

Building a Thriving Coworking Business

Understanding Customer Journeys: Digital Nomads & Relocating Teams



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Overview

This guide is designed to equip you, the coworking business owner, with the knowledge to attract, nurture, and retain valuable clients & develop a 'Membership'.

By understanding the distinct customer journeys of your different target audiences, you can develop targeted strategies to build a thriving coworking community that attracts future clients.

This guide focuses on two primary customer segments:

- **Digital Nomads:** Independent, location-flexible professionals seeking a collaborative and inspiring work environment.
- **Organisations:** Established companies or start-ups relocating to a new city and requiring a temporary or permanent workspace solution.



The 6 Actionable Phases

For each customer segment, we'll navigate through the six critical phases that define a member's experience:

1. **Lead Generation:** How to attract potential members who are a perfect fit for your coworking space & community.
2. **Nurturing:** Turning initial interest into genuine engagement with your 'space'.
3. **Conversion:** Transforming leads into paying members.
4. **Onboarding:** Welcoming new members seamlessly and integrating them into the community.
5. **Retention:** Encouraging long-term membership and fostering a strong sense of belonging.
6. **Time to Leave:** Maintaining positive relationships even when members move on.

By understanding and optimising each phase for both digital nomads and relocating teams, you'll be well on your way to building a thriving coworking business and space that caters to diverse needs and fosters a vibrant community. You can repeat the process for other target audiences.



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Part 1

Attracting & Engaging the Digital
Nomad Community

The Solopreneur's Journey

Digital nomads prioritise flexibility, community, and a sense of belonging. Let's delve into the six phases of their customer journey, offering actionable tips for each stage.



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Phase 1: Lead Generation

Goal: Attract potential digital nomad members.

Actionable tips:

Content Marketing:

Craft blog posts and guides relevant to digital nomads in your city (e.g., "The Best Coffee Shops with Wi-Fi in [City Name]"). Optimise your website for SEO (Search Engine Optimization) to increase discoverability.

Offline Marketing:

Place flyers strategically in locations frequented by digital nomads (e.g., co-working cafes, cultural centers).

Paid Ads:

Target digital nomads with social media ads promoting your coworking space's features and highlighting your location.

Referral Program:

Encourage existing members to refer new digital nomads by offering incentives (e.g., discounts, free guest passes).

Events:

Host monthly mixers or workshops open to both members and non-members to showcase your space and foster community.



Phase 2: Nurturing

Goal: Convert leads into interested prospects.

Actionable tips:

Personalized Email Sequences:

Follow up with leads who attend events or download resources. Offer valuable content like "Essential Apps for Digital Nomads" or city guides



Phone Calls:

Supplement email outreach with personalized calls to address questions and extend further invitations (e.g., tours).



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Phase 3: Conversion

Goal: Secure a paying member.

Actionable tips:

Tours:

Offer tours of your coworking space, highlighting the community vibe, amenities, and available memberships.

Membership Recommendations:

Based on the needs assessment, recommend the most suitable membership plan and explain its benefits.

Needs Assessment:

During tours, ask questions about the digital nomad's work style, needs, and pain points. Tailor your pitch to address these specific needs.



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Phase 4: Onboarding

Goal: Welcome new members and integrate them seamlessly into the coworking space community.

Actionable tips:

Contract & Welcome Email:

Send a digital contract with credit card details pre-filled for easy signing. Upon signing, send a welcome email series introducing the space, schedule, and key information.

Arrival Package:

Greet new members with a personalized welcome package, including a tote bag, branded mug, notebook, and local treats.

In-Person/Virtual Orientation:

Offer both in-person and virtual orientation options to cover essential topics like booking meeting rooms, using communication channels, and upcoming events.



Phase 5: Retention

Goal: Encourage long-term membership and community engagement.

Actionable tips:

Community Integration:

- Slack Introduction: Introduce new members to the community via Slack by the community manager for easier interaction.
- "Welcome Events": Invite new members to social events (e.g., weekly happy hours) to facilitate interaction and build connections.
- "Bring a Friend" Happy Hour: Encourage referrals by offering "Bring a Friend" events with special offers.
- Follow-Up & Support: Reach out to new members after a week to check in on their experience and address any questions.

Nurture Engagement:

- Coffee Chat: Schedule a casual coffee chat with the new member a few weeks after arrival to discuss their needs, preferences, and potential matches for community offerings.
- Local Discounts: Provide access to exclusive discounts and benefits with local businesses.
- Social Events Participation: Continue inviting members to social events to foster community spirit.
- Referral Program: Offer incentives (e.g., prize draw entries) for referring new members.
- Price Draw: Motivate ongoing membership with a monthly prize draw (e.g., Amazon voucher) open to all members.



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Phase 6: Time to Leave

Goal: Maintain positive relationships with departing members and potentially encourage future returns.

Actionable tips:

Exit Survey:

Include a brief exit survey in the cancellation confirmation email to gather feedback for improvement.

Offer Incentives:

Consider offering incentives for returning members, such as discounted rates or priority access to new features or locations.

Stay Connected:

Maintain communication with departing members through email newsletters or social media to keep them informed about upcoming events or special offers.



Part 2

A Partnering for Success

Catering to Organisations - Consider A Partnership Approach

Organisations have distinct needs. They often require larger spaces, a focus on team building, and assistance with navigating and integrating into a new city. Here's how to cater to them through taking a partnership approach to attraction



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Phase 1: Lead Generation

Goal: Attract potential teams through partnerships

Actionable tips:

Partner with Aggregators:

Collaborate with aggregators like Instant Offices who specialize in connecting companies with coworking spaces.

Delegate Lead Generation:

Leverage the expertise of partners to qualify leads and nurture them through the initial stages.



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Phase 2: Nurturing

Goal: Convert leads into interested prospects.

Actionable tips:

Automated Response System:

Utilise partner's RFP process (Request for Proposal) to receive initial team information.



Focus on Partnership:

Trust the expertise of the partner to nurture leads through initial contact.



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Phase 3: Conversion

Goal: Secure a team membership

Actionable tips:

Broker Involvement:

Partner brokers facilitate initial contact and propose tours of the coworking space.

Targeted Communication:

The sales and office management team use email and phone calls to present pricing options and highlight the community aspect.

Community Focus:

Emphasise the collaborative environment and potential for networking during tours.

Pre-Visit Research:

Research the organisation beforehand using LinkedIn or other sources to personalize the tour and address specific needs.



Phase 4: Onboarding

Goal: Welcome new members and integrate them seamlessly into the coworking space & community.

Actionable tips:

Comprehensive Welcome Email:

Provide a detailed welcome email with all essential information about the space, access details, and platform introductions (e.g., Slack, WhatsApp).

Dedicated Support:

Assign a community manager or well-being manager to assist with onboarding needs

Team Member Tour:

Offer a personalised tour for the entire team on their first day.

"Train the Trainer" Approach:

Empower existing members to become team ambassadors, training new members on space protocols and fostering connections.



Phase 5: Retention

Goal: Encourage long-term membership and foster a strong team within the coworking space community.

Actionable tips:

Community Integration:

- **Dedicated Support:** Provide dedicated support through community or well-being managers to address team needs and concerns.
- **Member Recognition:** Highlight team achievements and contributions during community events to showcase their success stories.
- **Company Connections:** Facilitate networking opportunities between teams within the coworking space community.
- **Communication Channels:** Utilise communication platforms to keep teams engaged and informed.

Sense of Belonging:

- **"Third Place" Atmosphere:** Cultivate a welcoming reception area that fosters connections and serves as a "third place" for team interaction beyond work.
- **Community Events:** Organise regular events (e.g., breakfasts, dinners) to promote interaction and team building.
- **Member Needs Assessment:** Conduct regular surveys and check-in interviews with teams to understand their evolving needs and challenges.



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Phase 6: Time to Leave

Goal: Maintain positive relationships with departing teams and encourage future returns.

Actionable tips:

Exit Interviews:

Conduct exit interviews to gather valuable feedback on the reasons for departure

Re-Engagement Strategy:

Maintain communication with departing teams and offer incentives for returning to the coworking space in the future.

Right-sizing Options:

If a team/ organisation is outgrowing the space, explore options for accommodating future growth within the coworking space (e.g., offering a larger space when available). Alternatively, if they have purchased 'too much space/time' - look to help them rationalise their overall team package.

Deposit Refund & Handover:

Process deposit, collection of all belongings & return of keys from all organisation members.



Conclusion

This guide has equipped you with a roadmap for navigating the customer journeys of digital nomads and organisations with teams.

By focusing on the six key phases – Lead Generation, Nurturing, Conversion, Onboarding, Retention, and Time to Leave – you can develop targeted strategies to attract, engage, and retain valuable members.

Remember, this is just the beginning! A thriving coworking business & space goes beyond these specific phases. Factors like space design, amenities offered, community events, and overall brand identity all play a crucial role in creating a successful workspace environment. Additionally, depending on your ideal customer base, not all aspects of each phase may be equally applicable.

However, understanding the customer journey framework provides a solid foundation for building a coworking space that caters to the specific needs of your target audiences. By implementing the actionable tips provided within this guide, and continuously gathering feedback to refine your approach, you can cultivate a thriving community of members who feel valued, supported, and inspired within your coworking space. They will also be your main source of attraction and reason for retention, for your next customers.



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