



# GET THE MOST OUT OF YOUR MARKETING SPEND

## 4 Digital Marketing Strategies to Boost Your Business







#### THE GAME CHANGED

Over the last decade, the marketing landscape in the self-storage industry has changed dramatically. In the past, walk-ins were the biggest channel for new tenant acquisition. Today, however, the internet is the best way to find new tenants. Physical location is becoming less of an advantage due to digital ads, professional websites, SEO, and self storage aggregators that enable storage operators to remain competitive in the shifting digital landscape. Today's operators have to get smart about digital marketing and better utilize all the tools at their disposal to ensure that their facilities stand out among the competition.

**THE REAL QUESTION  
IS HOW.**

## **THE SHIFTING LANDSCAPE**

### **LET'S BEGIN**

This eBook is meant to act as a guide to help you, the storage owner or operator, better understand both the current and future digital marketing landscape. We'll outline a simple and effective approach to level up your digital marketing efforts and set you up for success in the constantly evolving marketplace.

Over the course of this eBook, you'll learn about:

## **THE DIGITAL MARKETING OPPORTUNITY**

## **THE FOUR DIGITAL MARKETING STRATEGIES**



# THE SHIFTING LANDSCAPE

## DIGGING INTO DIGITAL

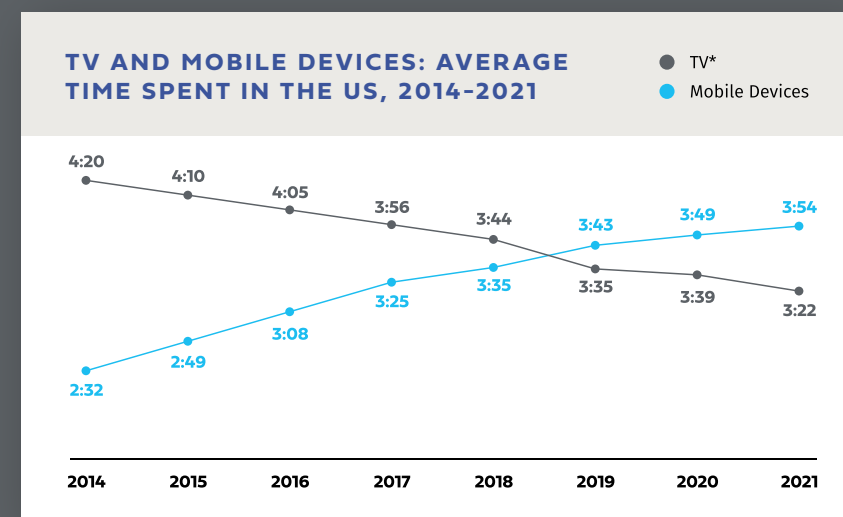
You may have embraced digital marketing a bit here or there. The majority of storage operators see that the digital ship is here, it's a matter of understanding when and how to get on board. The new thinking around digital can be confusing and complex and it may be beneficial to take a deeper look into the data as you form your 2020 marketing strategy.

# SECTION ONE

# THE DATA DRIVING DIGITAL

## THE RISE OF DIGITAL

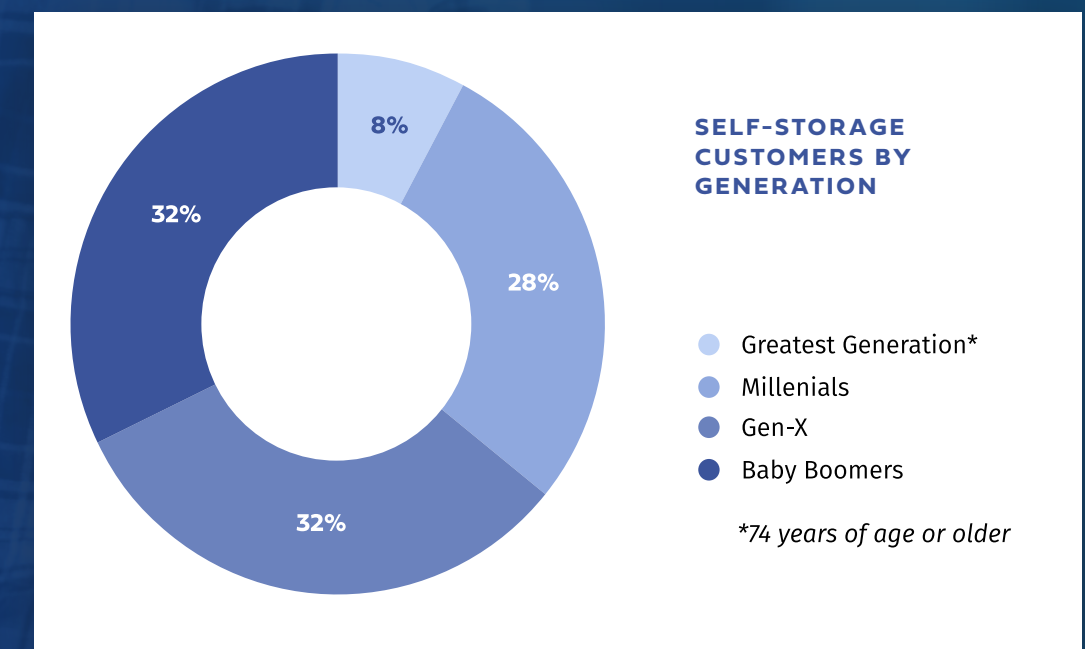
Digital is no longer an emerging medium. It's proven to be effective and it's here to stay. In 2019, mobile device usage exceeded television viewership for the first time in history.<sup>1</sup> This represents a fundamental shift in how the everyday consumer wants to engage with brands and service providers.



**NOTE:** ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for deskto /laptop; \*excludes digital

## LEAD SOURCE TIPPING POINT

The self storage industry has not been left behind in the market's shift to digital. In fact, according to the 2019 Self Storage Almanac, 2017 was the first time that we saw the internet surpass walk-ins as the largest source of tenants.<sup>2</sup> This is certainly a result of the expectation of digital engagement. Once limited to Millennials, GenX and Boomers now join in to represent 92% of storage users who engage digitally with brands.<sup>3</sup>

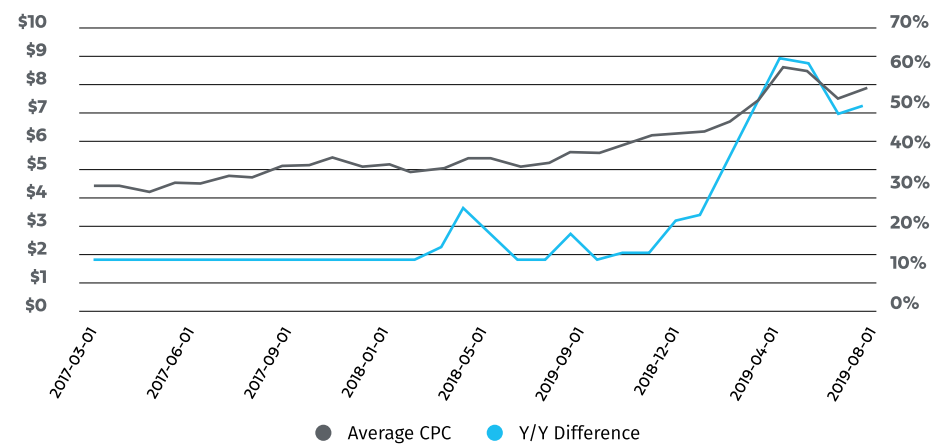


## RIISING COST PER LEAD

The effectiveness of digital marketing in providing significant ROI is no secret. As businesses across every industry continue to invest more in digital marketing each year, we'll continue to see costs rise as more businesses compete to reach the same consumers.

We saw this play out in 2019 in the storage industry when we saw price increases by as much as 60% year-over year in Google PPC.<sup>4</sup>

GOOGLE SEARCH AD COST:  
NON-BRANDED SELF STORAGE



This means that cost per acquisition is going up and the efficiency of PPC marketing spend is likely going down. It is likely that we will see this trend continue.

# READY FOR CHANGE

Like business owners in many industries, self storage operators need to adapt their marketing strategies to the evolving needs and trends of the market. However, changing how you've done business as usual can be a daunting and complex task that takes careful thought and the right partners on your side. You may even feel what you're doing "works just fine." And maybe it does for now. But looking to the future and evaluating what's ahead keeps you proactive and in-step with a changing marketplace. The operators who develop a richer understanding of digital marketing tools and diversify their marketing mix will be positioned to get the most out of every marketing dollar both in 2020 and well into the future.

# THE DIGITAL MARKETING OPPORTUNITY

## MAX OUT YOUR MARKETING

A smart digital strategy amps up your marketing efficiency and boosts occupancy like no other tactic. The operators that find the most success with digital are those that take advantage of a diverse set of digital tools. Utilizing these capabilities effectively will result in maximum efficiency of marketing spend.



## TARGETED

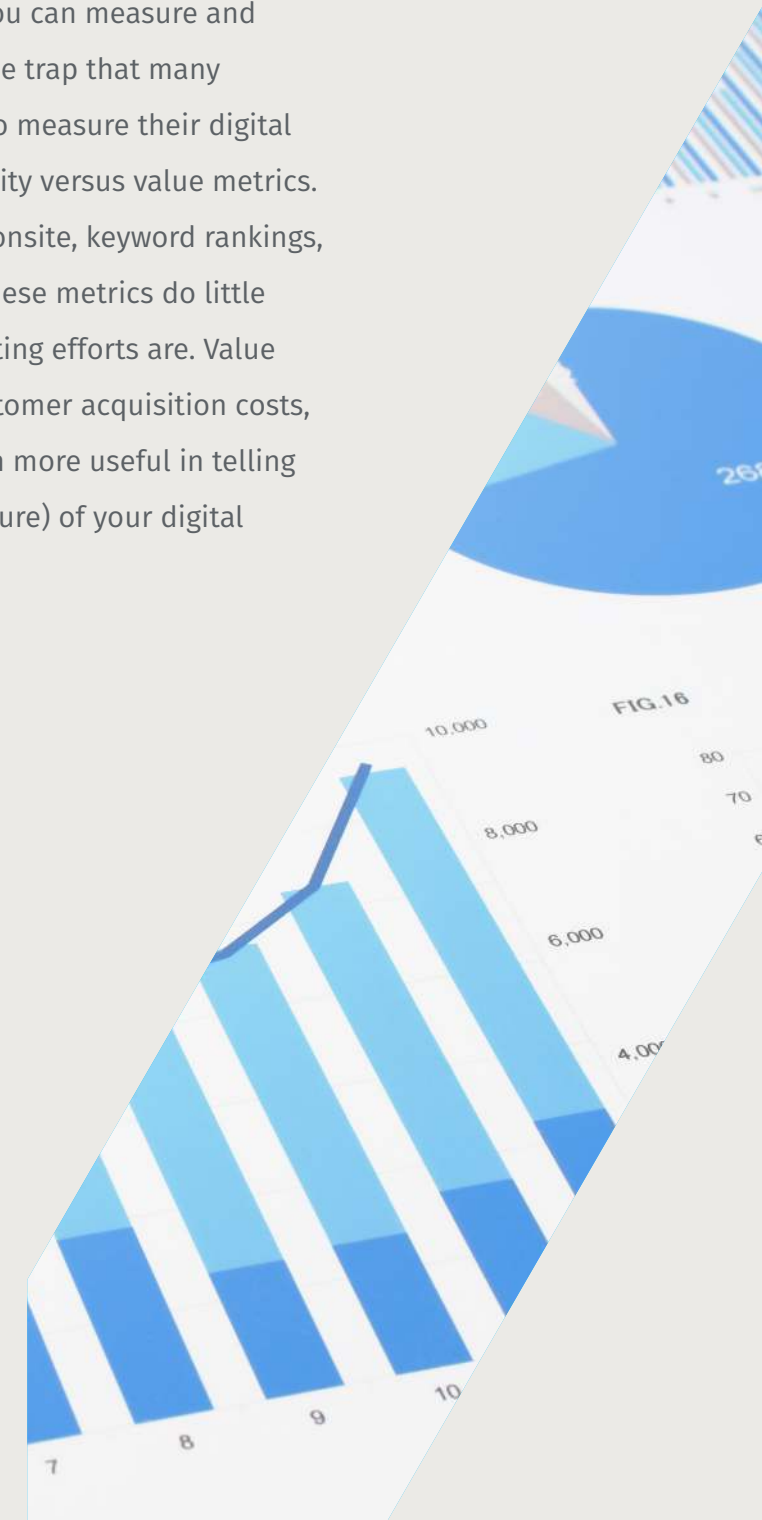
With over 97% of consumers going online to research a business before making a purchasing decision, it is imperative that your business can easily be found online.<sup>5</sup> Just getting online is only the first step of targeting though. Through effective digital marketing, you can target consumers who are most likely to purchase to get the most out of your marketing dollars.

## BULLSEYE

Digital channels like Facebook and Google offer sophisticated targeting so you can reach your ideal target market with precision. Using these tools, you can target people based on a number of different demographic or behavior criteria, like sending retargeting ads to people who have visited your website in the past. Utilizing these advanced targeting methods allows you to be more precise with your marketing spend to ensure nothing is wasted.

## MEASURABLE

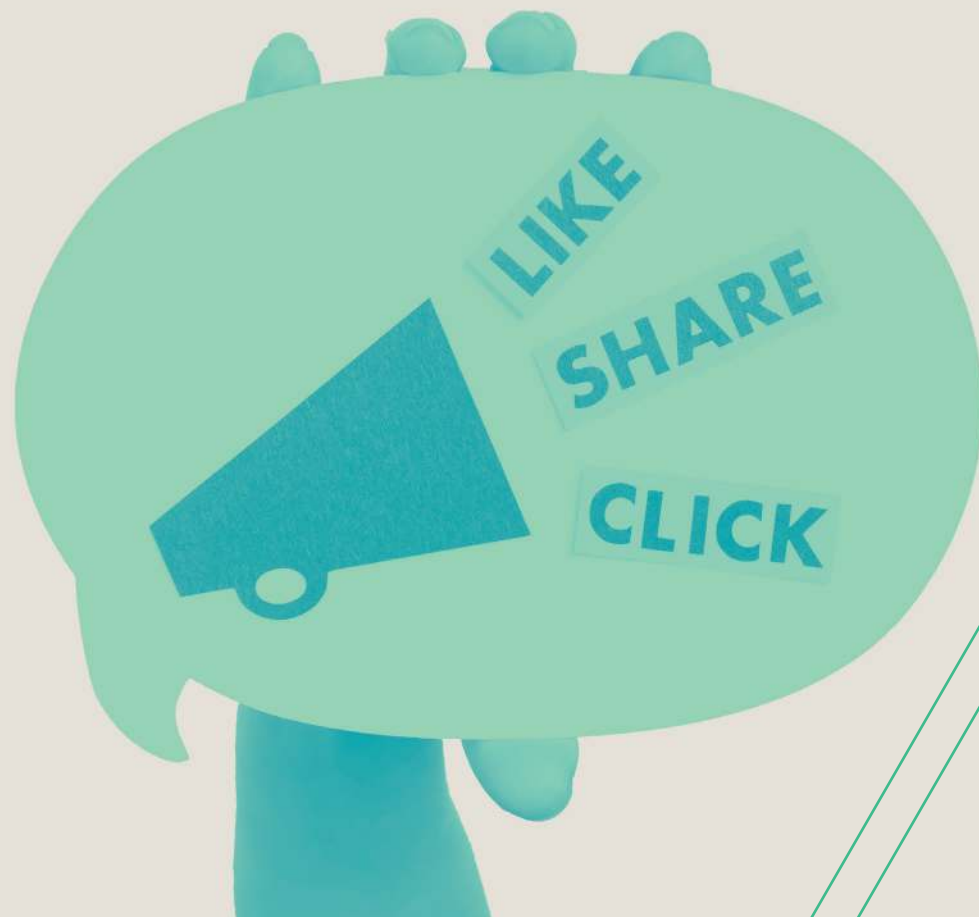
Because digital marketing is so easy to measure, you don't have to just trust that it is working. You can measure and measure again... and again. In fact, one trap that many operators fall into when attempting to measure their digital marketing effectiveness is that of vanity versus value metrics. Examples of vanity metrics are: time onsite, keyword rankings, bounce rate, and pageviews. Alone, these metrics do little to inform how effective digital marketing efforts are. Value metrics such as conversion rates, customer acquisition costs, and customer lifetime value are much more useful in telling the whole story of the success (or failure) of your digital marketing strategy.





## EFFICIENT

What if we told you this... the average cost to reach 1,000 people on social media was \$2.50, compared to \$57 for a direct mail campaign.<sup>6</sup> We have your attention, right? Digital marketing is the most cost effective and profitable way for operators to reach consumers and a more efficient use of your marketing spend over traditional media.



# THE OPPORTUNITY IS YOURS

The opportunity for storage operators to increase their occupancy and grow their business through digital marketing is greater than ever before, but simply having a digital presence isn't enough. To reap the benefits of digital, operators need to take a more strategic approach. By utilizing sophisticated targeting methods to ensure that marketing dollars are being spent on the consumers who are most likely to reserve a unit, and measuring their success using value metrics to tweak and improve their approach, their digital marketing efforts will become a well oiled demand generation machine.

All of this begs the question: what steps can you take to start getting more out of digital starting today?





# THE FOUR DIGITAL MARKETING STRATEGIES

## STRATEGIES THAT DRIVE RESULTS

We want to help you supercharge your marketing strategy and feel confident making decisions in the digital landscape. To do that, we analyzed our thousands of digital marketing campaigns to see what worked (and what didn't) and harnessed our decades of industry experience to identify the four digital marketing methods you need to help you get the most out of every marketing dollar.

SECTION  
THREE

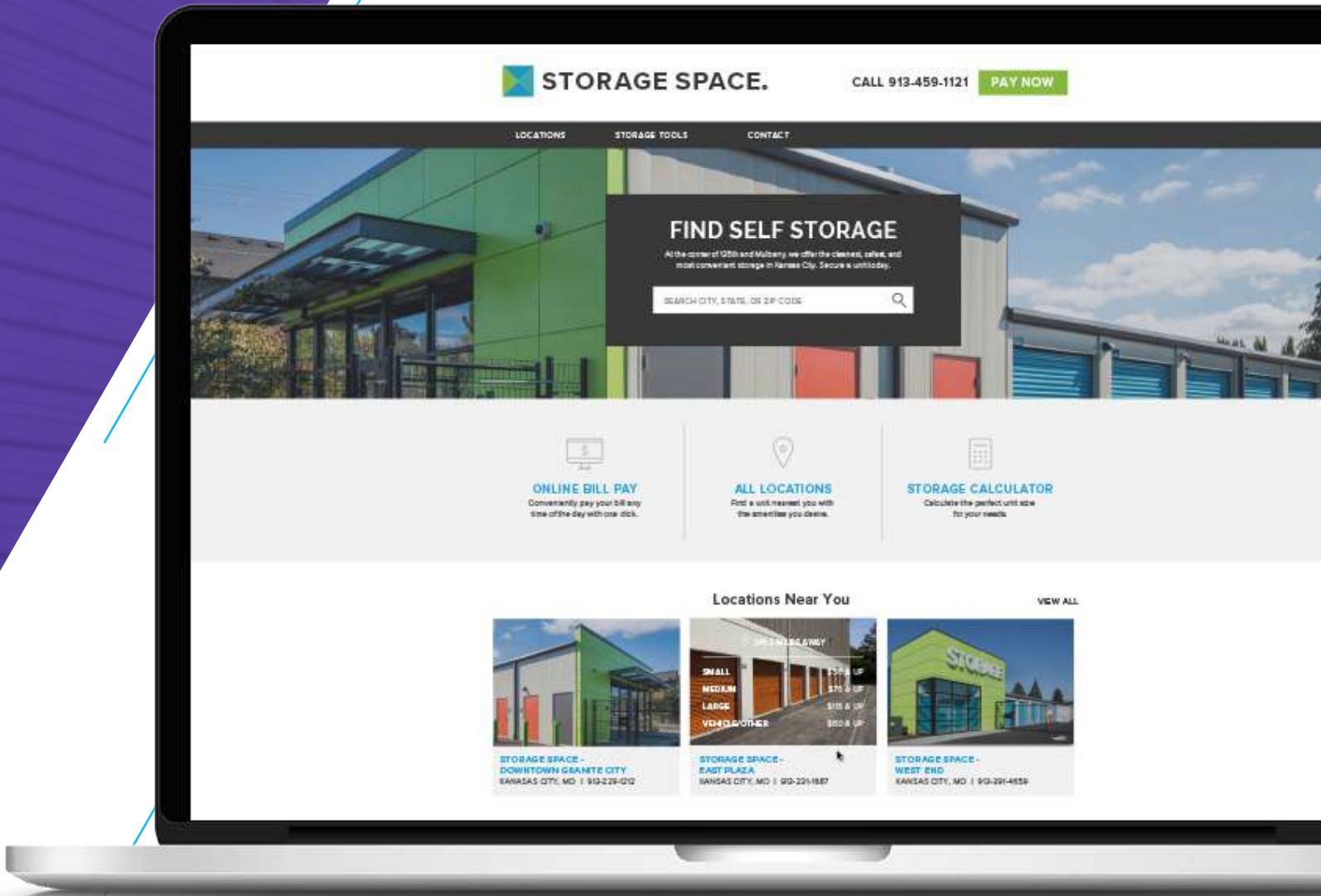


## WEBSITE

A website is your digital storefront. It’s the front door the world sees as they interact with you online. Most of us know a professional website is the first step to optimizing your digital presence. In fact, with 30% of consumers being unwilling to consider a business without a website, it’s more important now than ever to take this step.<sup>7</sup>

When looking for a website provider, you should look for one that:

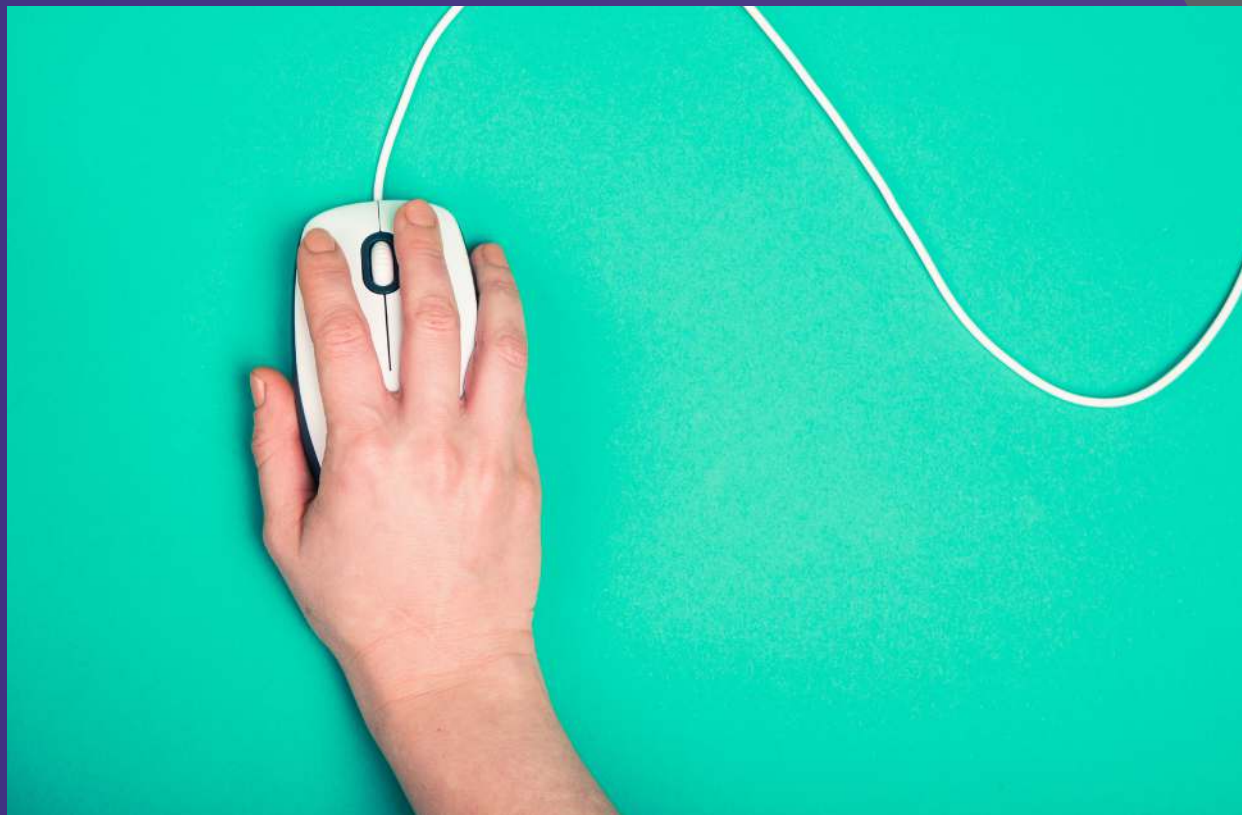
- Uses mobile responsive design techniques
- Builds with current SEO best practices
- Optimizes design based on conversions, not just aesthetics
- Has deep storage industry experience





## PPC

Google ads (known as PPC) appear in a different location on the page than organic search results. Utilizing PPC along with strong SEO helps to ensure that your business takes up significant shelf space on the first page of a Google search. Though it's becoming increasingly expensive, Google Pay-Per-Click can still be a useful part of your digital marketing strategy. Recent research states that on average, a business creates \$3 in revenue for every \$1.60 spent on PPC.<sup>7</sup> This can be a useful tool in your digital marketing toolbox, but remember, as PPC cost per lead continues to rise, it shouldn't be the only tactic you utilize.



## SEARCH ENGINE OPTIMIZATION

Search Engine Optimization, or SEO, as it's commonly known, is the process of improving website traffic by increasing the visibility of your website to users of a search engine like Google. Your ability to improve your SEO is entirely dependent on your ability to cater your websites to Google's search algorithms. We lost you at algorithms, right? Understandable. There are a number of easy steps you can take to position your site for SEO success.

- Using SEO best practices to build your website
- crafting keyword rich relevant content
- managing your online listings
- claiming and maintaining your Google My Business listing in Google Maps
- engaging in link-building to increase your website's domain authority



## MARKETPLACES & AGGREGATORS

As a storage operator, you have a unique opportunity to make use of marketplace and aggregator sites like SelfStorage.com, StorageScout.com, or SpareFoot.com. These sites leverage SEO, PPC, and vast affiliate networks to source storage leads with extreme efficiency. Sites like this don't exist for every industry and they can be an extremely effective way to quickly increase your occupancy levels. The best part is that some of these marketplaces have very little risk meaning they don't cost you anything unless they send you a confirmed move-in — they only get paid when you do. This pay-for-performance model can be a very beneficial and effective tool to add to your digital mix.



# DIVERSIFY TO WIN

Diversification is a crucial part of leveling up your marketing strategy from “beginner” to “best-in-class.” A modern, mobile-first website that is optimized for conversions paired with the latest SEO techniques, a professionally managed Google PPC campaign, and listings on multiple aggregator sites goes a long way toward ensuring your business is seen in the right places and by the right audiences. Each of these four digital marketing methods can be effective on its own, but when combined, they create an easy and comprehensive digital marketing mix that ensures you are getting the most out of every marketing dollar.



# HELPING YOU GET THERE

At Storable we believe that digital marketing doesn't need to be difficult or confusing. Instead, it should be simple, effective and evolve with your business. That's why we've built the industry's first fully integrated marketing solution. Storable's Demand Solution is made up of Storable Marketplace, Storable Websites, and tailored marketing services. Our powerful marketing engine takes a comprehensive approach to providing visibility in self-storage marketing channels to optimize and drive lead conversion.

We leverage our platform in combination with our over 25 years of storage industry expertise to help our thousands of storage customers achieve their digital marketing and facility occupancy objectives every single day.

We would love to talk to your team about how we can help you align people, process, and technology to help you implement these four digital marketing strategies to get the most out of every marketing dollar.

Contact us for more information and let's discuss how we can do more for your business.

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