

# Staying Afloat

Strategies to Improve your RV/Boat Storage Facility's Digital Marketing

Presented by Steve Lucas, The Storage Group



# About the Speaker



## Steve Lucas, CEO and Managing Partner – The Storage Group

Steve Lucas is an entrepreneur at heart. He believes that success comes from leveraged risks, guts, and failures. This belief has guided him throughout his successful career.

For over 42 years, Lucas' entrepreneurial nature led him to new and exciting opportunities. He has experience in construction sales, electronic marketing, and app development. His passion for driving sales and expertise in the digital landscape made him a perfect fit at The Storage Group. However, Steve will tell you it is his strong research ability that led him to the company.

Steve Lucas' journey with The Storage Group began in 2013 as the Director of Sales. Two years later, he took on the challenge of Chief Operating Officer. He became a partner in 2018. Now, as Chief Executive Officer and Managing Partner of The Storage Group, Steve continues to fuel his entrepreneurial spirit by leading the self-storage marketing company. He remains eternally grateful for the opportunity.

# Learning Objectives

## During this presentation we're going to:

- Discuss the importance of Search Engine Optimization (SEO) in your Digital Marketing campaign in 2022
- Discuss the multiple ways your website can drive revenue
- Talk about how video can boost your facility's branding and revenue
- Emphasize the importance of digital security in your Digital Marketing strategy

# The Importance of SEO in 2022

In 2022, SEO is still vital to marketing strategies in all industries, despite what some agencies may tell you. Here's why:

- **SEO drives revenue** – bring organic traffic to your website and increase your overall visibility
- **Content is king** – build trust, increase search engine rankings, and engage with your audience
- **Increased conversions** – more traffic, more leads, more tenants



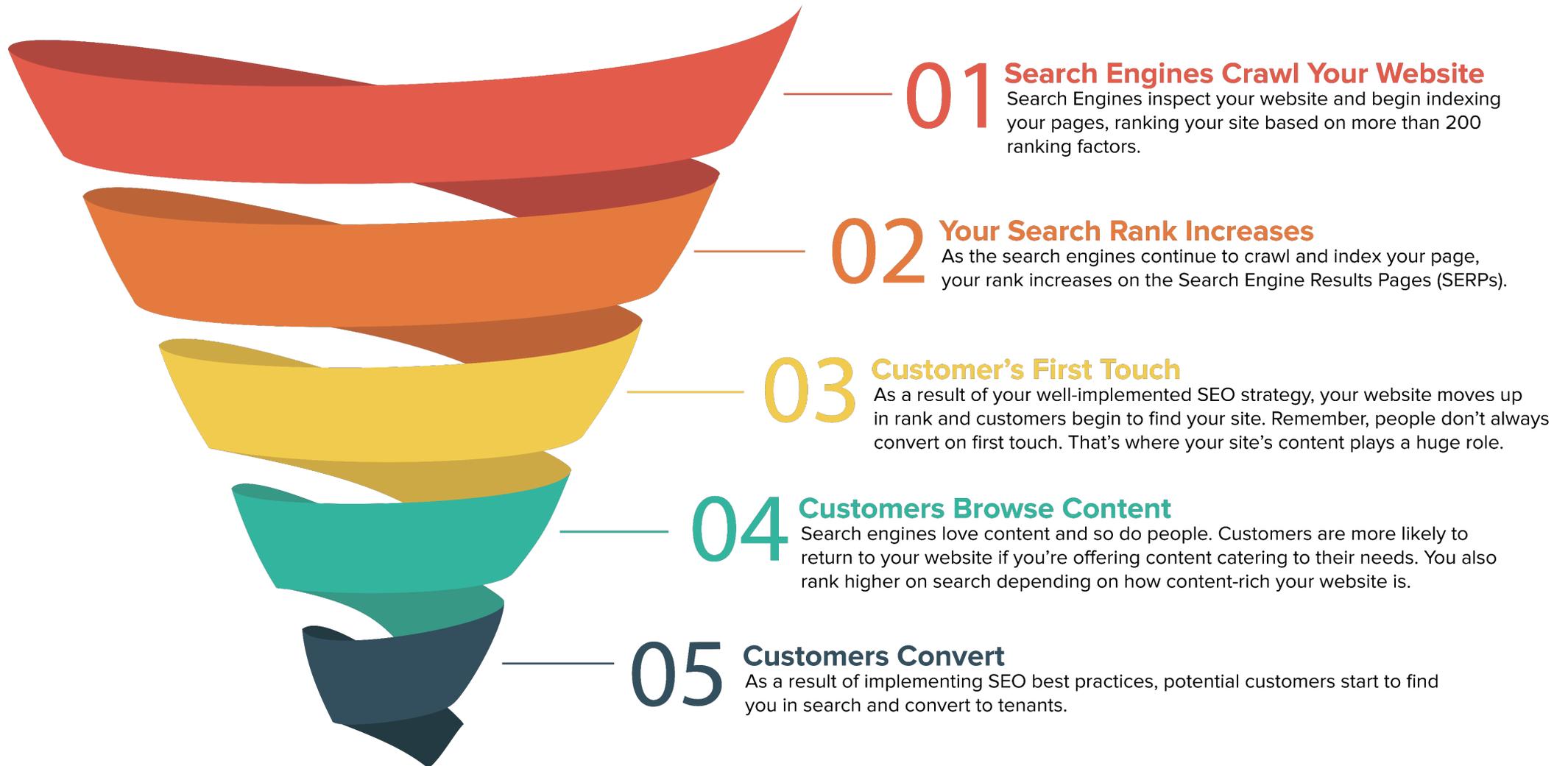
# Implementing SEO in your Digital Marketing Strategy

**Think of SEO as a funnel.** At the core of any good SEO strategy, you're increasing the quantity and quality of traffic to your website.

Great SEO strategies make use of:

- Well-developed websites optimized for speed and usability
- Optimized metadata and on-page content
- Long-form and short-form content (like blogs and facility FAQs)
- Google Business Profiles
- Local listings and consistent NAP (name, address, phone number)

# The SEO Funnel



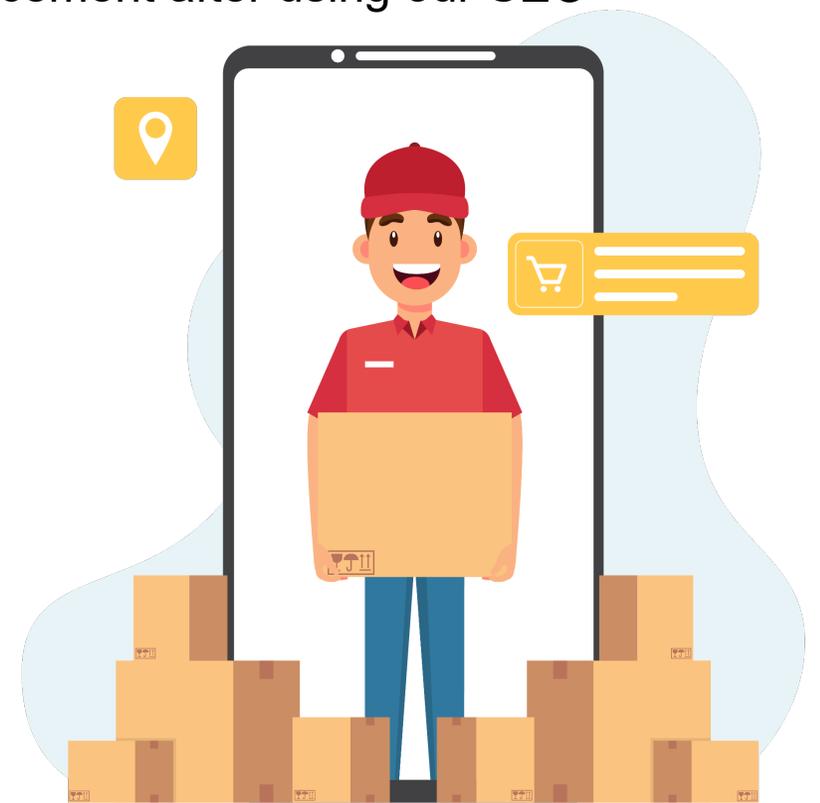
# Implementing SEO in your Digital Marketing Strategy

## What does this mean for your RV/Boat Storage Facility?

At The Storage Group, **98%** of our clients see first-page placement after using our SEO services. Our data shows that this leads to:

- Increased quality traffic to their websites
- Increased conversions
- Increased return on investment

**That's a potential tenant in almost every website visit.**



# Your Website as a Revenue Driver

Your website should be a revenue leader. The main priority for **ANY** storage facility should be capitalizing on their digital real estate.

You can achieve this by:

- Prioritizing the user experience
- Implementing an Online Rental Suite to your strategy
- Thinking about your website as a lead generation tool



# Your Website and the User Experience

**Which website would you go with?**

## Website A

**84** Mobile Performance Score

- 2.4s Load Times
- 4.4s Interactive Load
- 290ms Total Blocking Time

## Website B

**53** Mobile Performance Score

- 7.6s Load Times
- 15.6 Interactive Load
- 2,530ms Total Blocking Time

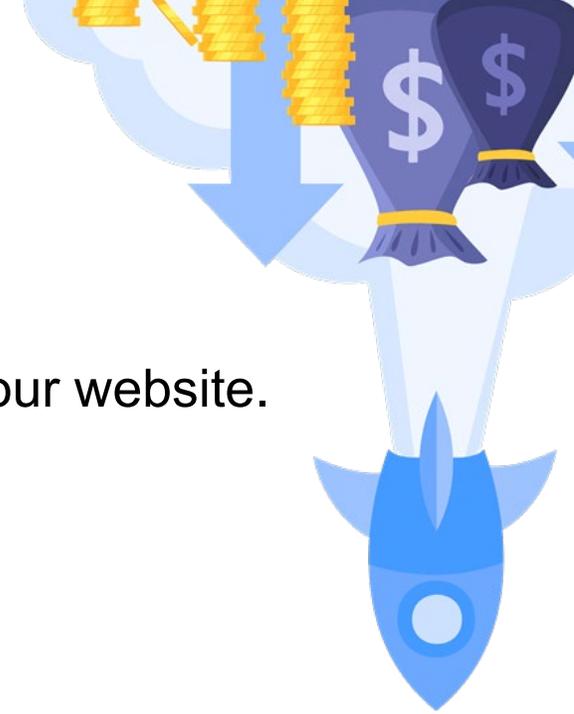
# Your Website and the User Experience

Emphasizing the user experience is key to generating more revenue from your website. People want:

- Quick load times
- Ease of access
- Easily identifiable branding
- Strong calls to action

Websites that have long load times, unresponsive themes, and clunky navigation are detrimental to the user experience.

**Slow and unresponsive websites lead to more people leaving your website, ultimately resulting in fewer conversions.**



# The Online Rental Suite

What does your website do for you?

**Our data shows – on average – a 20X return on investment from our ClickandStor® clients.**

**That's over 2000% of their initial investment.**



# The Online Rental Suite

**In 2022, facilities should capture tenants online.**

Use the rental platform that works for you. Ideally, you need a platform that:

- Secures your RV/Boat storage rental process
- Captures rental data in an easily accessible dashboard
- Allows users to rent and reserve at any time
- Strengthens your facility's brand
- Increases your facility's ROI over time

**In an industry as mobile as RV/Boat Storage, customers need the same ease of access on the digital front as they have on the physical end.**

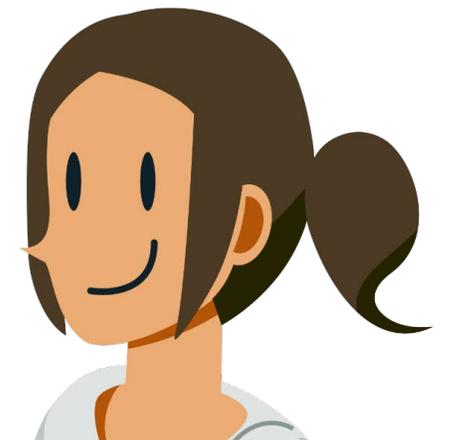
# Your Website as a Revenue Driver

**A website is the #1 lead generation tool any business has in its arsenal.**

Your website needs to work for you. A good website for your RV/Boat storage facility is:

- Fast and fluid
- Responsive
- Easy to use
- Focused on securing online rentals

**Websites are responsible for making the first impression. Make sure that your website has a user-friendly design, great branding, and even better content.**

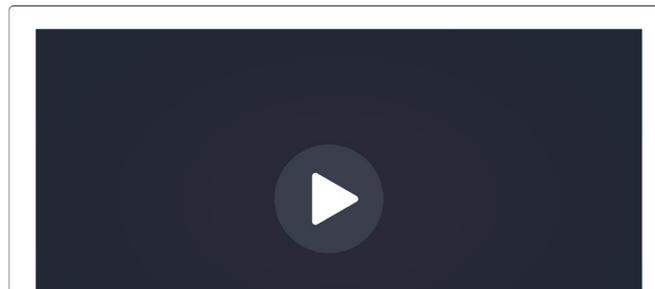


# Building a Video Content Strategy

For RV/Boat facilities, video is a great opportunity to show off what you have to offer. You should prioritize:

- High-quality video and images of your features
- Drone footage of your facility – including your parking areas (customers want to know if you have gravel, cement, covered or uncovered, etc.)
- High-quality video and images of your units

**Good video boosts customer recognition of your brand. Platforms like ClickandStor® can show users videos of their units and parking spaces, building trust before they ever visit your facility.**



# Digital Marketing and Digital Security

**Digital Marketing and Digital Security go hand in hand in self-storage.**

Stand out from your competition with:

- Digitally secured and delivered tenant insurance
- eSign Lease Verification
- Biometric ID Verification
- Standalone leases without a PMS



**It's great to market your services. But facilities with higher conversions don't just look to sell – they help their tenants feel safe and secured.**

# Digital Marketing and Digital Security

Secure your assets. Investing in your digital security is just as important as investing in your physical security.

According to our data, customers that feel more secure:

- Spend more and stay longer
- Invest into your company through referrals
- 2 times more likely to convert

**Security impacts your bottom line.**



# Digital Marketing and Digital Security

Customers want to feel secure. Highlight:

- Online rental security features
- Controlled access – like gate and parking access (vehicle theft is the #1 worry for RV and boat storage consumers)
- Verification methods – like ID verification or other biometrics

**Remember, digital marketing and digital security should be EASY.**

# Digital Marketing and Digital Security

## **E** sign Lease Verification

Secure your rental process. eSign Lease Verification gives you complete control over the leasing process, making it accessible to both tenants and owners.

## **A**ccess

Advertise controlled access. Put your security features on the forefront. Whether it's recorded video surveillance or coded gate access, customers want to know how you're working to secure their items.

## **S**ureScan ID Verification

Biometric security is the new frontier. It's an added layer of security that's twice as fast and secure as traditional methods. With SureScan, you can easily identify tenants using a selfie and their driver's license on a national database.

## **Y**ields

Implementing added measures of security ultimately yields more revenue. Added security creates a stronger trust in your brand, your services, and boosts your reputation. Stand out from your competitors with a better security strategy.

# Improving Your Digital Marketing

As an RV/Boat Storage facility owner, manager, or operator, here are a few key takeaways:

- SEO is a necessary and vital component of any digital marketing strategy in 2022
- Prioritize your website as a lead generation tool
  - Think about the user experience, your online rental platform, and branding
- Think about video as a viable marketing strategy
  - Consider drone footage, facility video, and feature video
- Digital security is a necessity
  - Think **EASY!**

**Questions?**