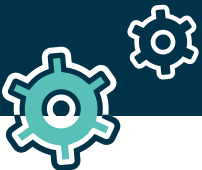




COMMUNITY MANAGER



BEST PRACTICES LIST



When you're trying to manage a coworking business, the time spent on small tasks can quickly add up — tasks like managing space bookings and building access, IT services, or staff and project management. Trying to market, grow, and scale your business on top of these day-to-day tasks demands even more time, and it can seem impossible to fit everything in. This list offers tools to help you manage everything from marketing to the onboarding process to member events and partnerships that will help your business grow and thrive.



TOOLS THAT MAKE YOUR LIFE EASIER



SPACE MANAGEMENT PLATFORMS

- Operate platform by essensys
- Proximity Space (includes door access)
- OfficeRnD
- Satellite Deskworks
- Nexodus
- Yardi/Kube
- Cobot



INTERNAL PROJECT MANAGEMENT TOOLS

- Trello
- Asana
- Basecamp
- Slack



DOOR ACCESS CONTROL SYSTEMS

- Brivo (fobs + phone app)
- Kisi



IT

- Brivo (fobs + phone app)



MISCELLANEOUS

- Greetly Visitor registration and Check-in App
- Google Calendar



PRINTING

- Ezeep

TOOLS TO SUPPORT THE ONBOARDING PROCESS



TASK AND PROJECT MANAGEMENT

- Asana: to manage to-do lists
- Trello: for task management
- Redbooth: for Project Management



MARKETING

- Boomerang: Gmail plugin for scheduling messages to be sent at a later date
- Email templates for sales/customer service
- Salesforce
- HubSpot
- Basecamp



PHONE

- Softphone
- Ring Central

BEST MARKETING TACTICS

1. Broker outreach/partnerships
2. Member events that set you apart
3. Renting space to Universities
4. Donating space for outside events
5. Day passes
6. Partner with local gym for day passes
7. Open coworking on certain days/hours
8. Partner with local Chamber of Commerce
9. Host Meetup Groups
10. Referral Program
11. Happy Hour – bring a dog psychic
12. Social media ambassador (make sure there's accountability – i.e., X number of posts/month)
13. Free coworking day
14. \$5/Fridays
15. Drives (clothing, food)
16. Industry-focused events



MOST CHALLENGING ASPECT OF YOUR JOB



You don't know what you don't know (before you open)



Pricing – it can be hard to compete with bigger spaces



Managing different personalities and people



Balancing daily tasks with daily operations vs. things that come up unexpectedly during the day



Secret shopping tours once your face is on your website



Fluctuation of offices – large move-outs and move-ins

- Grouping companies together
- Negotiating on price
- Keeping processes consistent across locations
- Supporting startups
- Keeping processes consistent across locations
- Finding leads
- Coworking spaces helping each other – questions, overflow
- Catering to large groups
- Engaging members
- Putting out fires
- Finding your “edge”
- Putting out fires
- What keywords to use in Google ads

IDEAS FOR THE ONBOARDING PROCESS

- Welcome packet
- Gift basket (1-2 office \$40); 3-4 person \$60
- Swag bags
- Monthly New Member Lunch
- One-on-one meeting, walk through and go over contract
- Welcome email
- Networking lunch on Fridays
- Orientation session with slide show with info about the community