



FlexiSpace
MARKETING

The 7 essential marketing tactics for smaller flex operators.





The market is changing...

...all the time. It doesn't matter where you are located, one thing is guaranteed: you will soon have new competitors, with brand new product, on your doorstep. These are 7 marketing tactics you should be implementing NOW to future-proof your business.

1. Google reviews

This is the number 1 tactic I would recommend to raise the profile of your business. The main advantage that small operators have over the big brands is the closeness of the relationship you have with your clients. Use them to spread the word! You should aim to get 5 new reviews every month. This will enhance your visibility on Google. *Don't get 100 in one month, Google will think the reviews are fake.* You can also get reviews from visitors and meeting room customers, not just office customers. The other great thing about this is that it's easy to do, and it's free.



2. Long tail search

However you get your revenue, from direct channels or through intermediaries, one thing is certain. Most of your revenue started life as a search on Google. You need to be visible on Google, so more potential customers can find you.

You've probably taken one look at search marketing (paid search or 'PPC', and organic search or 'SEO') and thought 'there's no way I'm doing that, it's too expensive, I can't compete with the big brands' – but I'm here to tell you that you definitely can compete. There's something called the *Long Tail* that you, as a small operator, can take advantage of.

The Long Tail refers to specific – and often local – search terms that are highly specific. For example, 'Serviced offices' is not a long tail search term. 'Design-led serviced offices in Farringdon', however, is. There are thousands of long tail search terms that, if you are not targeting, you are missing out on. The great news is that, because long tail is so specific, it is higher quality, and much cheaper than the core search terms. Volume is lower, but quality is higher.



"The great news is that, because long tail search is so specific, it is higher quality, and much cheaper than the popular search terms."

3. Paid social media

This is a key area that smaller operators have an advantage.

Media costs are currently lower on social media than paid search. The big brands and the brokers haven't woken up (yet) to the opportunity, so there is a window NOW where smaller operators can cash in.

The beauty about this is that it can be very targeted, and you can test and improve as you go.

This is a key tactic to drive more traffic and leads, which the brokers and bigger brands are not doing.



4. Database management

This one sounds very scary. However, if you break it down to its basics, it's actually quite straightforward:

- You need a CRM system that stores your data (there are many good value solutions: don't just use Excel)
- You need to be aware of and compliant with GDPR
- You should communicate regularly with your database, mainly via email

That will get you going. You can get very much more advanced than this, but that can come later. You just need to do the basics for now.



5. Research your competitors

This sounds obvious. But remember that the market is moving very quickly. In addition to facing new competitors that don't exist today, your existing competitors are likely to refurbish soon. Think of the market as something that is constantly shifting.

That local centre that didn't have showers? Suddenly they have not only showers, but outside spaces, communal spaces, and refurbished kitchens. This might help you understand why you are losing deals, and your competitors are winning.

Just because you knew your local market well two years ago, doesn't mean you know it well now.





6. Community

This is a buzz word, and often misused. However, just like with search marketing and communal space, don't dismiss it out of hand. Focus on what you can do. You can:

- Use an app to offer a community feature to your customers (these are widely available and cheap)
- Arrange events for local business (not awkward cheese and wine evenings, but local business networks where you offer your space for free and capture the data of everyone who attends. This is another benefit of having good communal space)
- You and your team need to act as the glue that binds your customers together, so make introductions whenever you can
 - Offer workspace for free for a year for a new local start-up (this has great PR potential)



7. Social media

This one seems daunting. But it doesn't need to be.

The bottom line is that being active on social media is good for your reputation. If you aren't active on social media, this sends out a negative message to both potential customers and staff. It says 'I don't understand this new world, and I have chosen not to engage with it.' This is a mistake. Don't think that 'social media is just for millennials' – not only is this untrue, but even if it was true, millennials are now nudging 40 and well into leadership roles.

The 'big 3' platforms for our industry are Linked In, Twitter, Instagram and Facebook. If you only have time for two, then I would choose Linked In and Instagram. If you have to choose just one, then Linked In is the obvious choice for our sector.



About FlexiSpace Marketing.

We are the UK's only marketing consultancy which specialises in the Flexible Workspace sector.



Marketing Made Simple.

Lead consultant Rob Strachan has unrivalled experience in growing the leading brands in the industry.

Find out more at flexispacemarketing.com

Marketing can be confusing, and sometimes it's difficult to know where to start. It's hard to find time to create awareness and generate leads, especially when you're in the thick of running your business.

That's where we can help. Our proven marketing tools are based on years of experience in the flexible workspace industry.

We'll show you how to get the results you need to grow your business faster.