

# PROMOTING SECURITY IN SELF STORAGE

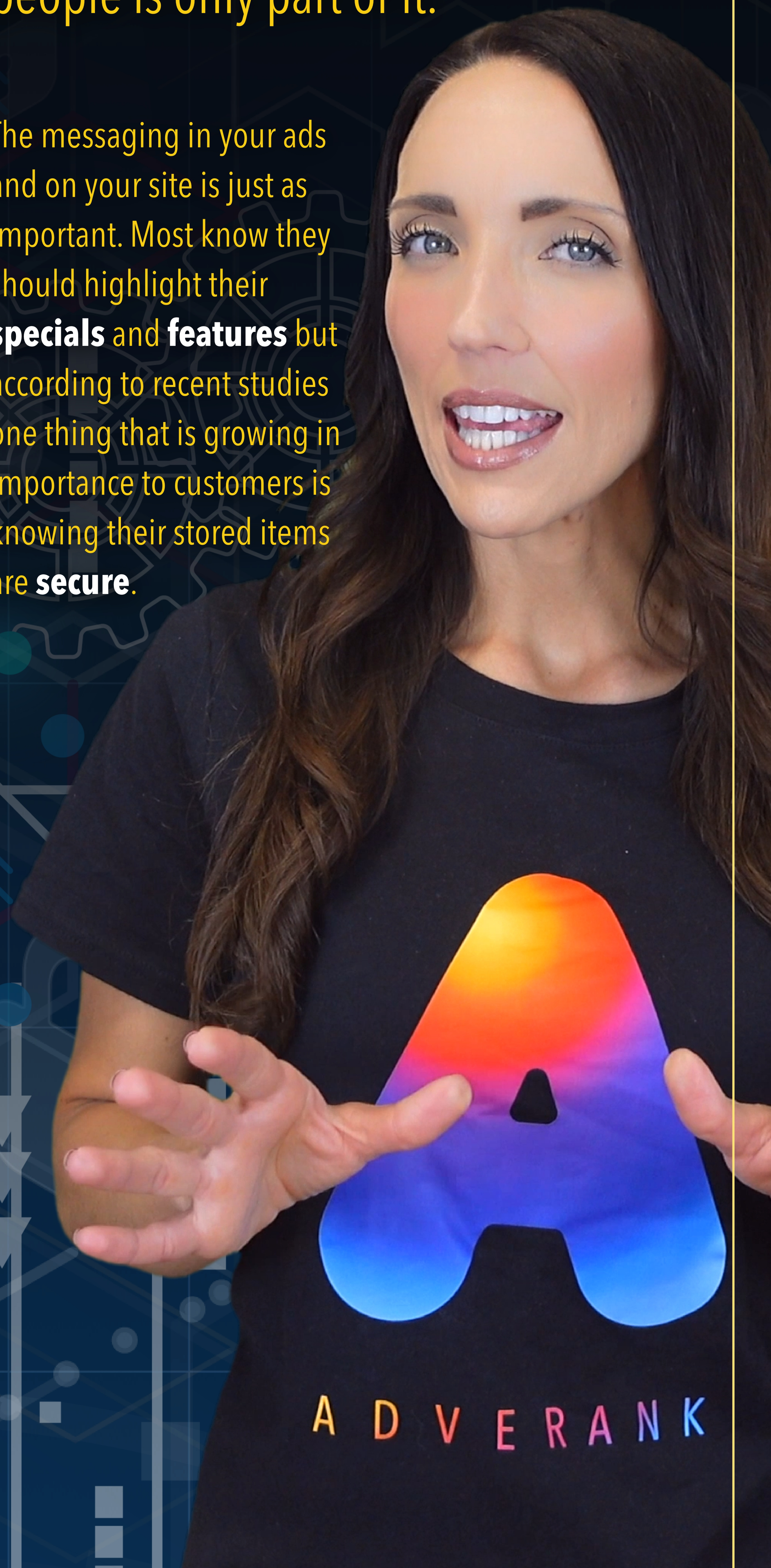
2023  
REMINDERS

Many Storage Operators already know that Adverank is the go-to option for PPC and Social Media ad management but getting your cost-effective **ads** in front of the right people is only part of it.

The messaging in your ads and on your site is just as important. Most know they should highlight their **specials** and **features** but according to recent studies one thing that is growing in importance to customers is knowing their stored items are **secure**.

Investing in better **security** measures can help you attract more leads and customers. Don't be afraid to highlight your **security** measures as well.

MARKETING YOUR SELF-STORAGE SECURITY







If your facility has gated entry or security cameras, make sure that a few of your facility images on your website and Google listing shows that. We love using images of the **gate keypad** and the video security **monitor**.

If you are using one of the modern A.I. powered security systems with facial, vehicle, and even license plate recognition, be sure to show that on your **landing page** and in person as well.



If you have recently updated your **lighting**, be sure to show that on your page or even in an ad and make sure any pictures of your Climate Controlled hallways are **bright** and well-lit in every area of the image.

MARKETING YOUR SELF-STORAGE SECURITY



Finally, if you are using one of the new **smart lock** technologies, let your potential customers know about it. Not only do they make it easier for the customers to enter their unit but they are also more secure.



If you do not offer that service, show images of the disk or **cylinder locks** you provide and explain how they are better than traditional locks.

These are just some of the ways to market your security features to potential customers and speaking of marketing, if you are not already using **Adverank's A.I** powered tools to help you manage your **PPC** spend and **Social Media** marketing, go to [Adverank.com](https://adverank.com) to learn how we can help you save money while reaching more people with your **advertising**.

**Adverank.com – PPC Made Easy**

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MARKETING YOUR SELF-STORAGE SECURITY