ANATOMY OF A LAUNCH CAMPAIGN

Launching new Common Desk locations

Each Common Desk location had its own flair and personality, but stayed unified under one brand identity. The challenge was building excitement and emotional connection for something that didn't exist yet.

MY ROLE

Marketing Coordinator (2020-2021) & Creative Marketing Manager (2022-2023) at Common Desk

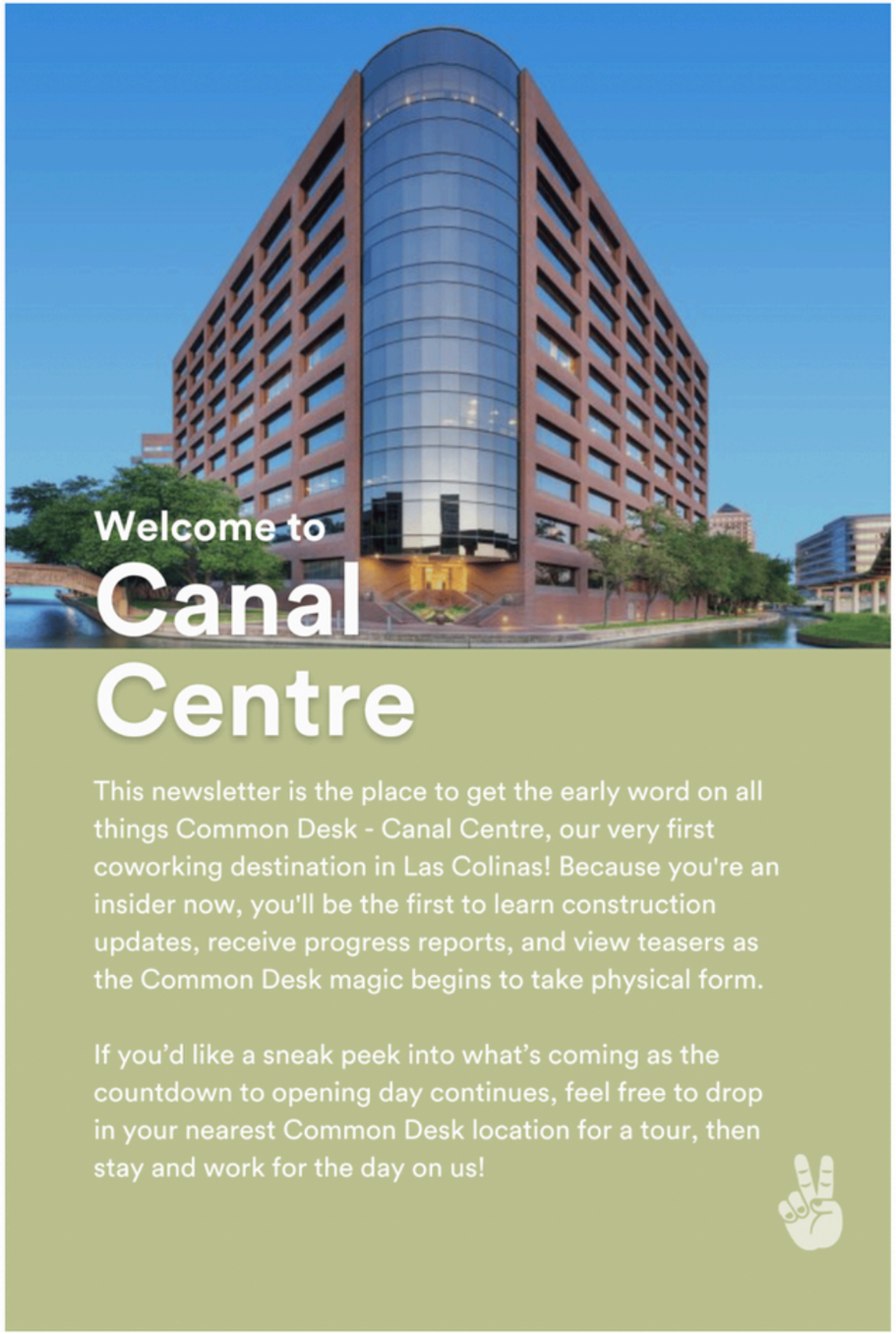
I wrote the launch copy for 13 new locations, from the first announcement through opening week and beyond.

WHAT I WROTE

- Social posts & captions
- Press releases
- Location newsletters
- Launch booklets & mailers
- Print & digital ads
- Web pages
- Blog posts

WORKED WITH

- Design team
- Freelance designers
- Head of Marketing
- Community Managers



HOW A LOCATION LAUNCHED

Six phases, one voice

Every location followed the same arc, about a year from announcement to opening. The pages that follow take one phase at a time and show what I wrote for it.

1

Announce

~12 months out

SOCIAL PRESS BLOG

2

Build identity

~9 months out

PRINT

3

Build anticipation

~6 months out

EMAIL SOCIAL

4

Sell

~3 months out

PRINT

5

Open

Opening week

SOCIAL AD PRESS BLOG EMAIL

6

Keep momentum

After opening

SOCIAL AD

The announcement

> **“Hot off the press: Common Desk is expanding our Dallas-Fort Worth roots north to the great city of McKinney, TX”**

SOCIAL

Instagram · McKinney Square announcement

The job: make people care about a space that was still a rendering. Social, press, and blog went out together to set the launch in motion.



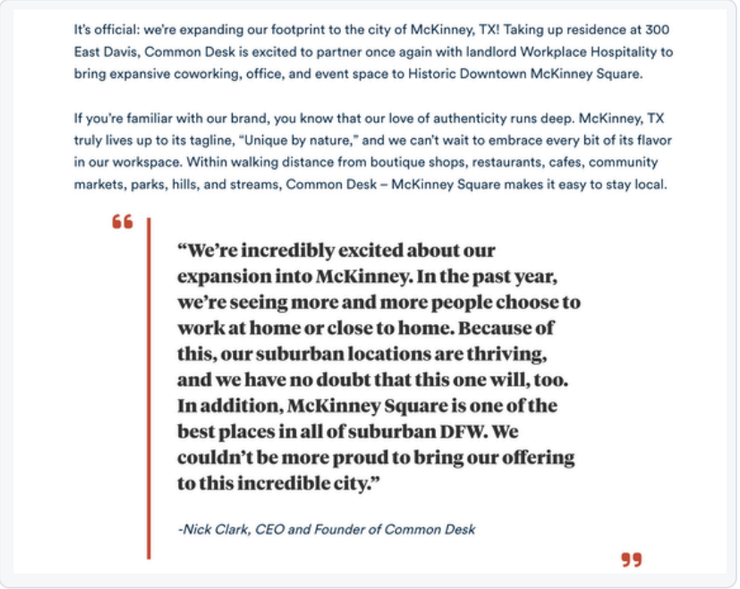
SOCIAL

Instagram announcement
McKinney Square



PRESS

Press release
McKinney Square



BLOG

Announcement blog
McKinney Square

Finding its personality

> “Common Desk isn’t just a workspace; it’s a tight-knit community of game-changers, difference-makers, and global influencers … Consider this your invitation to the party.”

PRINT POST Houston launch booklet, front panel

The job: give each location its own personality so members could “rep their Desk” with pride. Local designers drew the artwork; I wrote the words that introduced each place.





PRINT

Launch booklet, outside
POST Houston



PRINT

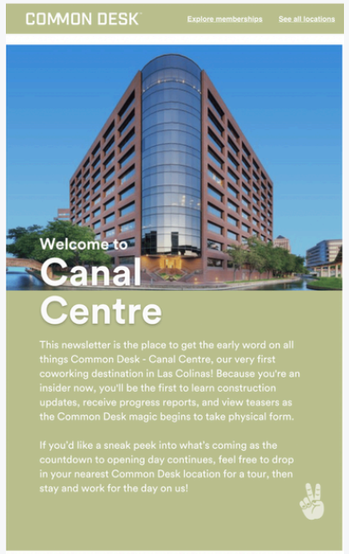
Launch booklet, inside + tear-aways
POST Houston

Keeping people close before we had a door

> “Because you’re an insider now, you’ll be the first to learn construction updates … as the Common Desk magic begins to take physical form.”

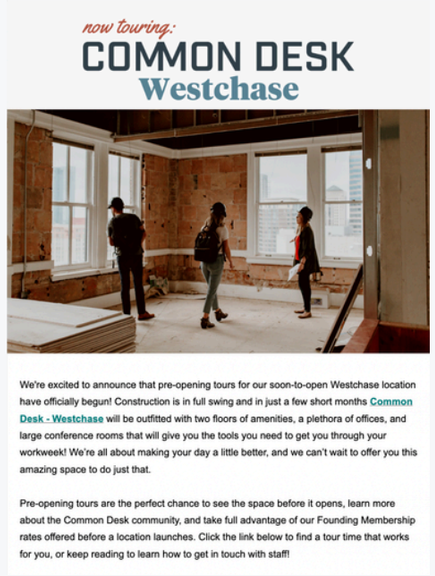
EMAIL Canal Centre welcome newsletter

The job: keep prospects warm for months without an opening date, and keep the spotlight on the people bringing each space to life.



EMAIL

Welcome newsletter
Canal Centre



EMAIL

***Now touring* newsletter**
“Pre-opening tours are the perfect chance to see the space before it opens, learn more about the Common Desk community, and take full advantage of our Founding Membership rates.”



SOCIAL

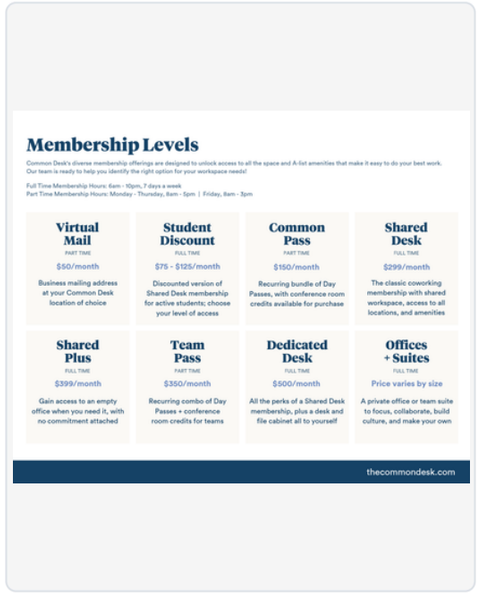
Meet the Community Manager
“She’s captured our hearts and our funny bones, and has quickly earned the title ‘Most Quoted’ amongst staff.”

Marketing materials that make sense

> “Gain access to an empty office when you need it, with no commitment attached”

PRINT Membership pricing card

The job: clear the barriers to signing up. Color-coded floor plans, direct-mail postcards, and pricing cards that cut the confusion about square footage and cost.



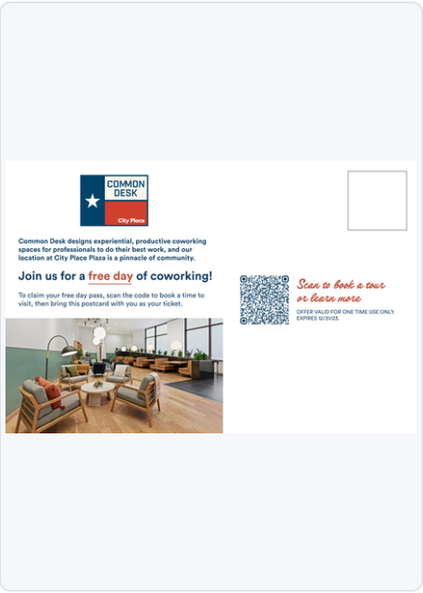
PRINT

Membership pricing card
Breaking down access levels, tiered benefits, and prices on a take-home reference card



PRINT

Color-coded floor plan
For the people who look at a floor plan and just see a bunch of lines and boxes



PRINT

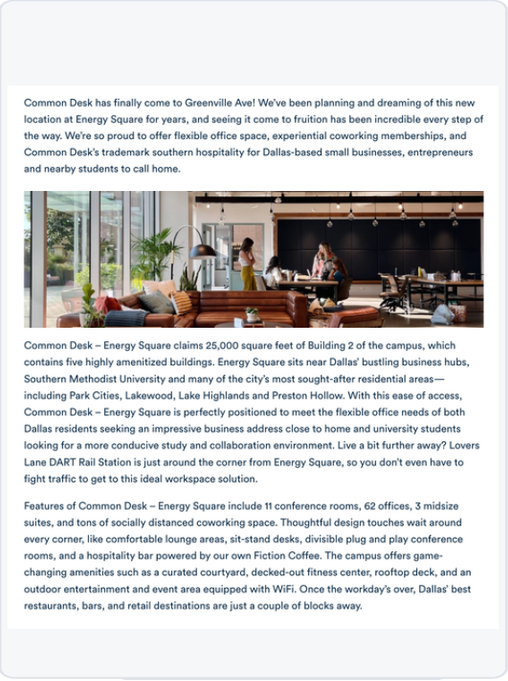
Direct-mail postcard
“To claim your free day pass, scan the code and book a time to visit, then bring this postcard with you as your ticket.”

“We’re open!” messaging

> “A caption couldn’t do it justice, but a tour definitely will—book yours to experience the magic of Common Desk - Canal Centre.”

SOCIAL Instagram · Canal Centre opening

The job: spread the word everywhere at once. We sent press releases, hosted free coworking weeks, published blogs, and posted on social — keeping one voice across audiences while adjusting tone for channels.



Common Desk has finally come to Greenville Ave! We've been planning and dreaming of this new location at Energy Square for years, and seeing it come to fruition has been incredible every step of the way. We're so proud to offer flexible office space, experiential coworking memberships, and Common Desk's trademark southern hospitality for Dallas-based small businesses, entrepreneurs and nearby students to call home.

Common Desk – Energy Square claims 25,000 square feet of Building 2 of the campus, which contains five highly amenitized buildings. Energy Square sits near Dallas' bustling business hubs, Southern Methodist University and many of the city's most sought-after residential areas—including Park Cities, Lakewood, Lake Highlands and Preston Hollow. With this ease of access, Common Desk – Energy Square is perfectly positioned to meet the flexible office needs of both Dallas residents seeking an impressive business address close to home and university students looking for a more conducive study and collaboration environment. Live a bit further away? Lovers Lane DART Rail Station is just around the corner from Energy Square, so you don't even have to fight traffic to get to this ideal workspace solution.

Features of Common Desk – Energy Square include 11 conference rooms, 62 offices, 3 midsize suites, and tons of socially distanced coworking space. Thoughtful design touches wait around every corner, like comfortable lounge areas, sit-stand desks, divisible plug and play conference rooms, and a hospitality bar powered by our own Fiction Coffee. The campus offers game-changing amenities such as a curated courtyard, decked-out fitness center, rooftop deck, and an outdoor entertainment and event area equipped with WiFi. Once the workday's over, Dallas' best restaurants, bars, and retail destinations are just a couple of blocks away.

BLOG

Opening blog post

“Energy Square is perfectly positioned to meet the flexible office needs of both Dallas residents seeking an impressive business address close to home and university students looking for a more conducive study and collaboration environment.”



Common Desk
6,533 followers
10mo ·

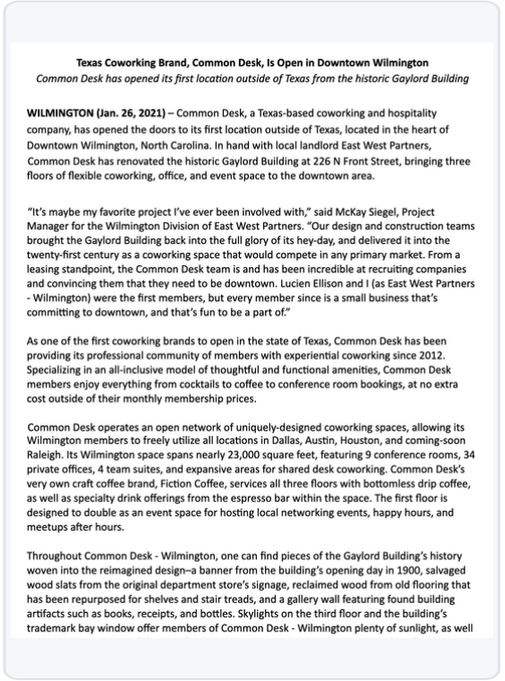
Houstonians, tap into a week of free workspace from our Post Oak location next week! Situated on the top floor of our Galleria building, Common Desk - Post Oak boasts views, floods of natural light, and a tight-knit community of professionals. We'll have events running all week alongside free workspace, so if you're looking for a new workspace, give Post Oak a try June 6-10!
https://lnkd.in/dP5-zeiw

Free Week of Coworking at Common Desk - Post Oak
eventbrite.com · 1 min read

SOCIAL

Free coworking week

“Houstonians, tap into a week of free workspace from our Post Oak location next week!”



Texas Coworking Brand, Common Desk, Is Open in Downtown Wilmington

Common Desk has opened its first location outside of Texas from the historic Gaylord Building

WILMINGTON (Jan. 26, 2021) – Common Desk, a Texas-based coworking and hospitality company, has opened the doors to its first location outside of Texas, located in the heart of Downtown Wilmington, North Carolina. In hand with local landlord East West Partners, Common Desk has renovated the historic Gaylord Building at 226 N Front Street, bringing three floors of flexible coworking, office, and event space to the downtown area.

“It’s maybe my favorite project I’ve ever been involved with,” said McKay Siegel, Project Manager for the Wilmington Division of East West Partners. “Our design and construction teams brought the Gaylord Building back into the full glory of its hey-day, and delivered it into the twenty-first century as a coworking space that would compete in any primary market. From a leasing standpoint, the Common Desk team is and has been incredible at recruiting companies and convincing them that they need to be downtown. Lucien Ellison and I (as East West Partners - Wilmington) were the first members, but every member since is a small business that’s committing to downtown, and that’s fun to be a part of.”

As one of the first coworking brands to open in the state of Texas, Common Desk has been providing its professional community of members with experiential coworking since 2012. Specializing in an all-inclusive model of thoughtful and functional amenities, Common Desk members enjoy everything from cocktails to coffee to conference room bookings, at no extra cost outside of their monthly membership prices.

Common Desk operates an open network of uniquely-designed coworking spaces, allowing its Wilmington members to freely utilize all locations in Dallas, Austin, Houston, and coming-soon Raleigh. Its Wilmington space spans nearly 23,000 square feet, featuring 9 conference rooms, 34 private offices, 4 team suites, and expansive areas for shared desk coworking. Common Desk’s very own craft coffee brand, Fiction Coffee, services all three floors with bottomless drip coffee, as well as specialty drink offerings from the espresso bar within the space. The first floor is designed to double as an event space for hosting local networking events, happy hours, and meetups after hours.

Throughout Common Desk - Wilmington, one can find pieces of the Gaylord Building’s history woven into the reimagined design–a banner from the building’s opening day in 1900, salvaged wood slats from the original department store’s signage, reclaimed wood from old flooring that has been repurposed for shelves and stair treads, and a gallery wall featuring found building artifacts such as books, receipts, and bottles. Skylights on the third floor and the building’s trademark bay window offer members of Common Desk - Wilmington plenty of sunlight, as well

PRESS

Opening press release

“In hand with local landlord East West Partners, Common Desk has renovated the historic Gaylord Building … bringing three floors of flexible coworking, office, and event space to the downtown area.”

“We’re open!” messaging (cont.)

> “The welcome merch is here, the space is incredible, and we’re ready to celebrate this milestone with you all.”

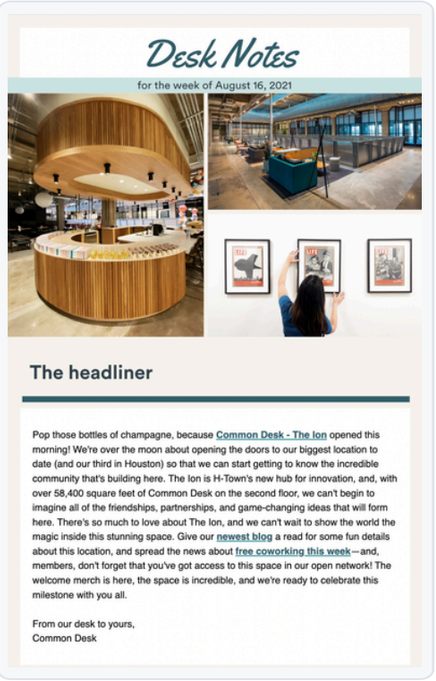
EMAIL The Ion opening



SOCIAL

Opening week post

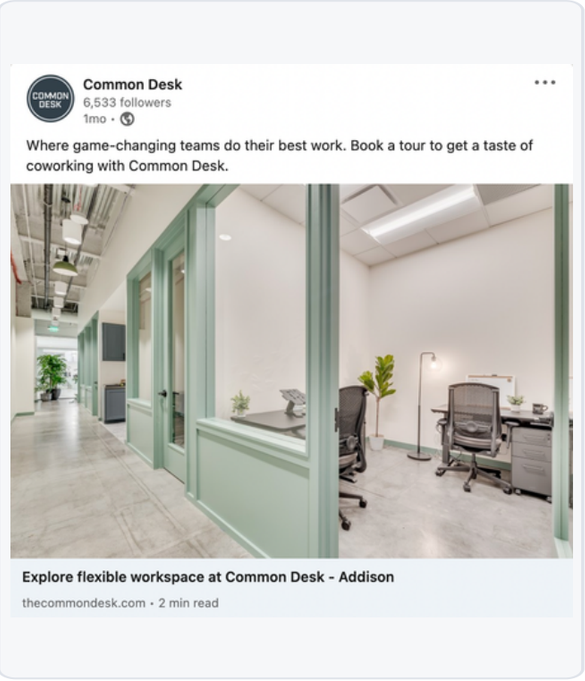
“Common Desk - City Place’s real magic happens when you experience it in person — so book a tour and stay a while.”



EMAIL

Opening email

“Pop those bottles of champagne, because Common Desk - The Ion opened this morning! We’re over the moon about opening the doors to our biggest location to date so that we can start getting to know the incredible community.”



AD

Paid ad

“Where game-changing teams do their best work.”

A physical space, set in motion

> “Heading into the weekend with the infectious energy of our Houston staff and members enjoying the sunshine on the skylawn at CD - POST Houston.”

SOCIAL Instagram · CD - POST Houston

The job: a launch doesn’t end when the doors open. We kept featuring the people who brought each location to life every day, so it became a place worth sharing and a place to belong.



SOCIAL

Weekend team post
POST Houston



AD

Local print ad
“Settle into the neighborhood coworking space built for Fort Worth’s people, culture, and needs.
Settle into Common Desk.”