

UNIQUE

SELF STORAGE

IDEAS

LEVERAGE

Start by leveraging the latest marketing trends and best practices to make sure that your posts are getting the most effective reach to your target audience. Do some online research or reach out to one of our storage marketing experts for help.

TEAM

Be sure to Highlight your team. Too often, self-storage feels like a faceless industry to the consumer. Show them your people, and remind them that someone's always there to support them.

LOCAL

Leverage your existing customers and local influencers. 62% of marketers use influencers to generate more engagement. 60% of marketers feel that influencers help them reach new audiences. Learn more by googling "Local Influencer" or "Micro Influencer".

The best way to ensure that your marketing will work? Make sure it's **unique**. When considering how to stand out, you must think bigger than posting the occasional picture of an empty storage unit. Here are a few **unique** self-storage ideas for social media content:

POST

Post virtual tours of your facility and open units. Both photo and video will work well for this, but video tends to get more engagement. Even using your camera phone as you show the facility and talk about what you offer can give a personal touch that works well in today's social media environment.

HUMAN

Whether posting a video or image, Make sure you always include a human touch. Audiences are more likely to relate to content that features people and actions rather than objects.

AVOID

Avoid text-based graphics on social. They don't perform as well as photos or illustrations, making them difficult for people with visual impairments to process.

FUN

Be creative and Have fun with what you have. Use your dollies, sliding doors, and long halls to create visually interesting video content with lots of motion. Every now and then try out many of the new effects available on most smart phones, like slow-motion or time lapse, to come up with some cool videos that really stand out.

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SOCIAL MEDIA PLATFORMS

Use social media to build a community around your self storage business and engage with customers online. Social media marketing tips for self storage businesses include running contests, sharing special offers, and responding quickly to customer inquiries. TikTok and Instagram are great for reaching out to younger generations, while LinkedIn is a good option for targeting professionals.

EMAIL MARKETING

Email is an incredibly effective tool for staying in touch with customers and potential leads. You can create successful email marketing campaigns by segmenting your list based on customer demographics or customer journeys and including plenty of helpful storage tips in your emails.

CONTENT MARKETING

Develop helpful articles and blog posts about self storage topics. This example of storage in marketing helps you build authority in the industry and attract organic traffic.

ONLINE DIRECTORIES

Submit your business listing to popular directories and ensure your business information is accurate and up to date. This is especially important for self storage facilities because potential customers searching for a self storage facility are usually ready to buy, often choosing the first facility in their search.

VIDEO MARKETING

More and more businesses are leveraging video content to engage with customers, increase brand awareness, and drive conversions. You can create videos that showcase your facility, demonstrate how self storage works, or provide insight into industry trends.

SEO

Use search engine optimization techniques such as keyword research, content optimization, and link building to boost your website's visibility in organic search results. SEO can take a while to produce results, but it's a long term investment that can pay dividends in the future.

PAID ADVERTISING

Pay per click (PPC) ads are an effective way to reach a large number of potential customers quickly. Tips for PPC campaigns include using specific targeting options, setting up conversion tracking, and optimizing ad copy.

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SELF STORAGE MANAGEMENT CONSULTING

When it comes to day to day tasks, you might feel like you've got things under control. But if you're an owner, operator, or both, there are probably gaps and potential opportunities that you just aren't seeing. Self storage facility management consulting can be extremely useful to make sure you're making the most of your operations on a daily basis.

For example, let's say you get the most foot traffic on weekend afternoons and weekdays after work. However, your staffing forces you to close daily at 6:00 PM. A self storage facility management consultant will be able to help you understand how to improve your staffing so you can extend your hours later, how to create additional access hours for your customers, and other revenue generating ideas and retail opportunities that can further boost your profits in these peak times.

An option that many self storage facility owners decide to leverage is a management company. These types of companies take total control of the daily operations of your facilities and report back on any major issues and operational needs. This can be very appealing to operators who don't want to be lost in the weeds.

Unlike a consultant, a management company is primarily concerned with keeping things running. Growth and expansion aren't really on their mind, and they won't necessarily have the insight and expertise to help you develop your business. With a consultant, you'll still retain control over operational decisions, and you can take or leave the advice they suggest. With a management company, you won't have that level of control, and may not know there's a problem until it has spiraled out of control.

GOOGLE ADS



A useful tool and resource to consider in your marketing plan is Google Adwords. It can help you target potential customers searching for self storage solutions. With the use of relevant keywords in your marketing efforts, you can ensure that your advertisements, website pages, and blog posts or articles appear near the top of the potential customer's search results. It's also important to manage Google Adwords based on multiple locations by creating separate campaigns per location, using location specific keywords, and making sure to track the performance metrics for each campaign.

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