



WEB SITES AND ONLINE MARKETING

Presented by All Seasons Communications

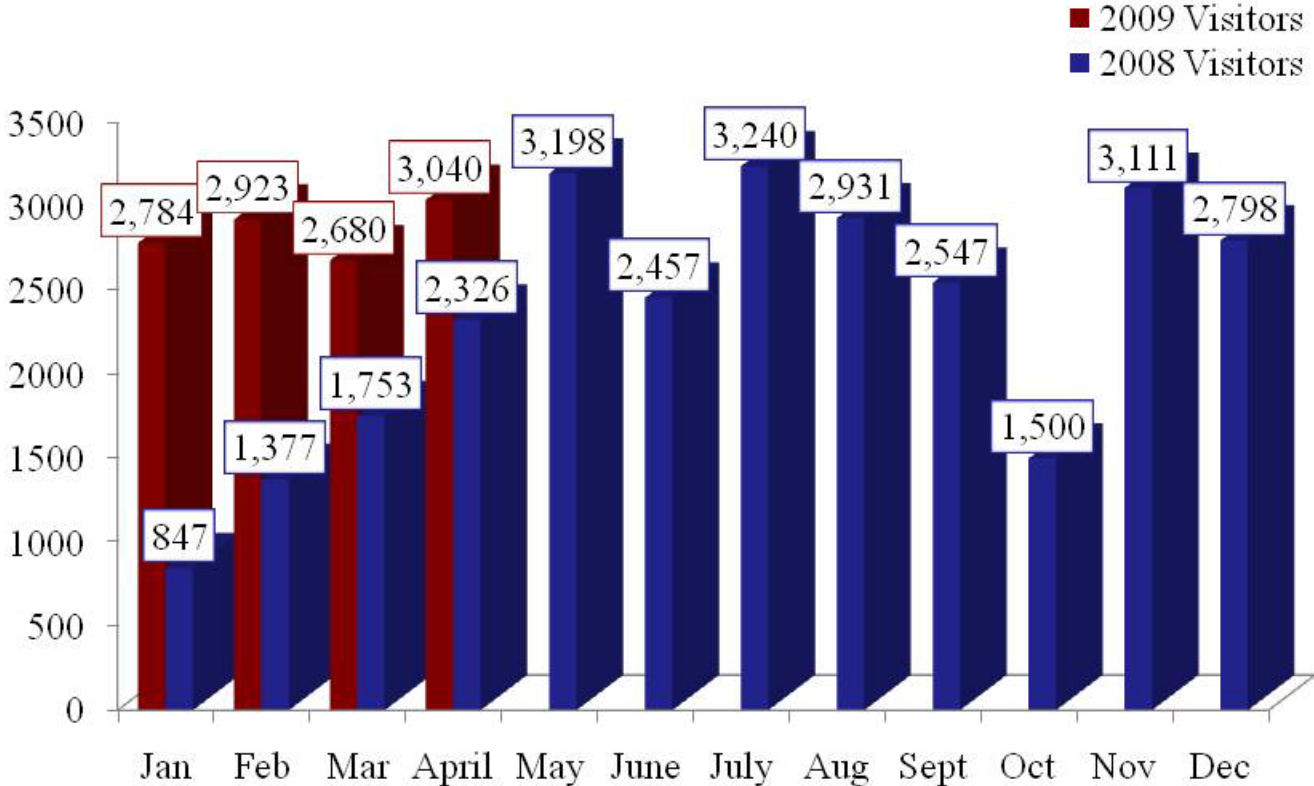
SSAM WEB SITE

www.selfstoragemichigan.org

- ⊙ Consumer information about self storage
- ⊙ Member listings
- ⊙ Industry resources and documents
- ⊙ Event listings and registration
- ⊙ Advertising opportunities

SSAM WEB SITE

2008-2009
selfstoragemichigan.org visitors



MEMBER SEARCH

SELF-STORAGE
ASSOCIATION OF
MICHIGAN

[Home](#)

[Member search](#)

[Media resources](#)

[About SSAM](#)

[Links](#)

[Contact Us](#)



2222 Association Dr.
Okemos, MI 48864

888.308.7726



[View all members](#)

[Search for an associate member](#)

Self Storage Location Search

Keyword/Name

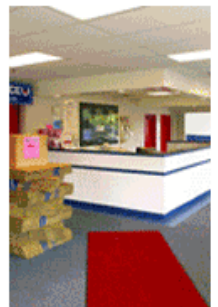
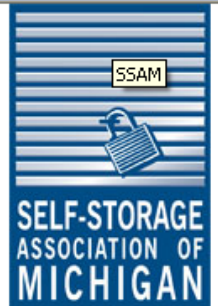
City

Zip code

Search within a radius of my zip code

- 24-hour access
- Digital surveillance
- Boat/RV storage
- Climate controlled units
- Drive up access
- Specialty storage (wine, vehicle, etc.)

[Search for Self Storage Locations](#)



MEMBER LISTING

SELF-STORAGE ASSOCIATION OF MICHIGAN

[Home](#)

[Member search](#)

[Media resources](#)

[About SSAM](#)

[Links](#)

[Contact Us](#)



2222 Association Dr.
Okemos, MI 48864

888.308.7726



[View all members](#)

[Search for an associate member](#)

[Back to search](#)

44th Street Self Storage

3535 44th Street
Grand Rapids, MI 49512
Phone: (616) 656-0242
Fax: (616) 656-3761

Web site: www.storageinmichigan.com

E-mail: sales@storageinmichigan.com

Number of storage units: 492

Great locations in Grand Rapids area. Open 24 hours to rent units and make payments with new kiosk next to office. Safe, well-lighted and gated facilities. Free use of moving truck with move in.

Features:

- 24-hour access
- Digital surveillance
- Boat/RV storage
- Climate controlled units
- Drive up access
- Specialty storage (wine, vehicle, etc.)
- Other: Self-service kiosk - 24-hour rents units, make payment; semi-parking





WHY YOUR BUSINESS NEEDS A WEB SITE

Convenient for customers

- ⊙ Site is always available (24 hours a day, 7 days a week), even when you aren't
- ⊙ Customers may e-mail requests for quotes or additional information
- ⊙ Consumers are able to research online, and find detailed, up to date information and promotions



WHY YOUR BUSINESS NEEDS A WEB SITE

Success is measurable

- ① Number of monthly visitors may be calculated and compared
- ① Visits may be tracked according to their path (via search engine, online ad or link)
- ① Measure the success of an ad campaign as it relates to site activity



WHY YOUR BUSINESS NEEDS A WEB SITE

Gives your business greater exposure

- ⊙ Site is visible to current and future customers
- ⊙ In person visits are not necessary
- ⊙ Advertising message has broader geographical reach



WHY YOUR BUSINESS NEEDS A WEB SITE

Helps create a professional image

- ① A professionally designed site is an extension of your business
- ① Your site can separate you from the competition
- ① Today's customers are going to the web first to verify credibility, location and offerings



WHY YOUR BUSINESS NEEDS A WEB SITE

Becomes a form of effective advertising

- ⊙ Don't rely on traditional advertising to reach potential customers
- ⊙ Web site allows you to provide extensive information, rates, plans, promotions and other offerings
- ⊙ Easy and inexpensive to update



WHY YOUR BUSINESS NEEDS A WEB SITE

Allows you to gather information from potential customers

- ⊙ Web site visitors are more likely to provide contact information online
- ⊙ Create online products to keep in communication with potential customers, such as e-mails
- ⊙ Include online promotions and coupons in exchange for contact info



EFFECTIVE WEB SITES

- ⊙ Appealing design, professional look
- ⊙ Simple navigation and functionality
- ⊙ Attractive design with quality photos
- ⊙ Informative content with details and pricing
- ⊙ Easy to contact company or request more information
- ⊙ Directions or map to physical location



MARKETING

- ① Develop sales package (visitor requests from web site) with brochures and pricing
- ① Send e-newsletters to potential customers (visitor can sign-up on web site)
- ① Submit articles to industry publications and associations
- ① Advertise online (Google pay-per-click)
- ① Take advantage of association ad opportunities



PUBLIC RELATIONS

- ① Distribute press releases and articles to media
- ① Establish reciprocal links
- ① Update all “free” listings
- ① Participate in blogs, submit articles online

SEARCH ENGINE OPTIMIZATION

Basic optimization strategies

- ① Use strategic key words
- ① Submit site to all search engines
- ① Incorporate web friendly content (images, articles, research)
- ① Refresh content regularly
- ① Include call to action (i.e., “request a quote”) on multiple pages

MEMBER PACKAGES

Option A

Member Web
“brochure” site
starting at \$1,250

Option B

Member Web Site,
starting at \$2,100



Stoney Creek
CAMPGROUND

888-555-5555 • 248-555-5555

Welcome to Stoney Creek Campgrounds!
Providing family-friendly camping experiences for over 25 years

Stoney Creek Campground offers affordable family camping with seasonal, overnight, weekly and monthly campsite rentals. It's a great place for your family and friends to have fun and enjoy time together. Yearly site rental solves storage problems and saves gasoline. It's like having your own cottage up north, but close to home!

We're a quiet, relaxing getaway in Shelby Township, on Lake Rochester, only 60-90 minutes from Metro Detroit.

Find out for yourself why campers return to Stoney Creek Campground year after year.



- Wooded trails
- Arcade game room
- Fun family activities and entertainment
- Indoor/outdoor movie screen
- Deluxe basketball and shuffle board court
- FREE satellite TV
- Campfire rings
- Family entertainment and activities
- Theme weekends and events
- Premium 60' x 80' campsites coming soon

Upcoming Events
May 23 - 26
Memorial Day Holiday Weekend
June 13 - 15
Fathers Day Weekend-Schools Out Celebration!
June 20 - 22
Hurrah! Summer Begins Weekend
June 27 - 29
Michigan Challenge Shelby Twp. Balloon fest Weekend
July 3 - 6
4th Of July Holiday Weekend



Stoney Creek Campground
52710 Shelby Road
Shelby Twp, MI 48316
info@stoneycreekcamping.net

CONTACT INFO

Cheryl Russell

crussell@allseasonscommunications.com

All Seasons Communications

a group of creative consultants

586.752.6381

www.allseasonscommunications.com