



# CONTENT MARKETING FOR COWORKING SPACES

A guide to help owners and operators use storytelling to grow your community with authenticity and automation

# WHAT IS CONTENT MARKETING?

Content marketing is a fancy way of saying anything written about your business for your customers. Blogs, social media, web site pages... these all fall under the umbrella term. You're probably already doing it, but maybe casually or haphazardly. This guide is designed to help you create a more formal approach to content marketing, to grow and nurture your coworking space and flex space community.

Content marketing is an important way for coworking spaces to find and qualify their customers. You can reach potential tenants and renters at your space through website content, social media, email, and downloadable guides (like this one!). This content creates value and establishes your coworking space as an expert in the field.

At Coworks, we're firm believers in the power of content that is helpful, informative, and even entertaining. We are passionate about providing tools that can work within websites and help coworking spaces create engaging content marketing.

We believe that the power of content marketing along with powerful management tools can set your coworking space apart. With that in mind, we've created this guide on getting started with content marketing for your coworking business.

"Content Marketing is all the marketing that's left."

SETH GODIN



## LEARNING SEO BASICS

At the base level, you must ensure that your coworking space's website is SEO ready. SEO or Search Engine Optimization ensures that your website can be found or ranks well in Google searches. That way, when someone searches "Coworking Spaces in My Area," your business comes up.

While SEO sounds daunting, it's all about making sure that:

- Your content is written well
- You have engaging meta-titles and meta-descriptions for search results
- You have relevant keywords throughout your copy and in your headers
- Your site is easy to navigate and accessible

Using your business's relevant keywords and SEO best practices, you want to ensure that your site seems helpful and usable. This practice will not only make you rank better but put a better impression on your customer at the first click.

At Coworks, we work with experts like Spacefully and CoworkingSEO.com to help coworking spaces utilize our management tools and understand what they need to know about SEO. Here are critical strategies boost your website SEO:

### USE H1 TAGS

Using H1 tag headers not only breaks up your copy and makes it more readable but improves your SEO. Make sure to use your keywords, if possible, to break your text into readable chunks. Across your homepage and service pages, using headers will help the navigation and readability of your website.

### OPTIMIZE YOUR PHOTOS AND IMAGES WITH ALT TEXT

Yes, it's great to use high quality images and photography on your site. But the alt-text is what Google actually cares about. What exactly is in the image? If it has text on it, what does that text say? That's what should go in your alt-text, along with your business name.

In addition, accessibility is an essential factor of any website, which is why alt-text on images is important. Visually impaired users may be using screen readers to navigate websites, and alt-text allows screen readers to tell the user what the image is on your webpage. Accessibility and responsive design are essential to SEO ranking, so you'll want to have that measure of accessibility added to your site.

## SETUP GOOGLE ANALYTICS

Google Analytics is an excellent way to understand how people find your website and which parts of your website they interact with. Using this data as you evolve your SEO strategy will be able to tell you what is working on your site and what isn't. [Click here for a quick Getting Started guide.](#)

## DO YOUR KEYWORD RESEARCH

In addition to analytics, doing keyword research through Google's Keyword Planner will let you know what keywords are important to use in your website. By searching "coworking space," you can see associated keywords and how many competitors use that keyword.

Looking at those keywords, you can strategize what keywords to use in your copy and what potential topics to make content about.

## CONTENT DISTRIBUTION

Just because you write it doesn't mean it will be found!

Beyond ensuring that your coworking space website is SEO-ready, you want to create other kinds of content.

This content can include blogs, local guides, digital brochures, videos, and infographics. Of course, just because you have this content available on your website doesn't mean that people are finding it. That's why, along with the content, you need to have a strategy to distribute it.

## CREATE FLEXIBLE AND REUSABLE CONTENT

Before thinking about distribution, you need to consider how to create content that can be used and reused in multiple forms. You want content you can use, reuse, and share repeatedly.

Think of a blog as an example. A blog about how valuable a coworking membership can be for small businesses, especially in the form of a how-to guide, can then be turned into an infographic, expanded into a more comprehensive guide, teased in a newsletter, and even made into different short-form videos for social media. When you make the content, think about how you can break it apart and push it across other platforms.

These different forms of content from one blog post can lead back into your website and nurture potential leads.

## REACH YOUR COMMUNITY WITH SOCIAL MEDIA

Once you have the content, one of the best places you can promote your content is on social media. We recommend evaluating platforms that work for you and your community – where are the majority of your members most active? Whether you're on Facebook, Instagram, Twitter, and LinkedIn or even TikTok, or just one of those platforms, it's important to write the content for that fits the format.



"My entire goal is to give more valuable, helpful, and remarkable content to consumers than anyone else in my field, which will in turn lead to more sales."

ANN HANDLEY

## SCHEDULE OUT YOUR CONTENT

The downside to social media is that it can easily take up too much of your valuable time. That's why we recommend you use a social media publishing tool that lets you schedule your content in batches.

Some solutions include:

- Buffer
- Hootsuite
- Sprinklr
- Sprout Social
- Hubspot

Choose the platform that works best for your workflow and your needs. What matters is that you're getting out content regularly or consistently. If you choose to use either Facebook or Instagram, the Meta Business Suite also has various tools for scheduling, post ideas, and more.

## AMPLIFY YOUR CONTENT WITH TRENDS AND HASHTAGS

Just like looking at different keywords on Google, it's essential to stay up to speed and on top of other hashtags and trends in the social media space. Joining coworking and business groups and doing hashtag research can be a good idea to help you stay on top of trends.

Some hashtag research tools include:

- TagsFinder
- Keyword Tool
- MetaHashtags
- Bingbangram
- Toozu
- Tucktools
- Task Art

Depending on the platforms you use, you can use these hashtags to hop on top of significant trends across social media platforms. These different tags will help you reach broader audiences.

## EMAIL MATTERS MORE THAN EVER!

Beyond social media, email marketing is still crucial for nurturing potential members and tenants for your coworking space.

In fact, Hubspot reports that “a majority of marketers using email leverage mobile-friendly emails as part of their marketing strategy.” That’s for a good reason, as many receive a great deal of revenue from email marketing. According to Statista, email marketing revenue is estimated to reach almost 11 billion by the end of 2023.

That’s why leveraging email marketing is crucial to distribute your content and to connect with your audience.

Be very careful sending email to people without their permission.

Permission-based marketing requires customers to “opt-in” to receive marketing content. This is when a customer signs up on the website to get a newsletter from you. That’s why at the bottom of a marketing email, you might see “Opt-Out” or “Unsubscribe,” as customers can stop receiving emails from you at any time.

"Content is king, but  
distribution is  
queen. And she  
wears the pants."

JONATHAN PERELMAN



This type of marketing takes customers already on your site who are already interested in a coworking space and puts them into your email community. That way, you can continually send them emails based on the newsletter they signed up for to potentially nurture them to become a tenant.

On your website, you can put newsletter signups driving users to do a variety of things, including signing up to:

- Get general news about your coworking space
- Subscribe to a freelancer, entrepreneurial, or industry-specific newsletter
- Download a local guide or other informative resource

You can use different sign-up forms to distribute content and broadcast links to regular content like your blog on your regular newsletter. This consistent contact and ability to send a newsletter allows them to build a relationship with your brand and hopefully request a tour in the future.

## EMAIL MARKETING TOOLS

Of course, you can use various tools for email marketing, and it depends on what works best for you. There are almost too many tools to choose from, but a few tools include:

- Hubspot
- Mailchimp
- Constant Contact

If you use a website builder like Wix or Squarespace, email tools may be implemented natively into the website platform. Whether you go with an email-specific platform or an add-on with your website, starting to send emails will only further nurture your audience.

What matters most in an email marketing platform is the ability to segment. Create lists based on all the data points you can possibly collect: demographics, location, job title, membership level, and specific behavior.

At the very least, you should be able to segment your members into an active list. Prospects receive more promotional email until they convert into members, but don't just focus on SELL SELL SELL. Here is where your content distribution comes into play. Share your resources. Tell stories. Email is still one of the most effective ways to grow your coworking community!

"Content is the atomic particle of all marketing."

REBECCA LIEB





## FILL THAT BLANK PAGE!

When we talk to coworking operators, they often share that they don't know what to write about. Staring at a blank page can be daunting if you're not experienced with writing articles, blogs, or other content.

Even if you hire a writer, you will need to tell them what you would like your business to discuss on the blog. With that in mind, we wanted to share two article templates to help start your content creation process.

## WRITE A Q&A ARTICLE WITH YOUR MEMBERS

One of the fantastic things about coworking spaces is that they house many outstanding entrepreneurs, businesses, and remote workers. Your tenants can be fantastic resources for content, so why not utilize them?

Create a regular series where you profile one of your members. Maybe once a month. Use the same questions each time to make the process easy and create consistency.

### ***What do you do?***

Ask the member about their business, service, or job and what that entails. People want to know what their fellow members are doing and the types of people in their community. If an entrepreneur sees a post about a fellow entrepreneur, that could be great marketing for your space.

### ***What do you love about what you do?***

Watch them smile when you ask this. Get to the core of what excites them. You don't want to ask them about something they're not passionate about. There are so many directions this answer can go. Not many people get to talk about it, either, so let them shine!

### ***Who do you want to help or work with?***

This question allows the member to promote their business and their ideal customer. This question also tells the reader who they are and what they do.



"With content marketing, you're giving valuable information away before asking people to buy anything. Even when you sell a product through content marketing, your ideal customers will be happy you did, because they feel more valued and understood."  
NEIL PATEL



***What is a typical day like here in our space?***

This question allows you to let the tenant talk about your coworking space. This topic will enable you to highlight particular amenities and the type of work done in the space. In this section, you can even link out to what the tenant mentions to drive traffic to other areas of your website.

***What's an 'Aha' moment you've had recently that changed the way you think about \_\_\_\_\_?***

Tailoring this question to their niche, you can end your article with an inspirational quote and have a great pull quote to use on social media or other marketing materials. This question also allows members to speak about their passion and tell an engaging story.

## **HIGHLIGHT A LOCAL BUSINESS**

Coworking spaces are a crucial part of the community, so it's a smart idea to "be a good neighbor" and highlight a local business. This article topic will likely lead to that business sharing this content, expanding your reach, and helping you stake a place in the local community.

When you conduct your interview, ask the following questions:

***Tell us about your business – what's your origin story?***

As your coworking space serves a lot of business owners, people want to know how iconic businesses got their start. Allow the business owner or point of contact to really tell the story of their business and how they got started.

***What do you especially appreciate about this community?***

As your coworking space is situated in a community your current and future tenants live and work in, asking this question allows the business to speak to the strength of the community. This topic helps establish your passion for the community and its rich history.

***What are you excited about in the next year or so?***

This question allows the business to promote and talk about something they are deeply excited about. You can learn more about what the company does and hear amazing stories about their future plans and your place in their future.

***What's something you wish more people knew about your business?***

This question is a great place to close the article as it will likely give you a pull quote for content and social media but allows the audience to learn something new about the business. This topic provides the business with an opportunity to share and you a chance to commiserate with a fellow business owner. This article as a whole will establish you as an authority on business in the local community.

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## NEED HELP WITH YOUR COWORKING SPACE?

This guide was just an overview of how we recommend developing content marketing for your coworking space. If you need more help with your coworking space, whether more on management or our website, we'd be happy to help!

Be sure to follow our social media feed, as we're always sharing news and articles about coworking, flex and remote work. Please feel free to steal everything!



Coworks serves all the dimensions of flex and hybrid space-as-service — from traditional, coffee-powered coworking spaces to tool-driven makerspaces to complex workspace campuses across multiple states.

Coworks offers one operation system solution to power them all. And it's the only mobile-first software platform designed to deliver a delightful experience to members and managers alike.

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