



# SELF-STORAGE CASE STUDY

**Client:** StorageOne Self-Storage

**Challenge:** Local self-storage company was struggling to compete with national brands in the local market

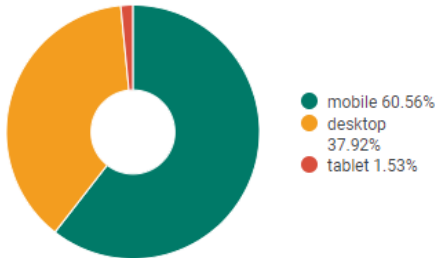
**Solution:** Redesigned a high-performing website, driving more online leasing conversions, implemented SEO, PPC, Reputation Management, and Social Media Campaigns, and established them as the preferred, local self-storage company in Las Vegas, North Las Vegas, and Henderson, Nevada.

**Status:** StorageOne has been a client for 20+ years

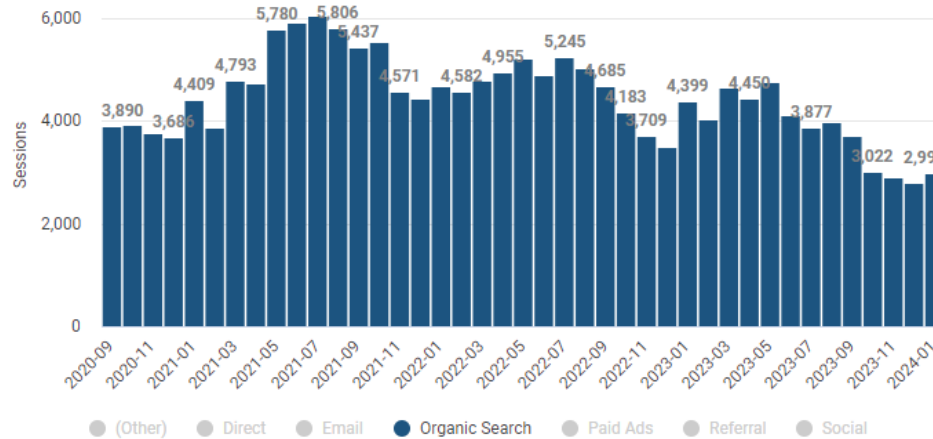
Campaign stats: 2020/09/01 through 2024/01/31

## Organic Search Stats:

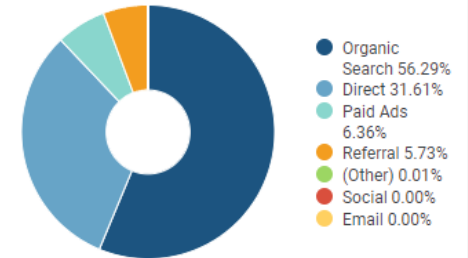
Sessions by Device Category



Trending Sessions by Google Channel Grouping



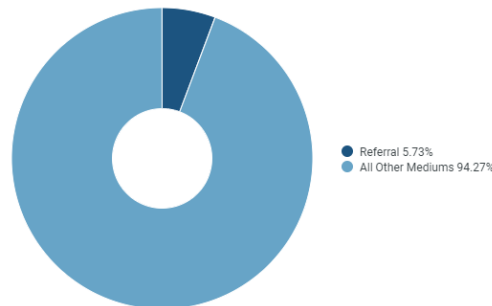
Sessions by Channel Grouping



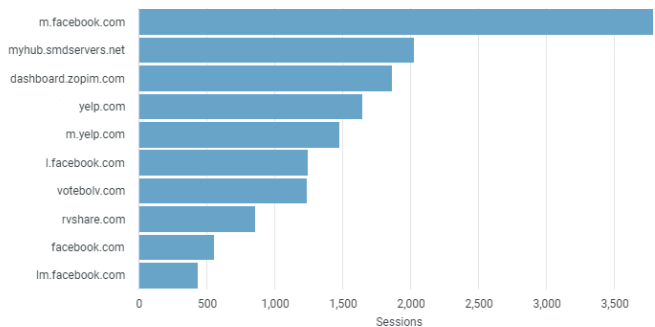
## Social Media Campaigns

Referral traffic from Facebook and Yelp campaigns were among the largest referral sources driving customers to the website for reservations and online rentals

% Referral Sessions



Top 10 Referral Sources



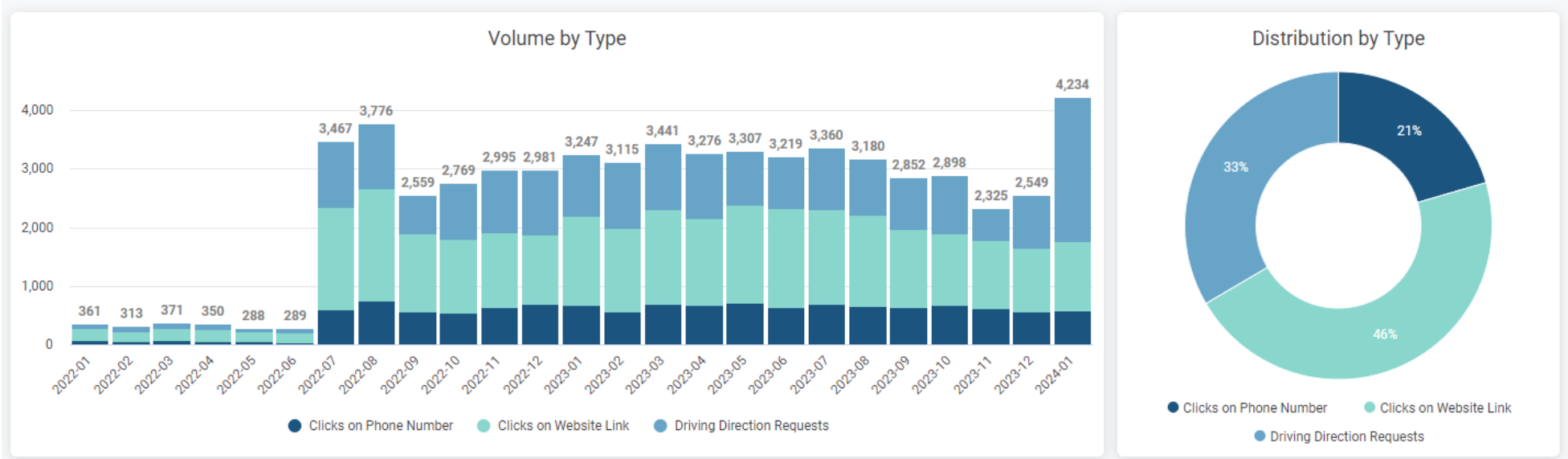


**Creative Group**  
FULL CIRCLE MARKETING SOLUTIONS

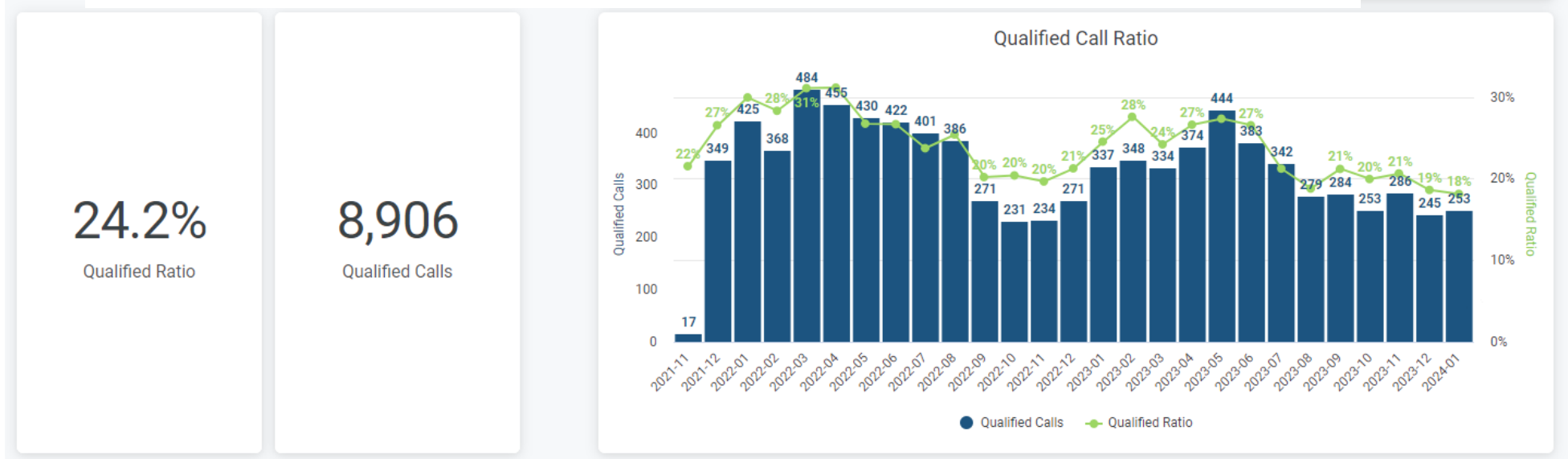
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Campaign stats: 2020/09/01 through 2024/01/31

GBP Performance Stats:



Qualified Call Scoring: Implemented 2022/01/01 through 2024/01/31

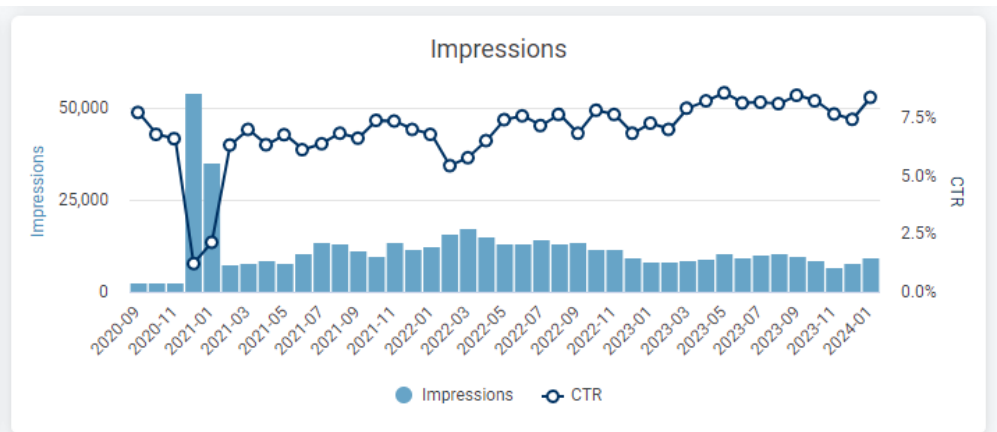
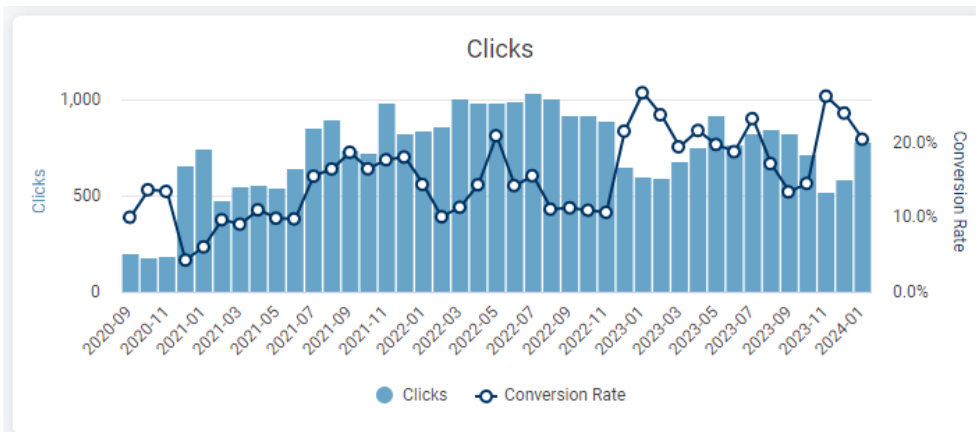
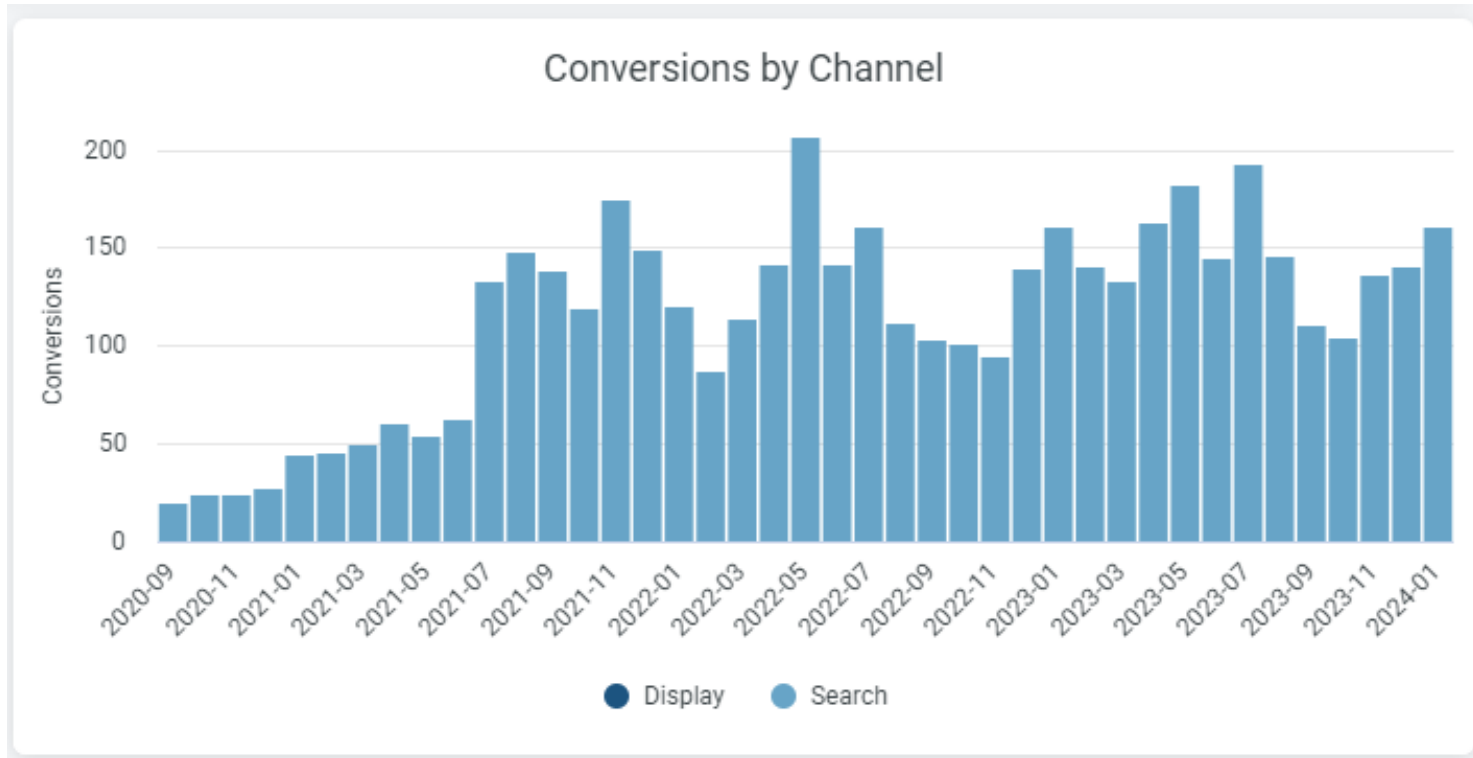




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Search Ad Conversion Tracking: 2020/09/01 through 2024/01/31





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Established StorageOne as the Preferred Self-Storage Provider In The Local Community:

- Long-standing relationships within the local real estate market
- Forged relationships with the chamber and other business organizations
- Partnered with the state's largest no-kill animal shelter as a donation site for all locations
- Partnership with Nevada Donor Network: hold blood drives at all of our locations throughout the year
- Participate in food drives throughout the year for Three Square Food Bank and Toy Drive for Help of Southern Nevada

