

Our Content Marketing goals:

- Increase Common Desk brand awareness
- Demystify “coworking”
- Make our products engaging and accessible to all
- Increase traction with B2B stakeholders (landlords, owners)
- Boost Common Desk’s presence in the press by creating our own buzz in the industry
- Advance our mission by displaying our values and culture in engaging ways

Who we’re writing to:

Demographics:

- Age: late 20s to early 50s
- Gender: 60% male, 40% female
- HHI: \$75k - \$150k (upper middle class)
- Education: Bachelors Degree or higher
- Location: neighborhoods near Common Desk locations (proximity to home most important)

Occupation Demographics: small business owners, entrepreneurs, freelancers

- LinkedIn ad data insights:
 - Top 5 job titles: President, CEO, Founder, Owner, Co-Founder
 - Top 5 industries: Finance, Real Estate, IT, Software, Consulting
 - Top 5 job functions: Business Dev, Sales, Operations, Finance, Marketing
 - Top 5 company sizes: 11-50, 2-10, 51-200, 10001+, 1001-5000

Psychographics:

- Enjoy flexibility
- Seek networking and community opportunities
- Believe Common Desk offerings enhances their business clout and professionalism
- Desire cool designed spaces that are interesting, fun, and functional
- Value experience as much as quality of product
- Family-oriented

Content Audit as of 6/22:

Our current channels and their health, goals, and needs:

- Instagram: Instagram is our biggest audience, with >7,500 followers. We currently create 2-3 feed posts per month and 3-4 stories per week. By the end of Q3, we’d like to increase our

follower count to 8,000+, our feed post cadence to 2x week, and story cadence to 4x week.

- Facebook: Facebook currently has 4,400 followers and generally copies 1 Instagram post per month (mostly events and action-oriented posts). By the end of Q3, we'd like to increase our follower count to 5,000 and our post cadence to 2x week (incorporating more tastemaker posts in addition to actionable).
- LinkedIn: LinkedIn has been our preferred channel for longer-form content and we get high engagement. We have 5,766 followers and we post 2-3x month, usually copying Instagram content with minor copy differences. By the end of Q3, we'd like to increase our follower count to 6,500 and post 2x week, with a lean toward landlord-directed content and talent acquisition.
- Twitter: Twitter is our weakest social channel and sees the least activity. It currently has 3,296 followers and we post 1-3x month. Most are retweets of relevant or mentioned tweets. By the end of Q3, we'd like to increase our follower count to 3,600 and post 2x week. Twitter content can follow Instagram posts relatively closely.
- YouTube: YouTube sees long-form videos, but we use it more as a media house / resource for other posts than as a strategic channel of its own. We have 113 followers and we post 1x month (inconsistently). As we use Ariel's services more, we'll have more variety in long-form video with both B2C and B2B content. By the end of Q3, we'd like to increase our follower count to 170 and post videos, consistently, 1-2x month.
- TikTok: TikTok is an emerging channel for us, last active in early 2020. With more employee participation, we hope to engage more often. We have 20 followers and don't post at all right now; by the end of Q3, we'd like to have a strategy in place for how this channel could work for our brand.
- Fiction Instagram: Fiction's Instagram follower count is 13,700, putting out 2-3 feed posts per month and 2-3 stories per week. As team bandwidth and barista participation increases, we hope to breathe new life into this channel (and the brand in general). By the end of Q3, we'd like to increase our follower count to 14,200 (+500), post to our feed 2x week, and post stories 3x week.

Our content management system:

We use Airtable to hold all things relating to content. We have a Content Marketing base with multiple tables organizing our posting calendar, Content Queue and Concepts, B2B Social Requests, and any partners we collaborate with in content creation / curation.

- Calendar: There are multiple versions of the calendar to allow the team to focus on any particular medium without distraction. The Master Calendar shows all content that has been scheduled with a target date, and there are separate calendar views for Common Desk social posts, Fiction social posts, and the blog + press queue. Each of these calendars are color-coded by status so that the team can see, at a glance, what content is finished and what needs more work.
- Content Queue + Concepts: This base holds all content, whether scheduled or not. It's a place to keep ideas to be brainstormed and the details of scheduled content and "someday" content. This includes a broad range of content: blog, social media, press release, video, graphic, email, SEO, and website copy. The "target date" field stays

empty until it's ready to be put into action, so as not to cloud the at-a-glance function of the calendar.

- B2B Social Requests: This base is for communication and requests that the Real Estate team has for the Marketing team. Any content (mostly LinkedIn, but sometimes others) that Real Estate would like to share can be entered into this base with context, attachments, copy drafts, and anything else needed for the request to be carried out with clarity and efficiency.
- Partners: Creatives that Common Desk partners with are kept in this base so that contact information and partnership history are easily accessible. These include photographers, graphic designers, writers, and influencers. These records are linked so that any content logged into another base can be attached to the partner's tag.

What type of content do we want to create for Q3?

As events spring up unexpectedly and the brand adjusts to sudden world changes, our content can't be planned or scheduled perfectly; something will always come up. That said, our strategy and overall vision for Q3 content can be used as a best-case guide.

In order to reach our overall marketing goals, we'll aim to create engaging content that targets each specific area:

- Increase Common Desk brand awareness:
 - Strategically weave SEO keywords into blogs and website copy to gain more organic traffic to our site, thereby increasing our brand awareness.
- Demystify "coworking":
 - Create Reels and static posts that give a peek behind the curtain of how our locations function, utilizing employee-produced content and organic shots of "life at Common Desk."
 - Highlight members of the Common Desk community and give them space on our platform to talk about their business and how they use coworking to succeed.
- Make our products engaging and accessible to all:
 - Highlight members of the Common Desk community and show the diversity, talent, and inclusiveness of Common Desk at any price level—from shared to suite.
- Increase traction with B2B stakeholders (landlords, owners):
 - Create thoughtful, B2B-directed content (with the help of Real Estate) and use it to build a consistent presence on LinkedIn.
 - Strategically weave SEO keywords into blogs and website copy to gain more organic traffic to our site, specifically landlords and property owners.
- Boost Common Desk's presence in the press by creating our own buzz in the industry:
 - Create and send press releases announcing innovative products such as DayMaker and customized memberships.
 - Utilize partnerships (i.e. Dallas Innovates) to share articles, thought pieces, and press releases both within and outside of the coworking industry.
- Advance our mission by displaying our values and culture in engaging ways:

- Create Reels and posts that show a peek behind the curtain of how our locations function, utilizing employee-produced content and organic shots of life at Common Desk.
- Produce graphics and visually engaging posts that show staff culture and exude the experience of working for Common Desk.
- Write blog posts and captions using inclusive language, friendly and approachable tone, and thoughtful statements that invite others in.