



SIX

REASONS TO MARKET ON

SOCIAL MEDIA

You have probably heard that **Adverank** is the go-to place for the best in **PPC management** for the Self-Storage Industry, but did you know that we run full **Social Media campaigns** for our customers as well? Social Media is often underutilized or just plain overlooked when operators are putting together a marketing plan.

Here are the Top 6 Reasons you should be Marketing on Social Media:

1 Cost-Effective Advertising

Compared to traditional advertising methods, **social media** advertising can be more cost-effective since you can target specific audiences and set a daily budget for campaigns.

2 Improved Customer Engagement

Social media provides an opportunity for self-storage companies to engage with their customers and build relationships by **Responding** to comments and messages.

3 Reputation Management

Social media is becoming a go to option for customers who want to let others know how they **feel** about your services. Staying on top of this can keep a small issue from becoming a big one and shows the public you care about your customers.

4 Targeted Advertising

Social media platforms allow for highly **targeted** advertising, which means self-storage companies can reach their ideal audience with precision.

5

Increased Lead Generation

Social media can be a powerful **lead generation** tool. By offering valuable content and promoting their services, self-storage companies can attract potential customers and encourage them to take action.

6

Competitive Advantage

By actively engaging on social media and running ads, self-storage companies can gain a **competitive advantage** over those who do not.

If you want to find out more about how Adverank can help you with PPC and **Social Media** marketing, go to adverank.com, sign up for a free demo, and one of our storage marketing experts will show you how our easy-to-use PPC Management and **Social Marketing** tools can help you take your facilities to the next level.

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