

The Magic of Photography and Videography



storagepug

Introduction

We've all heard the saying "A picture is worth a thousand words." This is especially true for modern marketing websites, social media, and Google My Business Listings. In this e-book, we will:

- ✓ **Examine how photos and videos support and benefit your marketing efforts**
- ✓ **Look at how photos can enhance your Google My Business Listing**
- ✓ **Provide tips on planning a photo shoot at your self-storage facility**
- ✓ **List the features and amenities to photograph at your facility**
- ✓ **Share examples of self-storage websites that successfully incorporate photos and videos.**



How Photos and Videos Support Marketing Efforts

Using high-quality photographs and videos on your self-storage website and social media offers numerous benefits. *We'll look at how photos can enhance your Google My Business Listing in the next section.*

- ✓ **People tend to remember what they see more than what they read.** Be sure your photos and videos reinforce and support your key marketing points. For example, saying that you have 24/7 security will be reinforced by photos of your security cameras and gate.
- ✓ **Photos and videos keep visitors on your website longer—** increasing the chance that they will click on the call to action button. Photos can improve your on-site Search Engine Optimization (SEO), as long as the photos match the text on your site.
- ✓ **Photos and videos improve user experience.** Videos of your facility quickly and accurately show potential tenants what your facility and units look like. This type of information simply cannot be captured in words as effectively as in a photo or video.
- ✓ **Photos and videos showcase what makes your facility special and unique.** The easiest way to differentiate your facility from your competition is to show all the things that you have that your competitors lack.
- ✓ **Social media posts with photos or images are 10 times more likely to get engagement.**
- ✓ **Photos can be used in operations.** Don't hesitate to place photos and videos throughout your office to show potential and current tenants your various amenities. For example, StoragePug client Rocky Hill Storage uses drone footage to show new tenants where their parking space is located or what building their unit is in.





Using Photos To Enhance Your Google My Business Listing

According to Google, businesses that use photos on their Google My Business listing:

- ✓ **Receive 42% more requests for driving directions to their location**
- ✓ **Got 35% more clicks through to their websites than businesses without photos.**

A [**BrightLocal Google My Business Insights study**](#) indicated that customer engagement increases with the number of photos used in a Google My Business listing. The study found that customer engagement increased dramatically when the number of photos goes over 100.



The **more photos** used in a Google My Business listing, the **more website visits**, direction requests, and phone calls were received.

Besides uploading your logo and a cover photo, your Google My Business listing can include photos of your self-storage facility's:

- ✓ **exterior**
- ✓ **interior**
- ✓ **staff**
- ✓ **products**
(dollies, moving truck, boxes, and other ancillary products)

You can also encourage your customers to share their own photos.

To help meet the goal of **101+ photos on your Google My Business listing**, try to add at least one photo each week. Another way to meet this goal is to use multiple photos for each feature. For example, if you're showcasing your facility's moving truck, photograph the truck from various angles and show the interior and exterior.





Planning For A Photo Shoot

First and foremost, your photos must be high-quality. Simply having photos is not enough. Make sure they are **good** photos.

Bad photos (e.g., blurry, poorly lit) will be as harmful as good photos are helpful. Because we do not recommend using stock photos, this may mean investing in the services of a professional photographer or videographer.



If you need help, **StoragePug** has a database of videographers and photographers across the country. We can refer you to them to help you get great shots of your business, whether you're interested in drone/video footage, still shots, or both.



Photo Tips

Here are a few tips for preparing for your photo shoot.

- ✓ **Do any necessary preparation before the photo shoot to ensure that your facility is shown in the best light.** This might mean refreshing your landscaping, touching up paint, washing the moving truck, and so forth.
- ✓ **Coordinate timing and schedules.** Consult with your photographer about the best time for the photo shoot and prepare accordingly. The light might be best at certain times of day, and you'll want to ensure that everything and everyone involved in the shoot will be available.
- ✓ **Have a comprehensive list of what you want to be photographed.** We provide a list to get you started in the next section. Take the time to list each area/feature/amenity you want to be photographed. You don't want to find out after the shoot is over that you overlooked a key area.
- ✓ **Get shots from multiple angles.** This provides you with choices and multiple photos you can use on various platforms.
- ✓ **People love looking at photos with people in them.** Customers are more likely to feel comfortable when they see smiling faces in the photos. Whenever possible, include your staff members in the photo shoot.
- ✓ **People love dogs.** If you're able to feature a dog in any of the photos, it is a great idea to do so.



Features and Amenities to Photograph

To get you started, here is a list of amenities and features to photograph at your facility.



Grounds

- Aerial or drone shot that provides an aerial view of your facility
- Road/entrance view (makes it easy for customers to recognize when pulling up)
- Signage/billboard
- Outside building view
- Overview of grounds



Security Features

- Security cameras
- Gate Keypads
- Other security features (such as a resident manager or guard dog)



Storage Units and Parking Spaces

- A wide shot that shows storage unit and aisle shot
- Diagonal view of storage doors
- Interior of storage units of different sizes
- Outside and inside units (if available)
- Specialty units (climate controlled)
- Parking spaces available for rent (covered and not covered)



Staff and Office

- Manager and staff members
- Management Office
- Screenshots of rental and payment systems available for tenants



Amenities and Products

- Dollies
- Loading dock
- Ancillary products (e.g., locks, boxes, tape, packing supplies)
- Any special features not highlighted above, such as a golf cart, portable storage, self-serve kiosks.

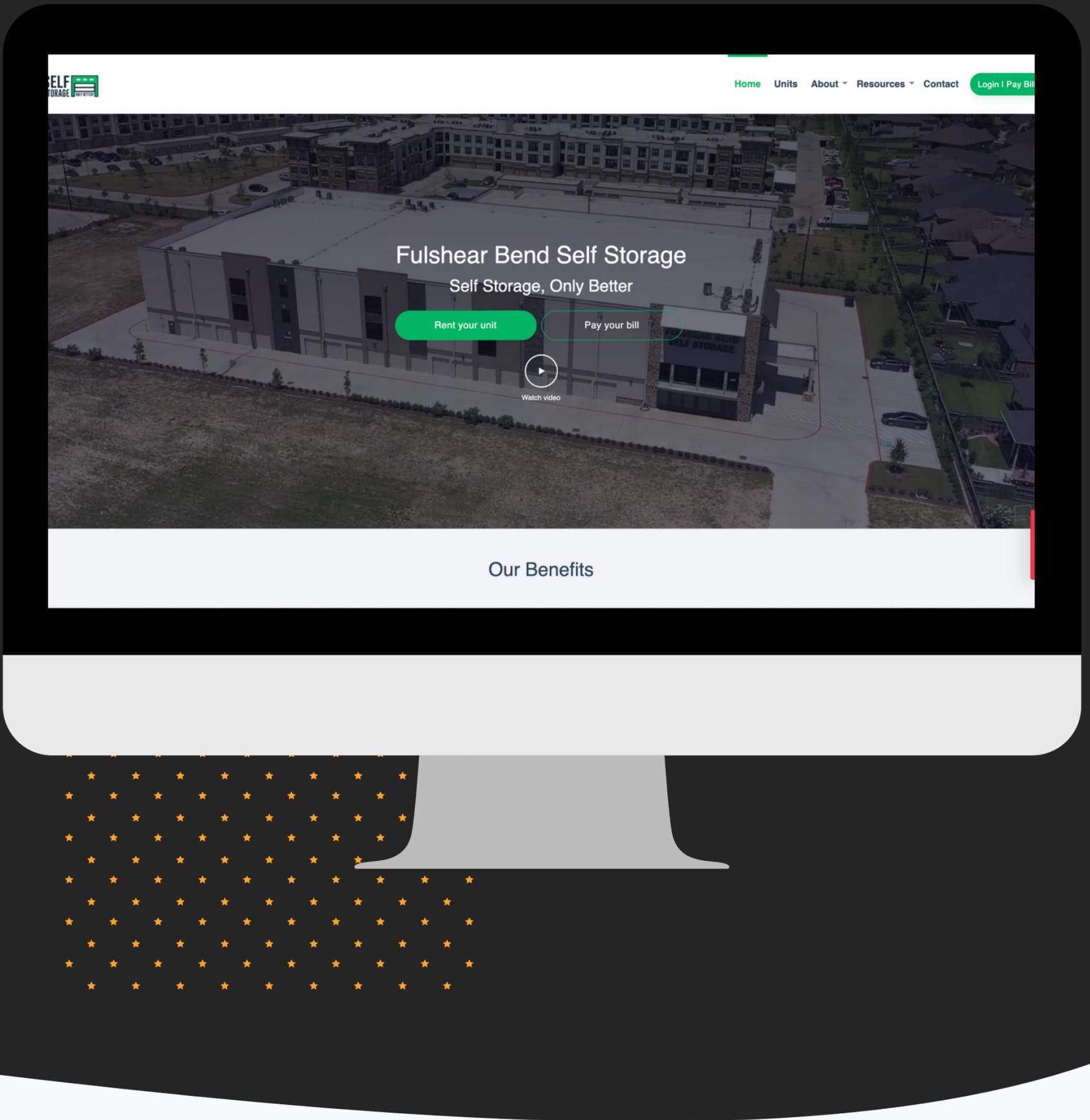


Inspiration from Self Storage Websites

Seeing how other self-storage facilities have incorporated photos and videos into their websites will provide inspiration and ideas about what you can do at your facility.

Below is a partial list of StoragePug clients who have successfully incorporated high-quality photography and videography into their websites.



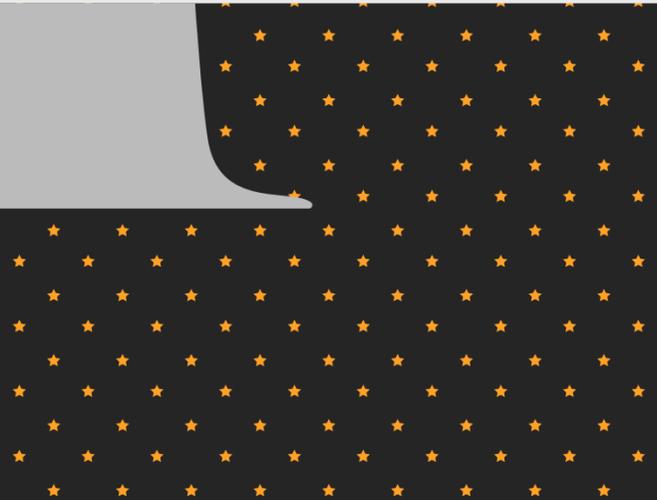
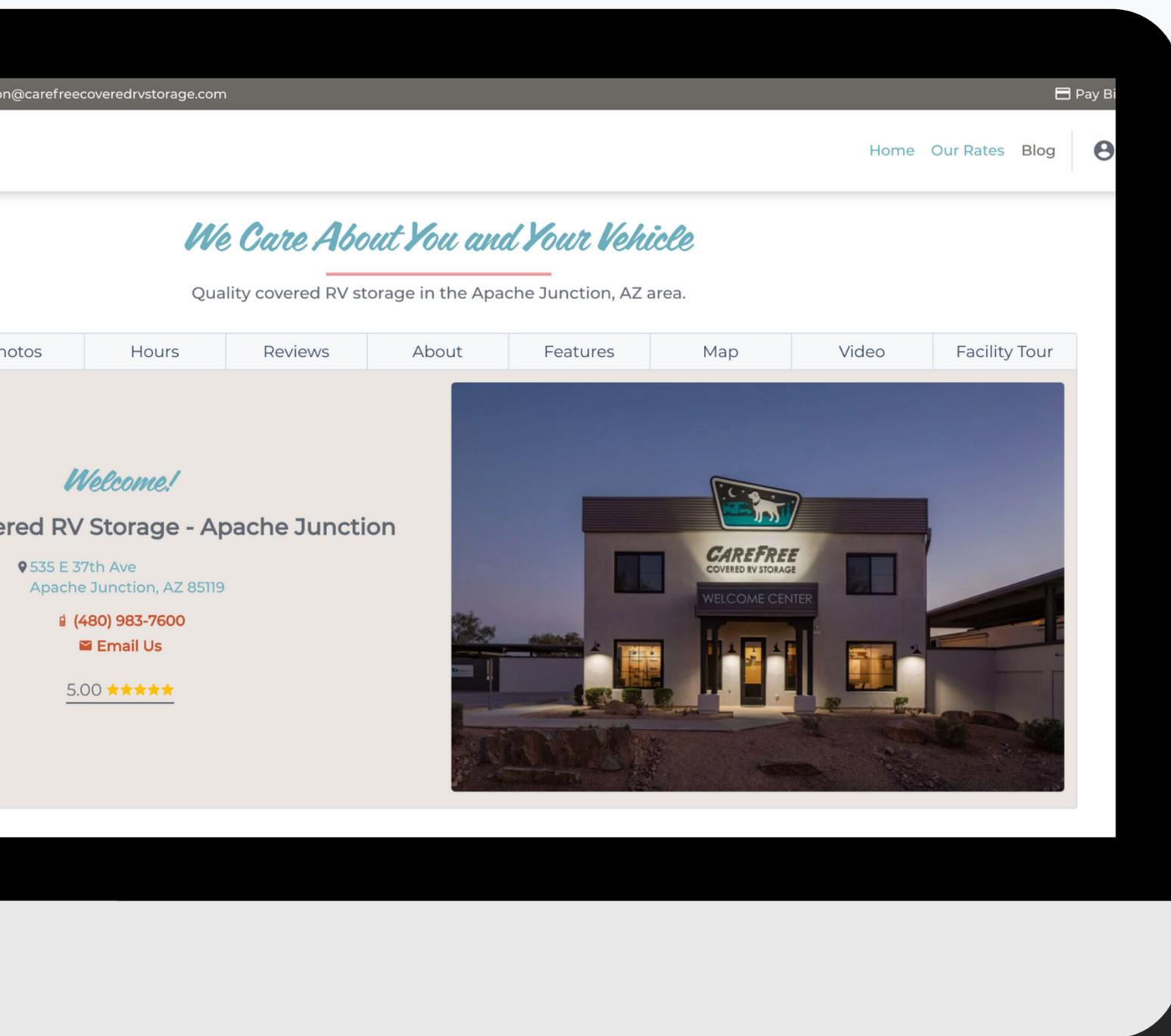


Fulshear Bend Self Storage (Katy, TX) – a great example of drone footage, especially if you only have one facility. Provides an aerial and interior view of the facility.

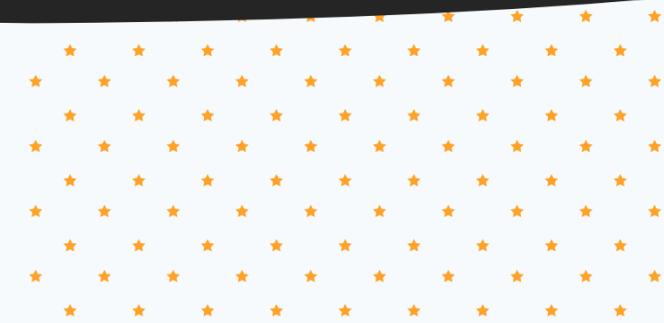




[Carefree Covered RV Storage \(Apache Junction, AZ\)](#) – helps sell a lifestyle as well as storage. The photo and video sections do a great job of highlighting their various features. Pay particular attention to the office photos.



More Website Inspirations



[Cherry Avenue Storage \(Salem, OR\)](#) –

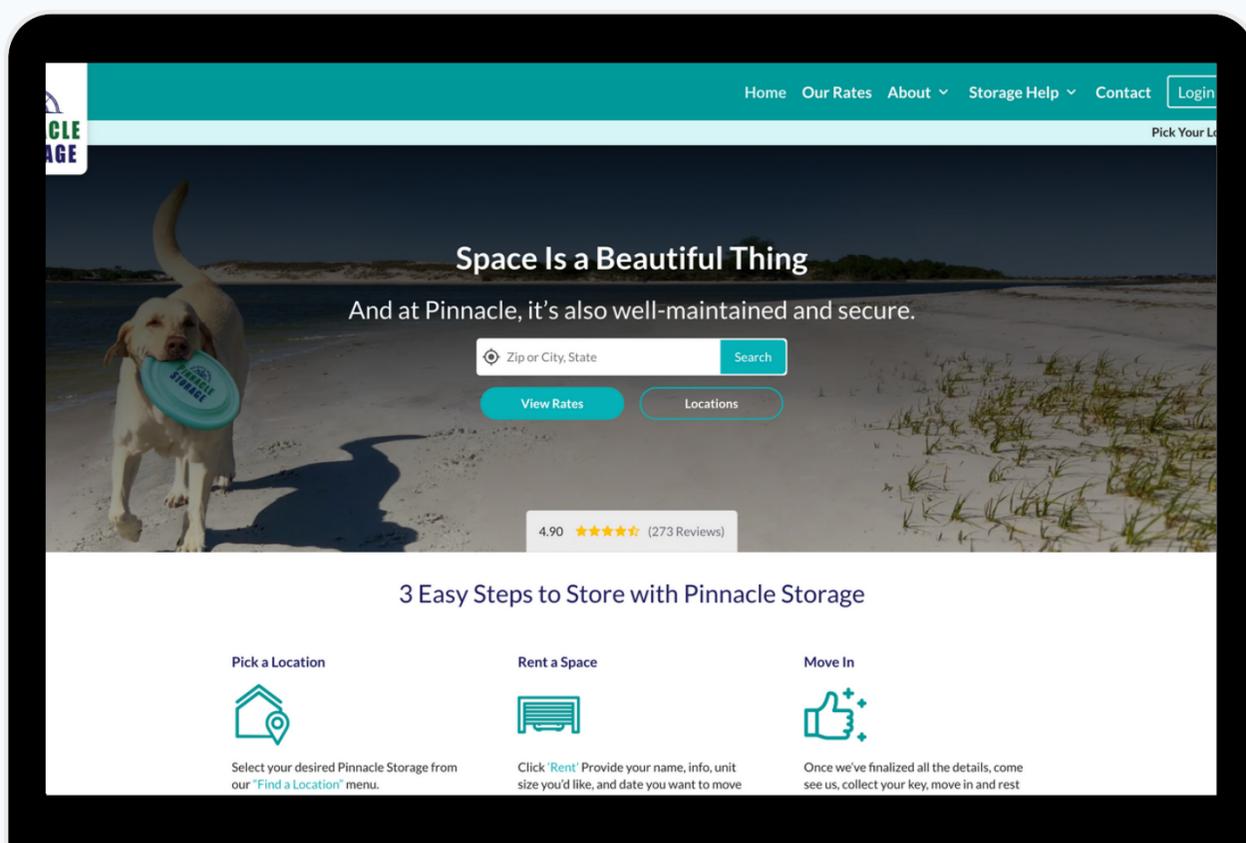
highlights the staff dog and mentions being pet-friendly

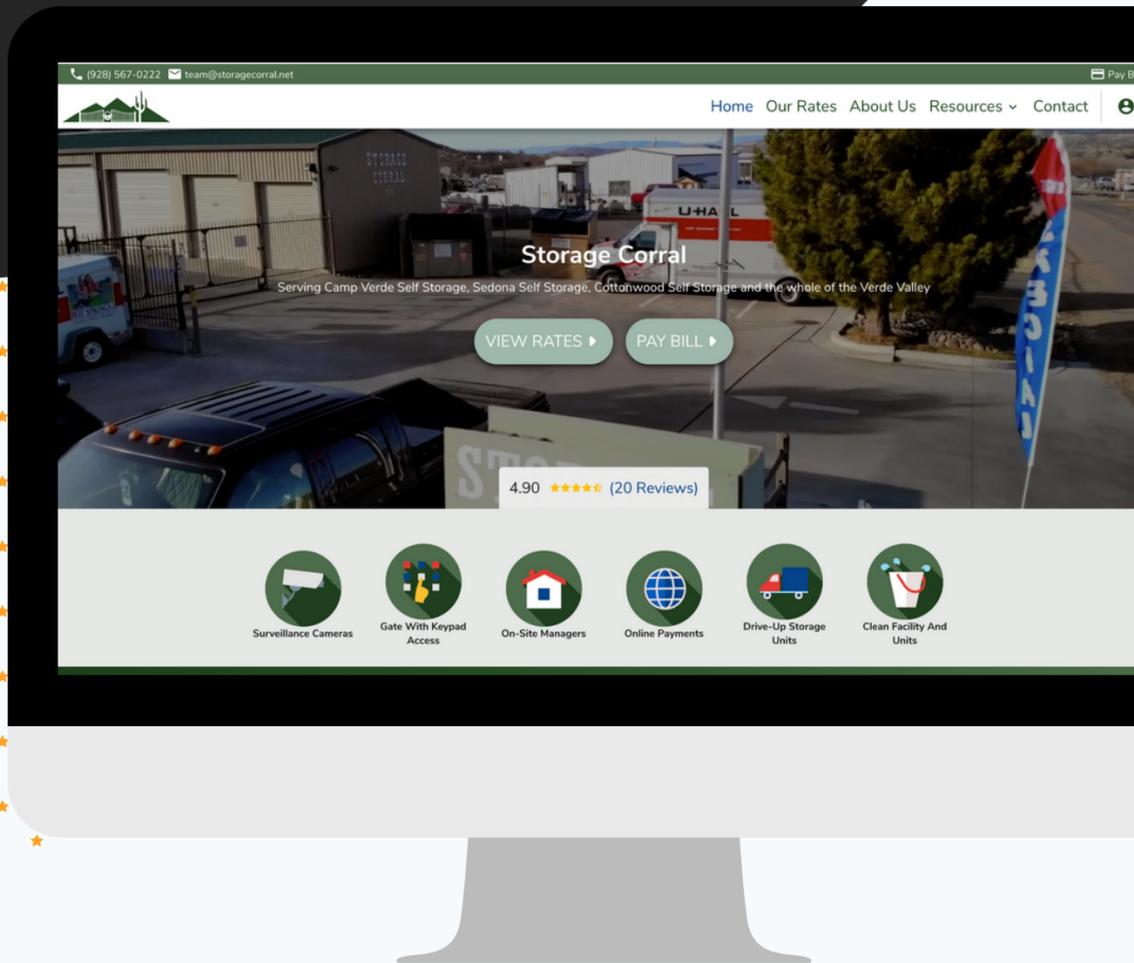
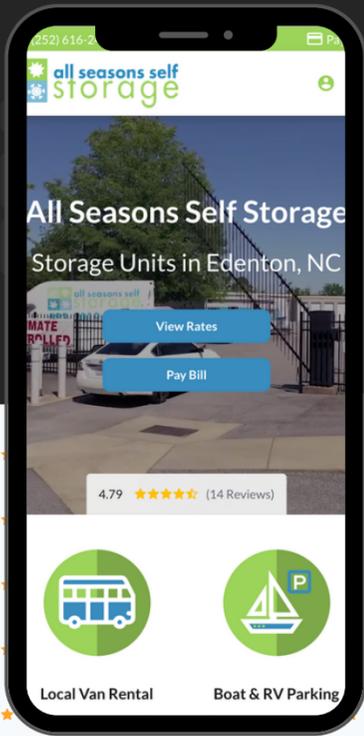


[Eugene Safe Storage \(Eugene, OR\)](#) – includes photos of team members



[Pinnacle Storage \(North Carolina\)](#) – website features a dog with a frisbee—helping to sell a lifestyle, not just storage





All Seasons Self Storage (Edenton, NC) –

includes awesome drone footage, including footage highlighting the golf cart they use to drive tenants around



Storage Corral (Camp Verde, AZ) – great

footage with all the suggested features mentioned earlier. Also shows close proximity to the highway, which lets people know exactly where they are



Storage Masters (Chesterfield MO) – facility

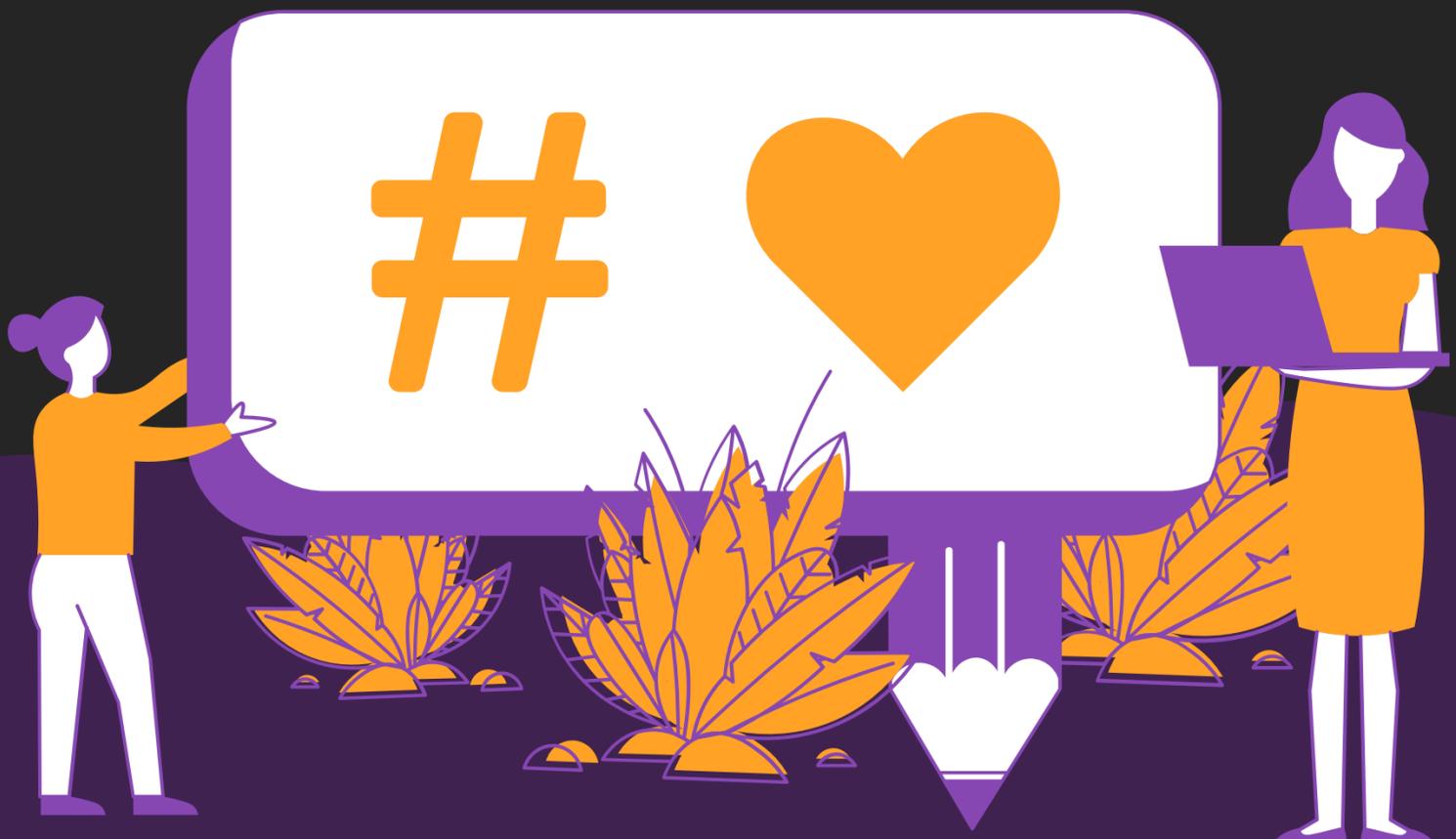
has six locations with videos for each; shows branded storage facility truck, shows gate opening, parking – tells a story without saying the words.

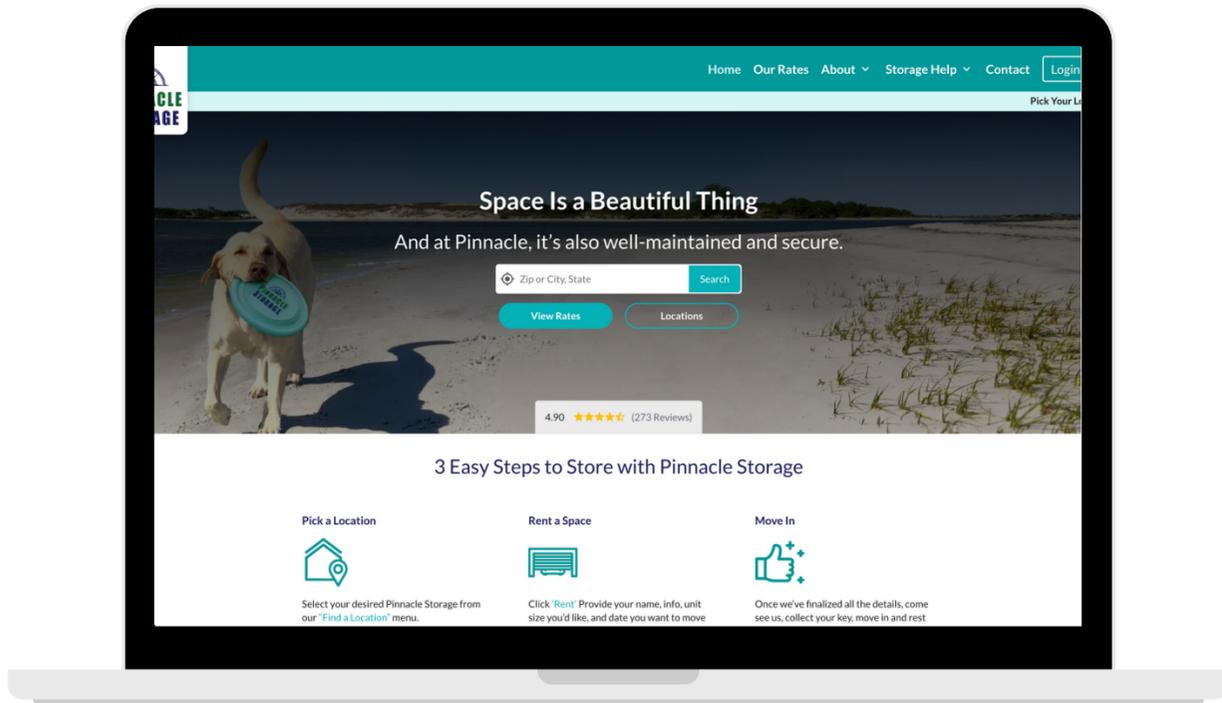
What did we learn?

Incorporating high-quality photos and videos into your website, Google My Business Listing, and social media posts is a proven way to help grow your self-storage facility.

StoragePug is dedicated to helping you successfully capture the magic of photography and videography. As mentioned earlier, we keep a database of recommended photographers and videographers from across the country. In addition, we can help with placing photos on your Google My Business listing.

StoragePug also offers a plethora of e-books, blog posts, workshops, and videos on demand to help you with all aspects of marketing your self-storage facility. For example, check out this blog post entitled [**“Drone Photography: Outshine Your Self-Storage Competitors.”**](#) To learn more, visit the [**StoragePug website**](#) and click on the Free Resources link.





What next?

Free Website Review

You deserve an awesome website that attracts new leads and boosts your online curb appeal.

Most websites hurt self storage businesses by turning away potential customers and costing you valuable leads.

That's not good for your customers and definitely not good for you!

Good news: we have some ideas to help turn your website into a 24/7 lead conversion machine.

[GET MY FREE REVIEW](#)

