

7 TIPS

to Get Started with

OMNI-CHANNEL MARKETING





Omni-Channel marketing is a strategy that leverages multiple marketing channels including digital (SEO, social media, content marketing, pay-per-click, etc.) and traditional (direct mail, print advertising, and referral marketing). **A well-designed omni-channel marketing strategy can dramatically increase your customer experience and your conversion rates**; it provides customers with a seamless experience no matter what channel they're coming into or what device they're using.

Eric Zellhart, *LiquidSpace*

As coworking continues to expand in terms of both the number of spaces and the visibility of those (often competing) spaces, it's easy to feel at a loss when trying to figure out how to best attract new members. What platforms are most effective? Should you focus on getting noticed, or on building relationships with potential members who already know of your space?

Trying to cover the wide array of levels and types of marketing strategies for omni-channel marketing can sound intimidating, but it's important to remember that you don't need to use every channel. You may begin with just a few channels and focus on those, test out which ones work best for your space, and then tailor your work and resources to those. Ultimately, your goal with omni-channel marketing is to get prospective members into your space for a tour and walk them toward membership.

Building an effective omni-channel strategy will take time, but if you start with the seven tips below, you are well on your way to building a conversion machine.

1 MAKE SURE YOU ARE OPTIMIZED FOR SEARCH, AND USE AD DOLLARS WHEN APPROPRIATE.

The competition for organic traffic in Google search will continue to increase as coworking grows in popularity. However, depending on your market, there's still an opportunity to reach the top of the Google Search Engine Results Page (SERP) organically with a properly executed Search Engine Optimization (SEO) strategy. The first step in winning the race to the top though, is to **do your part by making sure your website is optimized for search.**

If organic reach isn't producing the results you want, there's also paid search. However, depending on the market, you may find more



“coworking” advertisements at the top of the search results page. As this trend continues, the market for paid search will continue to become pricey and competitive. If you’re considering devoting marketing dollars to paid search, Eric Zellhart of LiquidSpace warns: **“be cautious and make sure it’s a sufficient ad spend that you’re doing.”**

2 PROVIDE A CLEAR CALL-TO-ACTION (CTA) ON YOUR ADVERTISEMENTS AND YOUR WEBSITE.



Marketing isn’t helpful if your viewers don’t know what to do with it. Make sure your marketing efforts on any channel drive people to a page on your website where they can take an action—whether that is to book a meeting room, schedule a tour, or get a free day pass. It is important to think about what your audience will want to accomplish on their visit to your website and make sure that path is clear and requires a minimum number of clicks.

3 CLAIM YOUR GOOGLE MY BUSINESS ACCOUNT, YOUR YELP LISTING, AND OTHER SEARCH LISTINGS.

People searching for terms like “coworking in Chicago” are further down the conversion funnel (closer to a sale). They’re actively searching for a space, so you want to ensure that your brand shows up in their search. Your [Google My Business](#) or [Yelp listing](#) are other channels for prospects to find your space. Both listings provide three conversion paths for prospective members to connect with you. They can either click your website link, dial your phone number, or get directions to visit your location.

One of the pros of claiming your Google My Business listing is that these listings appear higher up in a Google search, especially if you’re adding photos and have good reviews.

TIP | ASK YOUR MEMBERS TO LEAVE HONEST REVIEWS AND UPLOAD PHOTOS OF THEM INSIDE YOUR SPACE.

Reviews create an element of connection in your prospects’ minds, especially when they see five-star reviews and non-professional photos, which will be seen as more candid and will help potential clients envision themselves in your space.

4

CONTENT IS STILL KING, SO MAKE SURE IT'S WORKING FOR YOU.

Content marketing is an effective strategy to help improve your SEO efforts. You can target your content based on your audience and what you want them to learn about your coworking space.

As an example, if you're in a market that targets start-ups, tech companies, etc., you can create content that discusses how your space accommodates their needs. However, always make sure that when you're promoting content, you include an obvious path to conversion. Even long-form content, such as blogs and eBooks, need to have clear calls-to-action embedded in them.



5

LEVERAGE YOUR SOCIAL MEDIA CHANNELS.

One of the benefits of social media is that you can post often and reshare content across different social channels. You're also able to target different audiences, which means you can share different pieces of your business depending on the audience you're targeting. For example, you might create a piece of content that targets prospects searching for meeting rooms or event space.



With social media, it is key that you really think about your audience when selecting a CTA. Since anyone can share your post, not everyone seeing it will be familiar with coworking. In terms of a **marketing funnel**, individuals unfamiliar with coworking and/or your business will sit at the top of the funnel at the awareness stage. A call-to-action to "get a free day pass" or "schedule a tour" may not be the most appropriate, but inviting someone to "learn more" is a great way to educate them about the industry and your space.

6

DO NOT NEGLECT TRADITIONAL MARKETING CHANNELS.

Traditional marketing channels are essentially non-digital marketing channels that you can leverage to connect with people (after all, isn't that what coworking is all about?). For example, mutually beneficial partnerships with local businesses are effective for getting people into your space. "You can ask your local coffee shop if you can leave cards on the counter offering a free day pass to their customers. If a customer visits your space and joins, you can buy them a gift card to the same coffee shop [as a welcome gift]," says Zellhart.



Another strategy is to partner with a local influencer. **Influencer marketing** has gained traction over the last few years, and for a good reason: it works! Consider inviting a local influencer to become a member and host their events in your space.

Because influencers have such successful followings online, inviting them (and their followers) into your space can let you easily target a group that may not be fully aware of coworking. Once you get them into your space, however, you can piggyback on the influencers' events to show these potential members how coworking in your community can benefit them.

Of all the various marketing channels, word-of-mouth marketing is still one of the most effective channels. **Your own members are your best salespeople.** They will know people who could use coworking and will be able to advocate for your space.

TIP

HAVE YOUR MEMBERS GIVE OUT FREE DAY PASSES TO THEIR NETWORK.

7

CONSIDER USING AN ONLINE MARKETPLACE AS YOUR SALES PARTNER.

Marketplaces aggregate coworking spaces. Some focus on helping you secure clients for your event space and meeting rooms, while others actually help you acquire new monthly members. Marketplaces differ from all other marketing channels in that their website visitors are usually educated about coworking and are actively searching for a coworking space. As a result, the leads you receive from your marketplace listing will generally convert at a higher percentage than leads coming through social or other marketing channels. **On average, one in five leads will end up becoming a member.** These individuals are at the buying stage of the conversion funnel and are using a marketplace as a one-stop shop to compare prices or to get help booking one (or more) office space(s).

One major advantage of listing with a marketplace is that you increase your chances of securing corporate clients. Most providers have sales teams and marketing budgets to compete in SEO and paid search and attract corporate clients to their website. Even if securing corporate clients is not your goal, just by listing your space with a marketplace, you're increasing your SEO ranking through their advertising efforts.

GWA partners with several marketplaces that you can learn about by visiting the vendors page on the [GWA website](#).

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Creating an omni-channel marketing strategy is a process all about learning where your customers are and how to reach them — and then leveraging the channels that produce the most results.

With the right strategy in place you can get customers to your website and in your doors.

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