

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



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A D V E R A N K

SIGNALS

ARE SHOWING A
Rebound

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In recent campaigns we have talked about the potential for a **recession** in 2023, as well the potential for retraction in demand for self-storage as the dust has settled from the pandemic.

However, many recent surveys of retail shoppers have uncovered signals of a possible **rebound** in consumer spending being driven by a sharp increase in **online shopping**.

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MORE PEOPLE ARE WORKING FROM HOME

The **U.S. Census Bureau** recently released the results of its 2021 American Community Survey, which found that between 2019 and 2021, the number of people primarily working from home **tripled** from 5.7% (roughly 9 million people) to 17.9% (27.6 million people), with some demographic markets as high as 48.3% (District of Columbia).

3X **17.9%**

PEOPLE WORKING FROM
HOME HAS TRIPLED

27.6 MILLION PEOPLE WORKING
FROM HOME IN 2021

With more people working from home, data from **Ware2Go** has shown that **87%** of Americans are now **shopping online** and that preferences are changing with how buyers seek out new products and how they interact with brands since the pandemic.

This increase in **online shopping** is outpacing the decline in in-person retail experiences.

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FOCUS ON YOUR ONLINE PRESENCE

Willingness to try new brands during the pandemic has also motivated consumers to conduct more **online research** before engaging with new brands, with an emphasis on brand values communicated through **online advertising**.

To adapt to these new buying habits, more businesses have shifted further toward digital marketing and advertising and abandoned their **brick-and-mortar** mindset.

What does this mean for self-storage operators? Taking a cue from large retailers and online markets, **NextGen** operators and leaders in the industry are focused on their online presence. As Americans continue to increase their online purchasing habits, smart businesses are reading the **signals** and capitalizing on these opportunities.



Smaller operators are taking advantage of social media and digital advertising to communicate their **unique brand** attributes and **personality**, as well as increasing their sense of community.

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READING AND REACTING TO SIGNALS

Reading and reacting to **signals** in the marketplace are imperative in today's digital economy.

Having the right tools in place can help operators keep their fingers on the pulse of shoppers in their market. For instance, the pandemic has driven a large increase in the amount of office supplies purchased online as more **home offices** are being established.

Have you communicated
your inventory of indoor,
climate-controlled units as
a storage option for
home businesses?

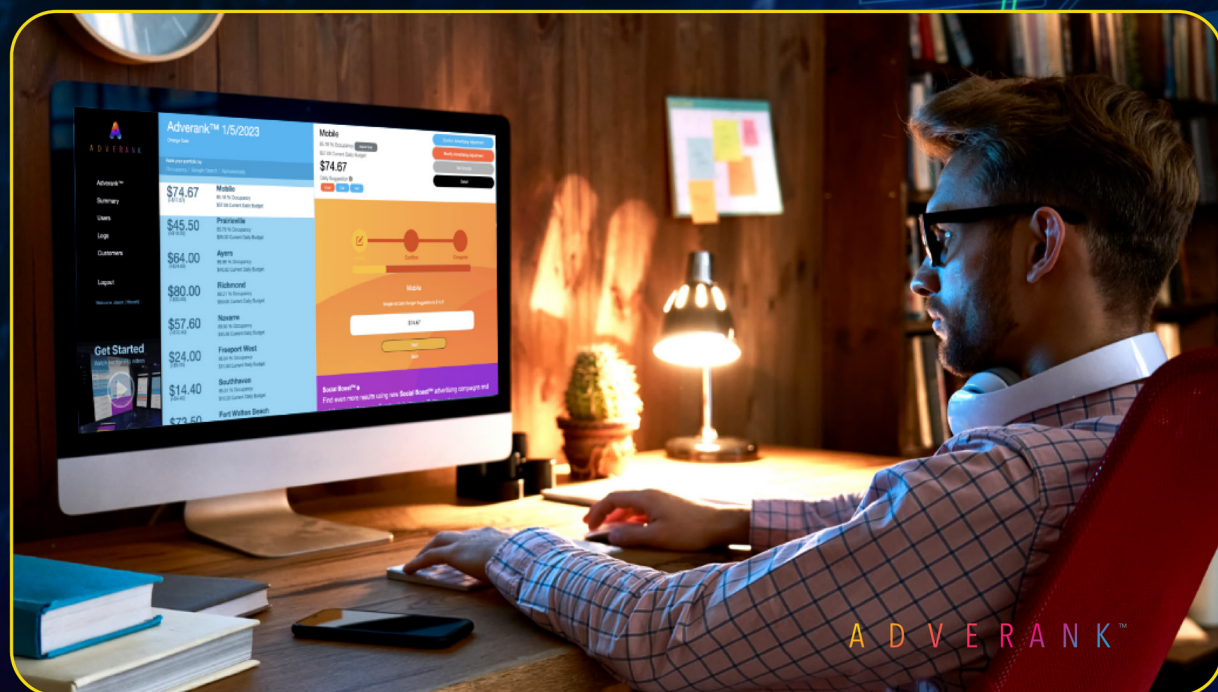
Perhaps new landscapers and **contractors** need a place to park trailers and vehicles somewhere other than their own driveways?

How are you reading the **signals** and reacting in the marketplace? Learn how Adverank can help you interpret those everchanging signals.

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Adverank is an **industry leader** in driving occupancy through social media advertising.



We have developed our own proprietary targeting (**SocialBoost**) that allows us to identify consumers with precision based on their interests and behaviors. Our **SocialBoosts** are designed to influence potential customers who may not be actively searching for storage but have an associated need. We can also create highly tailored campaigns for niche facilities such as RV, boat, and trailer storage, which can help accelerate lease-up goals following new construction or acquisitions.

Through our combination of **PPC** and **social media** advertising, Adverank has been able to help many of our clients reach their occupancy goals.

Our team is experienced in creating and managing both **PPC** and **social campaigns**, and we are dedicated to delivering results that exceed expectations.

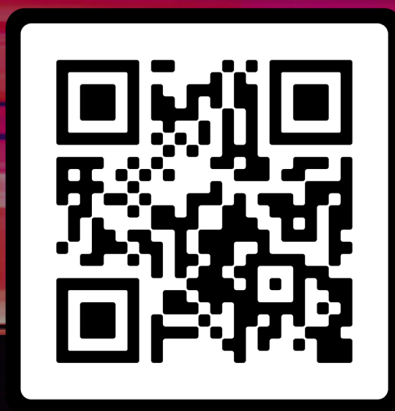
Contact us today to learn more about how Adverank can help your business!

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