

READY TO ROCK SELF STORAGE ADVERTISING

A D V E R A N K <sup>TM</sup>



# READY TO ROCK SELF STORAGE ADVERTISING?

P R E S E N T E D B Y A D V E R A N K



SELF STORAGE CUSTOMERS REQUIRE DYNAMIC AND DIVERSE ADS

# ADS IN 2024

## META AD MANAGER FACEBOOK ADVERTISING

Facebook ads target specific audiences with tailored content to promote products or services on users' feeds.

## FORMER TWITTER ADS X ADVERTISING

Twitter ads engage users with concise, compelling messages, strategically placed within feeds to promote brands.

## META AD MANAGER INSTAGRAM ADVERTISING

Instagram ads deliver customized content to targeted audiences within their feeds, aiming to promote products or services effectively.

## GOOGLE ADS YOUTUBE ADVERTISING

YouTube ads captivate audiences through video content, showcased before or during videos, to convey messages.

## GOOGLE ADS GOOGLE DISPLAY NETWORK

The Google Display Network distributes visually appealing ads across a vast array of websites, reaching potential customers while online.

## SPOTIFY AD STUDIO SPOTIFY ADVERTISING

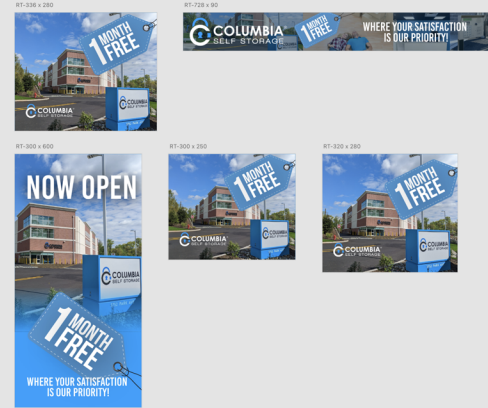
Spotify ads connect with listeners by delivering audio messages or visuals between music tracks or podcasts, promoting brands or content in a personalized audio streaming experience.

At Adverank we specialize in helping storage operators get the most out of their **PPC** and **social media** advertising with our proprietary PPC management tools and targeted ads on the Google Display Network (GDN) and social media platforms.

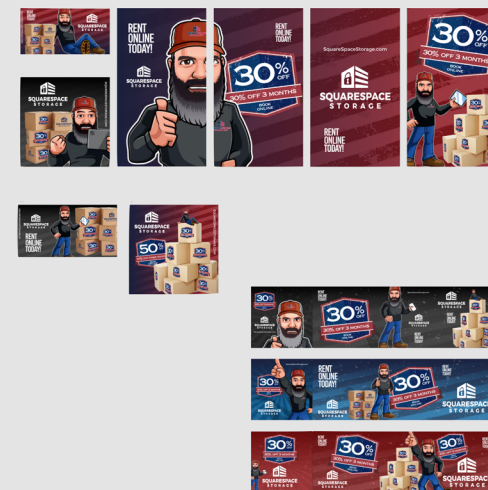
With that in mind, we wanted to show you what all goes into a **PPC** ad campaign and **Social Boost**.

# A D V E R A N K™

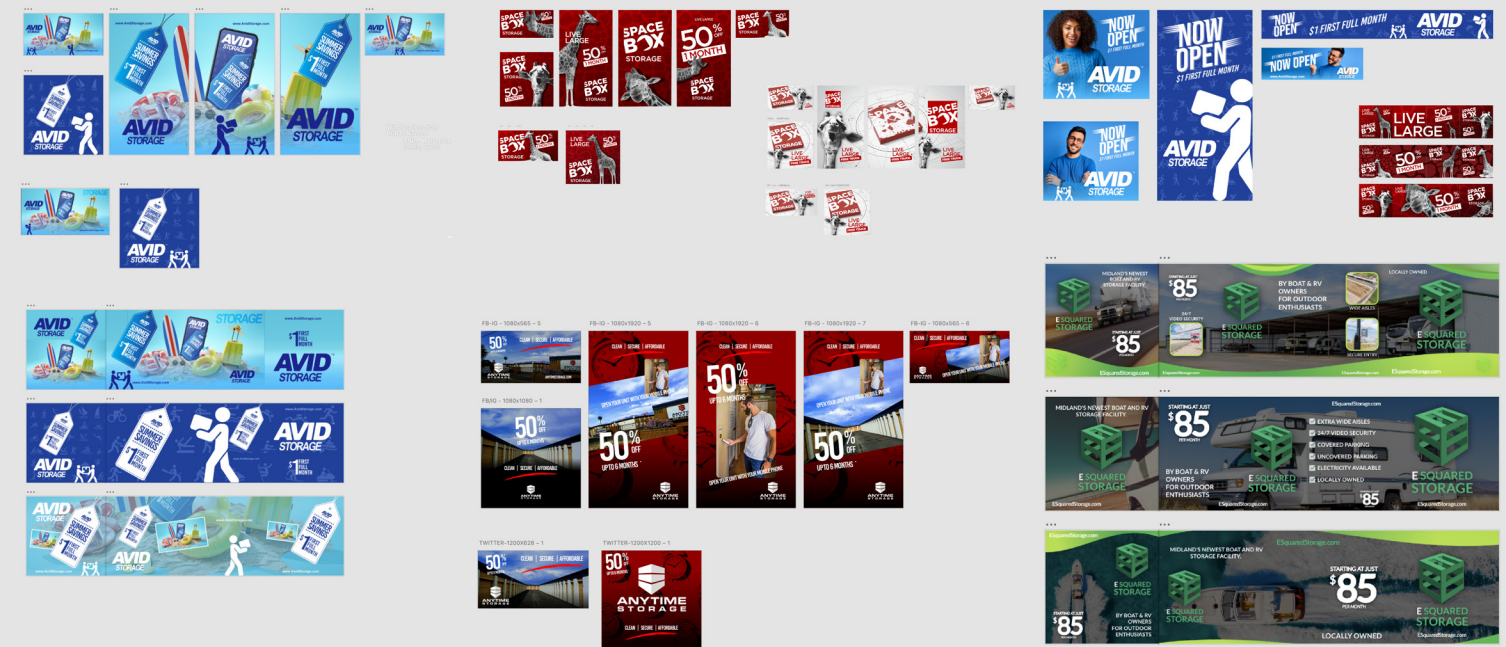
PPC management primarily involves what you spend on google advertising, which are your ads that show up on the Google display Network, a group of more than 2 million websites, videos, and apps where your Google Ads can appear.



The ads come in multiple sizes, allowing them to appear on any site or app that displays Google ads. If you choose to add Adjust, Display, or Social to your subscription, we will design these ads for you and send you a campaign document to review before running any of the ads.



# MEET CUSTOMERS WHERE THEY ARE



SELF STORAGE CUSTOMERS ARE LOOKING FOR INSTANT OFFERS NO MATTER THE TIME OF DAY

# ALL DAY & NIGHT

- 60% About 6 of 10 Instagram users log in at least once daily
- 79% After seeing a product or service on Instagram 79% searched for more information
- 37% After seeing a product or service on Instagram 37% visited the retail store
- 47% After seeing a product or service on Instagram 46% made a purchase

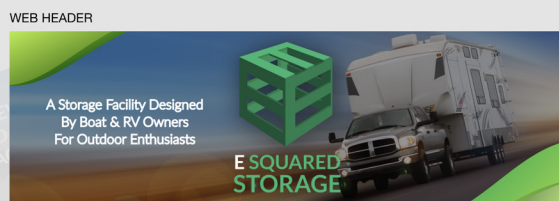
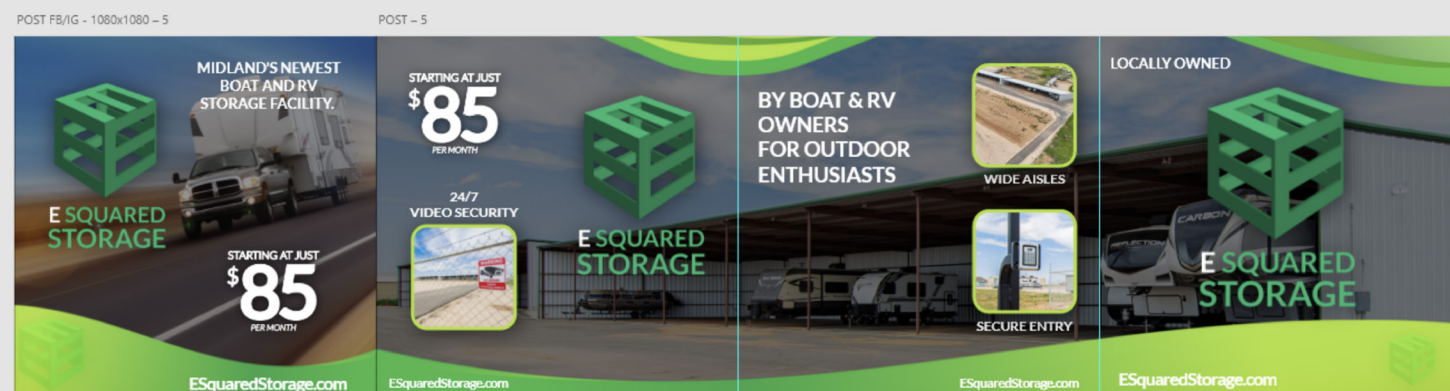
# SELF STORAGE TARGETING IS AN ART

Once people have interacted with your website you want to make sure you continue to **re-target** them with ads after they leave which means ads on Twitter, like you see here, as well as ads on the META network that includes Facebook and Instagram.



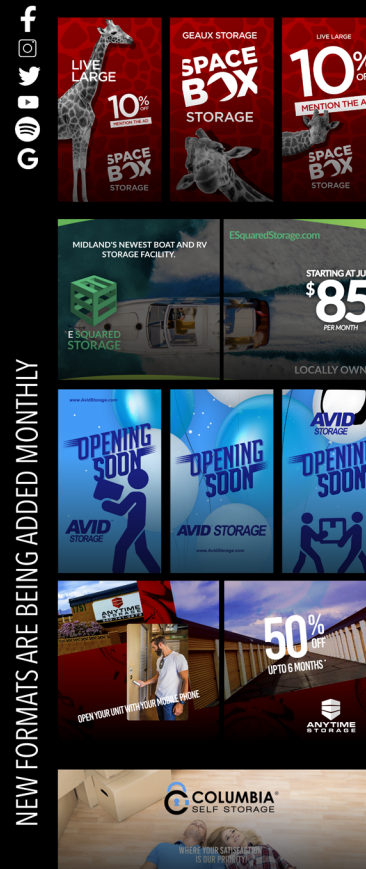
IF YOU DECIDE TO ADD A SOCIAL MEDIA BOOST, IT WILL INCLUDE THE FOLLOWING:

First, we make **Covers** for your **Facebook Page** and your **Website** so the look of your campaign is uniform across platforms. All ads (including **Thumb-stopper carousel Sliders**) are based on the same approved campaign **images**.



< USERS SWIPE LEFT AND RIGHT >

## MUST HAVE AD FORMATS



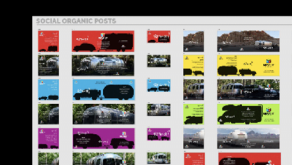
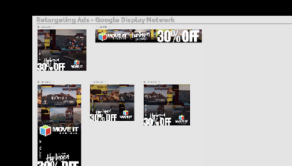
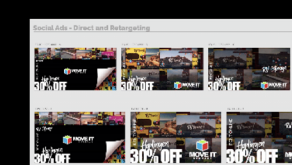
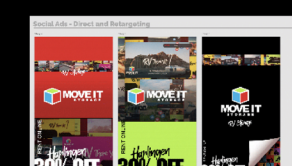
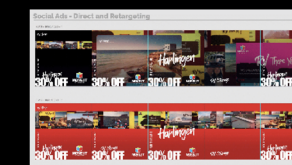
NEW FORMATS ARE BEING ADDED MONTHLY

# SO MANY SIZES

People access these platforms on PC's, Phones, Tablets, and more, meaning there is not just **one** size ad that fits all devices. Because of this, we create multiple sizes that are specific to the platform and device, so you get the most out of each ad.

This includes the traditional **Square** ads that were popularized by Instagram as well as **16x9** ads that fill up the phone screen or even carousel **slider** ads that you often see on Facebook and Instagram.





THANK YOU

MOVE IT - "RV Storage"



SAMPLE SOCIAL BOOST CAMPAIGN DOCUMENT

# THE CAMPAIGN DOCUMENT

Before we run any ads, we send you a **Campaign Document** so you can modify and approve all the display, audio, and video storyboards before we build anything.

Social boosts run for **30** days at a time so you can always re-evaluate if you want to continue with another boost prior to over-spending.

Studies show that ads with **video** tend to lead to **higher conversion** rates. When viewers can see and hear about your storage facility, they gain a clearer understanding of its value. This clarity translates to increased trust and confidence, nudging potential customers further down the conversion funnel.

## SPOTIFY



### ANIMATE YOUR OFFERS

Catch the attention of potential customers.

## SOCIAL



### BRING DRONE FOOTAGE TO LIFE

We use your current images and videos as much as we can.

## YOUTUBE



### KILLER ASSETS

We can create animated logos for you to use anywhere.

# AUDIO & VIDEO

It is not only static ads that you get with one of our social boosts. We also make **audio** ads that can be used on Spotify as well as radio, and when combined with the look of your other ads, we can make eye catching **videos** that go out on Social media channels, YouTube, and more.

In a scroll-happy digital landscape, **grabbing attention** is a battle. Video lets you tell a story, share a moment, or showcase your storage facility in a matter of seconds. From eye-catching animations to live-action narratives, video captures the essence of your brand, making it easier for potential customers to connect and remember.





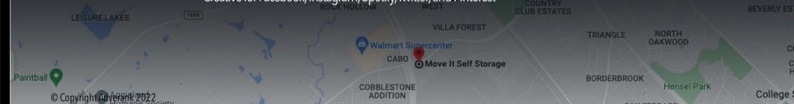
ROI AFTER THE SOCIAL BOOST CAMPAIGN **11.3%** INCREASE IN OCCUPANCY  
 Duration - 60 days  
 Budget - \$4,000  
 Occupancy (% of units) - 73.4 to 84.7  
 Units Occupied - 369 to 426  
 Units Vacant - 119 to 61  
 Units Unrentable is - 80.4 to 90.2

**\$221,095** LTV

Lifetime Value (LTV) = \$62,312 x 11.3% = \$6,854 / 30 days = \$228.47 \* 942 days  
 Based on LENGTH OF STAY (LOS) for Villa Maria of 942 Days as reported by SiteLink



Creative for Facebook, Instagram, Spotify, Twitter, and Pinterest



## DRIVE OCCUPANCY THROUGH THE ROOF



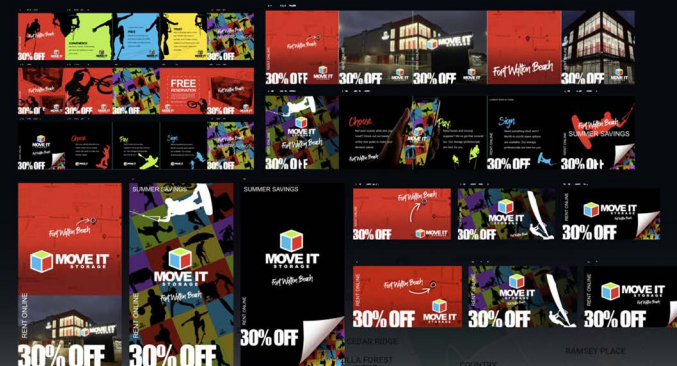
In only 60 days this location in Bryan, Texas saw an **11.3%** increase in occupancy bringing their total vacancies from 119 down to 61 with the new leases having an estimated lifetime value of over \$221,000.



ROI AFTER THE SOCIAL BOOST CAMPAIGN **4.3%** INCREASE IN OCCUPANCY  
 Duration - 30 days  
 Budget - \$3,000  
 Occupancy (% of Area) - 20.1 to 24.4%  
 Move In/Out +20

**\$115k** LTV

GPR is \$72,125 or \$2,404/day. At the portfolio average of 1,114 days, gross LTV for this location would be \$2,678,242 where a 4.3% increase represents \$115,164 in LTV.



Creative for Facebook, Instagram, Spotify, Twitter, and Google  
 Based on LENGTH OF STAY (LOS) for entire portfolio is 1,114 Days as reported by SiteLink (8/22/2022)



## ACCELERATE YOUR LEASE UP'S



In just 30 days this location in Fort Walton Beach, Florida saw a **4.3%** increase in occupancy. That is a net of 20 additional tenants with an estimated lifetime value of \$115,000.

# PROOF IT WORKS

SELF STORAGE OPERATORS ARE SEEING HUGE RESULTS WHEN RUNNING PPC AND SOCIAL AD CAMPAIGNS



**Tim Springer**

President  
Move It Storage

Move It Storage started working with Adverank in 2017. As we went to new properties and new markets we had to have **confidence** that we had reliable budgets and that we could execute on a marketing strategy.

Adverank was a **critical** part in building the value of the Move It Storage portfolio.

# WHAT IS NEXT FOR SELF STORAGE?

In a world where screens light up our lives, a new star is emerging on the advertising stage – **Connected TV (CTV)**. As technology propels us forward, CTV is not just a trend; it's a gateway to the future of advertising. Prepare to embark on a journey where self storage innovation meets engagement, and storage brands wield the power of CTV to captivate audiences like never before.

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## PRECISION TARGETING IN REAL-TIME

Say goodbye to the **spray-and-pray** approach. CTV allows advertisers to target specific demographics, behaviors, and interests in real-time. From streaming platforms to smart TVs, the data-driven nature of CTV empowers storage brands to deliver laser-focused messages to the right audience, at the right time, and in the right context.

## COMING TO ADVERANK IN 2024

**Picture this:** seamless streaming, stunning visuals, and tailored content. CTV is revolutionizing how we consume television by offering a personalized, interactive, and immersive experience. As traditional cable takes a backseat, CTV steps up, providing a dynamic platform that bridges the gap between entertainment and advertising.



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hulu Disney+ ESPN+

A Hulu survey found that "91% of **Generation Stream** would give up their music streaming service, their social media, their favorite food, favorite fashion item, and favorite brand **before** they gave up their video streaming service. In fact, the only thing other than video streaming, they aren't willing to give up is their **hair**."

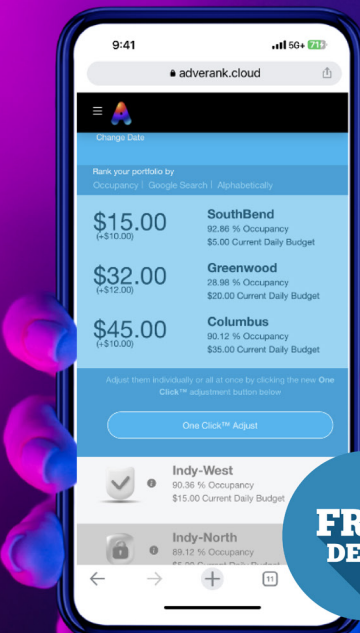


\* Same **storyboard** for Social video (YouTube) that can be converted for CTV advertising and placement.

ADVERANK.COM - PPC MADE EASY

# MONITOR WITH OUR SOFTWARE

The future of advertising is intertwined with the ever-evolving landscape of **PPC** and **Social**. As customers continue to migrate towards social media and streaming experiences, brands have an unprecedented opportunity to build meaningful connections. It's not just about **selling**; it's about sparking conversations, inspiring **action**, and creating memorable moments in the comfort of consumers' day to day lives.



FREE DEMO



FREE DEMO



FREE DEMO



FREE DEMO

So, fasten your seatbelt and prepare for an advertising **revolution**. The future is bright, and it's displayed in stunning near-real time at Adverank. Welcome to a new era where self storage will embrace **technology**, audiences engage like never before, and the world of **advertising** finds its true north in the realm of PPC and Social media.

Adverank.com - Advertising Made Easy

MEET  
CUSTOMERS  
WHERE  
THEY  
ARE



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