

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



STOP

USING SOCIAL MEDIA...

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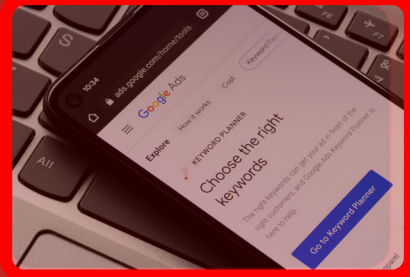


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GOOGLE PPC



SOCIAL



PAID SOCIAL



By now, most self-storage operators are aware of the need to use pay-per-click (**PPC**) advertising to solicit customers who are actively searching for storage in their area. Fewer operators are using **social media** to build awareness of their brand and to connect to potential customers.

But fewer are using **paid social** media advertising to capture potential customers who may not be actively searching for storage.

**Many operators have little or no expertise in social media advertising beyond spending money on boosted posts on Facebook.**

Some have hired companies like Adverank to tackle social media in a meaningful and profitable way, but still have little understanding of what goes into a proper social media advertising endeavor.

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*If you have been curious about using social media to attract new business, then follow along and we will provide you with a DIY approach that you can try for yourself.*

We encourage you to give it the old "**college try**" and learn more about the powerful advertising that is awaiting on social media channels that much of your competition has been hesitant or neglectful to try.



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1

## TRY AD MANAGER

Paid Social is a term advertisers use to describe advertising on social media channels.

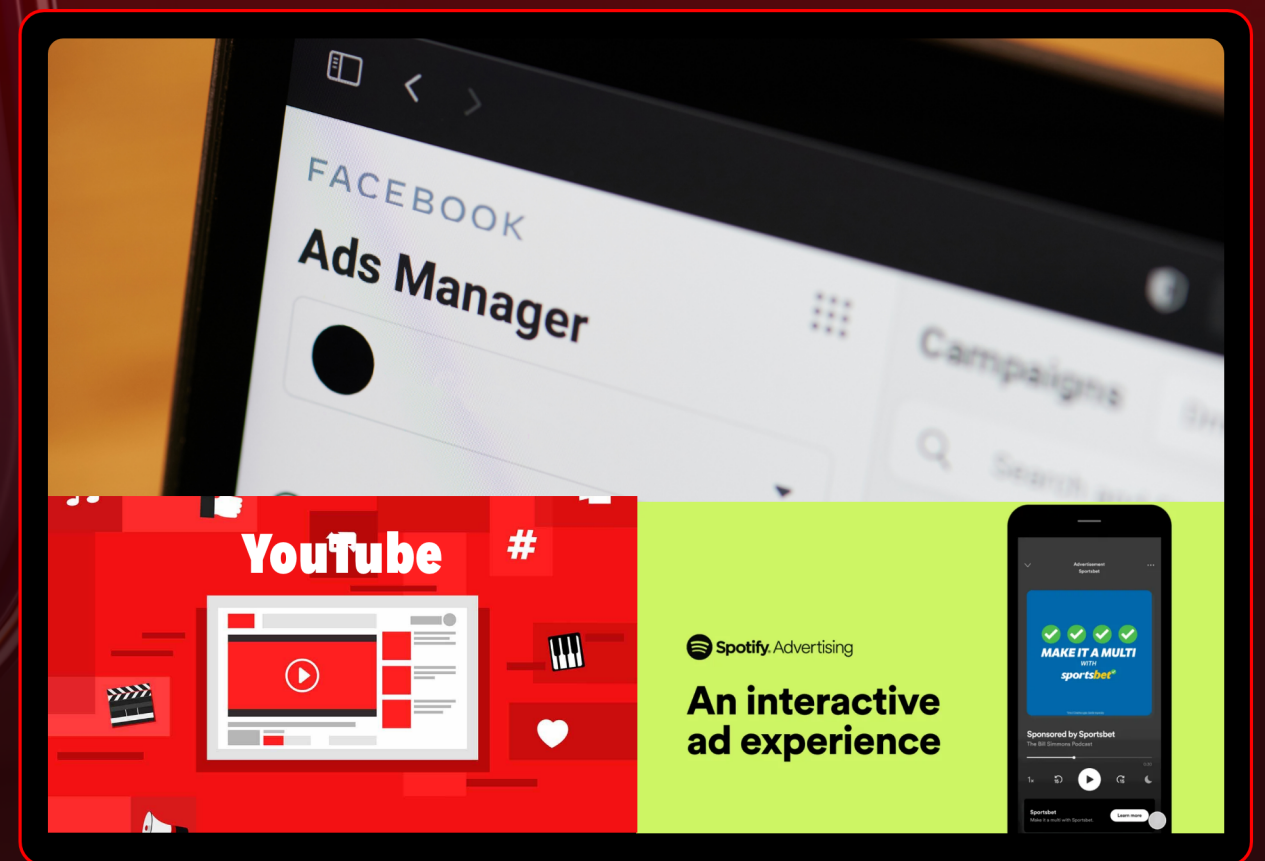
The first step in establishing a Paid Social approach is to setup an **Ad Manager** account on the various networks. For you, this can be just Facebook, but we would encourage you to try at least a couple of channels.

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At Adverank, we approach every campaign with an **omnichannel** approach that considers audio/video networks such as YouTube and Spotify, social networks like Facebook, Instagram, and Twitter, as well as new media such as TikTok, Hulu, and podcasts.





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## 2

# CONSIDER A THEME

Next, you'll need to consider a theme for your advertising campaign. Adverank has been very successful with the advertising of special categories for our clients, such as **RV storage** and **drive up storage units**.



We have generally placed emphasis on **video** production on YouTube and Facebook.

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Other ad considerations could involve market campaigns, such as the introduction of your brand after a local acquisition. For those, we have tended to focus on **audio** messaging on Spotify using the same spots that could also be placed on terrestrial radio.



Sample Slider Instagram Ad

We supplemented with ads on Facebook and Instagram that mimic those occurring in PPC display ads.

You could also do special promotions but be creative by staying away from the generic "**\$1 first month**" ads that so many competitors are also running.

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Create some goals, consider a meaningful budget, and let the ads run for at least 30 days so they will gain some momentum.

**3**

## PRODUCE CONTENT

Produce your content but stay simple. Square-format photos are just fine for getting started. Have someone voice a radio/Spotify spot for you or hire some inexpensive local talent.



1080 x 1080

Popular Video Aspect Ratios



1x1

9x16

16x9

4x5



16x9

A simple video will suffice for video channels.

Keeping it simple is key here. Try all **four** ratios for simple content if you want.

**4**

## CREATE GOALS

If you've nailed down the **audience** and have meaningful content, then you'll most likely produce **results**.

*Adverank has been quite successful with these Paid Social campaigns, generating **millions** of dollars in lifetime value for our clients.*



Use Adverank software to display progress



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## So, are you **willing** to give it a try?

If so, try something and be willing to pay for it through a proper ad manager account. You might be surprised with the results. If not, you can always give us a call.

Happy hunting!

[sales@adverank.com](mailto:sales@adverank.com)

[WWW.ADVERANK.COM](http://WWW.ADVERANK.COM)



SCAN ME