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TIME FOR CHANGE

S E L F - S T O R A G E

TIME FOR **CHANGE** SELF STORAGE

IT'S TIME FOR CHANGE



GENERAL **ERIC K. SHINSEKI**

During his time as the 34th Chief of Staff, **General Eric K. Shinseki** initiated the Army Transformation Campaign, which served to usher both the culture and **technology** of the U.S. Army into the 21st century.

He was most famously quoted in 2001 as having said, "If you **dislike change**, you're going to dislike **irrelevance** even more."

So, what does that story have to do with self-storage operations?

The answer is **everything**.

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ADOPTION OF MODERN TECHNOLOGY

One of General Shinseki's goals was a **digital transformation** of the Army through adoption of modern technology. Digital transformation is a term that has been thrown around a lot, especially in the early 2000's during the General's campaign, but even that term is becoming **outdated**.

In a recent Gartner 2023 Board of Directors Survey, **89%** of boards of directors believe we are in a **post-digital** world, which is to say digital is no longer a choice, but is implicit to doing business.

This can be no more evident now in storage than ever before. New and larger operators are tackling the market with a vast array of technologies to **accelerate** their businesses forward. Advertising is now at the **top** of their list for transformation.

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DIFFERENTIATE FROM COMPETITION

As we noted in our "Cloud's in The Forecast" blog recently, **cloud** and **mobile** are fundamentally changing the way consumers are searching for and purchasing products and services.

As a result, digital advertising must be at the center of how operators **differentiate from competition** and engage with prospective customers. If you haven't done so already, then now is the time for change.

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Adverank Cloud & Mobile

Managing this type of **change** can be difficult. Many longstanding operations and industry leaders have been blindsided by the onslaught of new operators who are entering the market empowered by **technology** and prospectively changing consumer behavior rather than succumb to outdated operating models and processes.

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DON'T CONFUSE CHANGE WITH PROGRESS

But some operators have confused **change** with **progress**. Change for the sake of change is futile without an effective plan and means to achieve the goals of digital advertising.

Many operators have embraced pay-per-click (PPC) advertising as being inherently necessary to advertise their business, but few have managed to get their arms around successfully using **PPC** and **social advertising**.

Answers to the questions surrounding cost, measurement, and targeting remain **fuzzy** at best.

Adverank is designed as a decision engine for **NextGen** operators looking to accelerate their occupancy goals with digital advertising. It answers those questions with clarity.

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Rather than sorting through reams of information contained in management reports and advertising summaries, operators are looking to **Adverank** for focused information about their daily **occupancy** and **PPC** results. Armed with this information, savvy operators are making quick, informed decisions on how best to adjust their spending to **maximize** digital advertising impact.



Get a plan together and get started today on the change. As former NFL general manager Michael Lombardi once said, "Don't confuse **hope** for a **plan**."

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