

CASE STUDY

GOOGLE ADS

How Google Ads Drove Growth for
a South Florida Storage Facility

Storage Facility



OVERVIEW



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This case study highlights how targeted Google Ads campaigns successfully increased lead generation, phone call inquiries, and online bookings for a storage facility, demonstrating significant business growth and customer engagement in a competitive market.



ABOUT THE CLIENT

This local storage facility in South Florida was founded in 1929, becoming the first of its kind in the region. With locations in Aventura, Brickell, and Kendall, the facility has long served the community by providing reliable storage solutions.



PROBLEM STATEMENT

The facility faced difficulties in generating phone calls and leads for its three locations. They required an effective advertising strategy to overcome this challenge and ensure a steady flow of high-quality leads.

GOALS

The primary objective was to boost the number of high-quality phone calls and bookings for each location. The facility needed a robust strategy to attract more inquiries and convert these into bookings.



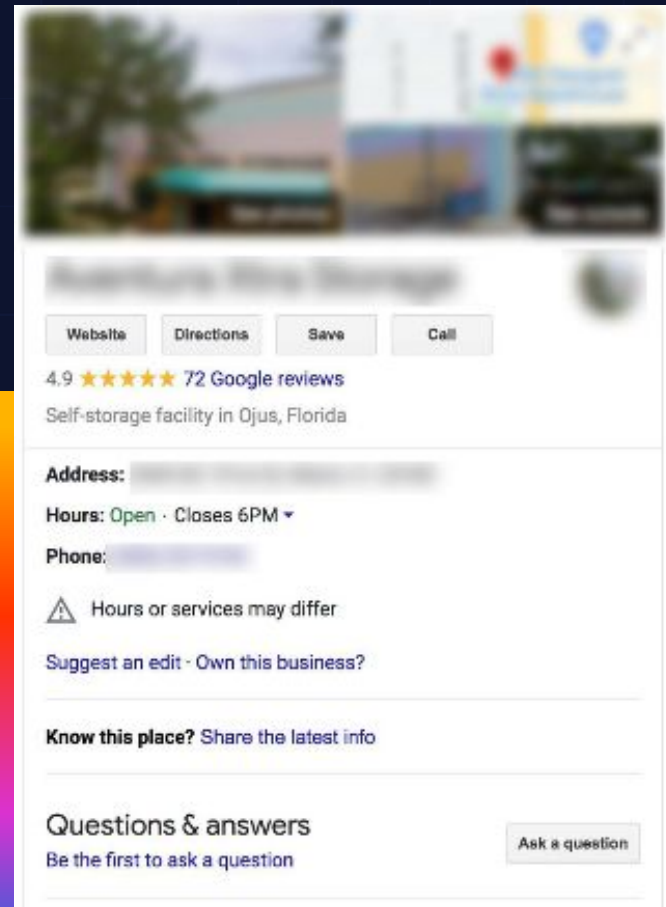


STRATEGY

The goal was to increase the number of storage bookings either through their website or via phone calls. The strategy focused on optimizing Google My Business search campaigns for each location, targeting individuals actively searching for storage units and those seeking directions to nearby facilities. By honing in on specific locations and demographics, the campaign targeted English-speaking individuals aged 25 to 65+ with a strong interest in storage units.

BEST PERFORMING ADS

The Google Ads team strategically used search ads to capture the interest of users intentionally seeking storage solutions.

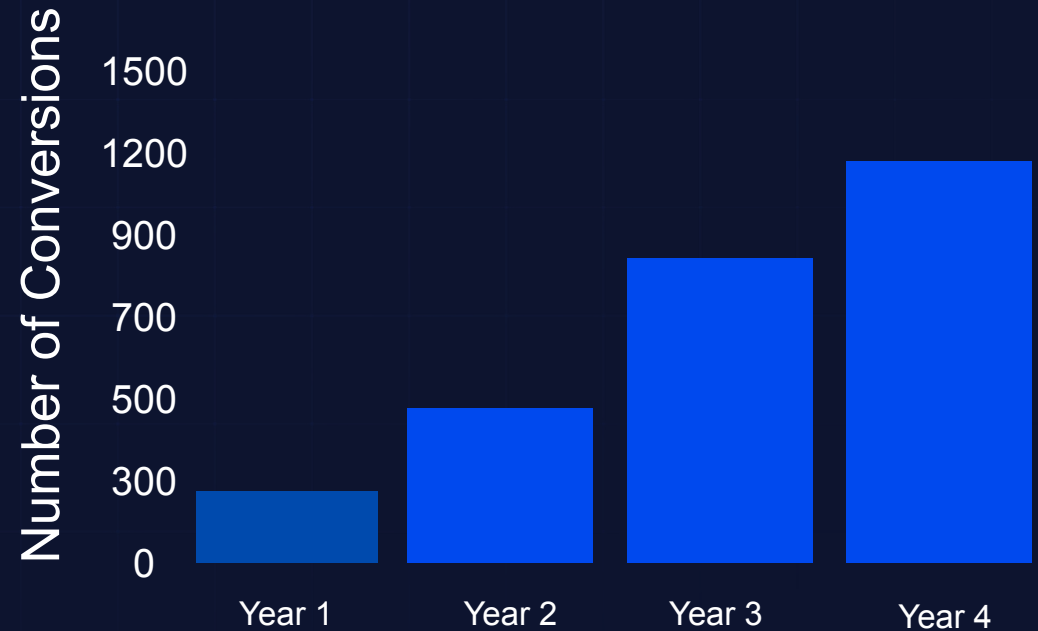


DETAILED RESULTS

The key metrics highlight the campaign's effectiveness: 426,098 unique impressions, 2,158 conversions, and 1,915 phone calls, achieving a click-through rate (CTR) of 1.71%. The consistent optimization of each campaign element by the Google Ads team played a crucial role in maintaining these impressive results.

FINAL OUTCOME

The campaign was a resounding success, evidenced by a substantial ad impression count of over 420,000 views. With a monthly budget of \$3,500, the Google Ads team strategically used search ads to capture the interest of users intentionally seeking storage solutions. Each region had tailored ads directing users to specific landing pages managed by phone agents. Additionally, a remarketing campaign ensured that potential customers were reminded to return and complete their booking process.



Budget: \$3,500 Per Month

Location: South Florida

CONCLUSION

The storage facility not only succeeded in generating high-quality leads for its locations but also significantly boosted its phone call inquiries and online bookings. This case study exemplifies how targeted Google Ads campaigns can drive substantial business growth and customer engagement in a competitive market.

