

How Pinnacle Storage Properties collaborated with FineView Marketing to Increase Revenue

Introduction

Marketing and operations are unique but closely related business functions.

Marketing is the creation of customer demand and **operations is the efficient management of the inner workings of a business.** Marketing and operations working together is a powerful hybrid that turns vision into reality, stimulating growth and driving positive outcomes.

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.



PINNACLE STORAGE
PROPERTIES



Results

- Website traffic increased 119% year to date, year over year
- Website reservations increase 366% year to date, year over year
- 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 units constructed
- Lease up to 85% occupancy in 7 months

Challenge

With no revenue from lease ups, the company had to find a way to significantly increase occupancy in order to increase revenue. Operations was tasked with the challenge of increasing occupancy by employing necessary tactics and strategies. FineView Marketing had the job of aligning the company's online visibility with operational functions to design and implement strategies that would attract customers and drive results.



Pinnacle Storage Properties is a privately held, national real estate owner-operator focused on the acquisition, development, and management of self-storage assets.

Their investment strategy is to purchase under-managed, under-enhanced, and under-developed assets in suburban and secondary markets. They take a grassroots, off-market approach in selecting the best deals that deliver stable cash flow and long-term appreciation opportunities.

Operations Working with Marketing to Achieve Results

Pinnacle Storage Property's Operations division created specials that would attract leads and generate conversions. A \$50 move-in special was offered on any size or type of unit.

Operations focused on training staff to be tenacious with all customer communication and to accommodate prospective tenants by using innovative thinking along with best practices. A high demand for larger units was met by converting small units into larger spaces and running "two for one" specials - offering two 10 x 10 units for the price of one.

Staff worked as a team making repairs and upgrades to make units more compatible with customer requirements. Other company locations in the area were asked to direct any customers that they were unable to accommodate to this facility. Large, colorful banners, positioned in front of the facility and facing in both directions, were another

major factor in attracting prospective customers.

FineView Marketing increased Pinnacle's online presence with 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.

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