

*“I had no idea how much more I could get
for my budget until I worked with TEMPO.”*
– **Kimberly Clayton**, VP Hampshire Self-Storage

CASE STUDY

TEMPO Strategic drives revenue and reduces
cost per lead with digital marketing

TEMPO

GET UP TO SPEED

THE CHALLENGE

Hampshire Self-Storage is a third generation storage facility that was established in 2008. It has 14 storage locations based in New York, New Jersey, and Pennsylvania. Hampshire Self-Storage was looking to **MAXIMIZE** their marketing efforts in order to **IMPACT THEIR BOTTOM LINE.**

3 PRIMARY GOALS

- 1 increase **CLOSING RATE**
- 2 increase **INCOME RATE**
- 3 increase **LEADS**

TOP LINE RESULTS

Increased gross income by 11%

Increased NOI by 35%

Increased closing ratio by 7%

Increased direct calls from website 151%

Increased new website visitors by 79%

Increased mobile traffic by 63%



THE PROCESS

DURING THE FIRST STEP we analyzed the marketing channels, budget allocations and reviewed their historical data to determine what was working and what wasn't.

BY MEASURING the online traffic sources, we evaluated lead generators and adjusted the budgets to fit the most profitable initiatives. This revealed a weakness in the brand image as reflected in the website.

ONCE THE COMPONENTS of the program were in place, we measured the effectiveness of each digital tool and made month-to-month reallocations of the budget. This focused the marketing efforts on areas of strength and also maximized the efficiency of the budget.



THE SOLUTIONS

We took the client through **COMPETITIVE ANALYSIS AND BRAND DEVELOPMENT** to find a brand identity that was *true, appealing, and ownable*.

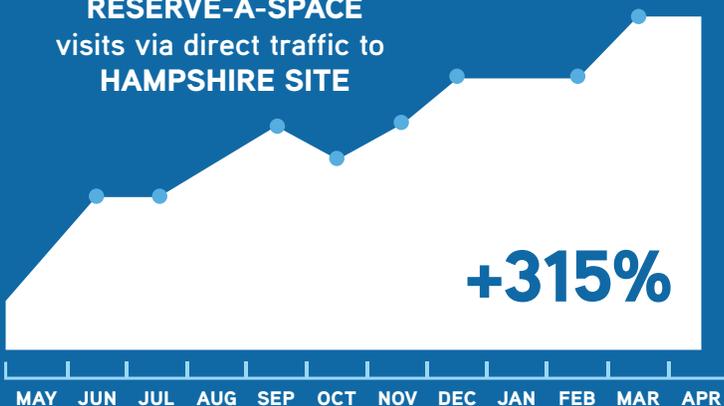
- 1 A NEW VISUAL STYLE FOR THE WEBSITE** yielded a distinct image and competitive edge that reflected the high level of service and above-average quality of their self-storage units.
- 2 Organic search engine ranking began to improve with a SEARCH ENGINE OPTIMIZED WEBSITE.** We utilized Yelp, Bing and Google Places and optimized the profiles for each local search listing.
- 3 We implemented a web analytics system and developed a reporting dashboard to TRACK OUR SEARCH ENGINE optimization efforts.**



THE BENEFITS

In just **two months** after the website redesign, calls from the Hampshire site **increased by 151%**. Over the course of **about a year**, monthly visitors to the website **increased by 71%**. New website visitors **increased by 79%** which indicated that the **ADVERTISING** directing the visitors to the site **WAS SUCCESSFUL**.

RESERVE-A-SPACE
visits via direct traffic to
HAMPSHIRE SITE



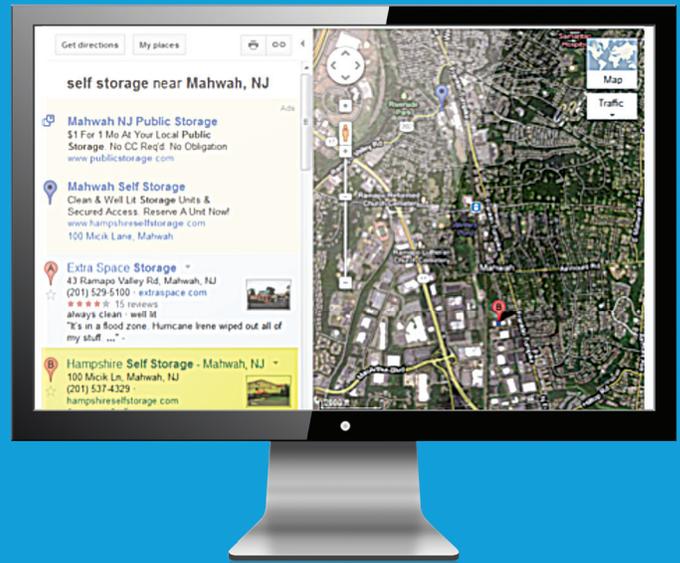
The call tracking revealed that organic search generated the most calls to Hampshire, at **36% for the year**. Bing and organic Google Search generated **74%** of all tracked calls. PPC added another **19%** and Yelp **5%**.

Mobile traffic **increased by 63%** after the launch of the new mobile site.

Revenue **increased by 30%**.

ACTIONABLE INSIGHTS

Are you in control of all of your digital profiles? **OPTIMIZE** local search. Local directories and local search are increasing in importance. We **MAXIMIZED** Hampshire's profile in quality directories and took control of these profiles.



Are you paying regular attention to the content of your website? To **IMPROVE** organic search engine rankings and **INCREASE** the quality of traffic we developed robust and relevant content to improve their rankings.

Do you know the size and growth rate of your mobile audience? Is your site mobile optimized by design and content? When anyone visited the Hampshire home page from their mobile devices, they were directed to the desktop version on the site which was not optimized for consumption on a mobile device. The mobile audience was increasing at a dramatic rate so we designed the Hampshire **MOBILE SITE**.

Are you chasing every customer? Or the right customer for you? Hampshire had to **REDUCE PRICE SENSITIVITY** in order to uphold revenue. We defined and clearly communicated Hampshire's value proposition to attract **THE BEST CUSTOMER** for Hampshire – not every customer – but **THE RIGHT CUSTOMER**.

Are you tracking your leads reliably, or depending on hearsay? Are you supporting your most fruitful lead generating sources? In order to **REDUCE COST-PER-LEAD** we activated a lead attribution program to **TRACK EACH LEAD** to its source and be able to allocate budgets accordingly.

WHY TEMPO STRATEGIC?

“THE GOAL is to get clients *UP TO SPEED* online. We apply the traditional branding tools to new and emerging media to provide real insights and measurable results.”

– **Boris Bauer and Angela Cason,**
TEMPO STRATEGIC

Boris Bauer and Angela Cason formed TEMPO Strategic to bridge the gap between traditional and digital marketing.

With Boris’ technical expertise and Angela’s branding background, TEMPO prescribes CUSTOM SOLUTIONS for each client, integrating the best of both worlds, for results that are powerful and cost-efficient.

The Association of National Advertisers called TEMPO “The Agency of the Future.”



TEMPO Strategic won the **2012 INTERACTIVE MEDIA AWARD** for “**Best in Class**” for the Hampshire Self-Storage website.

Why TEMPO Strategic?

ONE-STOP SHOPPING –

With expertise in marketing, branding, websites, social media, SEO, PPC and mobile, we can scale the work to your needs. We work in close partnership with our clients. Let us handle the marketing, while you focus on closing leads and management.

YOU OWN IT

You own the websites, the social media pages, the profiles – everything we create for you. We set up the accounts under your name – not ours. So you’re in control.

UNRIVALED EXPERTISE

We help you keep up to speed with the constant changes of digital – and in the digital space, there’s a lot to keep up with. We’ve developed award-winning sites and run national and international campaigns. Our clients know they can depend on our expertise and integrity.

For more information about TEMPO Strategic, call us (855) 700-6900 or visit us at tempostrategic.com