



Linking the Physical With Digital: Using One to Enhance the Other in Self-Storage Marketing

Presented by:

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This will help us clear the stage and set the room for the next presenter. Plus, you’ll have 30 minutes to converse in an open, roundtable format.

THANK YOU!

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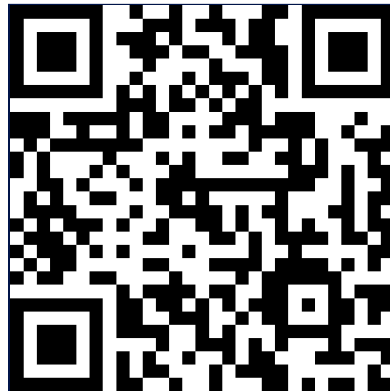




Your Feedback Is Important!

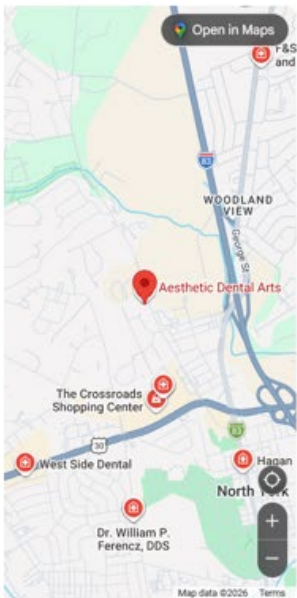
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Aesthetic Dental Arts 4.7 ★★★★★ (304) · Dentist in York County, Pennsylvania

28+ Photos

Website Directions Save Share Call

Overview Reviews

Address: 2190 N Susquehanna Trail, York, PA 17404
Hours: Open · Closes 5 PM
Phone: (717) 755-4143
Products and Services: aestheticdentalarts.com
Appointments: aestheticdentalarts.com
Highlights: Payment plans · Emergency services · Sedation dentistry
 Suggest an edit · Own this business?

Aesthetic Dental Arts

2190 N Susquehanna Trail, York, PA 17404, United States

[Write a review](#)

4.7 ★★★★★ 304 reviews

Hello Suprim, sorry to hear about your concerns, but we do provide thorough exam and information along with pictures so patients can see what we see and we tailor our treatment based on patients need. Feel free to call us back if you like to have your concerns addressed.
Thanks

Ronny Gomez
Local Guide · 79 reviews · 103 photos

★★★★★ a year ago

This is the first dentist in my 40 years of living to make me comfortable and make me a regular and diligent patient of a dentist office. They make sure you're comfortable and never feeling any discomfort. I've been made to believe pain is ... [More](#)

3 likes

Aesthetic Dental Arts (Owner)
10 months ago

Thanks Ronny for your kind words. We really appreciate it. Thanks again Dr Singh and team



Agenda

- Curb appeal and customer attraction
- Building trust through service and security
- Community engagement and digital presence
- Offline actions fuel AI discovery



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Power of Online Presence

Reputation Building

Online platforms shape your business reputation through reviews and shared content, influencing how customers perceive your brand.

Influence on Rankings and Conversion

Having a presence on online platforms affects search rankings and conversion rates, making them crucial for attracting and converting leads.

Continuous Engagement

Online platforms keep your business visible and engaging to customers even when you aren't actively advertising.

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What's Really at Stake?

Higher visibility in local search results!

Key factors impacting performance:

Local-search visibility: The top three positions in Google's local pack capture virtually all clicks. Ranking fourth or lower makes you essentially invisible to searchers actively looking for storage.

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What's Really at Stake?

Key factors impacting performance:

Conversion improvement: A facility that increases its customer ratings from 4.2 to 4.5 stars sees measurable conversion improvement that translates to thousands in additional revenue without spending more on ads.

Marketing-budget efficiency: Operators who don't actively manage the onsite-to-online connection are burning marketing budget driving traffic that bounces due to poor reviews or weak online presence.

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First Impressions Become Star Ratings

50% of Google reviews contain no text, just star ratings based on immediate first impressions.

- Curb appeal directly validates or contradicts your online marketing claims about being “clean, secure and professional.”
- Customers make instant judgements about your brand based on facility condition.
- Your physical location must align with your online promises to build trust.
- Aesthetics are a critical factor in customer perception and satisfaction.

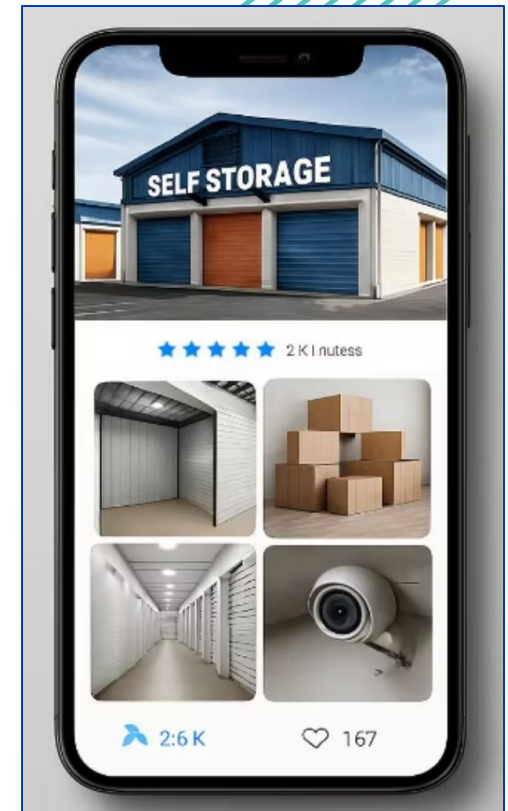
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Photos of Your Facility Drive Clicks

Businesses with high-quality photos on Google Business Profile see increased engagement.

- Photos of clean units and well-lit facilities validate marketing claims. This visual proof builds trust with prospects.
- Google's Vision AI analyzes photos to understand your services. Images of climate control or security features help you rank higher in searches.
- Authentic, recent photos outperform generic stock images. Customers can better visualize themselves using your facility.

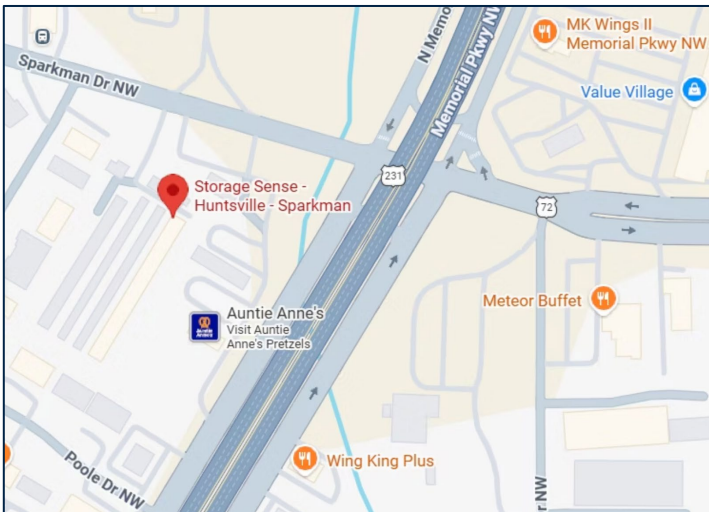


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Make Your Facility Easy to Find

- Standardize staff directions using permanent landmarks.
- Publish consistent directions across all online platforms.
- Clear directional signage guides customers to your facility.
- Consistent directions prevent negative reviews and lost leases.



Make sure that all online maps correctly lead to the storage facility.

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Your Facility Is Your Best Marketing Asset

- **46%** of all Google searches have local intent.
- **76%** of people who search for something nearby visit a business within 24 hours.

Your facility doesn't just serve customers, it generates the reviews, photos and experiences that feed your digital presence and determine your Google Maps ranking.

Sources: MapLift 2025; Google Local Search Study

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Customer Trends: Seeking Security

- **Emphasis on safety features:** Consumers now think about security holistically; they want physical safety and trust.
- **Building trust through content:** Authentic content like facility photos, staff interactions and transparent communication help build consumer confidence and trust in self-storage facilities.
- **Transparency influences decisions:** Customers are increasingly seeking transparency and protection, which significantly influences their purchasing decisions across industries.

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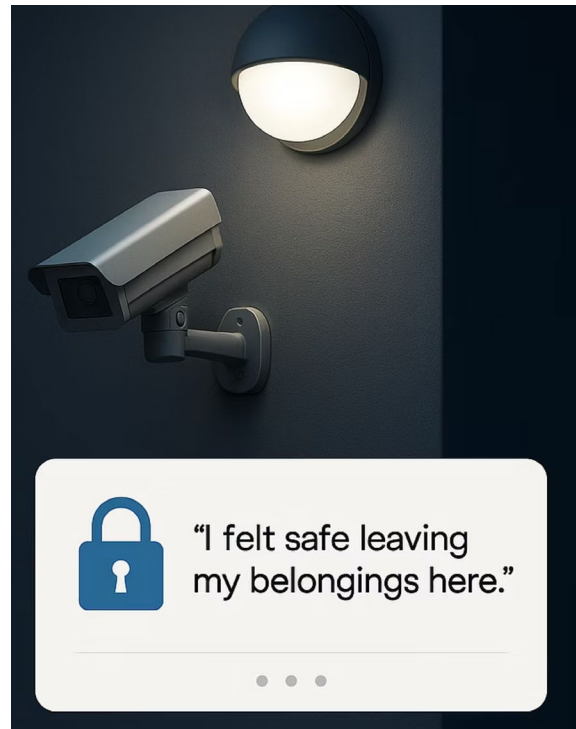
Self-Storage Priorities Shift

- **Price remains important:** Most self-storage renters still view price as the primary factor when selecting a facility.
- **Growing security concerns:** Many renters now prioritize security features such as surveillance cameras, gated access and onsite staff.
- **Focus on cleanliness and service:** Consumers are increasingly valuing clean facilities and attentive service, actively verifying these factors before making decisions.
- **Physical security features:** Cameras, gates and lighting directly influence **online reputation** as Google reviews emphasize security.

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Security Customers Can See Is Security They Trust



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Security is judged in seconds online.

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POOR LIGHTING: HIGH RISK



GOOD LIGHTING: LOW RISK



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Your Staff Controls Your Google Ranking

- **Positive interactions drive reviews:** Friendly, helpful staff create positive experiences, which directly leads to valuable five-star customer reviews.
- **Smooth move-in process:** A seamless move-in process is a key trigger for positive reviews. Efficient paperwork and clear access instructions ensure customer satisfaction.
- **Prevent negative feedback:** Avoid negative reviews by preventing common operational failures. Clear access codes and helpful staff eliminate frustration and surprise fees.
- **Going the extra mile:** Staff who help customers load items or offer moving tips create memorable experiences, driving enthusiastic reviews.

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Storage Search Is Intentional, Let's Convert!

- **76%** of local search visitors visit businesses within 24 hours.
- **28%** purchase rate

Essential Practices

- Follow-up immediately.
- Be sales-ready to take calls.
- Offer to text or email directions with promo codes.
- Ask "How did you find us?" to track lead sources.



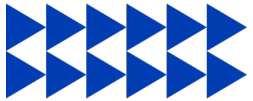
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Your Staff Is the Security Experience

- Confidence builds comfort.
- Consistency builds trust.



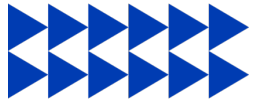
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Local Presence Builds Digital Trust

- Community creates familiarity.
- Familiarity reduces perceived risk.
- Trust converts online.



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Local Presence Builds Digital Trust



Local engagement and community positioning



Strengthening hyperlocal social, partnerships and community events

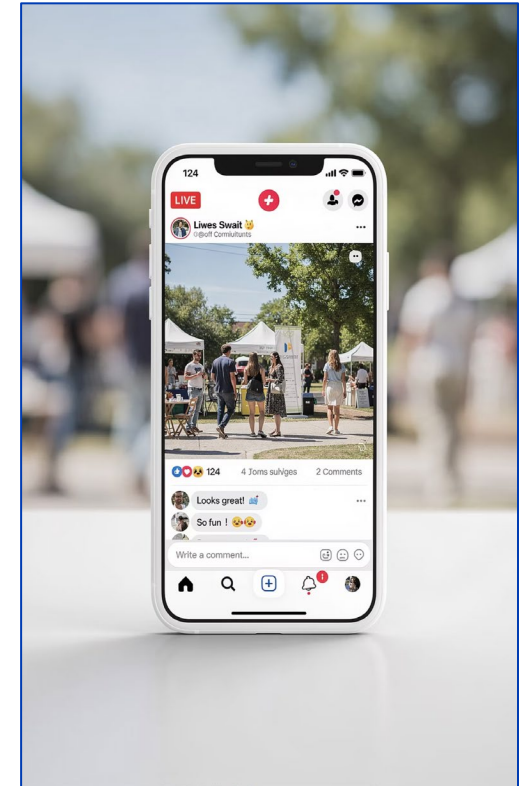
- Community creates familiarity.
- Familiarity reduces perceived risk.
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Local Events, Digital Presence

- Events and referrals drive branded searches.
- Branded searches convert higher.
- Trust lowers acquisition cost.



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Community Events Amplify Digital Reach

Local engagement, through sponsorships or charity events, gains significant traction when broadcast across social media, connecting your facility with a wider digital audience.

- Live streaming local events creates authentic, shareable content.
- Community members actively share and tag your business, extending reach.
- Real-time interaction builds strong local brand awareness and loyalty.
- Social proof from genuine community involvement drives trust and conversions.

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Empowering Store Teams to Publish Local Content

Boost Engagement and Relevance

- Local content resonates more deeply with audiences, driving significantly higher engagement compared to generic corporate messaging. This localized approach ensures immediate relevance and captures community interest effectively.

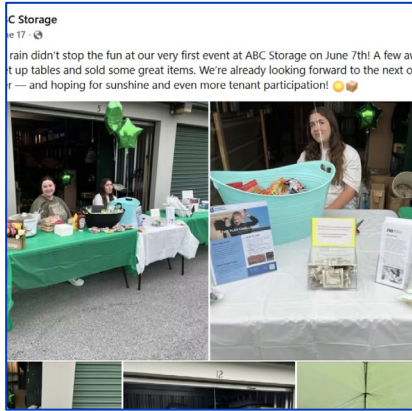
Build Trust and Authentic Connections

- When store teams share authentic stories such as community participation, genuine customer experiences and unique local features, it builds invaluable trust. This direct, personal connection fosters stronger, more enduring relationships within each community.

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Community Involvement, Personalizing Your Team



← **Post details**

At TNC Self Storage, he's been helping over 5,000 tenants with top-notch service. Stop by for a cup of coffee and let Jeff help you find the perfect storage unit today!

Reach	Total engagements	Eng. rate
278	47	8.2%

If you need window cleaning, check out Fish Window Cleaning for residential and commercial servi ... [See more](#)



📍 Posted for Dec 23, 2025, 12:02 PM

Our Store Manager, Lauri Stofflet, had a blast teaching preschoolers all about boxes! 📦 From packing and building to choosing the right size, they learned it all — and shared some fun stories along the way.

Need boxes? We've got you covered! Stop by for last-minute gift boxes 📦

Metrics

Impressions	Reach	Total engagements	Eng. rate
1150	621	48	4.2%

's Blueprint! 🗺️ We're raising funds with a raffle featuring aweso
d join us in making a difference for Decker and Duchenne Muscu

xForDecker #DuchenneMuscularDystrophy #StorageSenseRidge

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AI Search Changes Everything

AI-powered search engines like ChatGPT, Perplexity and Google's AI Overviews are fundamentally reshaping how customers discover self-storage facilities.

- **Authenticity wins:** AI prioritizes genuine reviews, localized content and real customer experiences over traditional SEO tactics.
- **Direct answers:** Users ask natural language questions, expecting detailed, trustworthy answers drawn from relevant, high-quality information.
- **Local trust signals:** Authentic community engagement and positive local interactions become critical ranking factors for visibility.

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Offline Actions Become AI Training Data

Every positive customer interaction, facility detail, and community engagement transforms into valuable data, enabling AI to provide comprehensive and trustworthy answers about your facility to prospective customers.



Customer-Service Interactions

Helpful interactions become positive review content that AI systems cite when prospects ask about service quality.



Facility Cleanliness

Meticulous upkeep translates into compelling photo evidence and descriptions AI references to assure prospects of a well-maintained environment.

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Offline Actions Become AI Training Data



Community Engagement

Local sponsorships and events generate valuable **local authority signals** that AI recognizes, establishing your facility as a trusted community pillar.



Staff Expertise

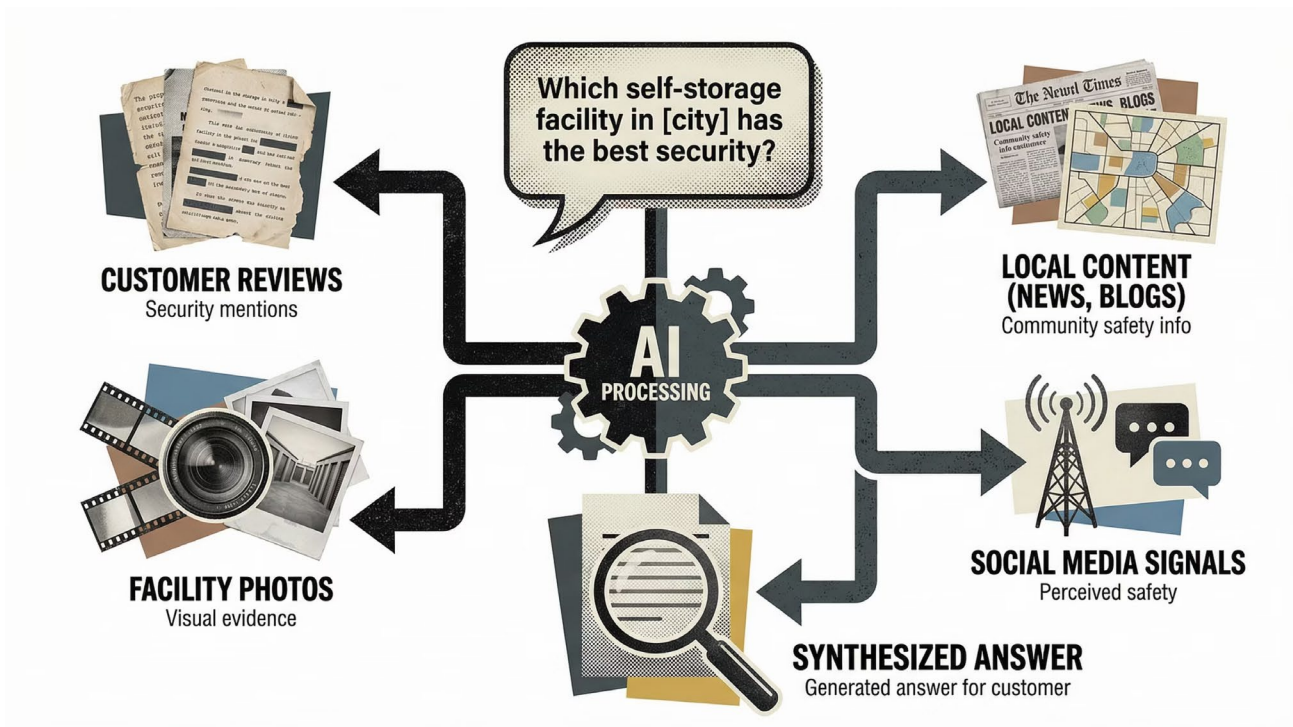
The knowledge and helpfulness of your onsite staff develop into clear **conversational proof points** that AI shares, demonstrating your team's capability.

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What AI Sees When Customers Ask About You

Today's customers turn to AI for immediate, detailed answers.



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Building Your AI-Ready Digital Footprint

Transform your offline excellence into powerful, AI-discoverable content by implementing these actionable steps.



Encourage Detailed Reviews

Actively ask customers to mention specific features like security, cleanliness and staff helpfulness in their reviews. These rich details are highly valued by AI.



Publish Authentic Photos

Regularly update your online listings with high-quality, genuine photos of your facility, units and common areas. Visual authenticity builds trust with AI and prospects alike.

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Building Your AI-Ready Digital Footprint

Document Community Involvement

Showcase local sponsorships, charity events and community partnerships with photos and posts. This generates valuable local authority signals for AI systems.

Train Staff for Memorable Experiences

Equip your team to create exceptional, consistent customer experiences. These positive interactions become the foundation for glowing reviews and strong online reputation.

Maintain Consistent NAP

Ensure your name, address and phone number are accurate and consistent across Google My Business, your website, social media and all online directories. This is fundamental for AI to correctly identify and rank your business.

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The 3 Performance Pillars

Onsite experience influences three critical digital metrics that directly control your revenue: Google reviews, map rankings and local conversion rates.



Pillar 1: Google Reviews

Customer experiences at your facility become **public testimonials** that influence search rankings and prospect trust; every interaction is a potential 5-star review or 1-star warning.

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The 3 Performance Pillars



Pillar 2: Map Rankings

Google's local algorithm evaluates proximity, relevance and prominence. Onsite factors like **signage clarity**, **facility condition** and **review velocity** directly impact your visibility in “storage near me” searches.



Pillar 3: Local Conversion Rates

The alignment between what prospects see online and what they experience onsite determines whether **leads become leases**, any disconnect kills conversion and wastes ad spend.

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1

Experiences become
REVIEWS.

2

Conditions become
PHOTOS.

3

Interactions become
REPUTATION.



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Alignment Compounds Results

- **Better Experiences**
Creating memorable moments for your customers
- **Better Reviews**
Positive feedback drives your reputation and trust.
- **Faster Occupancy**
Leading to quicker conversion and business growth

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Occupancy Velocity Increases

- Aligned marketing and onsite experience drives efficient lead conversion.
- Consistent messaging, matching facility photos and trained staff eliminate leasing friction.
- Faster occupancy boosts cash flow, valuations and competitive advantage.



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The Alignment Gap Costs Money

- Operators who advertise “premium climate-controlled storage” but have units with visible maintenance issues generate negative reviews that specifically mention the gap, tanking future conversion rates.
- Marketing teams optimizing Google Ads while onsite staff give inconsistent information about pricing, access hours or available units create lead quality problems that no amount of digital optimization can fix.
- The cost isn't just wasted ad spend, it's the compounding damage of negative reviews that lower rankings, reduce traffic and require months of recovery even after operational issues are resolved.

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Daily Checklist: Small Actions, Big Impact

Consistent daily actions by onsite teams compound into measurable improvements in reviews, rankings and conversion rates over weeks and months.

Morning facility walk: Document condition issues, ensure signage is visible and clean and check lighting functionality; these 15 minutes prevent negative reviews about maintenance and accessibility.

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Daily Checklist: Small Actions, Big Impact

Digital presence matches local presence: Ensure your online information (hours, pricing, photos, amenities) accurately reflects what customers experience onsite. This prevents confusion, builds trust, and sets accurate expectations for potential renters.

Request reviews: After positive move-in interactions, send SMS or email with a Google review link asking for feedback while the rental experience is fresh; consistent requests double your review velocity and improve rankings.

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SUBMIT
FEEDBACK!



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