuji.
- Dsr Nilayam Isthara.
- HelloWorld Firdaus.
- HelloWorld Inayat.

[More items...](#)

<https://cofynd.com> > co-living > hyderabad

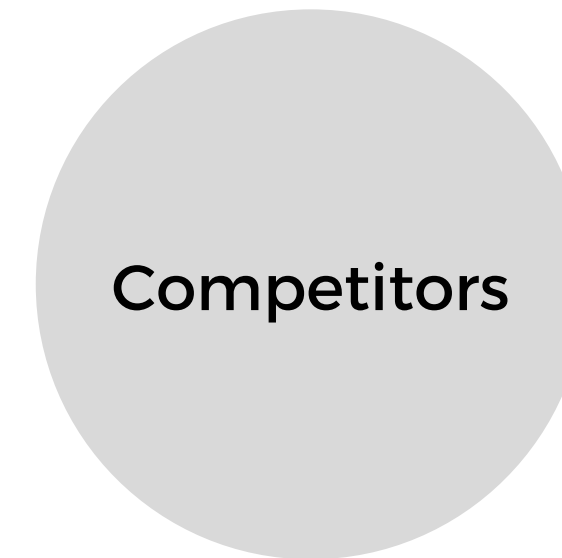
[Coliving Spaces in Hyderabad - CoFynd](#)

Great google reviews  
Website with great UI/UX  
Priced better compared to others

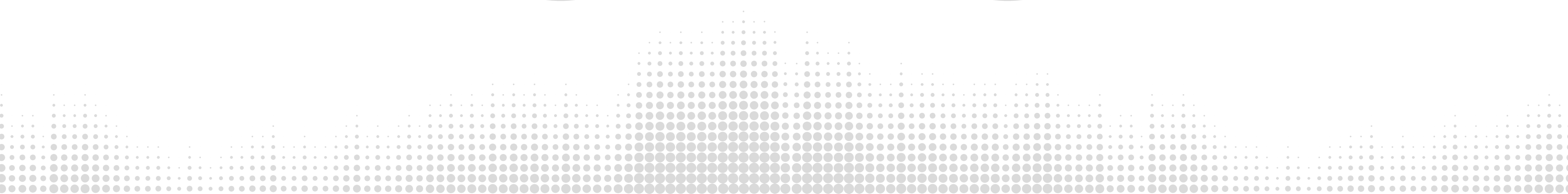


Diverse Corporate-based residents  
Praan Mental Wellness - A separate wing  
ZZA Cafe  
Zumba Classes

Comparatively weak SEO and SEM  
No mentions of BL on other blogs/websites

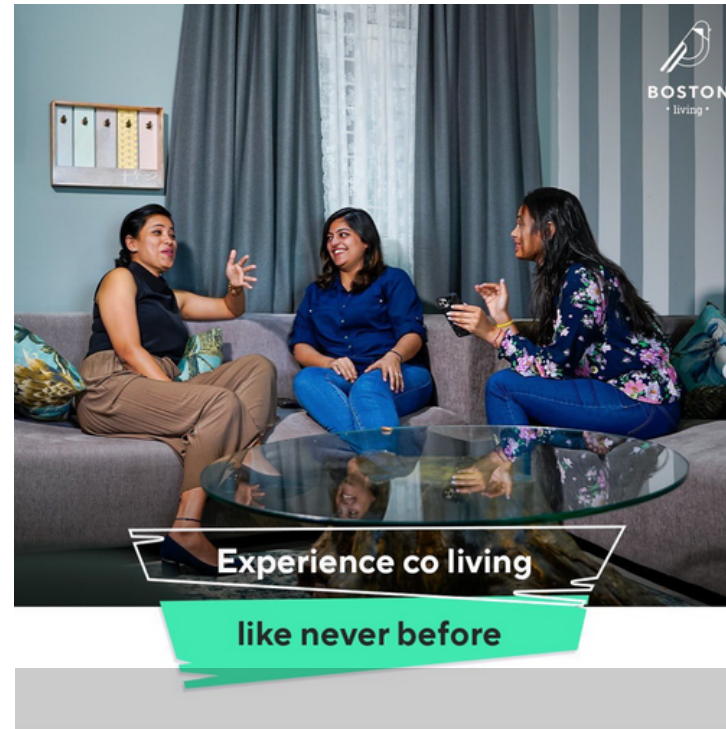


Thrive Shared Living  
Isthara Living  
Living Quarter



# EXISTING CONTENT

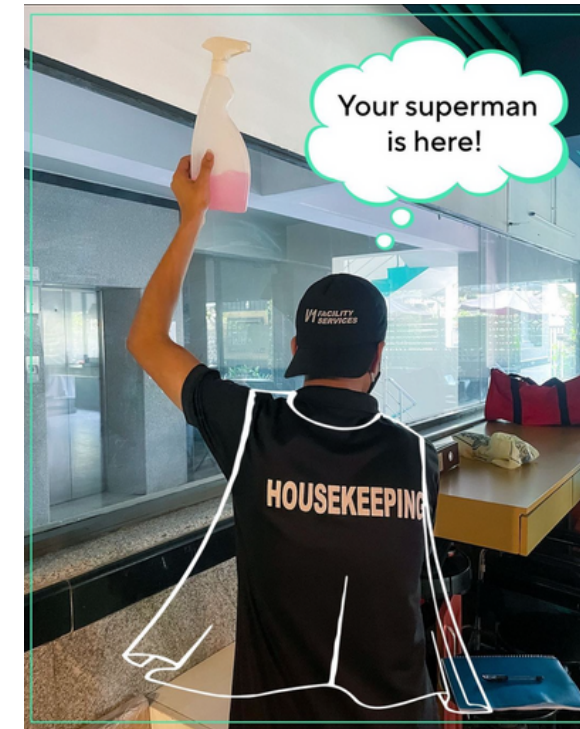
## Informational



## Community Driven



## Amenities



## Hyderabad Experiences



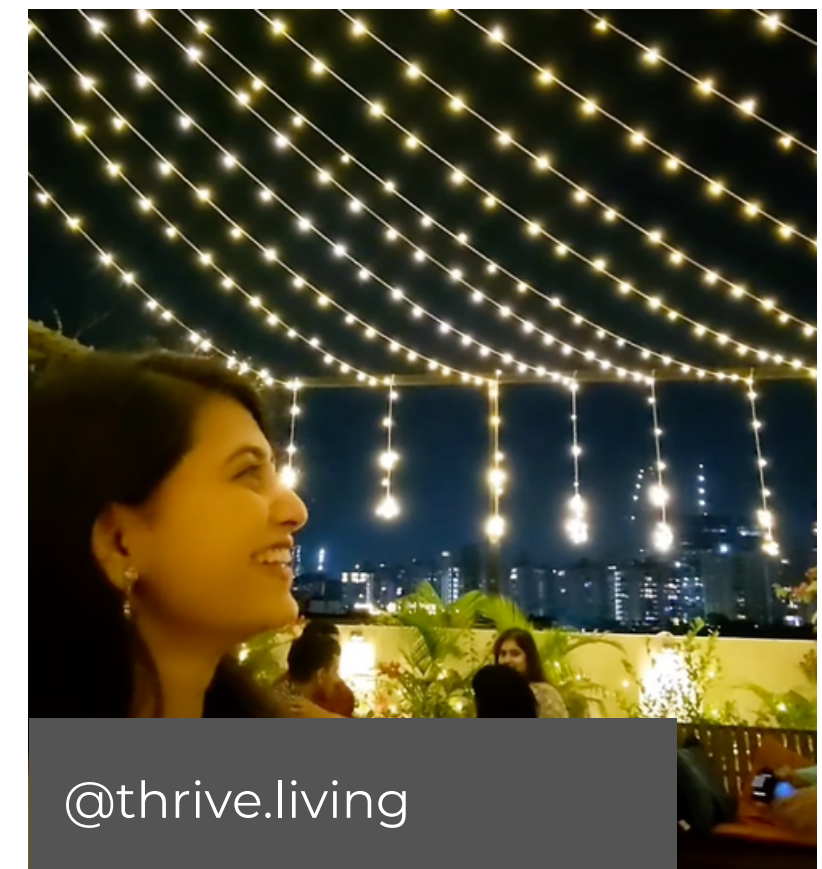
# WHAT MORE CAN WE DO?

## Aim to build a stronger community

Leverage on the diverse community in Boston Living

- More candid video content of the activities compared to static posts
- Video testimonials of people in Boston Living - to bring in more credibility
- A day in the life of Boston Living - To show all the amenities provided and the beautiful community of BL.
- Embracing the friendships born in BL. Asking people to share their friendship stories
- Residents sharing their journey so far and what brought them to Boston Living

*Content creation on Youtube Shorts - Great scope in India with daily views surpassing 7 billion views*



# WHAT MORE CAN WE DO?

(Initially) Focusing on a niche TG - The Corporates

- With a huge crowd from the corporates, we can focus on creating engagement through candid videos of them -

*For Instance: A candid interview*

*What's your name?*

*Where do you work?*

*What is your position?*

*A random trick question*

- Fun games/war between two corporates
- With many residents belonging to corporate, create a strong image on LinkedIn.

*Paid Promotion through - Hyderabad-based Instagram pages*

*@whatsuphyderabad @whatshot\_hyderabad @thingstodoinhyderabad*

*Bringing in more weekend activities to increase the foot-fall and to attract the young crowd in Hyderabad*

*(Live Music, Standup Comedy, Art Workshop, Music Workshop)*

*#LearnUkelele at Boston Living*



# Sponsored Ads

Currently, a total of 9 ads are active on facebook


- ✔ Focused Ads on Corporates
- ✔ Ads directed towards TG with a 'short stay'
- ✔ Co-living space for Women
- ? Leverage the power of video content
- ? Maintain a good mix of static and video ads
- ? Run ads on the video testimonials, community videos and journey videos
- ? Promoting BL through other Instagram pages with higher reach

~9 results

Launched in November 2022


Active

Started running on 14 Nov 2022

Platforms   

ID: 459621829613682

See ad details

 **Bostonliving**  
Sponsored

Visiting Hyderabad for a short trip?  
Why stay in a boring hotel when you can experience the coolest co living space!!

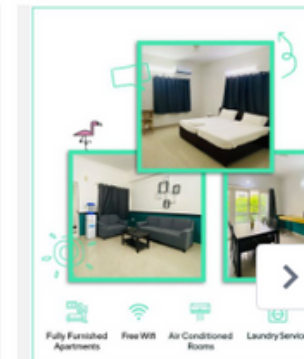
Join the flock till you're here

Swipe to checkout our amenities.



FB.ME  
Short Stay in  
Hyderabad

Sign Up






FB.ME  
Luxury Flats, Ready  
to Move In

Sign


Active

Started running on 14 Nov 2022

Platforms   

ID: 534888681415160

See ad details

 **Bostonliving**  
Sponsored

Visiting Hyderabad for a short trip?  
Why stay in a boring hotel when you can experience the coolest co living space!!

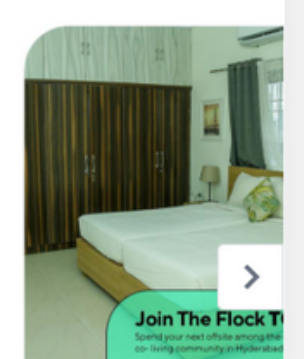
Join the flock till you're here

Swipe to checkout our amenities.



FB.ME  
Corporate Stay in  
Hyderabad

Sign Up



FB.ME  
Luxury Flats, Ready  
to Move In

Sign



fabuleux ✨  
— GIFTING STUDIO

# Key Highlights/ Overview

fabuleux\_gifting\_studio [Follow](#)

56 posts   197 followers   4 following

Fabuleux - Luxury Gifting Studio  
Gift shop  
Unbox happiness 📺  
Presenting customisable gifting solutions for you!

- Corporate gifting
- E-commerce
- Customisable
- Bulk Orders

Order now [↓](#)  
[wa.me/message/RM3YIHSZEHFXA1](https://wa.me/message/RM3YIHSZEHFXA1)

Instagram




**Fabuleux Gifting Studio**  
13 likes · 13 followers

out   Mentions   Reviews   Followers   Photos   Mor

Unbox happiness 💎  
Presenting customisable gifting solutions for you!

Posts

Facebook



**Fabuleux - Luxury Gifting Studio**  
Unbox Happiness 📺 Presenting customisable gifti  
Orders | Customisable  
Events Services · Gurugram, Haryana · 932 followers

See all 5 employees on LinkedIn

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LinkedIn

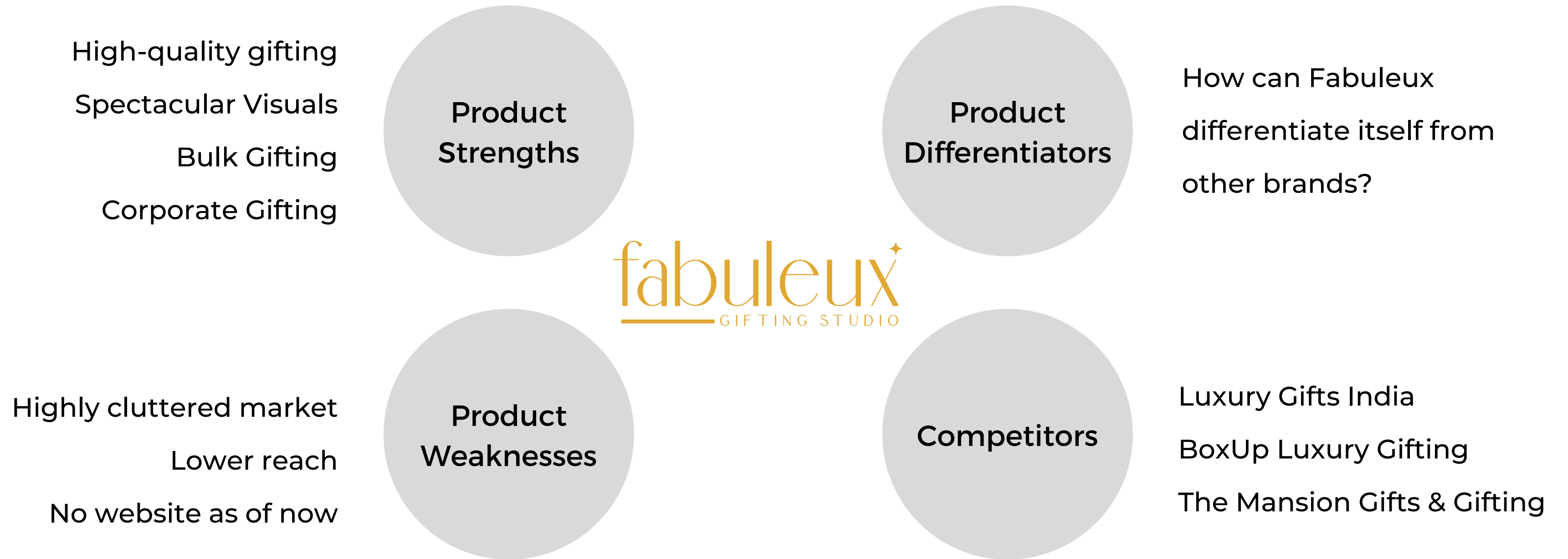
## SEO

luxury gifting gurgaon

Places   Rating   Hours

-  Silverdust factory  
5.0 ★★★★★ (26) · Gift basket store  
7, K-18  
Open · Closes 7PM  
In-store shopping
-  Arabesque- The Gifting Hub for all your Indian Fuc...  
3.4 ★★★★★ (7) · Gift basket store  
No. 115 22, Arcadia, S City Rd · 085868 96856  
Open · Closes 8PM  
In-store shopping
-  The Spring Palette (Personalised Gifting Store in G...  
5.0 ★★★★★ (23) · Gift shop  
B 901, Park View City 2 Rd · 079821 89875  
Closes soon · 5PM  
In-store shopping · In-store pick-up · Delivery

More places →



# EXISTING CONTENT

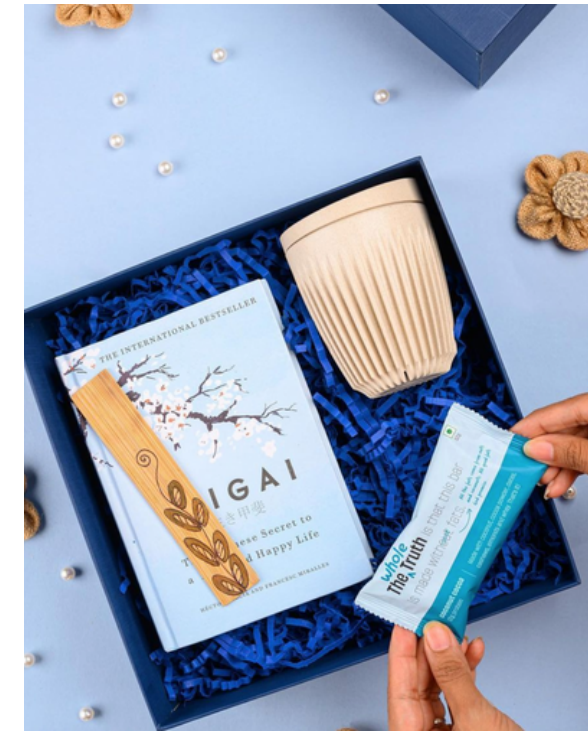
Festival-based Gifting



Detailed unboxing



Static Posts



Personalised Letter



# WHAT MORE CAN WE DO?

## Aim to build credibility and wider reach

Amidst such a cluttered market, promotion takes a bigger role than the product itself.

- Name the corporate Fabuleux is linked with (Fabuleux X Deloitte)
- For a customised order - show the 'personalisation request' and then the

### Output

- Content - Gift suggestions much prior to a festival
- Videos capturing true reactions of people receiving the gifts
- Visuals of one using the gift -

<https://www.instagram.com/reel/Cg4evJFFVy0/>

- Using Trending Audio for reels - always makes a difference
- Showing more of the packaging process and faces behind them, gives more human touch.



## Expanding Horizons

- Influencer Marketing - More than Facebook/Instagram ads, spending on Influencer Marketing improves credibility and reach.
- Regional Influencers > Pan-India Influencers - for festival gifting or personalised gifting
- Paid Partnerships on LinkedIn to reach a wider corporate audience

## Sponsored Ads

*Currently, 1 ad is active on facebook*

Started running on 16 Nov 2022

Platforms  

ID: 1124323031569328

[See ad details](#)

 **Fabuleux Gifting Studio**  
Sponsored

Presenting customisable gifting solutions for your corporate and private events



INSTAGRAM.COM

Fabuleux - Luxury Gifting Studio (@fabuleux\_gifting\_studio) •  
Instagram photos and videos

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