

# Workbook

## 2024 Marketing Workshop



storagepug

# Agenda

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## Part 1

The Customer Journey, SEO, and Websites

## Part 2

Live Google Business Profile Workshop

## Part 3

Grassroots and Community Marketing

## Part 4

Experimental Tactics for When You're Doing Everything Else



# Vital signs

What is your physical occupancy currently	<input type="text"/> %
What is your economic occupancy	<input type="text"/> %
Average monthly visitors to website	<input type="text"/>
Average monthly lead count from the website	<input type="text"/>
Average monthly rentals coming from the website	<input type="text"/>
Calculate your conversion rate	<input type="text"/>
Number of reviews on your GBP	<input type="text"/>
Average reviews rating on your GBP	<input type="text"/>
Number of photos on your GBP	<input type="text"/>
Monthly budget for ad spend	<input type="text"/>
Can you trace rentals back to their source	<input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Average rates:</b>	
Price per square foot	<input type="text"/>
Price for a 10x10 NCC	<input type="text"/>
Price for a 10x10 CC	<input type="text"/>
Does your website offer online rentals?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Does your website offer online reservations?	<input type="checkbox"/> Yes <input type="checkbox"/> No

# Preventative Care Plan

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## CHECK DAILY

- ☐ Request new reviews from new/strategic existing customers
- ☐ Follow up on leads

## CHECK WEEKLY

- ☐ Respond to Google Reviews
- ☐ Make a Google Post

basic!

Examples:

Highlight a review

Weather update

Community events

## CHECK MONTHLY/QUARTERLY

- ☐ Monthly website visitors
- ☐ Monthly rentals
- ☐ Conversion rate
- ☐ How many Google Reviews
- ☐ How much you spent on marketing
- ☐ Track cost per acquisition
- ☐ Upload new photos to GBP
- ☐ Check phone number, office hours, and website links are correct on GBP
- ☐ Ranking position for “storage units near me” and “storage units city”

# Customer Journey

## WHY DO PEOPLE NEED STORAGE

What are the 4 D's of Self Storage?

What are the 5 stages of the Customer Journey?

What do customers care about?

How can you make your rental experience easier?

Awareness

Evaluation

Renting

Moving In

Champion

Self Storage Customer Journey Evaluation

# Customer Journey

HOW DO YOU STACK UP

	Awareness	Evaluation	Renting	Moving In	Champion
what are they looking for?					
what do they experience with your facility?					
what could you improve?					
what's your ideal outcome?					

# SEO & Websites

MAKE IT EASY FOR TENANTS TO FIND YOU

Examine your digital marketing channels. Where can you improve?

## SEO

Define SEO

What search terms should you optimize for?

Where are your customers searching from?

Do you have an organic or local search strategy?

PAID ADS

Define your market:

☐ Primary    ☐ Secondary    ☐ Tertiary

Is there REIT competitor pressure nearby?

What paid services are you using?

<input type="checkbox"/> Google Ads	Amount:	<div>\$</div>
<input type="checkbox"/> Social Media Ads	Amount:	<div>\$</div>
<input type="checkbox"/> Sparefoot	Amount:	<div>\$</div>
<input type="checkbox"/> Billboards	Amount:	<div>\$</div>
<input type="checkbox"/> Other _____	Amount:	<div>\$</div>
<input type="checkbox"/> Other _____	Amount:	<div>\$</div>

How many rentals can you attribute to these expenses?

<input type="checkbox"/> Google Ads	Amount:	<div>\$</div>
<input type="checkbox"/> Social Media Ads	Amount:	<div>\$</div>
<input type="checkbox"/> Sparefoot	Amount:	<div>\$</div>
<input type="checkbox"/> Billboards	Amount:	<div>\$</div>
<input type="checkbox"/> Other _____	Amount:	<div>\$</div>
<input type="checkbox"/> Other _____	Amount:	<div>\$</div>

Is there a possibility that you are competing with yourself?



Calculate how much are you paying per rental:

## OTHER DIGITAL MARKETING CHANNELS

Have you verified your Yelp listing? Bing? Apple?

Do you have a Facebook page? **Are you posting?**

Is there a legitimate need for a blog, newsletter, or email marketing?

What are the three main components of the Google Search Results Page?

# Website Health Check

- |   |                              |                             |
|---|------------------------------|-----------------------------|
| Easy to rent and reserve                      | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Easy to find and contact the facility         | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Clear Call-to-Action                          | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Mobile friendly and accessible for all people | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Online bill pay options                       | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Modern, familiar user experience              | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Minimal noise and distractions                | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Professional photos and/or videos             | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Connected to an analytics platform            | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Highlights all your amenities                 | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

## Stats:

- |                                     |                      |
|-------------------------------------|----------------------|
| How many photos are on your website | <input type="text"/> |
| How many clicks to rent a unit      | <input type="text"/> |
| How many pages are on your website  | <input type="text"/> |
| How old is your website             | <input type="text"/> |

## Domain:

- |                        |                      |
|------------------------|----------------------|
| Domain registrar       | <input type="text"/> |
| Domain expiration date | <input type="text"/> |

# Conversions

MAKE IT EASIER TO RENT

How do you think people are shopping for storage?

Identify some photos you can add to your website. Do you need to hire a photographer/videographer?

How will you sync your online rentals with your operations?

What features make a website work?

Do you have online rentals and/or reservations? Should you?

How can you get out of your customers' way during the buying process?

# Part 1 — Homework

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## THINGS TO ASK YOURSELF FOR A MARKETING CHECK-UP

- How is your occupancy doing?
- Who are your target customers?
  - And how are they shopping?
- How many leads & rentals come from your website?
- How is your website traffic?
- How many reviews are you getting?
- What is your marketing mix?
- Is your marketing paying for itself?

## YOUR TO-DO LIST

- ☐ Optimize your Google Business Profile
- ☐ Respond to reviews
- ☐ Simplify your rental process
  - Take yourself (or a friend) through it online, over the phone, and in-person
- ☐ Identify how many marketing dollars you spend per rental
- ☐ Update your facility photos
- ☐ Learn what events and causes matter in your community

## ANYTHING ELSE?

Everyone's business is a little different, so what do you want to try at yours?

[illegible]

# Google Business Profile

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- **Step 1:** Create or claim your profile
- **Step 2:** Add information
- **Step 3 (homework):** Verify

What makes GBP so important to self storage?

Ideas on what to add to your profile:

What steps should you be taking regularly?

List the facilities you compete with in your area.

Which ones are independently owned and which ones are REITs?

Which of those competitors have online rentals?

Are you showing up on the top 3 map pack for a Google search in your area?

Do a quick check of your competitors' Google Business Profiles. At first glance, how do they look? Do any stand out as good or bad?

# 1-Page Google Business Profile Guide

## Optimizing Google Business Profiles For Self Storage Facilities

[Step 1: Before You Start](#) > [Step 2: Creating a Profile](#) > [Step 3: Verification](#) > [Step 4: Basic Optimization](#)

### Step 1: Before You Start

Have these items marked off your list before you even start making a profile!

- ☐ A business email formatted similar to info@businessname.com
- ☐ Permanent signage at your facility
- ☐ A dedicated business contact phone number
- ☐ The facility office set up and ready to be filmed or photographed
- ☐ A business document that proves ownership of the business

### Step 2: Create Your Profile

If your GBP exists, but you don't own it, find the profile and click "Claim this business" while logged into Google.

If your GBP doesn't exist at all, log into Google and search for your address on google.com/maps. Click "Add your business".

**Make sure to accurately enter this information when making the profile:**

1. Business name (as it appears on official documentation)
2. The address of your business (as it appears on official documentation)
3. The office's phone number (or whatever line customers are expected to call)

### Step 3: Verification

Google will choose how you need to verify the business. The most common method is [Live Video Verification](#).

Here's what you should include in your live video:

- ☐ Your signage & location on the street
- ☐ Neighboring businesses, if possible
- ☐ Storage units inside your facility
- ☐ You unlocking the office door
- ☐ Tax or business registration documents

### Step 4: Basic Optimization

The three most important optimization steps once your profile is established.

#### Primary Business Category

This helps Google determine when to show your business to searchers.

We recommend [Self-storage Facility](#).

#### Business Description

This has no impact on ranking, but it does impact conversions.

Write a description that entices searchers to click.

#### Photos & Videos

Upload quality photos and videos of your facility.

90% of users are more likely to visit a business that has added photos.



# Part 2 — Homework

## YOUR GBP TO-DO LIST

- ☐ Create or claim your profile
- ☐ Get your profile verified
- ☐ Set your primary business category to self-storage facility
- ☐ Add additional categories if they apply to you
- ☐ Check information (address, hours, phone number, etc) for accuracy
- ☐ Add more high-quality photos
- ☐ Add videos of your facility
- ☐ Add products and services to your profile
- ☐ Respond to all reviews (positive and negative)

## ANYTHING ELSE?

What are some other ways you could help your business's profile standout?

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# Community Marketing

## THE LOCAL ADVANTAGE

What are your takeaways from Spacebox Storage?

Universal Storage Group?

Reliable?

Describe a time when you “extemporized” (ie. went above and beyond for a tenant.

## REVIEWS

Do you have a review-gathering strategy?

Are you responding to every review?

What is the script for getting new reviews?

## GRASSROOTS

What local charities or teams do you think it would make sense to support?

What kinds of events do you think would be appropriate to hold?

# Part 3 — Homework

## ANSWER THESE QUESTIONS

What symptoms are you experiencing? Are there any problems you'd like to address?

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Who is your ideal customer?

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Is there a key age group you're trying to target?

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Describe your brand. What makes it special?

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## LOCAL MARKETING TACTICS TO CONSIDER

- On-location events (yard sales, customer appreciation, trunk or treat, etc)
- Welcome gifts for new renters
- Ask for reviews
- Referral program with incentives
- Visit local businesses and network
- Get to know your local Chamber of Commerce
- Give back to community causes

## ANYTHING ELSE?

What other community tactics would you like to try at your business?

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# Experimental Tactics

WHEN YOU'RE DOING EVERYTHING ELSE

Do you think there are certain areas where you can use social media?

TikTok? Instagram?

Influencer marketing?

AI?

# Social Media Checklist

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- |                                     |                              |                             |
|-------------------------------------|------------------------------|-----------------------------|
| Does it spark joy                   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Do you love engaging your community | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Are you good at it                  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Do you have time for it             | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Are you already using Facebook      | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| LinkedIn                            | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Snapchat                            | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Instagram                           | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| TikTok                              | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| X (formerly Twitter)                | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

# Websites that work.

Attract new tenants.  
Rent more units.  
Stand out from the rest.



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