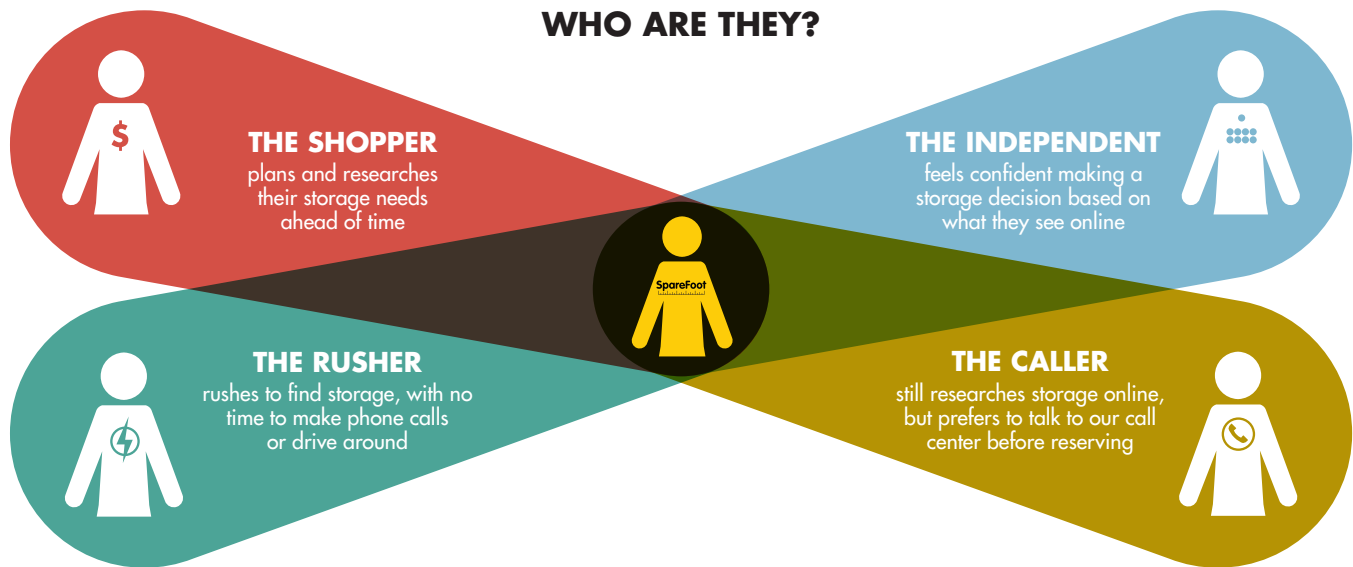


Marketing Intel | Understanding SpareFoot customers

Over our years of testing, optimizing, interviewing and surveying, we've learned that customers from SpareFoot tend to be some combination of these personas. Some didn't even know they needed storage until they found us through a moving partner! You may want to adjust your storage pitch accordingly:



WHAT DO THEY ALL HAVE IN COMMON?

They demand clarity and transparency in their storage search. Many are new to using storage, and want to learn everything about your facility online. The reality when they arrive has to meet the expectation set online—the same way someone who orders blue shoes on Zappos.com doesn't want them to arrive at their doorstep in red. This is NOT the Yellow Pages; customers who find you on SpareFoot get frustrated with vague and old-school marketing.

Customers also care about security features that make them feel safe, reviews that show others had a good experience, and a follow-up call (Tenant Connect) so they can speak directly to the manager after reserving. It's all about reassuring the customer they will get great service—a "warm fuzzy" feeling that's critical to their buying decision.

THE WARM FUZZY LIFECYCLE:



HOW CAN YOU ATTRACT THEM?

SpareFoot customers like to compare facilities to find the best storage option for their needs. We optimized the design of SpareFoot listings to show customers the info they want in an easy-to-find way, and to help you set your facility apart and earn their reservation:

The screenshot shows a SpareFoot Storage Facility listing for 'STORE IT ALL WEST' located at 123 Anywhere Dr., Anywhere, USA 12345. The listing includes a photo of the facility, a star rating of 4.5 from 3 reviews, and a phone number 1 (877) 687-9771. The 'Available Units' tab is selected, showing a 5' x 10' Unit for \$71.10 per month (discounted from \$79.00) and a 10' x 10' Parking unit for \$59.00 per month. The 'Hours' section lists office hours from 9:00 am to 5:00 pm, and the 'Features' section lists 'Free use of truck' and 'Electronic gate access'. A map to the facility is also shown.

Callouts from the text below point to the following elements in the image:

- Orange line to the 'Available Units' tab.
- Red line to the '5' x 10' Unit' listing.
- Blue line to the '10' x 10' Parking' listing.
- Green line to the 'Hours' section.
- Yellow line to the 'Features' section.
- Dark green line to the 'Map to Facility' section.

- You can set **discounts** off your standard price in MySpareFoot—then we can show that a unit is normally \$75, but we can get it to you for \$60
- You can also set special **promos** in the Units tab in MySpareFoot
- Integrate SpareFoot with your software to ensure **prices and availability** are always up-to-date
- Your **description** should include any details that make you unique, such as being family-owned or located near a landmark
- Learn more about **reviews** on the “Guide To Reviews” sheet in this folder
- Add **photos** of your front desk, security features, units, and anything you like to show off on facility tours—avoid too many street-view photos
- Be clear about both your office and access **hours**