



Innovative Strategies to Generate New Self Storage Business

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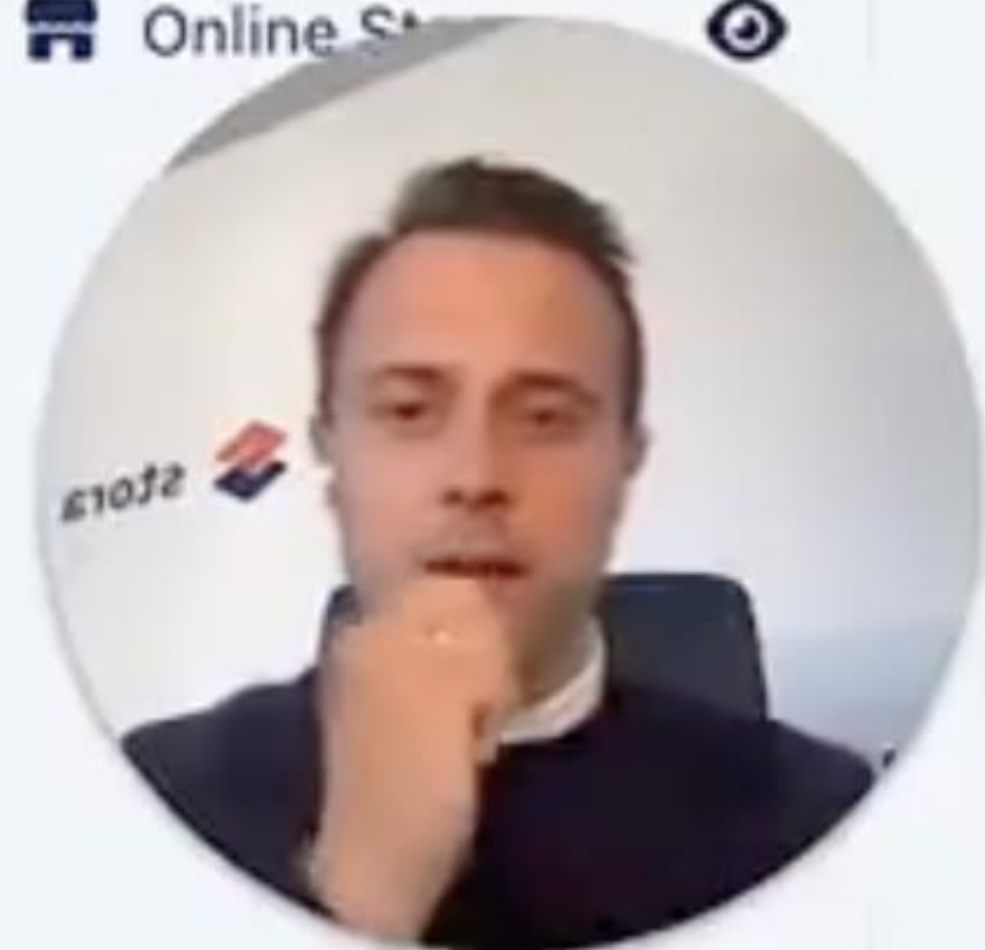


- Home
- Subscriptions
- Sites
- Contacts
- Analytics**
- Occupancy
- Bookings
- Reports

- Invoices
- Pricing
- Discounts
- Insurance
- Settings

STOREFRONT

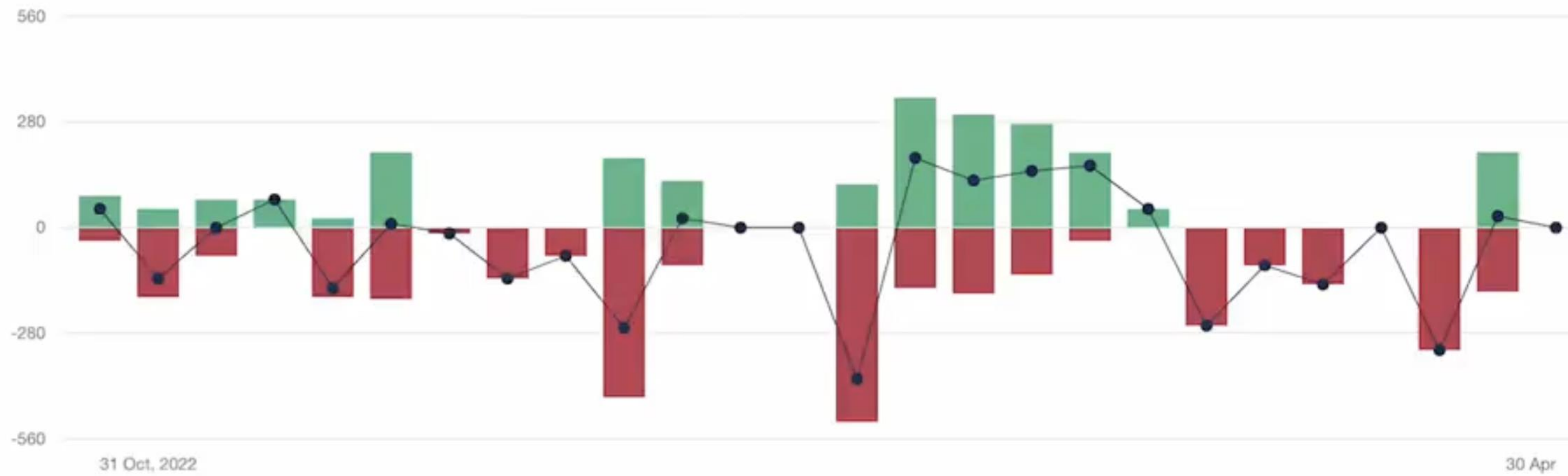
Online St...



Allocated sq ft over time

Portadown Last 6 months Group by Week

Sq ft change
↓ -1153.7



31 Oct, 2022

30 Apr



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- Online Store

Allocated sq ft over time

Gain insights into your space utilisation

Use this report to gain a deeper understanding of occupancy fluctuations over time, enabling you to identify demand trends and strategically respond in order to maximise both occupancy and revenue.

Portadown Last 6 months Group by Week







store [stuff]



50 sq ft

Size of transit van

£13.50/week (inc. VAT)

£27.00 after discount period



50% off
First month

[Book Now](#)

No obligations
Cancel anytime



75 sq ft

Size of large van (1-2 bed home contents)

£17.00/week (inc. VAT)

£34.00 after discount period



50% off
First month

[Book Now](#)

No obligations
Cancel anytime



100 sq ft

Size of single garage

£21.00/week (inc. VAT)

£42.00 after discount period



50% off
First month

[Book Now](#)

No obligations
Cancel anytime



125 sq ft

Size of large single garage

£23.00/week (inc. VAT)

£46.00 after discount period

[Book Now](#)

No obligations

instagram



6.506 Posts 369 M Followers 52 Following

Instagram Bringing you closer to the people and things you love. www.instagram.com/votinginfocenter/

Follow

Message



Made Us



SBS



Latinx Herit...



Guides

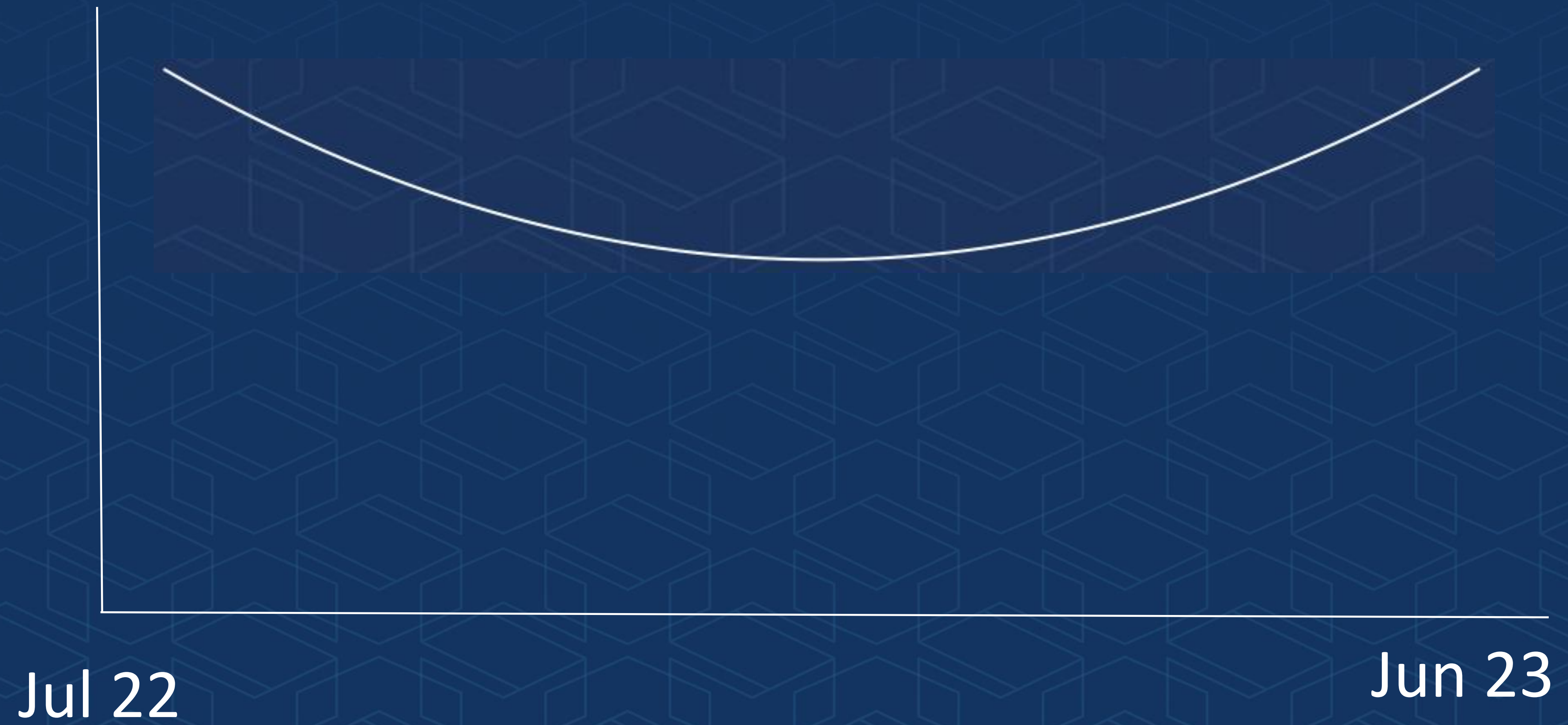


Conclusions?



The Problem: Statistical Significance

Website Traffic





**Testing new things is great.
But, Challenge your conclusions.**

Strategies that will
Generate New Business

Growing Revenue

1. Increase awareness
and enquiries

2. Increase
conversion rate of
enquiries

3. Keep customers for
longer

The key to long term revenue growth is a relentless focus on improving each of these over time

1. Let Customers Book and Pay Online



69%

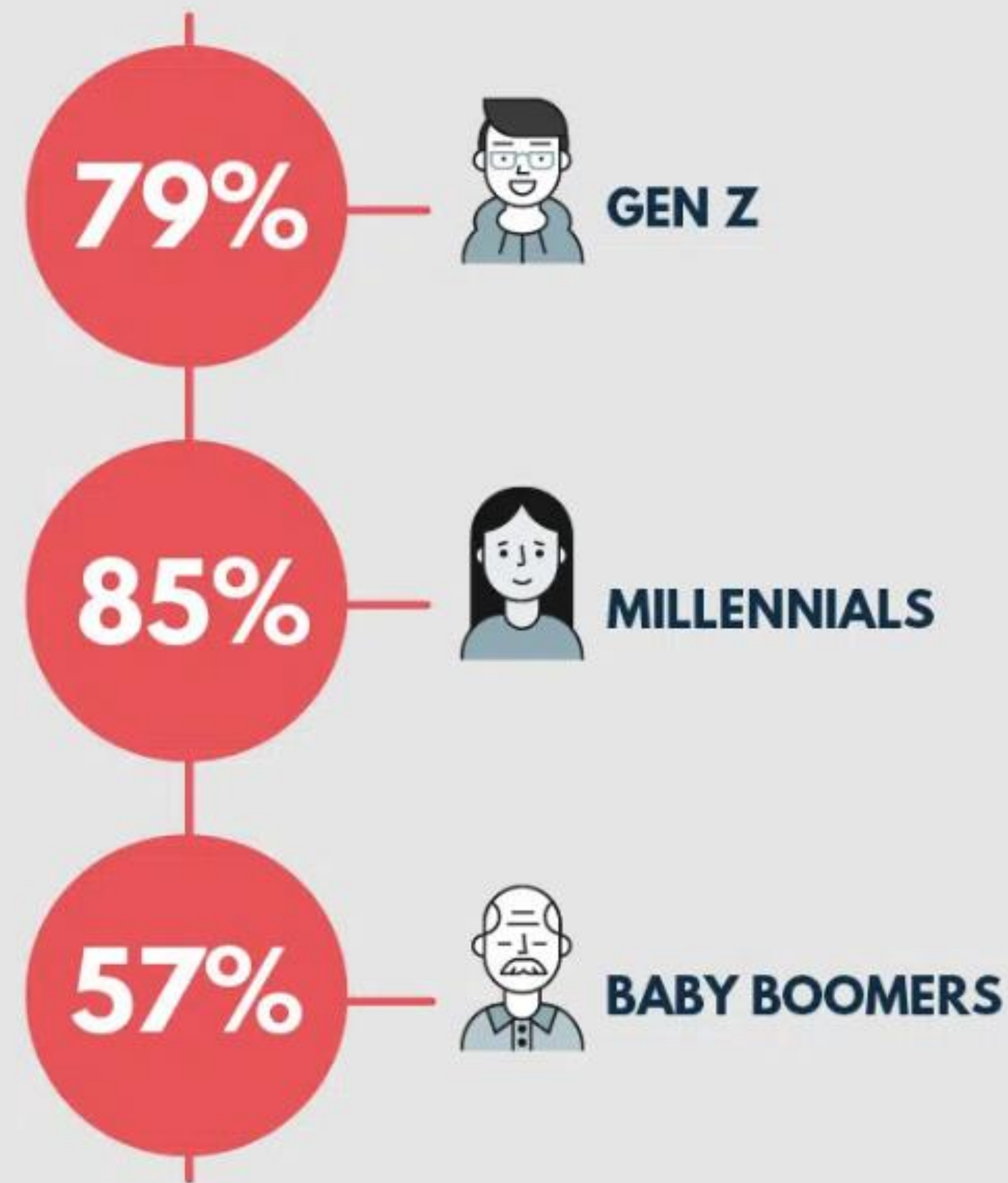
of customers are more likely to book with a company with an online booking system



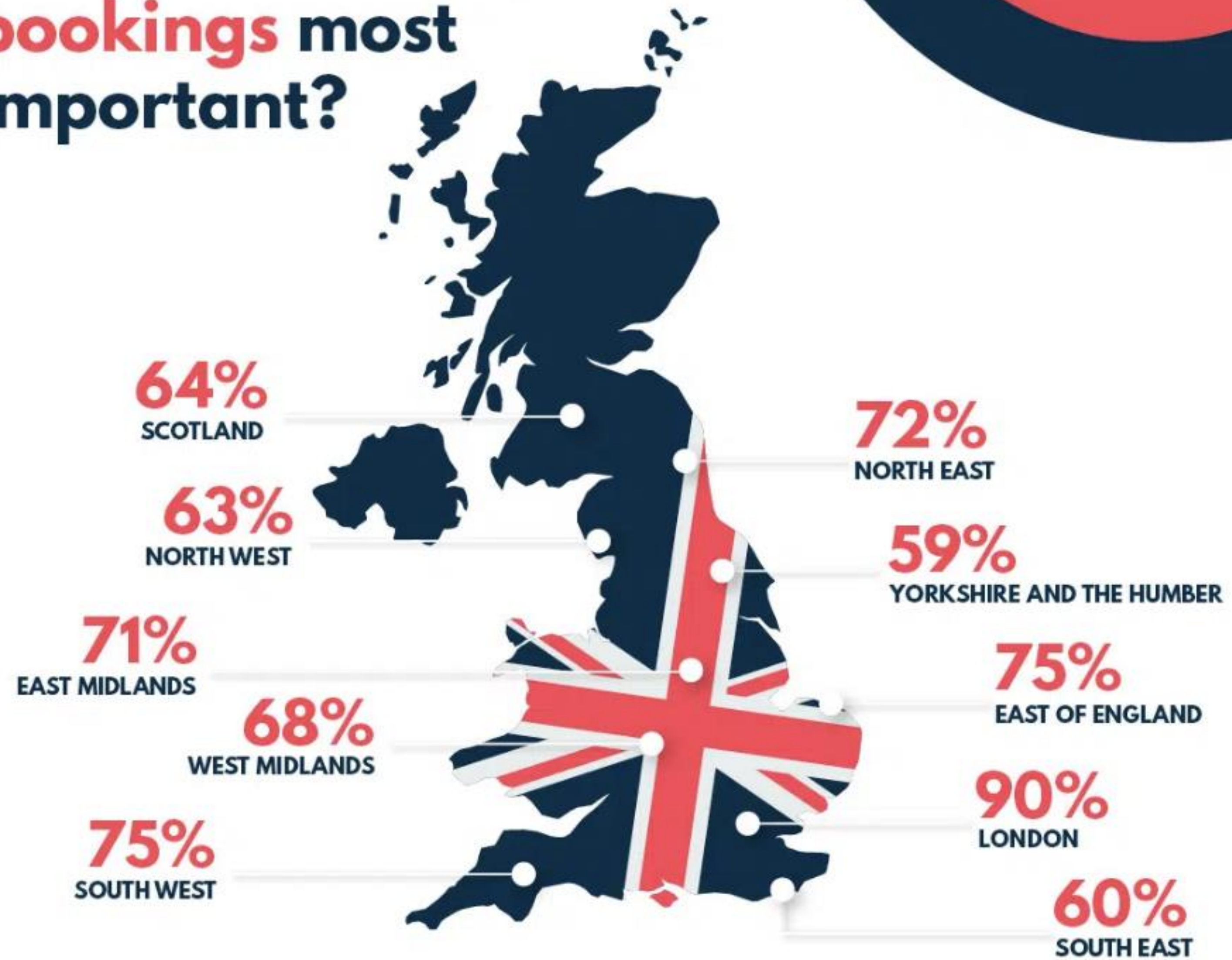
Not got an online booking system? 59% of customers will go to a competitor that does and 50% simply won't book at all!



Which generations want online booking systems?



Where are online bookings most important?



2. Pick the right software platform

3. Try things!

Thank you

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