

TOP TEN STEPS TO MOVE BEYOND PAID MARKETING

Most self-storage operators know the importance of **Paid** Digital Marketing, but there are many other practical and data-driven **steps** you can use to improve your occupancy and revenue that are easy to implement and FREE.

Here are the top ten **steps** to move beyond paid advertising to get the most out of your marketing efforts.

WEB

Update and maintain your existing website so that potential customers have the most up to date information about your services.

BLOG

Create a blog to provide relevant content such as self-storage advice, and tips on how to store items properly.



ENGAGE

Engage with customers on social media platforms, like Facebook and Instagram, by posting updates and responding to inquiries and

EMAIL

Build an email list of existing and potential customers and use it to let them know about new services, locations, and specials.

SEO

Focus on local search engine optimization (SEO), ensuring your facility ranks higher in search results and becomes a go-to option for potential customers in your area.



EVENTS

Host special events like charity drives, farmer's markets or garage sales at your self-storage facility.

GMB

Keep your Google My Business listing updated so that customers can easily find your address and contact information.

REVIEWS

Encourage customers to review on Google as well as Yelp.

REFERRALS

Implement a referral system with incentives to reward customers who recommend your facility.

TRACK

Track the performance of all marketing strategies to understand which are working best and allocate your budget accordingly.



With the right combination of strategies, you can ensure your facility stands out in an ever-growing industry. Learn more about this topic by going to [Adverank.com](https://adverank.com) and while you are there check out any of our helpful storage resources on the buzz or sign up for a free demo to learn how Adverank can help grow your business with our easy to use PPC management tools that combine our proprietary A.I. driven algorithms with your own goals.

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