

How *Fine View Marketing* collaborated with *Pinnacle Storage Properties* to Increase Rentals

Introduction

Marketing and operations have two distinct functions, but that doesn't mean they aren't closely related. Stated simply, **marketing is the creation of customer demand** and **operations is the efficient management of the inner workings of a business**. Marketing is tasked with the responsibility of turning operational visions into reality.

When marketing and operations aren't in sync, it can lead to business inefficiencies and unsatisfied customers. But, when marketing and operations function with a specific focus, growth and profitability are almost assured.

Overview

Pinnacle Storage Properties, based in Texas, purchased a small, independently owned and operated storage property in Katy, TX with the intention of adding 550 additional units on the undeveloped land adjacent to the property.

Because of a 6-month delay in bringing the product to market, the facility faced financial pressure and had to use contingency funds to pay the lender and ensure a return for investors.



Results

- Website traffic increased 119% year to date, based on a year over year comparison.
- Website reservations increased 366% year to date, based on year over year comps.
- 80+ rentals achieved in a one-month period.
- 6 new 5-star reviews raising overall rating from 3.9 to 4.2 with 100% response rate.
- 550 new units constructed and available.
- Leased up to 85% occupancy in 7 months.

Challenge

With limited revenue during lease ups, the company had to find a way to substantially increase occupancy in order to increase revenue. FineView Marketing was tasked with the challenge of increasing the company's online visibility and working with operations to implement strategies that would attract customers and drive results.



FineView Marketing is a full-service, boutique marketing agency dedicated to working with independently owned and operated self storage and commercial real estate companies. With our extensive team of marketing professionals we can act as an in-house marketing team and provide the extra manpower you need to drive more leads and convert more rentals.

Operations Working with Marketing to Achieve Results

FineView Marketing increased Pinnacle's online presence with a focus on local search engine optimization (SEO) to increase traffic and attract leads, an enhanced social media presence that was focused on the target audience, and data analytics to inform and support decision making.

FineView developed a systematic review program that would provide important feedback and strengthen the company's credibility as well as supplying data to improve business performance.

The company developed specials that would attract leads and generate conversions. They offered a \$50 move-in special on any size or type of unit. This positioned the facility for immediate cash flow and allowed for aggressive rent increases in the future.

FineView then created a content strategy to communicate this special across all marketing channels including Google Ads,

social media accounts, local business listings and the facility website.

Exceptional customer service was demanded of the staff, and customers were accommodated by using innovative thinking. A high demand for larger units was met by converting small units into larger spaces and running "two for one" specials like offering two 10 x 10 units for the price of one.

To make units more desirable, repairs and upgrades were performed. Other company locations in the area were asked to direct any customers that they were unable to accommodate to this facility. Huge banners positioned in front of the facility, facing in both directions, were another major factor in attracting prospective customers.

Community marketing played a huge part in this effort. Store managers connected with competitors and visited new businesses and apartment complexes in the area to generate leads.