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# NEW YEAR'S RESOLUTIONS

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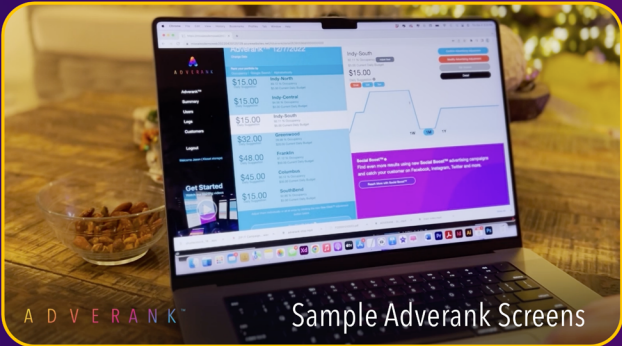
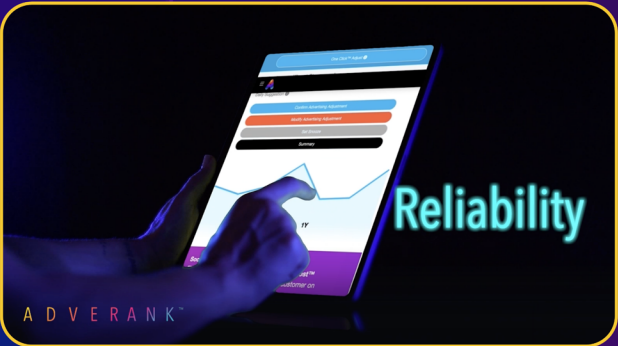
As we come upon another new year in 2023, countless Americans will attempt to provide some **resolve** in their lives.



**49%**  
**SAVE MONEY**

Overall, the most popular resolutions are to save money (49%).

Some will have some luck changing habits in the new year, but most will betray those **resolutions** and slip right back into their 2022 routines.



This got us thinking about **resolutions** to share with our clients as they enter 2023.

So, with tongue planted firmly in cheek, let's see how some of the most popular **resolutions** apply to self-storage marketing.





# Just Start

## RESOLVE TO EXERCISE MORE

This must be one of the most popular New Year's resolutions, but how does that apply to self-storage operations? The key to any successful exercise strategy is **repetition**.

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Without it, not much is gained, and we eventually fail to build a positive **habit**.

In self-storage operations, this same mentality can apply to monitoring **key performance indicators** and how they impact your business.

 **75%**

According to a 2018 Gallup Survey, 75% of businesses fail to utilize daily KPI's in their business.

At Adverank, we exercise daily routines that monitor pay-per-click (PPC) activities and how they are affecting occupancy. Through **repeated monitoring**, operators can adjust their PPC strategy and build a more successful and healthy business.

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# SPEND LESS TIME ON SOCIAL MEDIA

As a company that advises the use of **paid** social media advertising to boost occupancy, this resolution might seem counterintuitive. However, we do advise clients to spend less time on social media doing the wrong things.

Posting voluminous **organic** content on social media channels is becoming much less impactful as all the major platforms use ranking algorithms, so only a small percentage of your followers will see your organic posts.

In fact, a study by Hootsuite in 2020 revealed that only 5.5% of followers will see **organic** content.

# 5.5%

## Just Start

Meanwhile, a **paid social** media strategy is how you connect with new customers or audience members, reaching a larger number of more ideal customer types. It will help you hit your business goals much faster.

And while it is technically free, **organic** content takes a lot of time, experimentation, and/or experience to get right.



# SPEND MORE TIME WITH FRIENDS AND FAMILY

While applicable to all self-storage operators, we are really speaking to our **Solopreneurs** out there.



## Just Start

You know who you are – managing, organizing, and assuming the risks of the business without the help of a **partner** or third-party manager.

If you fit that definition or still feel the squeeze of trying to manage it all alone, then now might be the time to seek a **trusted partner** to help you manage the marketing and advertising of your business.

This is not simply outsourcing but forming a strategic **partnership** with someone who truly understands your business and can free you up to do other more important things in life.

A 2010 study by the University of Michigan found that participants who saw their friends or family in person **three times** per week at minimum were the least likely to report experiencing symptoms of depression.



2023 is upon us and now is the time to start making business **resolutions** for the New Year.

Well, if any of this sounds trivial to you, it **shouldn't**.

Just Start



With some of the same resolve as many of us take in our personal lives this time of year, it is likely that 2023 could be your **most successful** business year yet.



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2023

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