

G5 Search Marketing

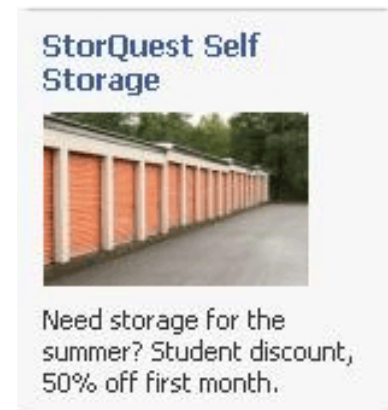
G5 Search Marketing is reinventing local marketing by giving business owners visibility into what advertising efforts produce the most profitable customers. Representing StorQuest Self Storage, G5 helped manage the company's shift from traditional to online local advertising by creating a series of Facebook Ad campaigns and measuring success.

Objective

StorQuest aimed to reach college students in need of Summer storage.

Solution

A series of Facebook Ad campaigns was targeted to college students at 21 campuses prior to Summer break. Facebook's demographic information (age, location and college level) enabled G5 to hone ad effectiveness.



Results

Facebook Ads delivered one of StorQuest's highest performing online advertising efforts:

“Facebook helped our client target a specific audience and offer a solution for their specific needs. Offering college students self storage right at the end of the semester with Facebook Ads helped StorQuest post record-breaking student occupancy rates.”

— Dan Hobin, CEO, G5 Search Marketing

- Over 50% increase in same store total rentals versus prior year.
- 10% conversion rate from visits originating from Facebook Ads.
- On par with Google AdWords on a cost-per-lead and cost-per-customer basis.
 - \$1.25 CPC delivered \$10.25 cost-per-lead
 - \$100 average rentals; \$600 average life time value per customer