

Marketing Essentials

For Self Storage

Presented by
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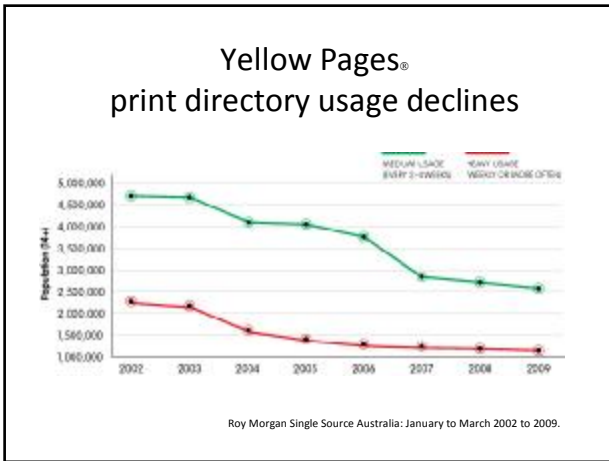
Print ads fall by 70%

Last print issue October 29



Online ad's grow by 30%

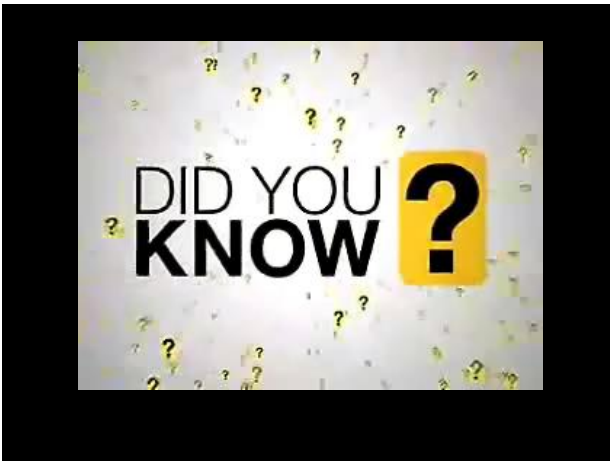
Newspapers
↓ 5%
Magazines
↓ 14%

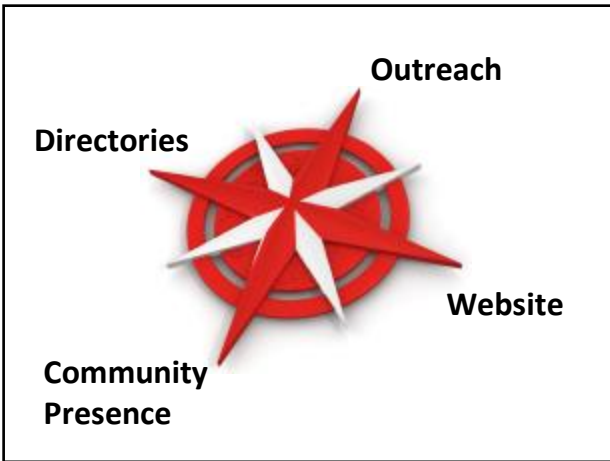


58% of Australians would stop getting Yellow Pages delivered

33% of people under 29 never use the print version

90% of Australians now access the internet weekly
(Michael Padden, Telstra head of classifieds)





Directories



- Yellow Pages online
- Local business directories
- Community listings
- Online directories
 - Aussieweb.com.au
 - HotFrog.com.au
 - BigRoo.com.au
 - WebWombat.com.au
 - Yahoo.com.au

Outreach



- Local advertising
- Sponsorship
- Pay-Per-Click (PPC)
- Referrer alliances
- Refer-a-friend offer (email)
- Letterbox drops
 - Non-price offers (padlock)
 - Get them onto website (online storage calculator)
 - Create impact with colours


Community Presence



- Personal networking
- Community groups
- Door knocks - introductions



Website



- Provide helpful info
- Generate leads
- Google maps
maps.google.com.au
- Optimise each page
 - Page 'title' tag
 - Headings on the page
 - Key phrases used on page
 - Text links (key phrases)

