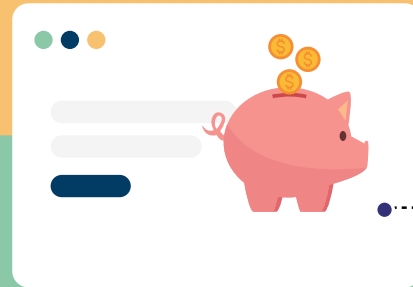


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ACTIONABLE WAYS TO BOOST YOUR BOTTOM LINE

By Preferred Office Network



As we continually transition out of pandemic life and into a new normal, innovative ways to boost your bottom line are constantly emerging. We've put together a list of actionable ways to do just that based on trends that have emerged in the industry. We hope that you find this information valuable.



Widen the Funnel on Your Website

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Now more than ever, due to the COVID-19 pandemic, the enterprise customer is in the market looking for more flexibility. The time is ripe to speak directly to this target audience by adding an 'enterprise' link to your homepage navigation and customize the narrative for them. As a member of PON, you can sell the advantage of offering choice of workplace setup and location, unmatched flexibility, and just one contract to sign - all of which are huge advantages to larger companies. Additionally, you can take advantage of using the PON booking widget as your own, by showcasing a broad array of workspace locations and meeting rooms for the corporate user to choose from, allowing you to be competitive in the marketplace.



Become More Efficient With Your Retargeting Ads

Retargeting can be a tricky business and is one that can often cast too broad of a net in terms of capturing leads. However, we've identified a new partner, a new organization that stretches your advertising dollar further, allowing you to customize messaging and most importantly, narrow in on who sees the message. Not only can you target the customers you want to attract, but you can ensure that everyone who enters your sales funnel or tours your center continues to see your brand on their mobile device even after meeting you.



Fill Up Your Meeting Rooms

While the ramifications of the COVID-19 pandemic hit the flex office industry hard and meeting rooms were often empty, conditions have now allowed for the resumption of larger in-person meetings. In addition to your own marketing efforts, PON wants to help you make up for lost time by showcasing your meeting rooms in a broader scope on an on-demand booker. This tool lives on the PON website and additional marketing efforts are ongoing in driving enterprise traffic to this tool as we are adding meeting rooms and drop-in workspaces regularly.



Boost Broker Lead Flow

As search traffic has become dominated by whoever puts forth the largest dollar amount, sourcing leads from other verticals is key. Brokers are working with companies of all sizes who are seeking more flexibility within their real estate footprint. PON can help your location increase visibility within the brokerage community, providing you with more high-quality leads.



Earn More Referral Incentives

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With PON's new referral program, members of the network will not only retain 100% of the client revenue that would have otherwise been earned without PON, but members will now be eligible for \$500 for each additional placement of that client within the network. Referring an enterprise client to PON can help your chances of not only winning the business but also keeping the business longer and reaping the benefit as the client expands.



ABOUT US

We strive to provide our clients with the most flexible terms in the workspace industry. Made up of over 200 independent business center operators, our global coworking network is the largest of its kind. Members of PON receive access to exclusive referral incentives, perks, local marketing support, and increased exposure to their locations and meeting spaces via PON's website and booking platform. Membership is free and allows independent operators to leverage a global network of flexible workspace providers to attract enterprise level business.

Talk to Us: connect@ponworks.com

