



Self Storage Marketing Workshop

Google Business Profile, SEO, Community
Engagement, and Social Media

Presented by
Darby Bozeman & Tommy Nguyen

Email hello@storagepug.com for the slides



★|≡|≡|TSSA

BIG *ideas* IN STORAGE

CONFERENCE + TRADE SHOW

AUSTIN 2024

KEEPING UP WITH INDUSTRY TITANS: COMPETING LIKE A REIT



October 24, 2024



8:00 - 8:45 a.m.



Lone Star Ballroom C



JoLea Conn

Speaker



Robert Loeb

Speaker



Ben Vestal

Speaker



Tommy Nguyen

Moderator





TSSA Round Table

Becoming a Five-Star Facility: How Reviews Can Transform Your Online Business

Date/Time: 10/24/2024; 1:15 PM - 2:45 PM

Location: JW Marriott, Level 3, Lone Star Ballroom D: Table 7



Layne
Peterson



Tommy
Nguyen



Everything you need

To have an awesome workshop

01

Laptop or tablet

02

Login to your
Google/Gmail account

03

Access to your Google
Business Profile

04

Access to your social
media accounts (optional)

05

All the energy



Live Poll

Workshop Goals

Search Engine Optimization to show up higher and more often

Google Business Profile tactics to attract more tenants

Grassroots Marketing to compete with the “big guys”

Social Media do's and don'ts to engage with customers



You don't have to do it all.

Part 1

The customer journey, SEO, and websites



Your Marketing Check Up

Identifying the vital signs, symptoms, and
tactics for a healthy marketing strategy



Your Marketing Check-Up

- Check your Vital Signs — get a feeling of what's going on right now
- What symptoms do we have — is anything “off?”
- What tactics do we need to implement?
 - SEO best practices
 - Website must-haves
 - Experimental tactics

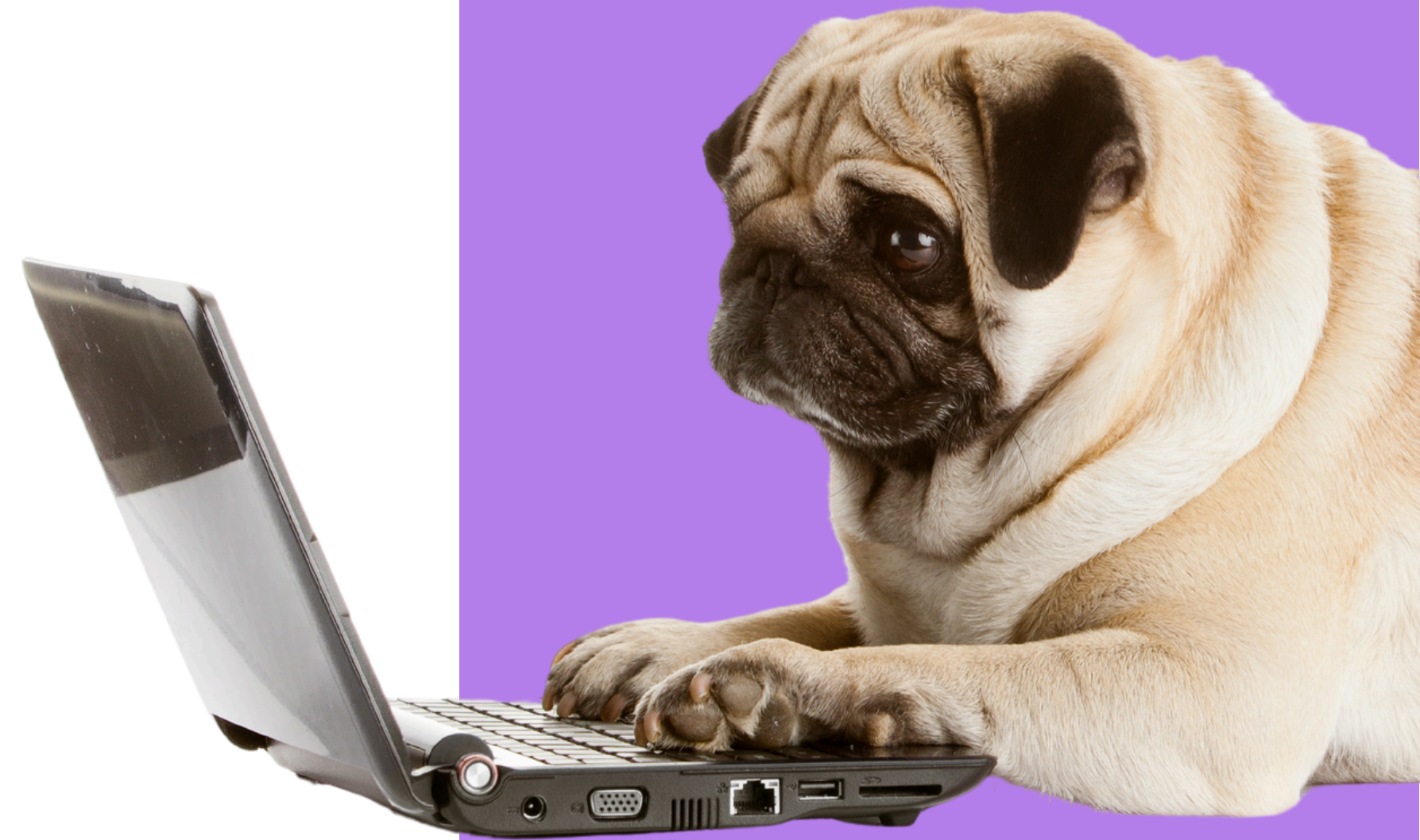


Vital Signs

Check the pulse

Explore your customer's journey.

- Why do customers need your product?
- How are our customers shopping?
- Where do customers come from?
- What do they need to make the process easy?
- Do you like what you see?
- Why do customers choose you?



Vital Signs

How is your marketing blood pressure?

- How is your occupancy doing?
- Economic occupancy vs unit occupancy?
- How many visitors are you getting on your website?
- How many leads are you getting?
- How many rentals are you getting?

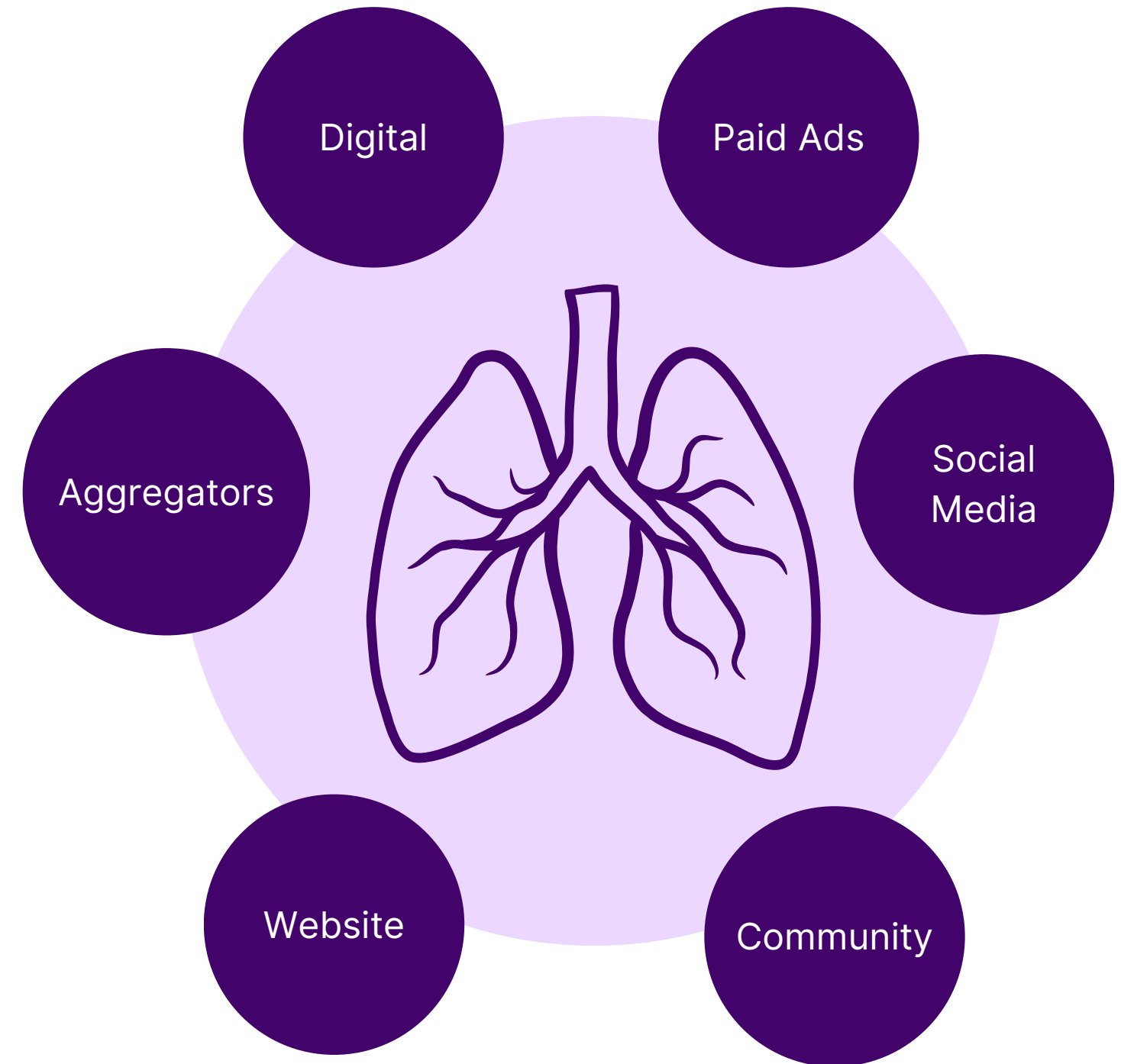
$$\frac{\text{RENTALS}}{\text{VISITORS}} \times 100 = \text{CONVERSION RATE}$$



Vital Signs

Is your marketing getting enough oxygen?

- How is your traffic?
- How is your branding?
- How many reviews are you getting?
- Where is your marketing money going?
- Is your marketing paying for itself (ROI/ROAS)?



Preventative Care

Is your marketing well nourished?

Just like we need adequate water and nutrition, we also need to make sure all of our marketing components are well-fed.

- Is your Google Business Profile optimized?
- Are you getting consistent reviews?
- Is your website doing its job? Are people finding you online?
- Is your online rental process working? (Do you have one?)
- Do you have a lead follow-up game plan in place?



**Why do people
rent storage?**



The 4 D's Of Self Storage.

Why are they even on your website?

- 01 Death
- 02 Divorce
- 03 Disaster
- 04 Displacement

**HONORABLE
MENTION**



Doing Business
Downsize
Doubling Up
Debt

What do your customers care about?

Easy experience





Meet Garrett.

Moving cities, renting storage
for the first time

CUSTOMER JOURNEY →





Garrett's World

Most of the services are driven and supported by technology.

Consumer Behaviour

- **9 out of 10** consumers price check a product on Amazon
- Airbnb had **150 million users**, 2m people stay in an Airbnb every night
- US retail e-commerce sales will grow 13.7%, reaching **\$908.73b** in 2021
- In 2015, 66m users used food delivery app to **120m users** in 2021

Airbnb

Find and rent a place for a month.

Uber

Get a ride on demand.

Amazon

Order some household supplies to restock.

DoorDash

Get some food when they get to town.

Self Storage Customer Journey

Understand how your customers
find you and choose you.



What do our customers need from us?

Fast discovery + easy rentals



Fast Discovery

SEO, top to bottom

01

What is SEO

02

Why does it matter

03

SEO terms and lingo

04

Ranking basics

05

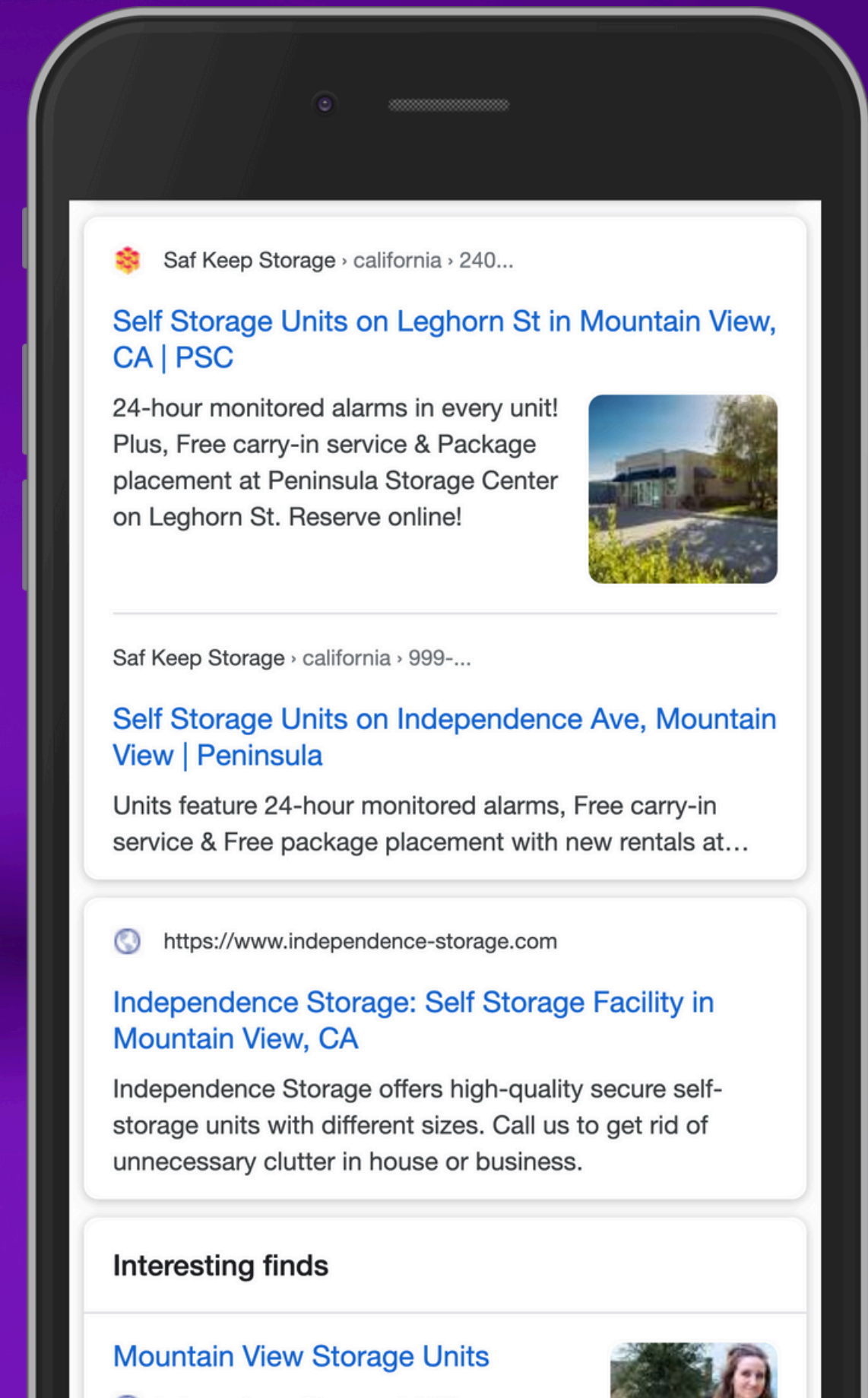
SEO + Google Business Profile



What is SEO?

Search engine optimization & search engine results page

- What is it and what does it mean?
- What's included in SEO?
- How do you improve your SEO?
- What does a Google search result look like today?



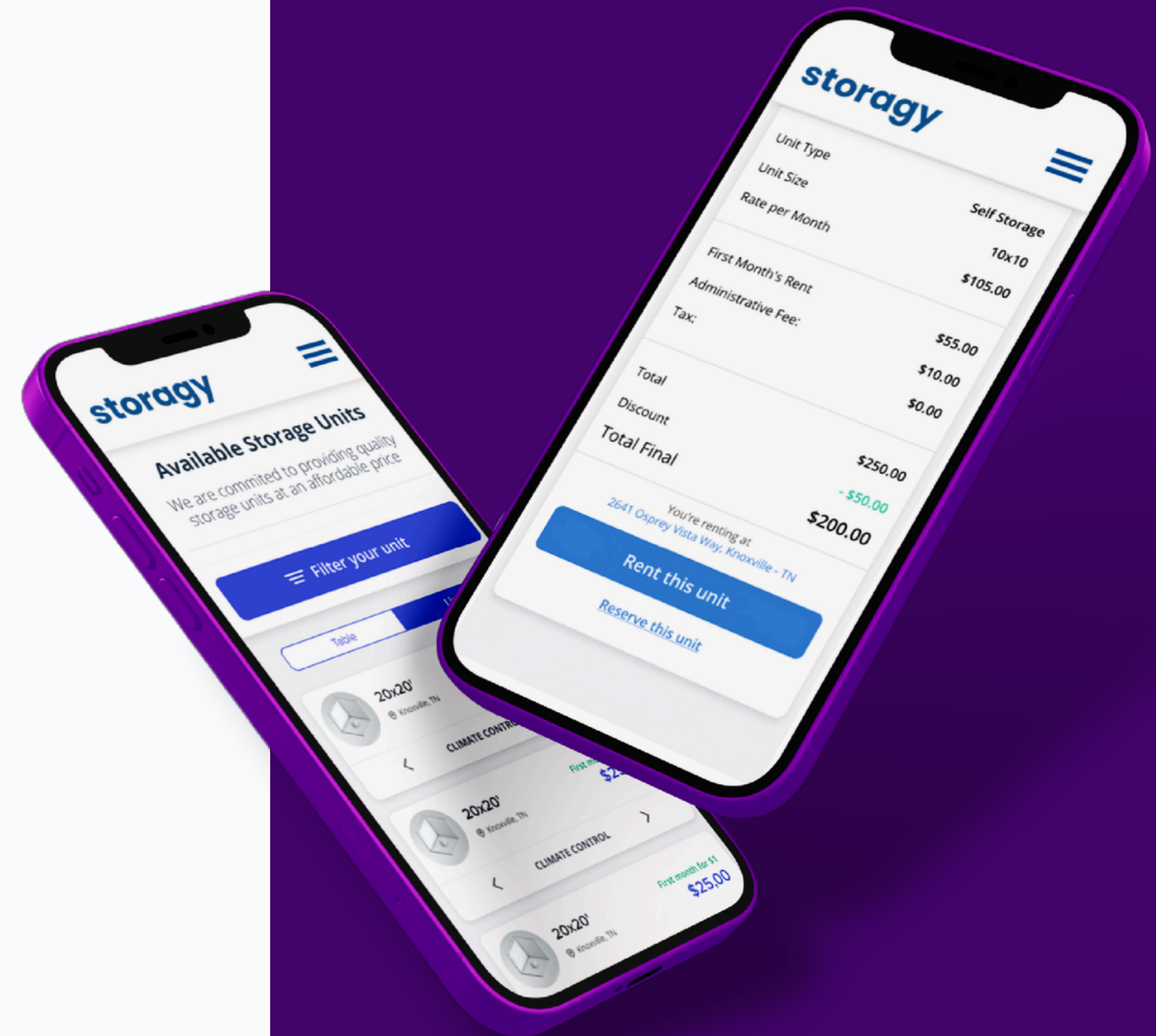
Live Google Search Results



Why does it matter?

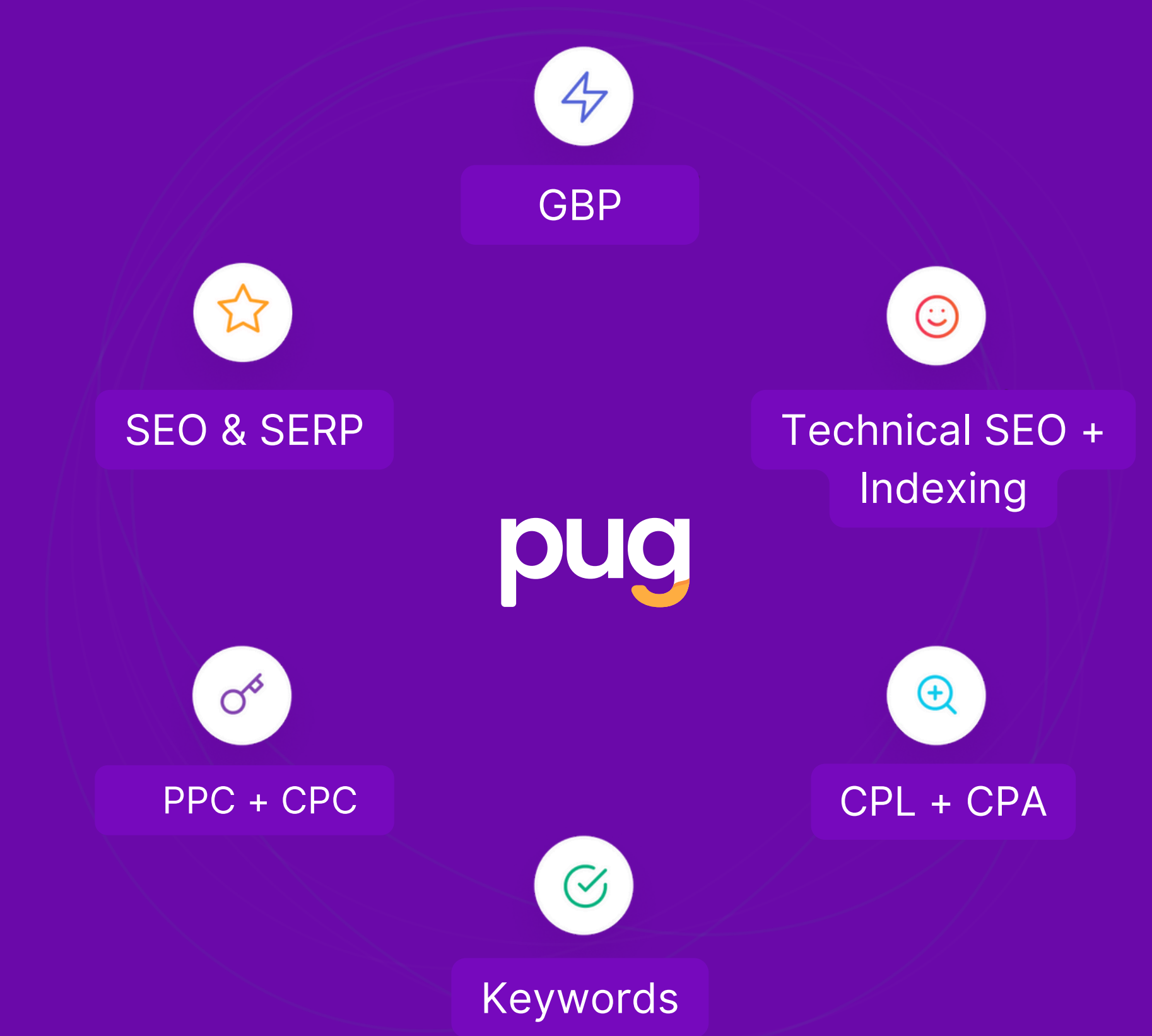
At least 50% of renters search the internet to find storage.

- Google is often the first place shoppers check
- Could be your #1 lead source
- Ways to be competitive even in a saturated market



SEO Terms + Acronyms

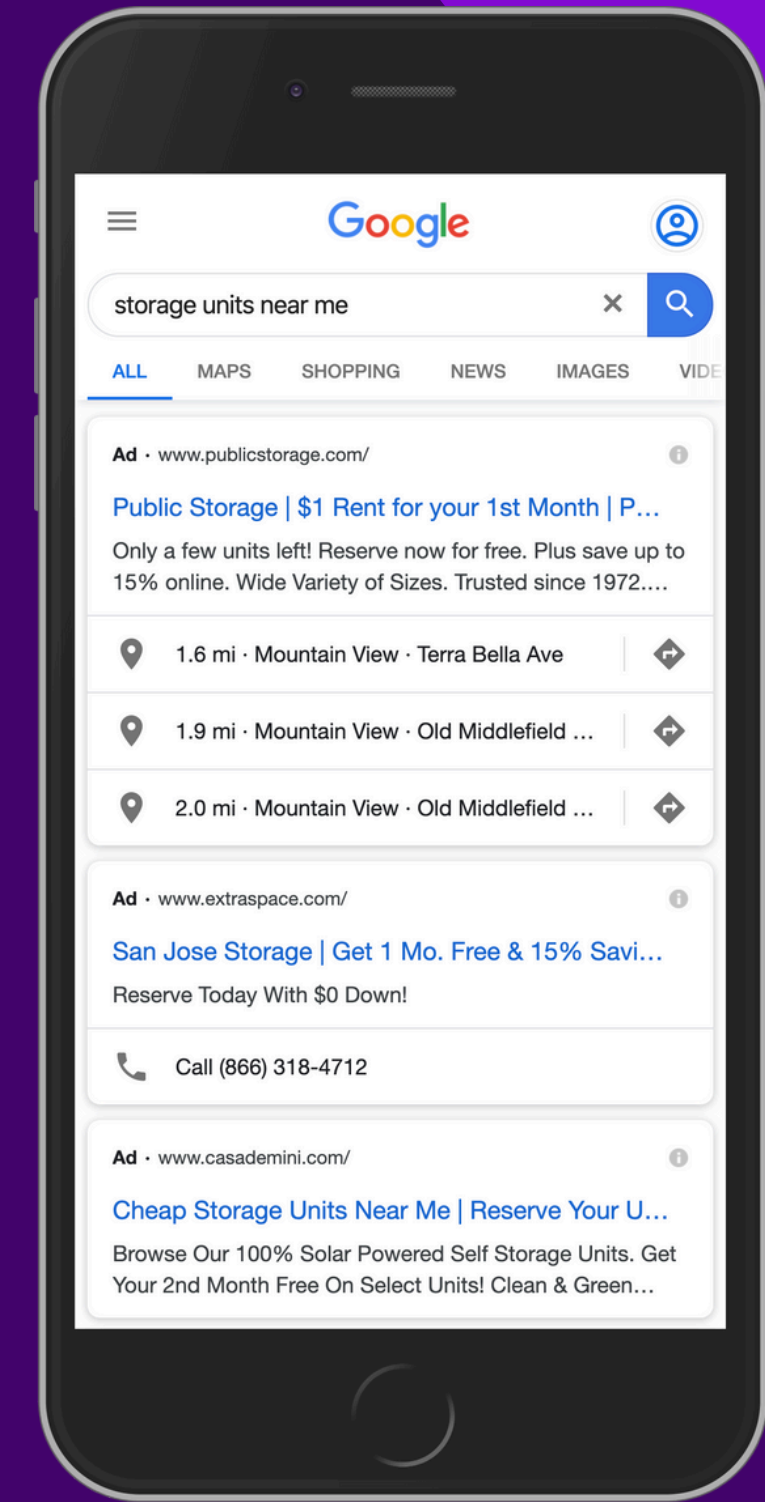
Understanding the marketing acronyms that actually matter



Ranking

What are people searching for
and how do you rank higher?

- What are the top search terms in storage?
- Local vs national searches
- What can you do on your website to rank higher?
- What tools can you use for keyword research?
- Who ranks above you?



What can I do to rank better?



Be Local

The biggest piece of the local business SEO pie comes from Google's Local Pack.



Be Consistent

You need to make sure that your business is listed the same across all different platforms.

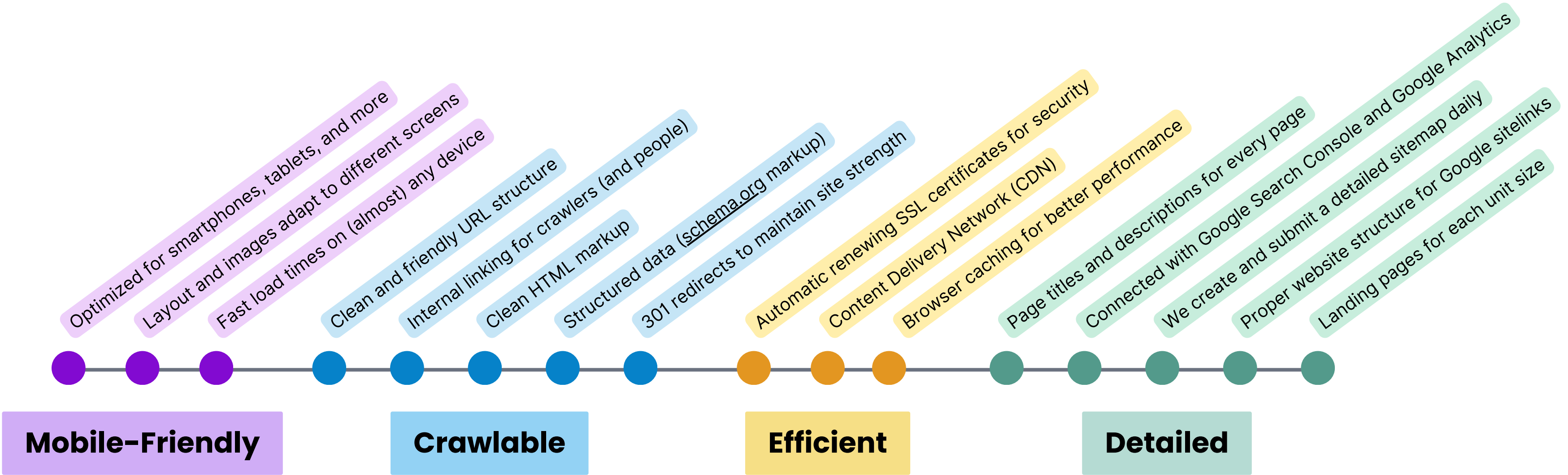


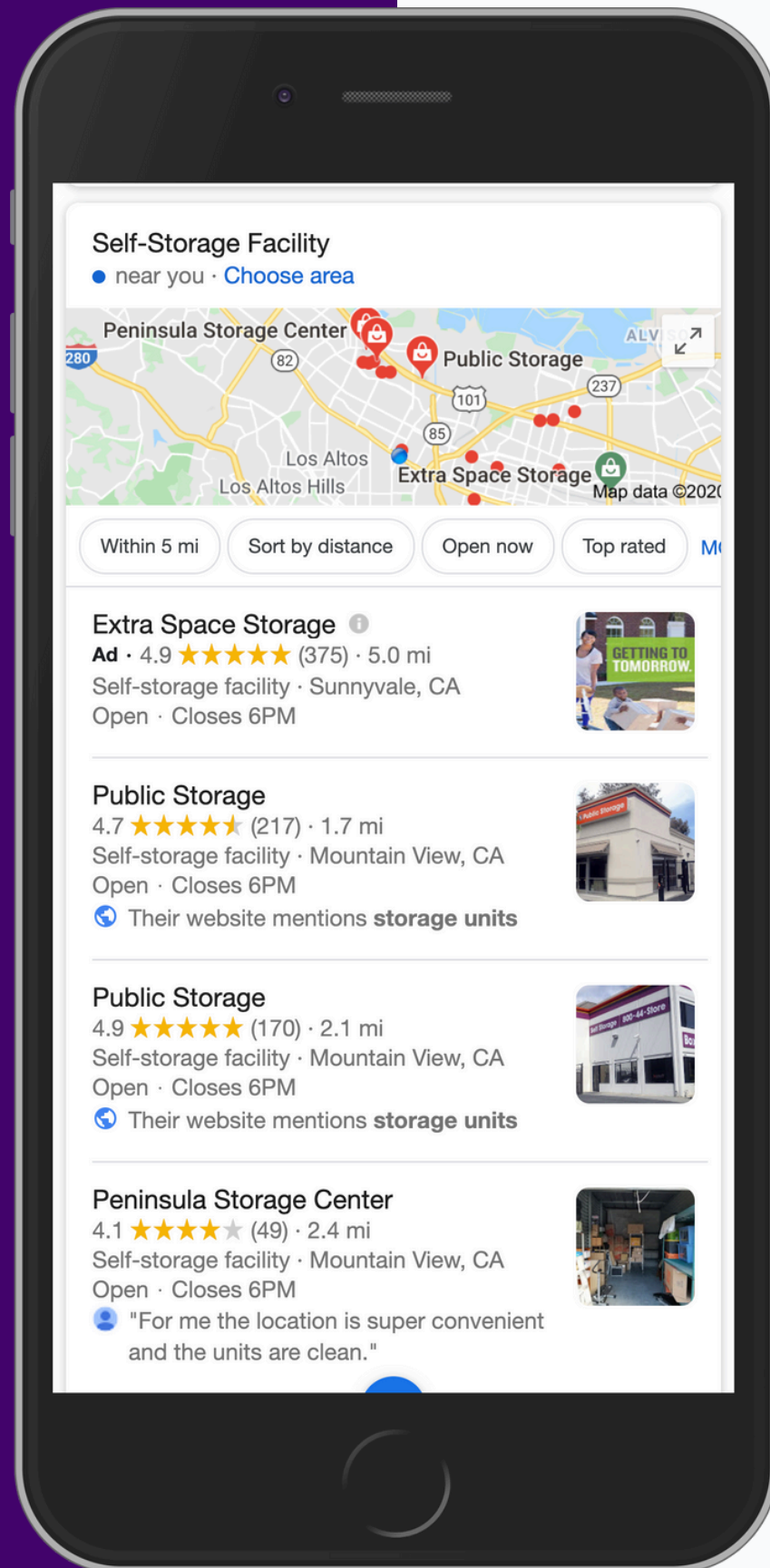
Be a Customer Champion

Make a website that builds trust, educates, and helps the searcher the most.

Help Google help you.

Technical SEO





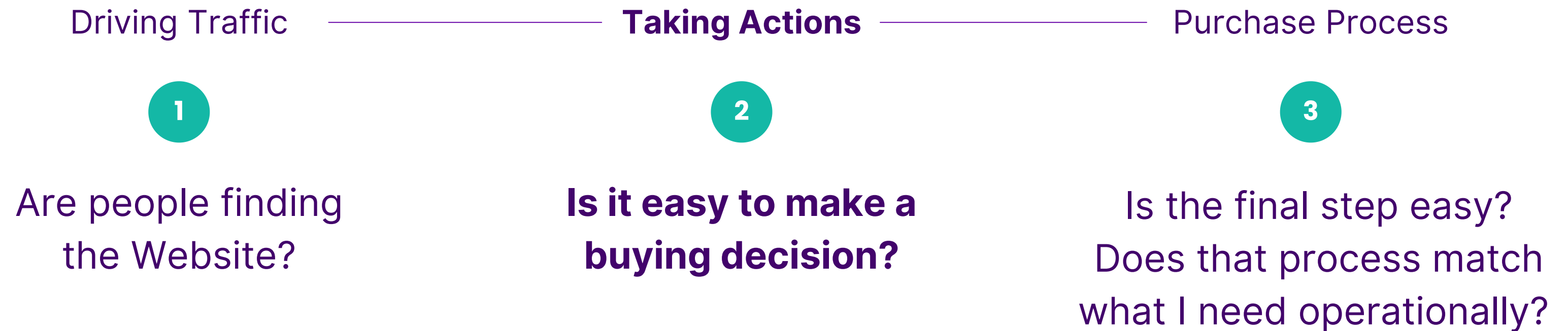
SEO + GBP

How does Google Business Profile help your SEO?

- Why is Google Business Profile so important?
- What makes a good GBP listing?
- How do you improve your GBP ranking?

- **46%** of all Google searches have a local intent. [Source: HubSpot]
- **93%** of local searches now feature Google Business listings. [Source: STAT Analytics]
- **68%** of people contact a business directly from search results. [Source: Search Engine Land]

What makes a website work?



Website Top 10

Fundamentals that build trust,
educate, and convert.

- 1 Easy to rent and reserve
- 2 Easy to find and contact the facility
- 3 Clear call-to-action
- 4 Mobile friendly and accessible for all people
- 5 Online bill pay options



Website Top 10

Fundamentals that build trust,
educate, and convert.

- 6 Modern, familiar user experience
- 7 Minimal noise and distractions
- 8 Professional quality photos and/or videos
- 9 Highlights all your amenities
- 10 Connected to an analytics platform



What makes them click rent?

Trust + Education



Building Trust

Let people see what the website is trying to sell.

- 1 Quantity of Photos
- 2 Quality of Photos
- 3 Subject of Photos
- 4 Prevalence of Photos



Building Trust.

Go aerial!



Robert @ SurePoint



Shannon @ Shamrock

Building Trust.

Show what they've been driving by. Let 'em know they are on the right site!



Kim & Keith @ Patina



TJO @ Premium Spaces

Building Trust.

Go wide!



Corey @ SpaceBox



Chad @ The Storage Group

Features and amenities to photograph

To get you started, here is a list of amenities and features to photograph at your facility.

Grounds

- Aerial or drone shot that provides an aerial view of your facility
- Road/entrance view (makes it easy for customers to recognize when pulling up)
- Signage/billboard
- Outside building view
- Overview of grounds

Security Features

- Security cameras
- Gate keypads
- Other security features (such as a resident manager or guard dog)

Storage Units and Parking Spaces

- A wide shot that shows storage units and aisles
- Diagonal views of storage doors
- Interiors of storage units of different sizes
- Outside and inside units (if available)
- Specialty units (climate-controlled, smart units)
- Parking spaces available for rent (covered and uncovered)

Staff and Office

- Managers and staff members
- Management office
- Screenshots of rental and payment systems available for tenants

Amenities and Products

- Dollies
- Loading docks
- Ancillary products (e.g., locks, boxes, tape, packing supplies)
- Any special features not highlighted above, such as a golf cart, portable storage, self-serve kiosks

The magic of Photography & Videography



Building Trust

When should I be using stock photos?

- 1 Taking over a rough property
No good pictures to take yet!
- 2 Brand new development
No good pictures to take yet!
- 3 Bad time of year
- 4 Life happens!



Who is she?

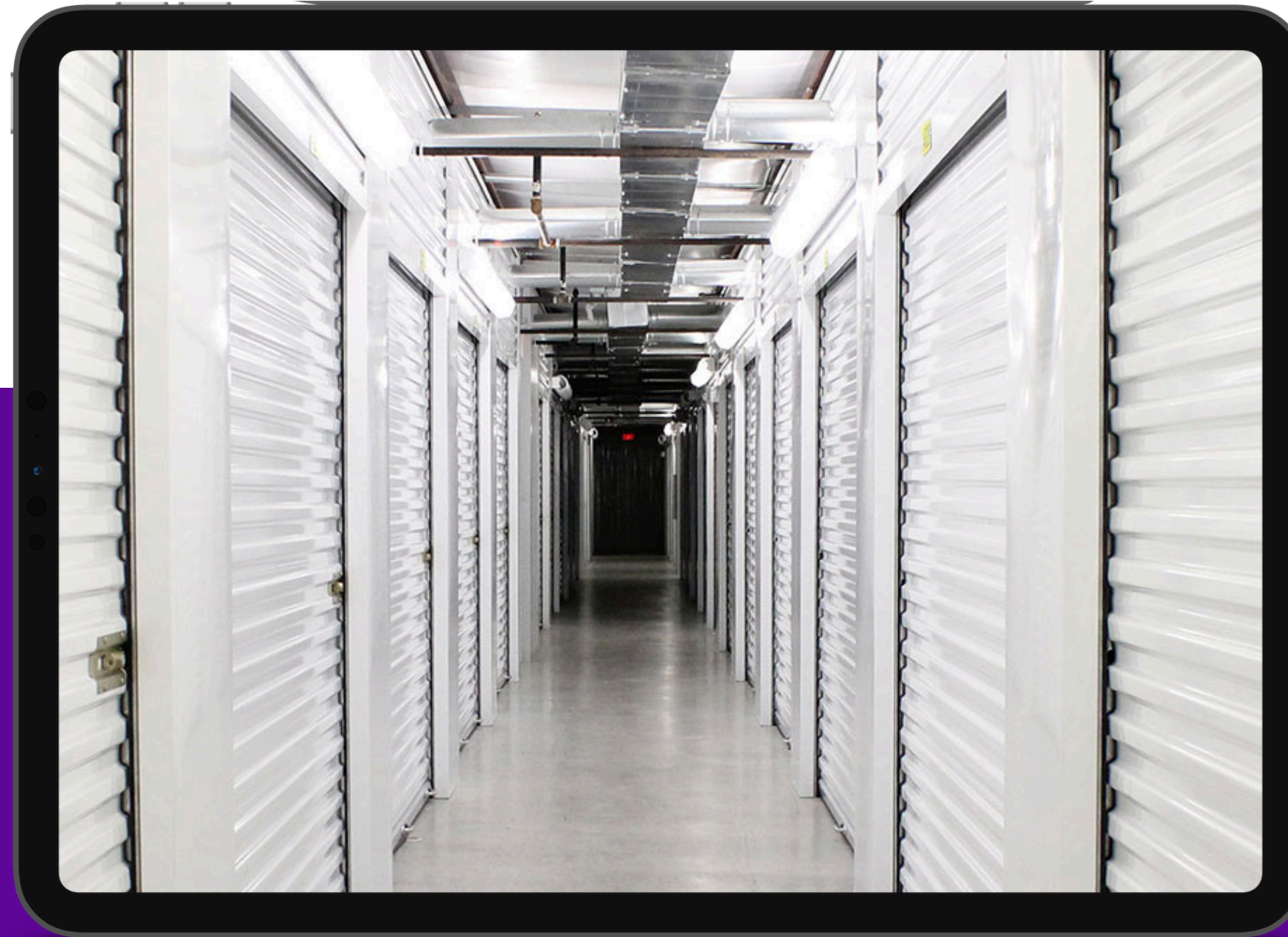
And why is she on so many storage websites?



Is this your facility?



Is this your facility?



Building Trust

Social Proof

- 1 When was the last time you made an online purchase that didn't have reviews?
- 2 Reviews should be prominent



Education

What makes your product special?

They came to your
website looking for
storage

Why should
they choose
you?

01
Make it obvious



Education

Are they able to understand the amenity, and to what degree?

Self Storage in Rockwood, TN

Indoor climate controlled units are available for anyone planning to store environmentally sensitive items, particularly for long periods of time. Protect your belongings from potential damage caused by intense temperature and humidity levels year-round.

Are you having a difficult time finding a safe place to park your RV, car, or boat? At Gateway 24 Hour Self Storage, we offer affordable and secure uncovered outdoor parking. Each area of the facility is being monitored 24/7 with our video cameras so your vehicle is always safe.

All the Convenience and Security You Need

- ✓ 24-hour Access
- ✓ Digital Video Surveillance
- ✓ Drive-up Access
- ✓ Great Customer Service
- ✓ Online Bill Pay
- ✓ Temperature controlled units
- ✓ Onsite Security
- ✓ Variety of Unit Sizes Available



Education

Are they able to understand the amenity, and to what degree?



24-Hour Digital
Video Recording



Education

One thing to say. Another to show.

Our Self Storage Team

Our self storage team has over 20+ years of experience to help you



Jeanette Coxwell

Manager - Douglasville - 10+ Years



Charlotte Hitt

Manager - Villa Rica - 10+ Years



Jessica Nash

Manager - Bremen - 4 Years

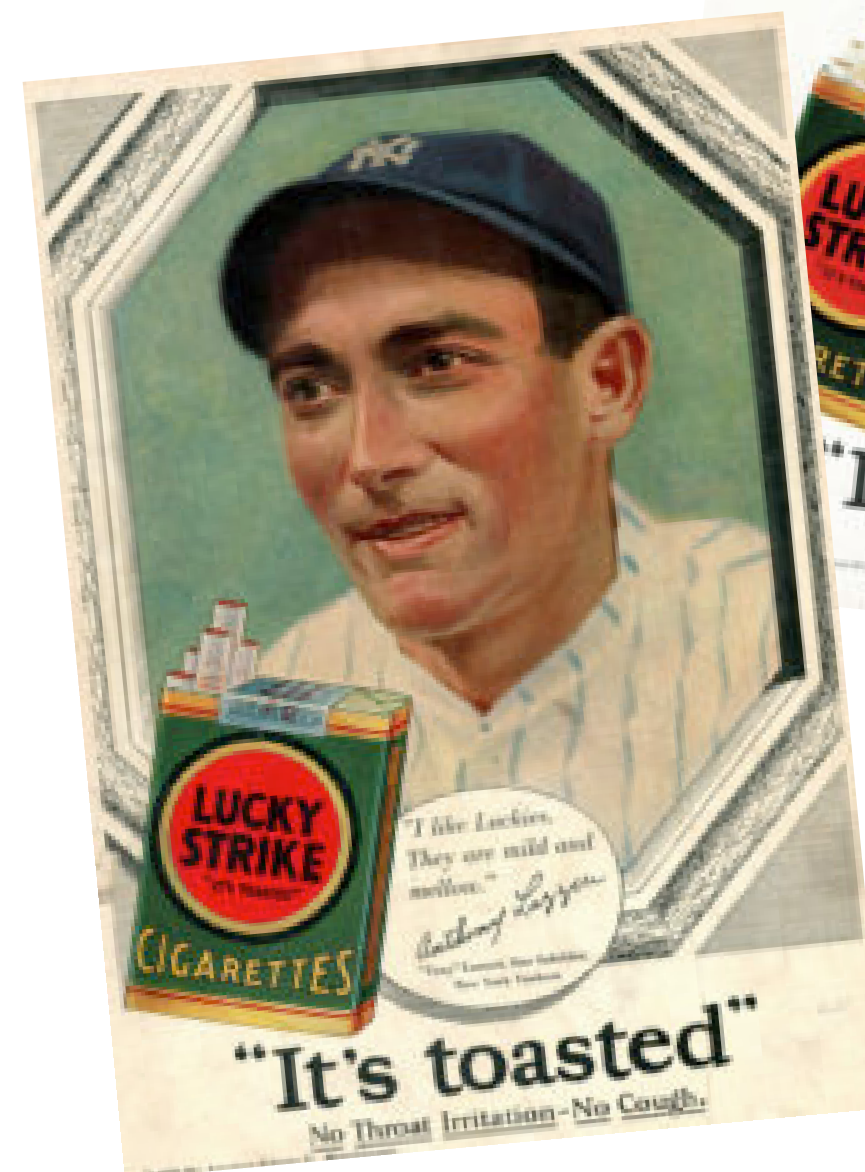


Education

One thing to say. Another to show.



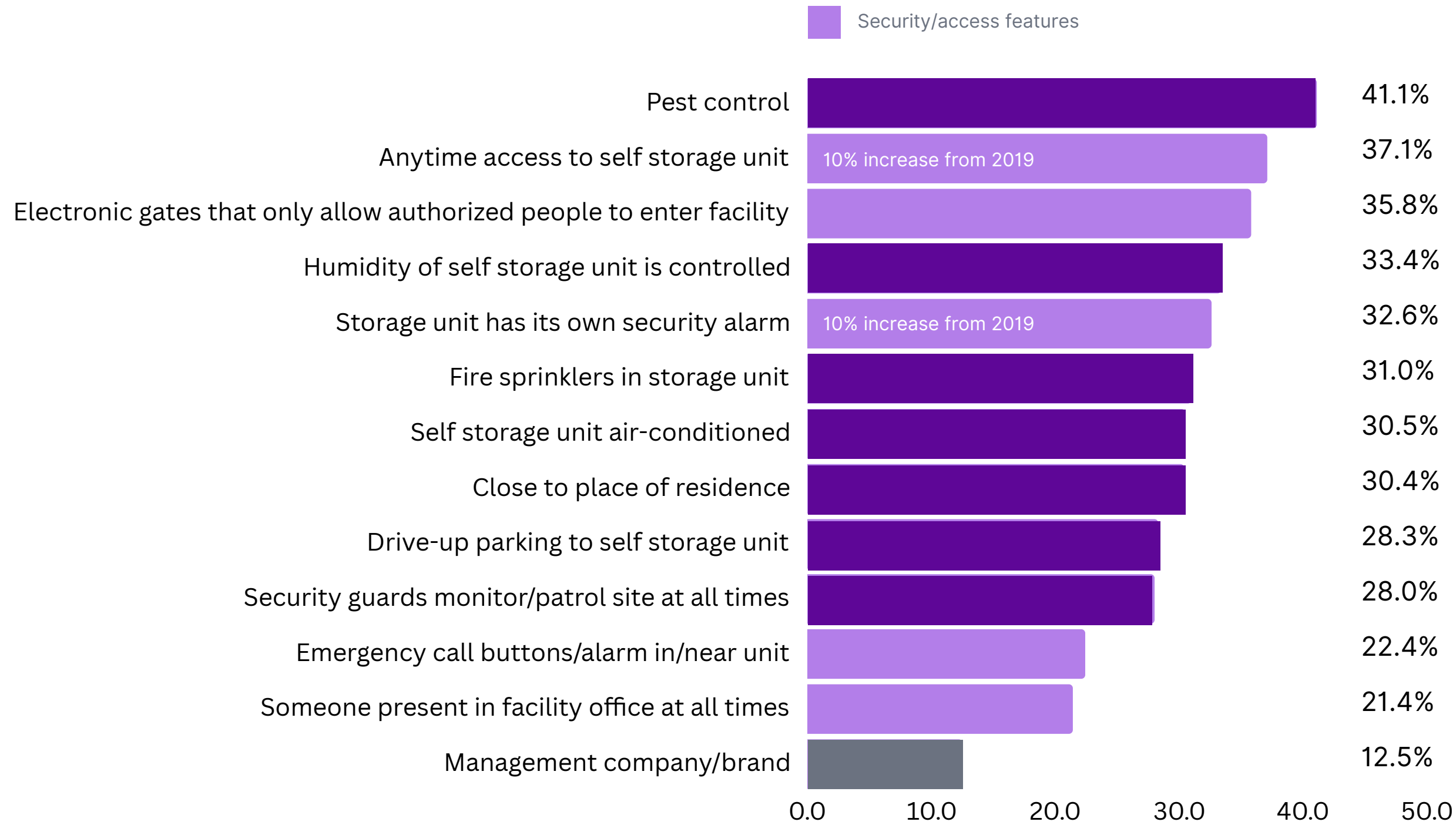
But everyone else has these things!



What renters want?

Top 10 features renters are **most willing to pay more** for.

Lower willingness to pay more for.



Homework

Audit your photos

- Quantity
- Quality
- Content
- Accessibility

Are there reviews on your website?

- How easy are they to find?
- In how many places can someone find social proof?

Education

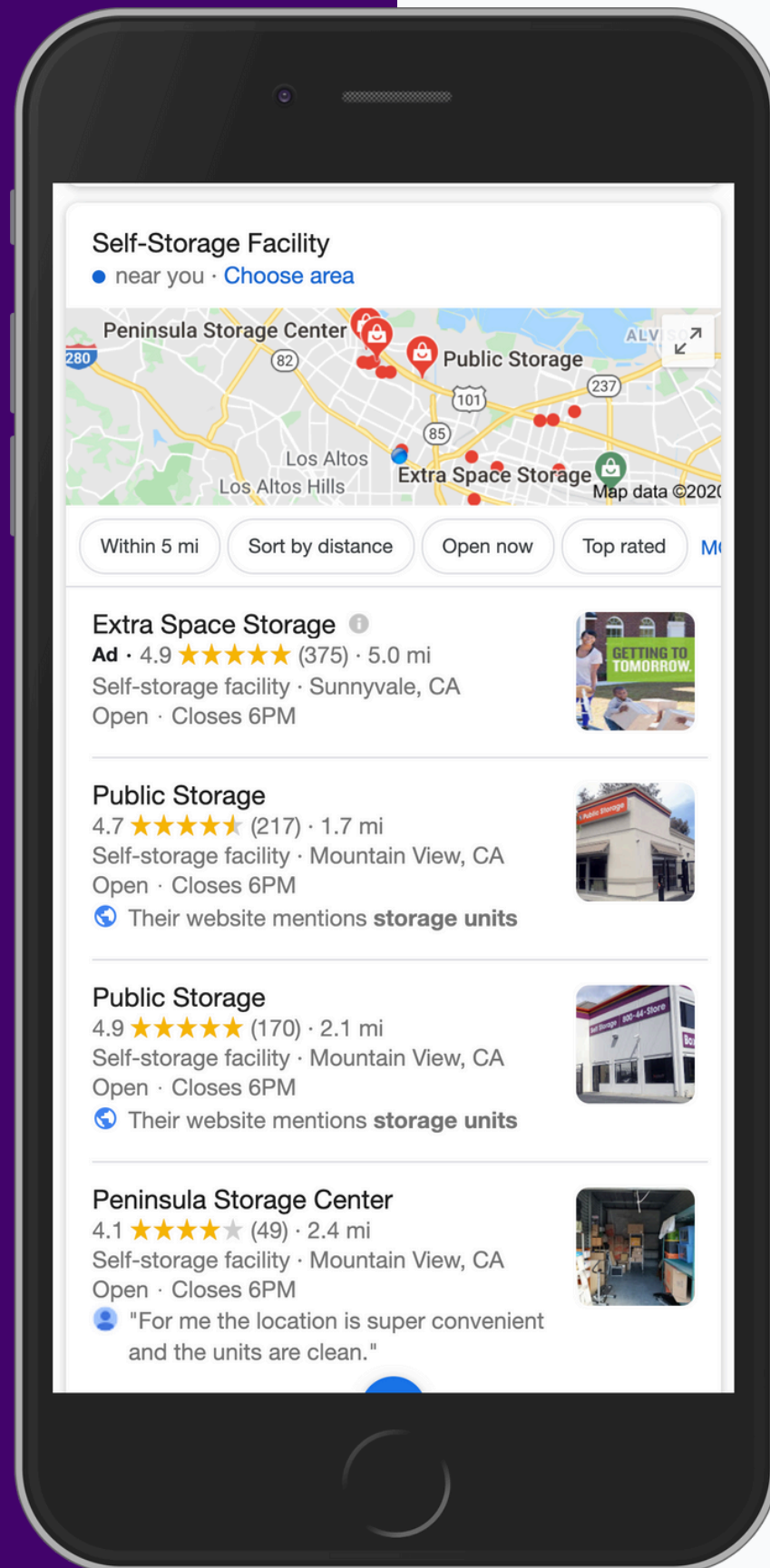
- List every amenity you've invested in
- List every thing that makes your product special
 - Go to your homepage
 - Can you find each of these things?
 - If you weren't the owner, to what degree would you think they exist?

Live Examples of Websites

Part 2

Live Google Business Profile Workshop





GBP Optimized

What can you do to make the most out of your listing?

-
- Photos!
 - Descriptions, services, and products
 - Better customer experience = better results
 - Reviews, reviews, reviews!

Live Workshop

Dive into your Google Business Profile

What makes GBP so important for self storage?

How to manage your profile

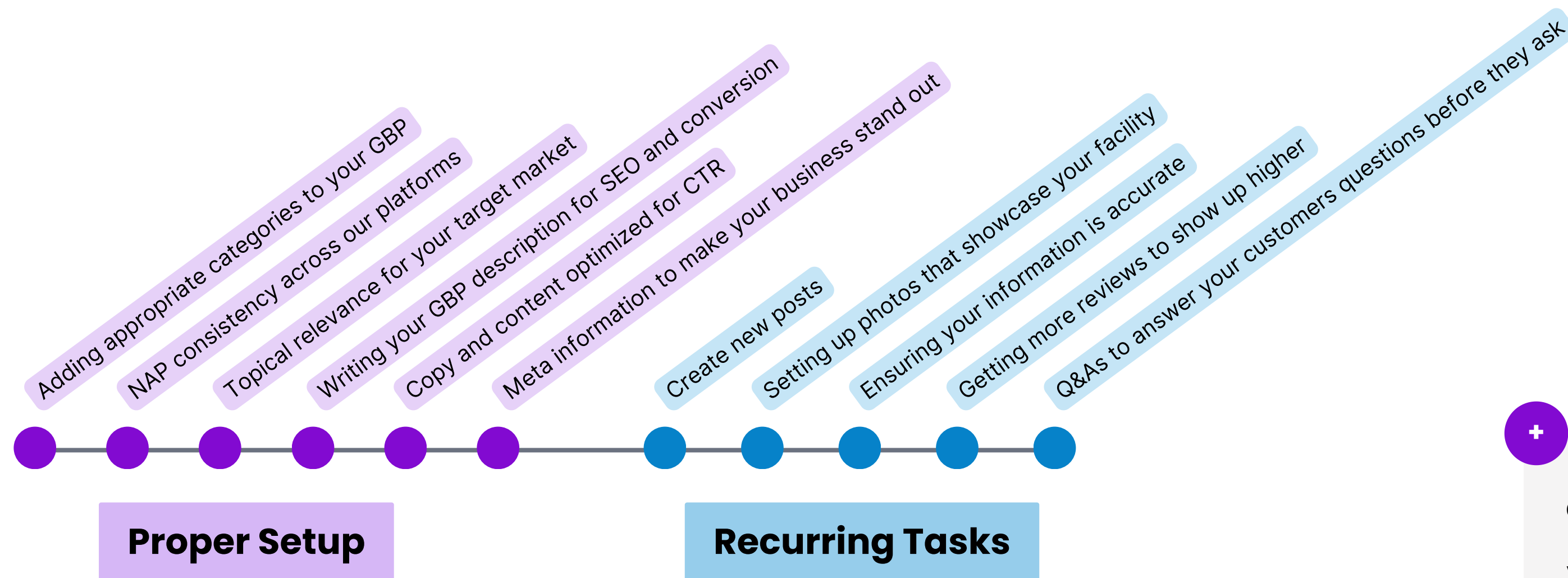
How to make a review link

Steps you should be taking regularly

Q&A at the end!



Google Business Profile



Remember

Google tracks customer behavior! The happier your customers are, the better your site will perform in search results.



Part 3

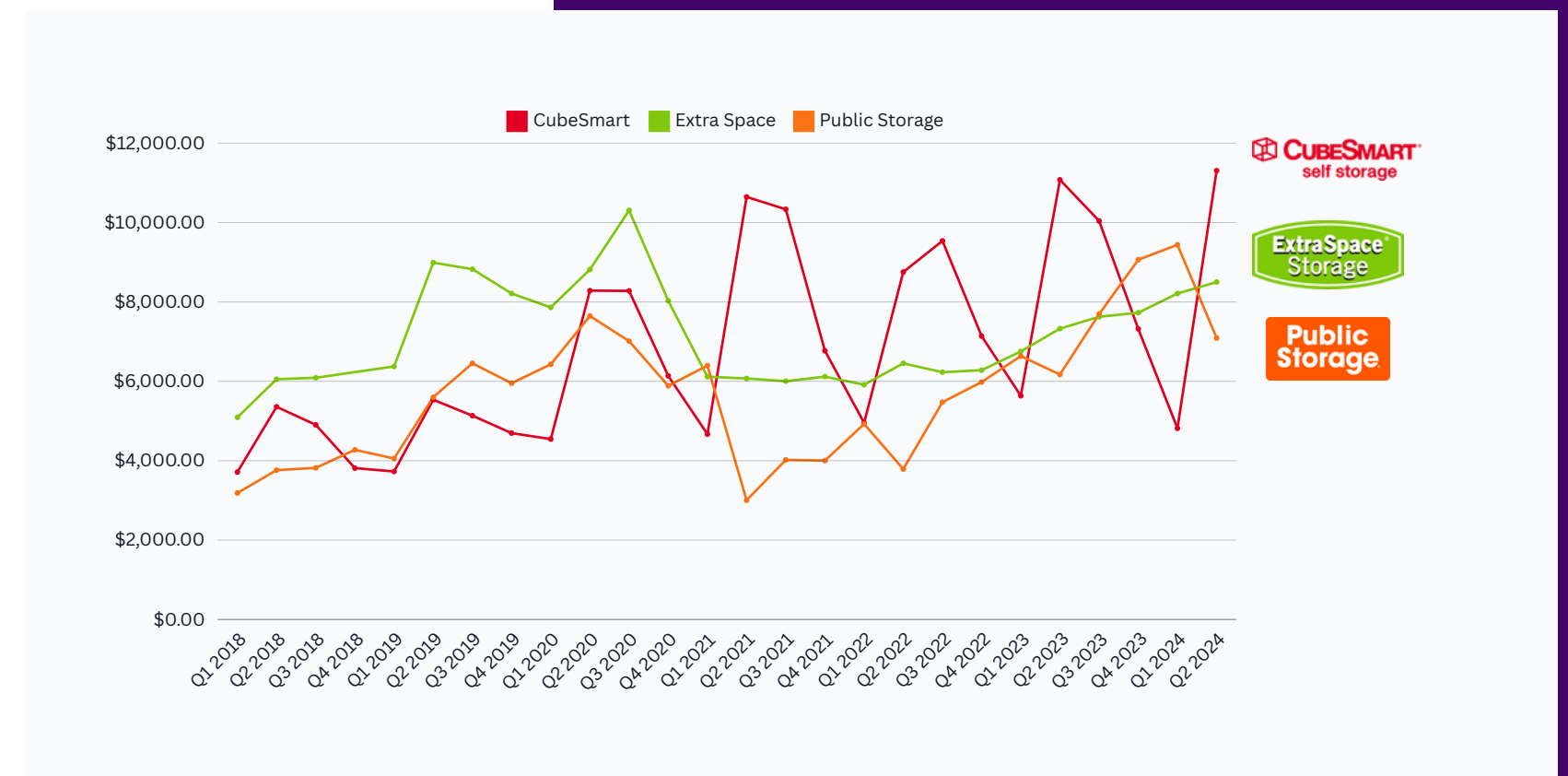
Grassroots and Community Marketing



State of the Industry

Why it's more important now

- The big are getting bigger
- They are throwing millions of dollars at their marketing every year
- About \$2,500 per location per month budget
- Demand has fallen significantly since 2022
- Marketing expenses are only going up



Traffic Source

Know where your customers are coming from

How are your customers finding you?

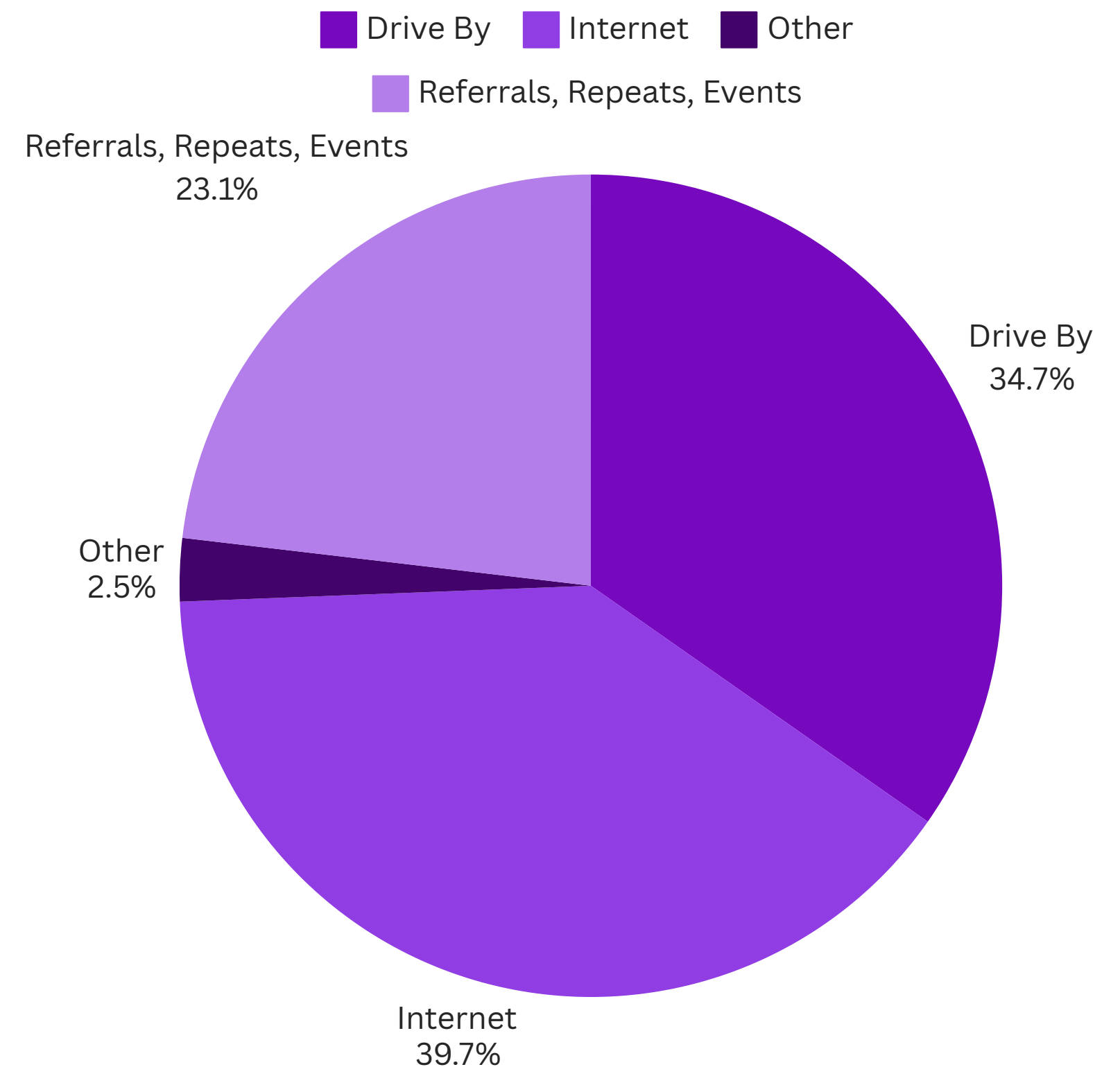
39.4%: Internet

34.5%: Driving by

2.46%: Other

22.99%: Referrals, repeats, and events

Numbers from USG 2023 *Year in Review* report



Community

They don't have the same community connections

Small businesses can become a part of the community in a way the largest operators can't.

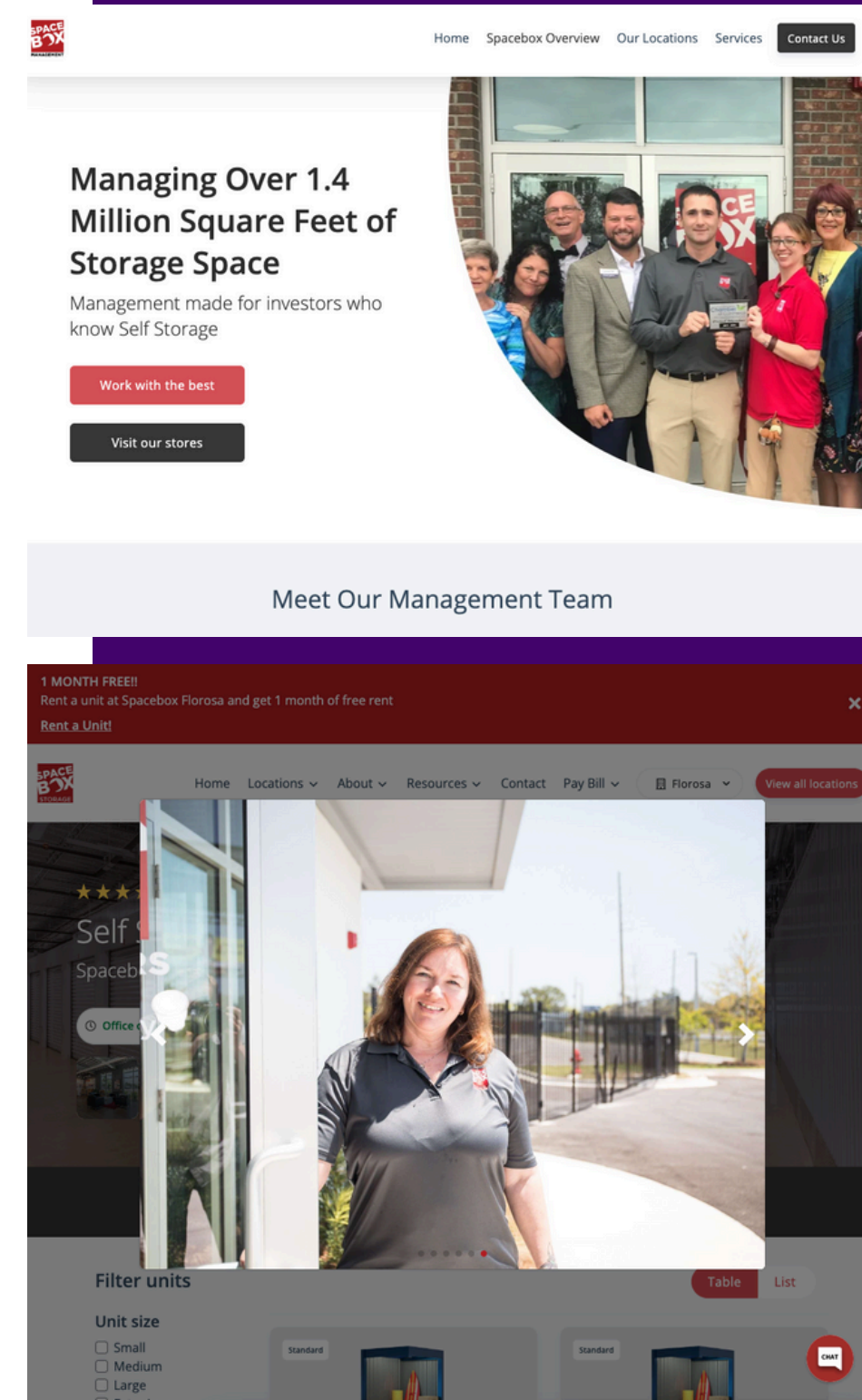
- Getting reviews
- Referral programs
- Local business outreach
- Local sponsorships
- Local charities



Success Stories

Spacebox Storage

- Treat their managers well
- Obsess about customer experience
- Strong reviews program



Success Stories

Universal Storage Group

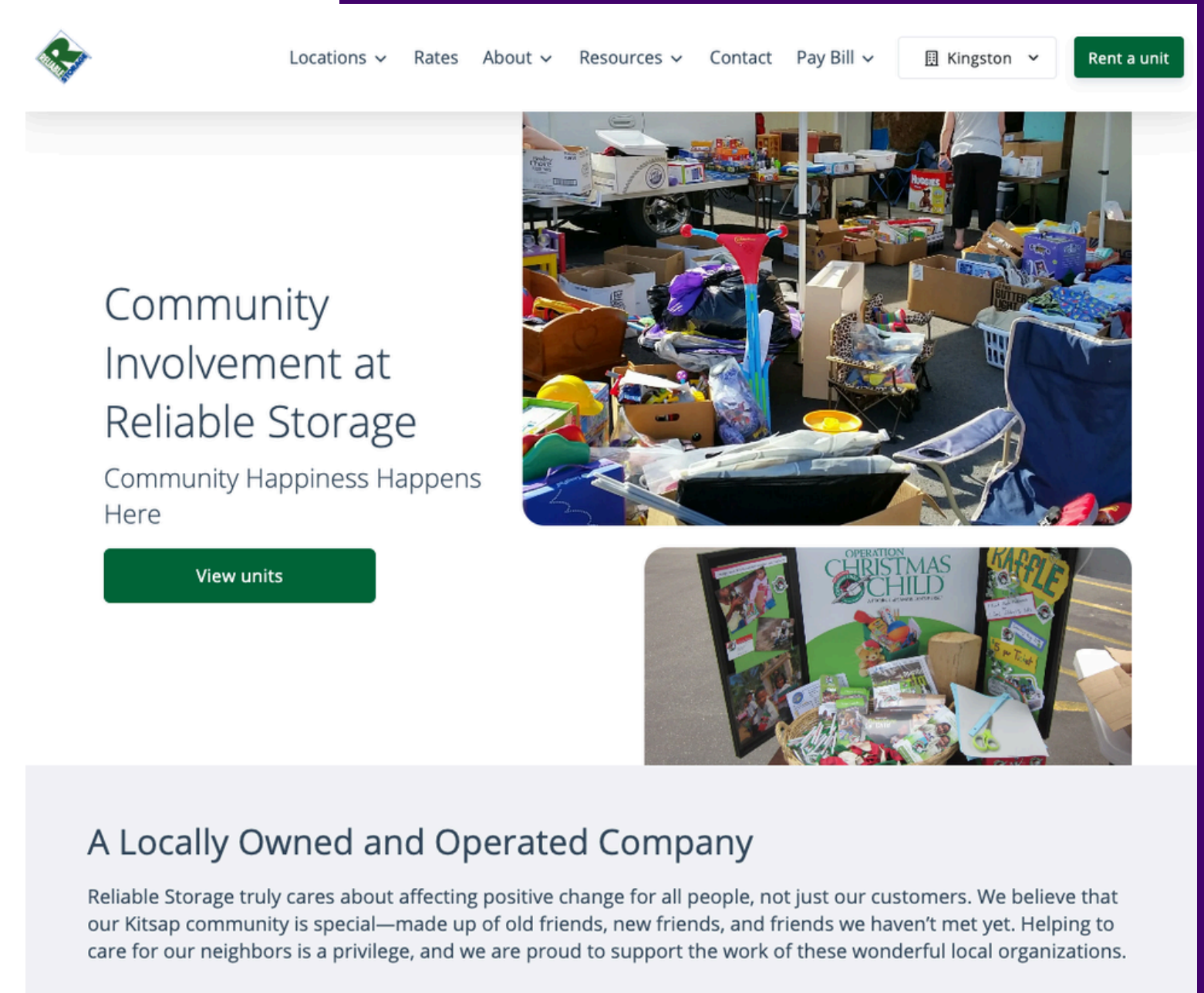
- On-location events and yard sales
- Welcome bags to new renters
- Referral gifts and promotions



Success Stories

Reliable Storage

- They know their market
- Chamber of commerce and charity involvement
- Large military base in their area allows them to cater discounts and promotions for this demographic



The screenshot shows the Reliable Storage website. The top navigation bar includes links for Locations, Rates, About, Resources, Contact, Pay Bill, and a location selector set to Kingston, along with a 'Rent a unit' button. The main content area features a large image of a storage unit filled with toys and a person organizing items. Below this image is the text 'Community Involvement at Reliable Storage' and 'Community Happiness Happens Here', followed by a 'View units' button. A smaller image below shows a display for 'Operation Christmas Child' shoeboxes. The bottom section is titled 'A Locally Owned and Operated Company' and contains a paragraph about the company's commitment to the community.

Locations ▾ Rates About ▾ Resources ▾ Contact Pay Bill ▾ Kingston ▾ Rent a unit

Community Involvement at Reliable Storage

Community Happiness Happens Here

[View units](#)

A Locally Owned and Operated Company

Reliable Storage truly cares about affecting positive change for all people, not just our customers. We believe that our Kitsap community is special—made up of old friends, new friends, and friends we haven't met yet. Helping to care for our neighbors is a privilege, and we are proud to support the work of these wonderful local organizations.



Extemporize.

Recipe

The Best Medicine

Reviews

- Reviews are one of the most effective marketing tools
- Social proof
- Managers can help get more reviews
- For every bad review, seek out more good ones
- Incentivize your managers, not your customers



Why are reviews so important?



Good for Customers

Quickly build trust.
When you shop on Amazon, do you buy products with terrible reviews?



Good for You

Word-of-mouth is the best form of marketing. Plus, it's free!



Good for Google

The more reviews you have, the more likely you show up higher on search.

BONUS

**GOOD REVIEWS
MAKE YOU FEEL GOOD!**



Reviews

Ask

The first and best way to get a good Google review is to ask your customer in-person to leave you one.

- Starts with delivering an exceptional experience worthy of a 5-star review
- Ask in a straightforward way
- Show them how to leave a review
- Make it easy
- Ask at the time of move-in (before the lease)
- Ask after any awesome interaction



Reviews

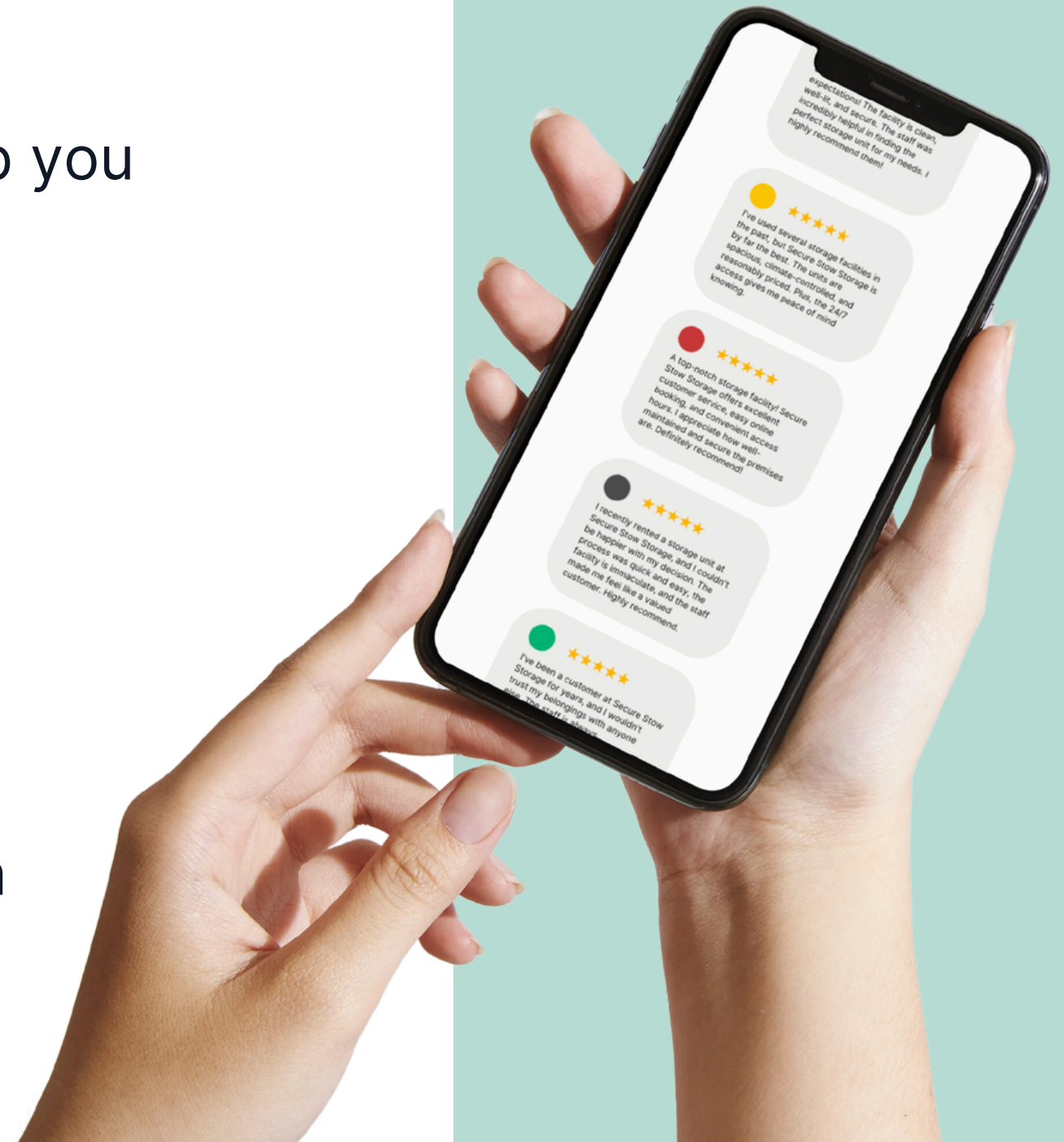
The Script

“How was your experience today? Was I able to help you with everything?”

Pause for their response.

“Awesome! Glad to hear it.

It would **help me** out a ton if you left **me** a review on Google. I’ll send you a link right now or you can scan this QR code!”



Reviews

Make It Easy

When it's easy, people will do it!

- QR codes
- Create a poster to display at the facility or create postcards with QR codes to give to tenants
- Link to GBP review section from your online rental success message
- Use NFC and tap-to-click tools



Reviews

Text Your Customers

For customers who rent online, text them a link to leave a review on your GBP.

- Use tools that integrate with your property management software
- Personalize the message if possible
- Follow up on a regular cadence

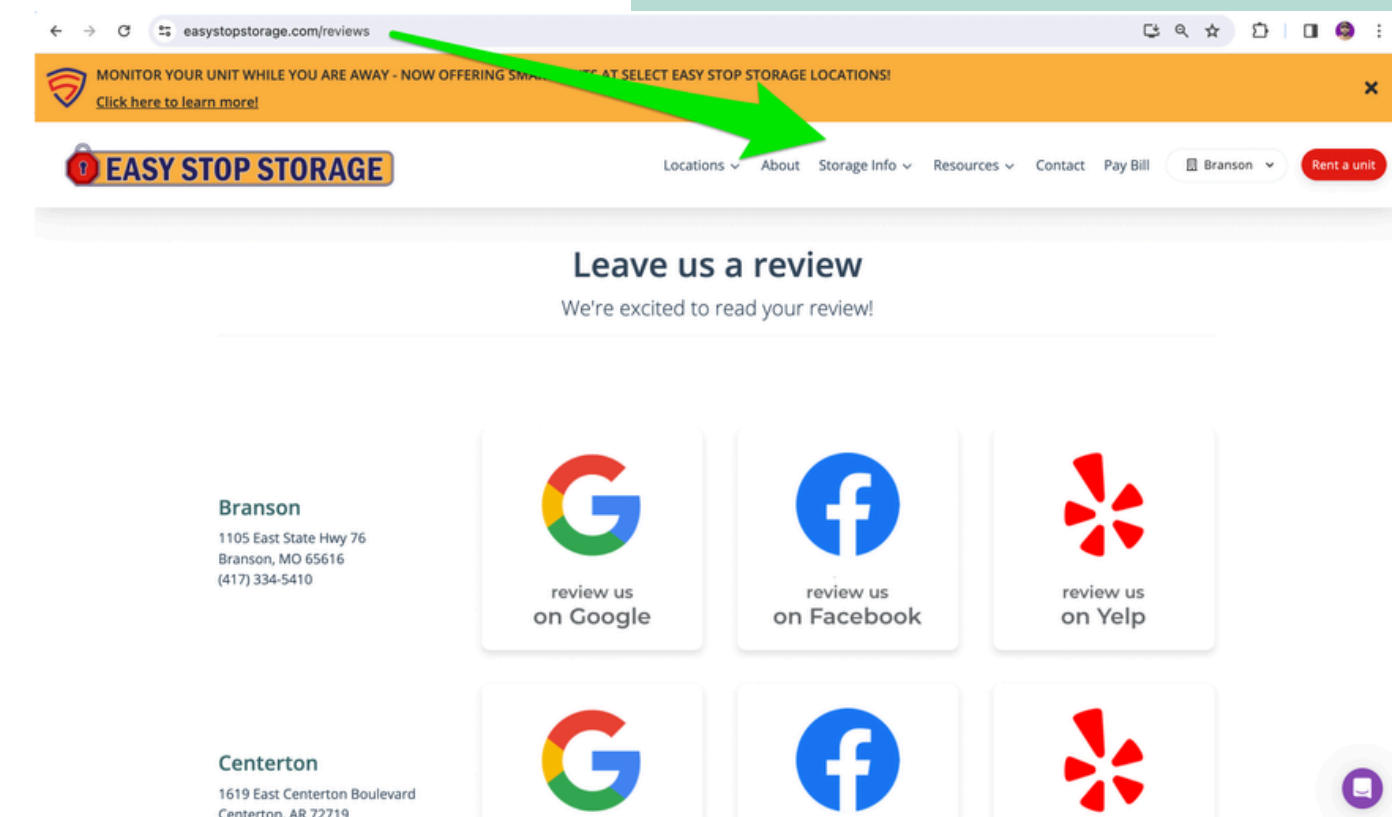


Reviews

Links on Website

Send tenants to the website as another option for leaving a review.

- Add a “Reviews” page to your website
 - Refer tenants to the website to leave a review
- Once again, link to GBP review section from your online rental success message



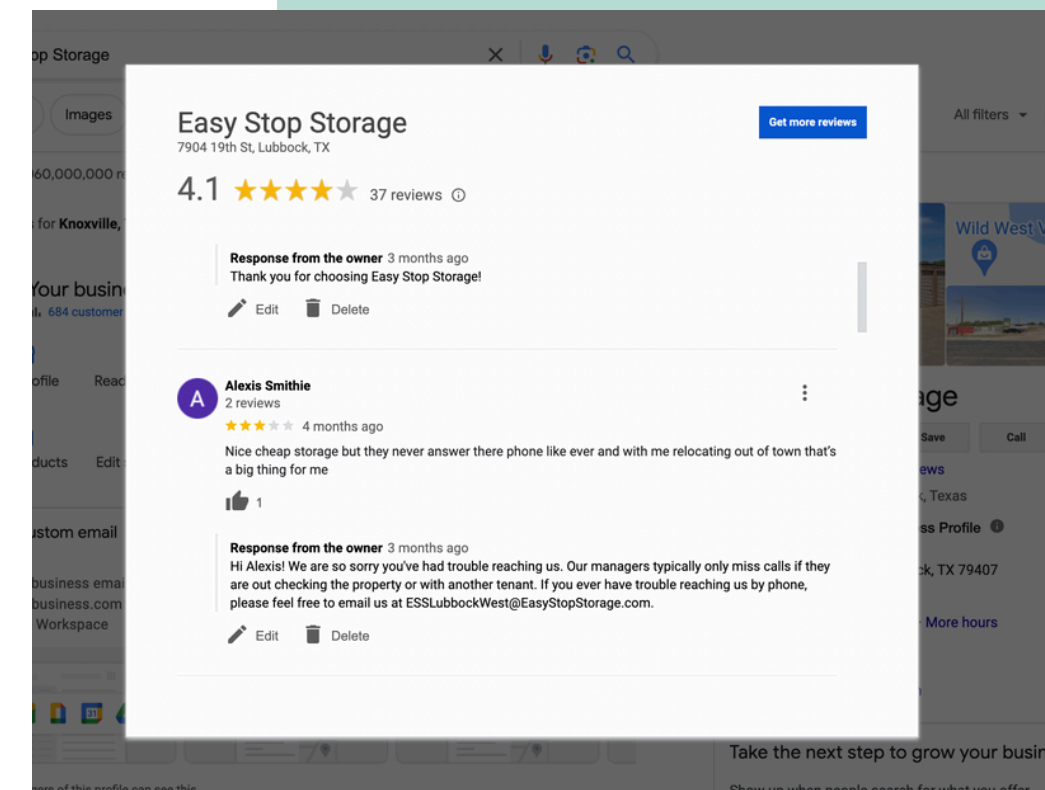


Reviews

Manage Your Reviews

Best practices for managing online reviews.

- Respond to all reviews shortly after you get them
- Learn how to respond to negative reviews
- Be consistent, customers (and Google) value recent reviews
- Use the feedback from reviews to improve your facility
- Showcase your reviews on your website, social media, print media, and signage
- Bonus program for managers





Boost Your Business' Immune System

Events

- The REITs can't buy your involvement in your community
- Expose your business to people in the community who would find what you offer useful
- Is there a way you can cater to your specific market?



Chicken Soup for the Business Soul

Referrals

- Building a referral marketing program
- Making friends with the competition down the road
- Working with community organizations (chamber of commerce, nonprofits, etc)
- Which community sponsorships you should consider



Part 4

Experimental Tactics for When You're
Doing Everything Else



Experimental Tactic

Social Media

- Don't try to go viral
- Keep it hyper local
- Don't give it more than it can give you
- The best tool for social media marketing is your cell phone



Social Media

How to pick a platform

- Facebook
- Instagram
- LinkedIn
- TikTok
- Snapchat



Pug Pro Tip

When was the last time you paid for a local service from social media?



Social Media

Facebook post ideas

- Specials and promos
- Unit availability
- Celebrate an event
- Shout out a fellow local business
- Promote a tenant
- Showcase reviews
- Facility hours
- Tips
- Memes
- Seasonal celebrations



Inspiration

Gate 5 Self Storage
Manhattan Mini Storage
StorSafe Self Storage
Synergy Storage



Social Media

Ask yourself these questions

- Does it spark joy?
- Do you love engaging your community?
- Are you good at it?
- Do you have time for it?



Experimental Tactic

Influencer Marketing

- Microinfluencers might have an influence on your community
- Don't spend too much here
- Make sure you can track it
- We're not advertising in the Super Bowl - stay local



Experimental Tactic

The Big AI Takeover

Real world application do's and don'ts

- AI is everywhere - but it's not actually taking over
- Scope - remember it's basically the average of everything
- Use it where it makes sense; but with caution
- When you need to write something - but only as a starting point
- Brainstorm social media post topics
- Responding to reviews (sometimes)
- When bandwidth is absolutely zapped
- Never with anything legal
- Never put AI in charge of anything without human approval
- **Have a human review everything**

Create an image of two people shaking hands with a purple storage unit in the background



Let's check those vitals

How to make sure you're in tip-top shape.

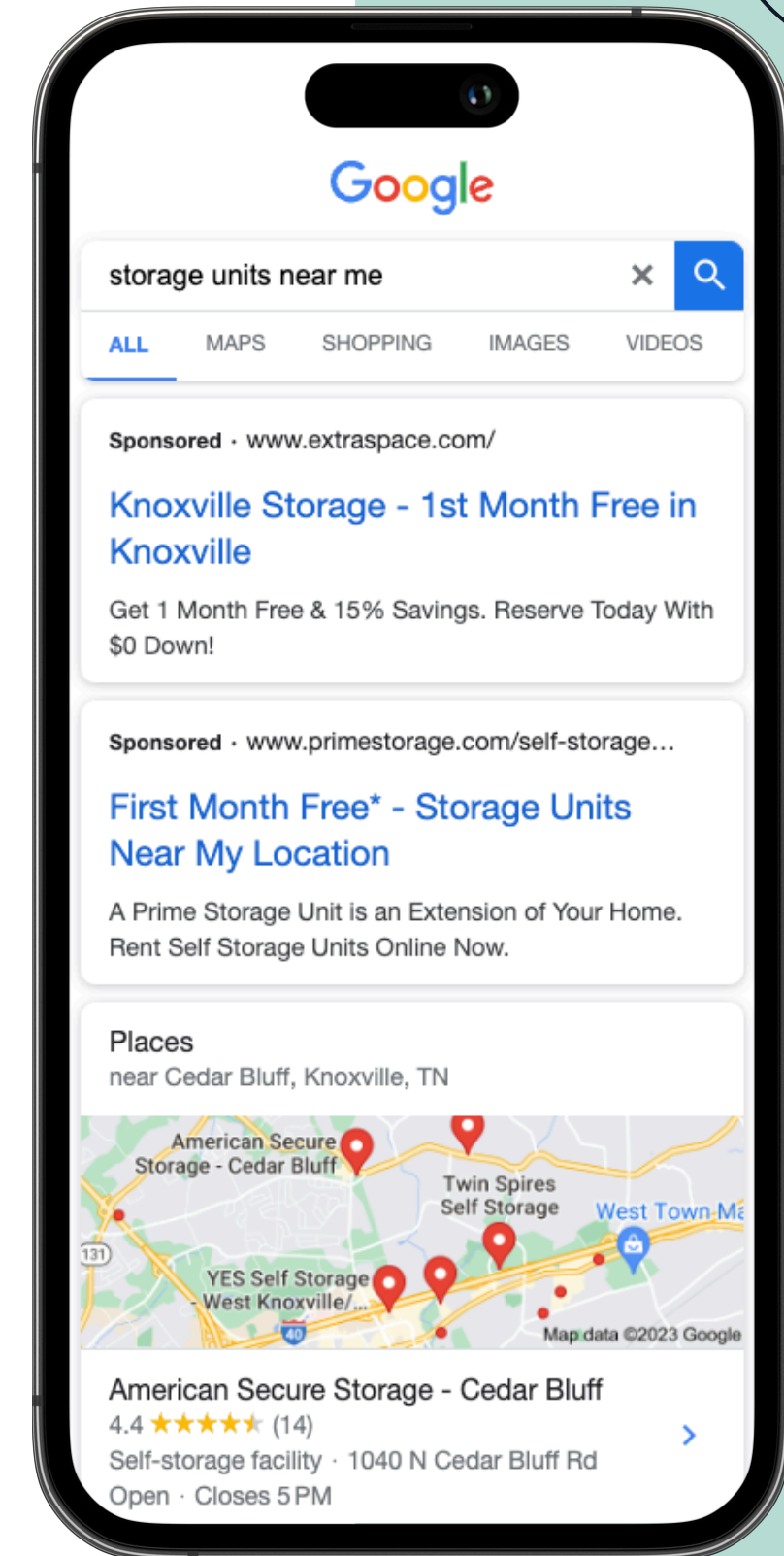


Symptom 1

Not Showing Up On Map Pack

Treatment:

- Optimize your Google Business Profile
- Be consistent online
- Get more reviews



Symptom 2

No Traffic to Your Website

Treatment:

- Examine your digital marketing channels
- Audit your SEO
- Check what your neighbors are doing well





Treatment

SEO Refresher

Search Engine Optimization

- Are you showing up for your customers?
- What is SEO and why does it matter?
- Know your top keywords
- Know where you rank for your top keywords
- You don't need to rank everywhere - just where your customers are
- Speak the language of your customers



SIMPLIFY

What is actually getting
clicks?



Treatment

Other Paid Channels

Paid Ads and Aggregators

- Competitive markets might need some help
- What should happen first
- How to prevent paying money to compete with yourself on multiple platforms
- What's happening on aggregators
- How much do aggregators charge per lead
- Make sure you're tracking how much you are spending per rental



Treatment

The “Other” Category

Other Digital Marketing

- Verified Yelp
- Verified Bing Places
- Verified Apple Business Connect
- Citations campaigns (ie. Moz, BrightLocal, Yext)
- Legitimate social media accounts with some very basic posts
- Email marketing/newsletters



Symptom 3

There's Traffic, But People Aren't Renting

Treatment:

- Audit your website functionality
- How long does it take? Clicks?
- Go through your rental flow, or have a friend do it
 - Can your mom or grandma rent without help?
- Ask yourself: do I like what I see?



Treatment

Conversion Woes

- How are people shopping for storage?
- Build trust - photos and testimonials
- Must sync with operations
- What features make a website work?
- Add or adjust your online rental process
- Get out of their way



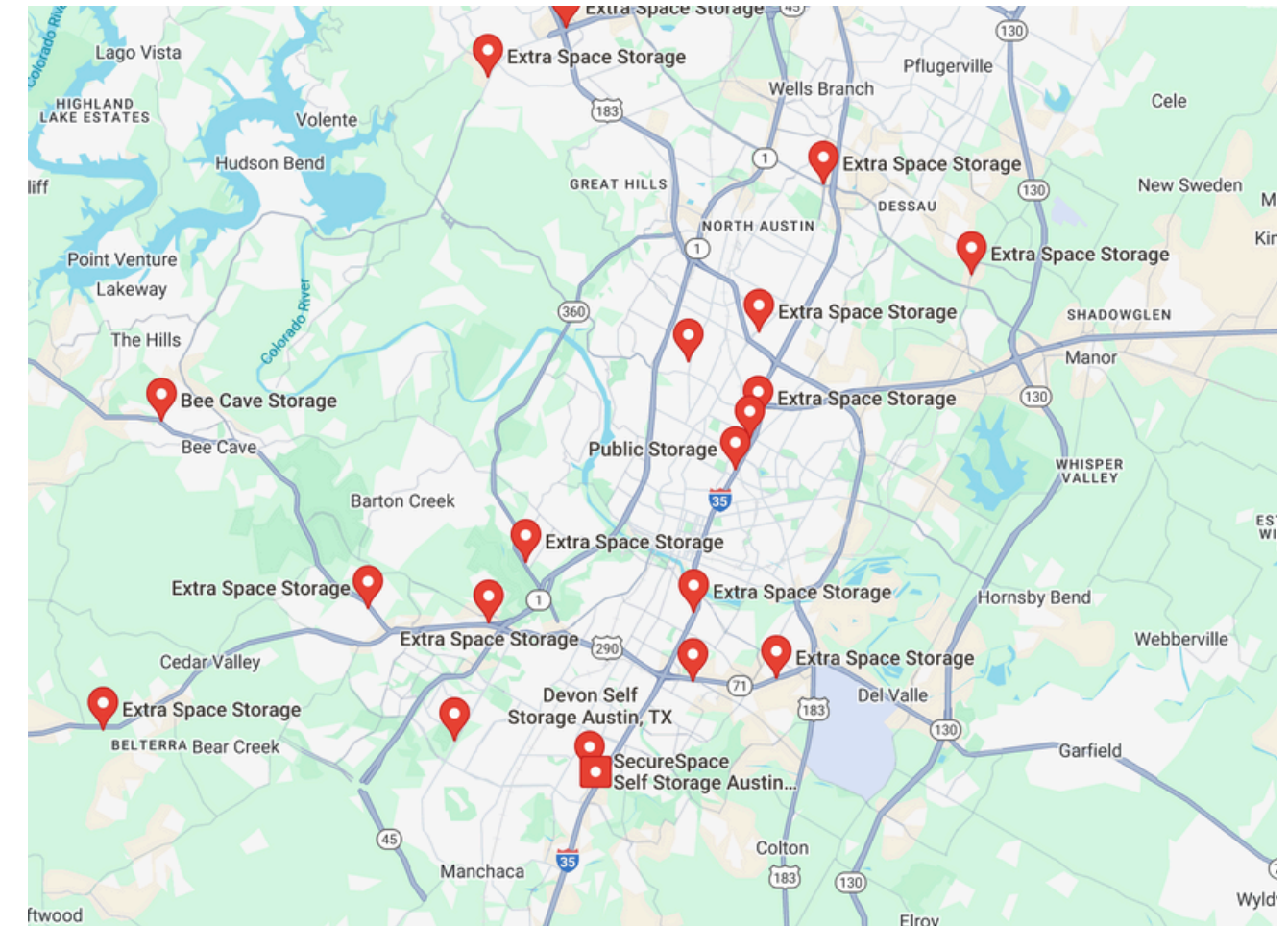


Symptom 4

You Have a Lot of Competition

Treatment:

- Advantages you make for yourself
- Shop (and think) local, not global
- Focus on what you sets you apart





Treatment

Hyper-Competitive

Toe-to-Toe with the “Big Guys”

- Curb Appeal
- Grassroots/Community Marketing
- Social Media



No cost

- Google Business Profile
- Yelp, Bing, Apple Maps
- Social media profiles

COST OF GOOGLE REVIEWS

- Automation (ie. 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

Our Journey Together

Search Engine Optimization to show up higher and more often

Google Business Profile tactics to attract more tenants

Grassroots Marketing to compete with the “big guys”

Social Media do's and don'ts to engage with customers



The end

Questions and Answers

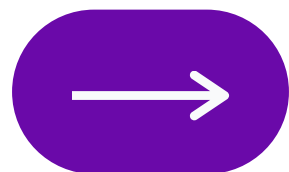




Download this presentation.

Please email hello@storagepug.com

Or scan the QR code:





Websites that work.

**For more fun stuff,
check out ->**

storagepug.com/resources



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