

HOW TO MARKET YOUR
**SELF STORAGE
BUSINESS**





CONTENTS

CHAPTER 1 **WHY MARKETING IS IMPORTANT**

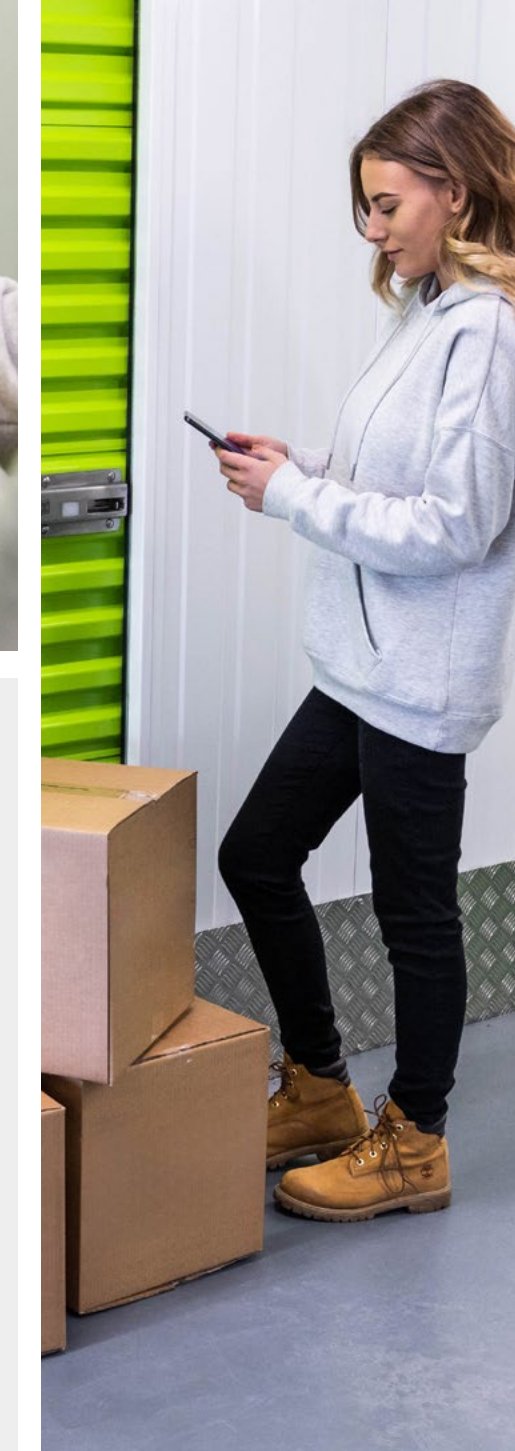
CHAPTER 2 **MARKET RESEARCH**

CHAPTER 3 **BRANDING & POSITIONING**

CHAPTER 4 **ONLINE MARKETNG**

CHAPTER 5 **OFFLINE MARKETING**

CHAPTER 6 **ANALYTICS & REPORTING**



WHY IS MARKETING IMPORTANT

Navigating the world of self storage marketing can be daunting, but understanding its fundamentals is key.

Self storage marketing encompasses all activities that increase the visibility and awareness of a self storage business. Implementing targeted marketing strategies for your facility can take many forms beyond traditional advertising like Google Ads or billboards. Promoting your products and services through email campaigns and referrals is also effective. The process begins with thorough market research, including audience segmentation and competitor analysis.

Whether you are a start-up or an established operator, external communication is vital

for generating enquiries. Owners of storage facilities run a service that is constantly in demand, as people will always need space to store their belongings. However, this ongoing demand does not eliminate the need to market your facility.

While many self storage businesses focus on providing excellent service to attract clients, this approach alone is often insufficient to distinguish your facility from your competitors.

MARKET RESEARCH

To effectively set yourself apart from competitors in the self storage industry, you need to focus on two key marketing strategies: building your brand and generating enquiries.

When establishing your brand, thorough market research is crucial. This involves identifying your primary audience and understanding your competition. Your brand should reflect the specific needs and desires of your self storage clients, emphasising the secure, convenient,

and flexible storage solutions you provide. By clearly communicating these elements through your brand, you can capture the attention of potential customers and distinguish your self storage business from competitors.



01

SEGMENT YOUR AUDIENCE

Divide your target demographic into distinct segments based on factors such as age, location, specific storage needs, and the range of services offered. Develop detailed customer personas combining interests, challenges, and objectives. This approach will allow you to identify your target market and develop specific marketing strategies. For example you could target students, small businesses, families looking for more space, etc.

02

CONDUCT MARKET RESEARCH

Use surveys, interviews, and data analysis to gain insights into your audience's behaviours, preferences, and pain points. Local self storage associations are another great source of information. What motivates your customers allows you to craft marketing campaigns that resonate deeply and deliver meaningful results.

03

ANALYSE COMPETITOR STRATEGIES

Begin by identifying your main competitors within the self storage market. This includes both local and regional self storage providers. Examine their marketing tactics by analysing their websites, social media presence, advertising campaigns, and customer reviews. Look for patterns in their messaging, promotional offers, pricing strategies, and the types of services they highlight. Benchmarking your services against industry competitors helps you refine your approach and distinguish your self storage business.

BRANDING & POSITIONING

STRONG BRAND IDENTITY

As discussed in the previous chapter, having a strong understanding of your target audience is a vital component of marketing your self storage facility, but a compelling brand identity will set your business apart from competitors. This also cultivates trust and loyalty among your customers.

To start, your key messages and values should align seamlessly with your overall business goals. Develop a brand message and company values that resonate with your audience and align with your overall business goals. Research indicates that consumers need at least seven encounters with a brand before it becomes memorable. Therefore, it is essential to maintain consistent core brand messaging and design style throughout your business operations.

LOGO

Your logo is often the first impression potential customers have of your brand. It should be simple, memorable, and reflective of your company's values and mission. Consider hiring a professional designer to create a logo that stands out and aligns with your brand's identity.

TAGLINE

A tagline is a brief, memorable phrase that captures the essence of your brand. It should communicate your unique value proposition in a way that is easy to understand and remember. A well-crafted tagline can reinforce your brand message and make a lasting impression on potential customers. By leveraging a strong brand identity supported by your logo and tagline, you can effectively reach and engage your target audience, potentially driving business growth and success.



Additionally, key elements such as your logo and tagline will reinforce your positioning in the market.

ONLINE MARKETING

Once you have established your brand identity and positioning, there are a few ways you can build your brand reputation and generate enquiries. One of the best ways to accomplish this is the use of online marketing. Online marketing encompasses various strategies aimed at promoting your business through digital channels.



01

WEBSITE

Your website serves as a critical hub for customer acquisition and engagement, according to the FEDESSA 2024 Annual Industry Report, 67% of customers originate from websites or online advertising.

You need to ensure that your website includes core information such as address, opening hours, type of storage offered, contact information, etc.

Implementing online rental options to your website will not only add convenience but also increase conversion rates. With the rise of smartphone usage, ensuring your website is mobile-friendly is vital for providing a seamless user experience.

It is essential to enhance your website with compelling content, including high-quality photographs and making sure you have clear Call To Action (CTA) on every page, such as contact information and forms to streamline the customer experience and encourage interaction.

02

SEO / PPC

Search Engine Optimisation (SEO) and Pay Per Click (PPC) are essential tools in online/digital marketing:

SEO (Search Engine Optimisation): focuses on increasing website traffic through organic search results. Targeting specific keywords related to your location and industry, and encouraging positive customer reviews, can significantly improve your visibility when potential customers search online.

PPC (Pay Per Click): Using platforms like Google Ads, PPC allows you to place paid advertisements that appear prominently in search engine results. While effective, costs can vary depending on local competition and chosen keywords.



03

SOCIAL MEDIA

Most of your existing or potential customers will be present on at least one social media platform. Therefore, utilising social media platforms can help build brand awareness and engage with both current and potential customers.

A strategic approach to the use of social media involves planning content effectively, such as customer testimonials, business updates, company values, and promotional offers. Remember to use visual content like high-quality photos and videos as this enhances audience engagement.

04

EMAIL MARKETING

Email marketing is another useful tool for regular communication, this is a great way to maintain connections with customers and prospects.

Effective email content includes cross-selling opportunities, promotions, and business updates. To enhance your email communications, you could collect data through online forms enabling targeted communication. However, it is crucial to always obtain permission from recipients before sending marketing emails.

By successfully implementing some of these online marketing strategies, you can boost your presence, interact with your audience, and ultimately increase conversions for your self storage business.



OFFLINE MARKETING

In today's digital age, it is easy to underestimate the power of offline marketing, but for self storage businesses, it remains a valuable way to connect with local audiences. Offline marketing refers to any marketing efforts conducted outside of online platforms. This includes traditional methods such as billboards, print ads, TV and radio commercials and much more.

Here are a few ways to use offline marketing to promote your self storage business:

Local Publications: Advertise in local newspapers, magazines, and community newsletters to target residents in your area. These channels often boast loyal readerships and offer a cost-effective way to reach potential customers.

Direct Mail Campaigns: Send flyers, leaflets, or mailers to specific neighbourhoods or demographics with enticing offers and details about your facility. Use eye-catching designs and compelling calls to action to prompt recipients to enquire about your services.

Billboards and Outdoor Signage: Invest in strategically placed billboards or outdoor signs near high-traffic areas like busy roads or shopping centres. Use bold graphics and concise messaging to attract attention and raise awareness about your facility.

Events and Community Engagement: Participate in local events or sponsor community activities to increase your visibility and network with potential customers. Positive community engagement often leads to valuable referrals.

Referral Incentives: Offer incentives like a discount on a month of storage to customers who refer new renters who stay for a set period. This strategy can significantly boost inbound enquiries and word-of-mouth referrals.

Customer Satisfaction: Ensure excellent service to encourage positive word-of-mouth advertising. Satisfied customers are more likely to renew their leases and recommend your facility to others.

By incorporating these offline marketing strategies into your promotional efforts, you can enhance your self storage business' local presence and attract more customers.

ANALYTICS & REPORTING

For marketing strategies to be successful, continuous monitoring and adaptation are essential. As your business expands and algorithms evolve, monitoring data is key to adjust your strategies accordingly and stay ahead.

ESTABLISH CLEAR GOALS & KPIs

Define measurable objectives such as increasing website traffic, generating leads, or improving conversion rates.

Select KPIs that directly correspond to these goals to track progress and gauge success.

MONITOR CUSTOMER FEEDBACK

While analytics tools are valuable, customer feedback provides invaluable insights

Stay attuned to feedback, reviews, and comments from various channels to pinpoint areas for improvement and promptly address concerns.

REGULARLY REFINE STRATEGIES

Continuously assess marketing performance against established goals and KPIs.

Identify emerging trends, discern patterns, and uncover opportunities for optimisation

Utilise data-driven insights to make informed decisions and adapt strategies accordingly.

Adopting these analytics and reporting practices will fortify your marketing efforts in the self storage industry, ensuring they remain aligned with evolving business needs and market dynamics. By leveraging data-driven insights, you can better understand customer behaviours, occupancy trends, and the effectiveness of your promotional strategies. This alignment allows for more informed decision-making, optimising your marketing campaigns to attract and retain tenants, adjust to seasonal demand fluctuations, and stay competitive in a rapidly changing market.



WE WOULD LOVE TO
WORK WITH YOU.

FOR MORE INFORMATION OR A FREE
CONSULTATION, **GET IN TOUCH TODAY.**

T +44 (0)20 8744 9444
E sales@januseurope.com
januseurope.com