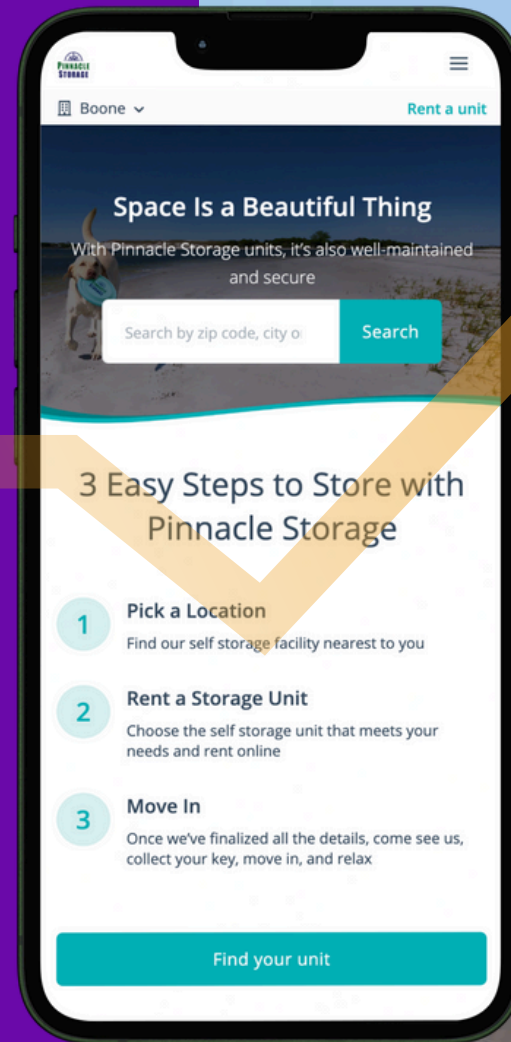


Marketing what matters.

Case studies of high performing
storage operators.



Good marketing
makes the company look smart.

Great marketing
makes the customer feel smart.

JOE CHERNOV
FORMER VP OF MARKETING AT HUBSPOT

How do we do that?

























We asked the following questions to find out.

- What are the marketing channels you are using?
- How are you tracking them?
- Who manages your marketing channels?
- How are you using your marketing channels?
- Which marketing channels are no longer effective?
- How do you set yourself apart from the REITs?
- What kinds of discounts are most effective?
- What selling points do you market?
- How much do you spend per tenant acquisition?
- How do you adjust your marketing for seasonality or lease up?

What do these operators have in common?

- 1 Website with online rentals
- 2 Optimized Google Business Profile
- 3 Good managers
- 4 Data, data, data, and a PLAN for your data
- 5 Price per acquisition has gone up
- 6 They are good neighbors

Marketing Channels

	PPC	SPAREFOOT	GRASSROOTS	SOCIAL MEDIA	COMMUNITY EVENTS
					
					
					
					

*Will shift to some degree based on location



HIGH PRIORITY



MEDIUM PRIORITY



LOWER PRIORITY



9 Locations

4 States

spaceboxstorage.com

PRIMARY MARKETS

SECONDARY MARKETS

TERTIARY MARKETS

- **Managers are the drivers of community efforts**

SpaceBox managers have great ideas and connections to the community.

- **Overlooked amenities**

Don't underestimate the most common ones.

- **Seasonality matters**

College season, yearly shifts.

- **Hone in on time of the month**

First 5 days of month and the last 5 days for PPC.

- **Happy people create happy people**

Happy managers are contagious.



9 Locations

4 States

spaceboxstorage.com

PRIMARY MARKETS

SECONDARY MARKETS

TERTIARY MARKETS

PPC Budget

**\$100 – 500
per month**



**Rural
markets**

**\$1,000 – 2,000
per month**



**Mid
markets**

**\$3,000 – 4,000
per month**



**REIT
competition
nearby / Primary
Market.**



250+ Locations

27 Different States

argus-selfstorage.com

blueskyselfstorage.com

PRIMARY MARKETS

SECONDARY MARKETS

TERTIARY MARKETS

- **Phone-friendly marketing**

People are using their phones more than ever.

- **Tailored individually**

Each location will have its own needs.

- **Education, not incentivisation**

Google frowns on giving incentives for getting reviews. Educate managers instead.

- **Customer service is key**

Managers can get in contact up the ladder.

- **KPIs need context**

Keep an eye on YOY data as well as monthly.

ARGUS
SELF STORAGE ADVISORS
EST. 1994

250+ Locations

27 Different States

argus-selfstorage.com

blueskyselfstorage.com

PRIMARY MARKETS

SECONDARY MARKETS

TERTIARY MARKETS

ONE MONTH

is not a trend

TWO MONTHS

is on its way to a trend

THREE MONTHS

is definitely a trend



68 Locations

14 states

universalstoragegroup.com

PRIMARY MARKETS

SECONDARY MARKETS

TERTIARY MARKETS

- **Strength in locality**

While REITs have a stronger tech advantage, there's no way they can compete with community marketing.

- **Knowledge in competition**

Pay attention to changes competitors make and pivot when needed.

- **Student Specific Marketing**

Reduce spend on Aggregators during move-out season + packages

- **Not all data is equal**

Truest conversion tracks all the way to when the customer pays you real money for X amount of time.

- **People are important**

There are real, human reasons why a prospect chooses you over your competition. Take advantage of human connections (referrals)

- **Weather matters**

When it makes moving truly prohibitive - reduce spend.



68 Locations

14 states

universalstoragegroup.com

PRIMARY MARKETS

SECONDARY MARKETS

TERTIARY MARKETS

“If you’re using Sparefoot, the main thing is to assure they are not buying Google ads with your brand name and selling your own customer back to you.”



68 Locations
14 states

universalstoragegroup.com

PRIMARY MARKETS

SECONDARY MARKETS

TERTIARY MARKETS

$$\frac{\text{Marketing spend}}{\text{All new move ins}^*} = \$88.56 \text{ CPL (cost per lease)}$$

*not tied to marketing conversions



~580 Locations

37 states

storageassetmanagement.com

PRIMARY MARKETS

SECONDARY MARKETS

TERTIARY MARKETS

(mostly secondary and tertiary)

- **Large scale operation**

Has a large team: 14 people in the marketing department.

- **Creative use of channels**

Influencer marketing. Every channel has its place.

- **Don't underestimate the basics**

Biggest draws: security, pest control, cleanliness.
Storage as an extension of their home.

- **Where are customers coming from?**

Trackable discount codes and phone numbers.

- **Time saver**

Uses AI to help create content when their bandwidth is zapped.



~580 Locations
37 states

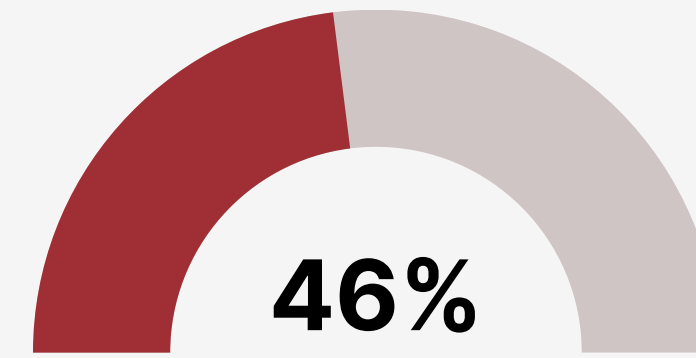
storageassetmanagement.com

PRIMARY MARKETS

SECONDARY MARKETS

TERTIARY MARKETS

(mostly secondary and tertiary)



46% of people upgrade with value pricing.

Marketing Spend

All move-ins*

*Including organic



**\$75 per
acquisition on
average**

How can you apply these?

1 Find good helpers/staff to help you track analytics.

2 Take a good look at your channels.

- Sparefoot
- Google Ads/PPC
- Social media
- Google Business Profile

3 Be part of your community.

4 Make it EASY for your customers.

No cost

- Google Business Profile
- Yelp
- Social media profiles

COST OF GOOGLE REVIEWS

- Birdeye/StorageReach
- Manager bonuses
- Don't "buy" reviews from customers

Cost

Hiring data help

Do you need a dedicated employee?

- Cost of an annual salary.
- Part time and full time options.

Outsourced **BE MINDFUL**

- Marketing agency?
- Website and marketing combo services.

Community involvement

- SWAG/ gifts
- Chamber dues
- Sponsorships/discounts

Aggregators and PPC

- 1x - 6x monthly rent

Thank you!

Have a great day!