

CASE STUDY

How Hempstead Mini Warehouses Turned Customer Feedback into \$35K in Lead Value with Storable Digital Marketing Services



HEMPSTEAD
MINI WAREHOUSES

KEY RESULTS → AT A GLANCE

- **79% increase** in Google Business Profile impressions within 4 months
- **23% boost** in organic engaged sessions
- **111% surge** in "Rent Now" confirmations
- **\$34,920** in rental value generated
- **Unlimited growth** in waitlist confirmations (from zero baseline)

THE CHALLENGE

A Growing Business Hitting Digital Roadblocks

► **Hempstead Mini Warehouses** had built a solid reputation in their community with competitive prices and quality service. However, they recognized that their digital presence wasn't keeping pace with their business ambitions.

The core problem: While Hempstead's facility and rates were competitive in their market, their online visibility had plateaued in an increasingly digital marketplace. In their tertiary market, every potential customer was valuable, but qualified prospects were struggling to discover them through online search.

The impact: Without strong online visibility, Hempstead was missing out on the steady stream of qualified leads necessary for continued growth. As self-storage competition increased online, they recognized the need for a more aggressive digital strategy.

“We knew we had a great facility and competitive prices, but potential customers just weren't finding us online. In a smaller market like ours, that really hurts your bottom line.”

Mark Lischka

► HEMPSTEAD MINI WAREHOUSES

Traditional Marketing in a Digital World

Before partnering with Storable, Hempstead had built their business through traditional marketing methods and word-of-mouth referrals. Their approach included:

- **Established local presence** with basic online listings
- **Community relationships** that drove steady referral business

- **Focus on operations** rather than digital marketing complexities
- **Growing awareness** that online search was becoming critical for customer acquisition

As digital marketing evolved and customer behavior shifted increasingly online, Hempstead's leadership recognized they needed expert guidance to navigate this complex landscape effectively.

Selecting the Right Solution: Starting with Visibility

When evaluating Storable's Digital Marketing Services (DMS) options, Hempstead faced a choice between three core packages: Visibility, Reputation, and Authority. Given their specific situation, the Visibility package was the clear strategic choice.

WHY VISIBILITY WAS THE RIGHT FIT

- **Market opportunity:** In smaller markets, the competition for top search positions is more manageable, making visibility improvements highly impactful
- **Smart foundation building:** Establishing strong search presence creates the platform for advanced reputation and authority strategies
- **Immediate ROI potential:** Visibility improvements typically show results faster than reputation building, providing quicker returns on investment
- **Cost-effective starting point:** Focuses investment on the most fundamental need—being found by potential customers

This strategic approach allowed Hempstead to maximize their initial investment while building toward more sophisticated digital marketing as their online presence matured.

"We knew we needed to start with the basics. Storable helped us understand that without people being able to find us first, working on reputation wouldn't matter. We needed visibility before anything else."

Mark Lischka

► HEMPSTEAD MINI WAREHOUSES

Solution: Three-Pillar Visibility Strategy

Storable's Digital Marketing Services provided Hempstead with a focused, results-driven approach to local SEO. Here's how we transformed their online presence:

1. Local Search Grid Technology

Our cutting-edge local search grid technology goes beyond traditional single-point tracking by generating comprehensive search grids across Hempstead's entire service area. This revealed exactly where they ranked and pinpointed specific improvement opportunities, allowing us to craft highly targeted optimization strategies that captured the nuances of local search performance.

2. Strategic Listings Management

We implemented comprehensive listings management across major platforms including Yelp, Yellow Pages, Nextdoor, BBB, and other relevant directories. This ensured consistent, accurate business information across the web while building trust and making it easier for potential customers to find and engage with Hempstead Mini Warehouses.

3. Integrated SEO Optimization

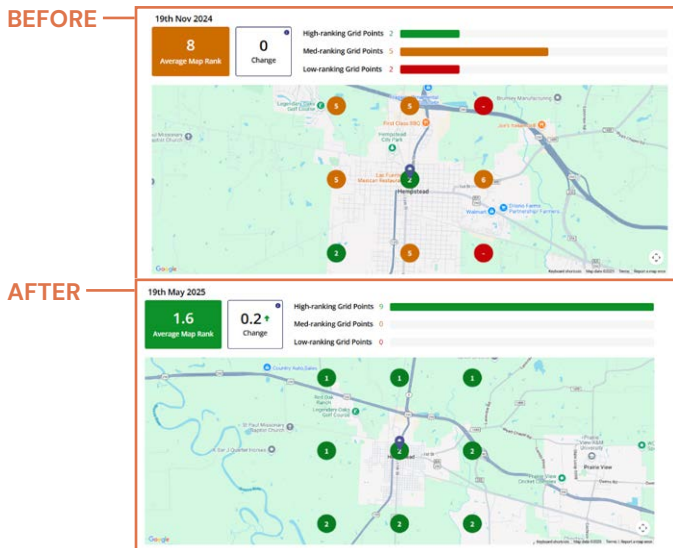
Our approach combined onsite optimization (meta tags, headings, internal linking) with focused offsite efforts, particularly Google Business Profile optimization. This included optimizing business descriptions, categories, services, photos, and regular content updates to ensure Hempstead presented a consistent, compelling online presence to both search engines and customers.

Transforming Digital Presence Into Revenue

The impact was dramatic and measurable. Within months of implementation, Hempstead Mini Warehouses saw significant improvements across all key performance indicators.

Search Rankings Performance

Across three core terms—"Storage Units," "Self Storage," and "Climate Controlled Storage"—visibility improved notably after expanding the search grid to two miles. This expanded tracking revealed optimization opportunities that single-point tracking had missed.



Google Business Profile Explosion

Impressions grew 79% year-over-year (from 1,323 to 2,363), meaning significantly more potential customers discovered Hempstead when searching for storage solutions in their area.

Website Traffic Momentum

22% increase in organic sessions with 23% growth in engaged sessions, indicating higher-quality traffic and improved user engagement.

Customer Engagement Surge

111% increase in "Rent Now" confirmations (from 9 to 19 confirmations), demonstrating strong conversion momentum throughout the campaign.

Hempstead also added 10 new customers to its waitlist (up from zero baseline), expanding future revenue potential.

Revenue Impact

Total Confirmed Lead Value: \$34,920 (based only on rental confirmations, excluding waitlist potential)

"I would absolutely recommend Storable to other storage operators," said Mark. "The ROI is clear, the results are measurable, and their team really knows what they're doing. We've generated real revenue from this investment."

LONG-TERM IMPACT

Built for Sustained Growth

The comprehensive SEO foundation established through Storable DMS has positioned Hempstead Mini Warehouses for sustained digital growth, with improved visibility and engagement metrics creating a strong upward trajectory.

SUSTAINABLE GROWTH FACTORS

- **Compound Effect:** SEO improvements build on themselves over time, creating increasing returns
- **Market Position:** Enhanced visibility has improved Hempstead's competitive position in their local market

- **Customer Acquisition:** The facility now has a reliable digital pipeline for generating qualified leads
- **Scalability:** The foundation is in place for future expansion into Reputation and Authority packages as the business grows

As these efforts continue to compound, Hempstead Mini Warehouses is well-positioned to continue generating qualified leads and converting them into high-value rentals, creating a sustainable competitive advantage in their market.

READY TO TRANSFORM YOUR STORAGE FACILITY'S ONLINE VISIBILITY?

Discover how Storable DMS can help you dominate local search and drive qualified leads to your business, regardless of your starting reputation score.

[Book Your Demo Now >](#)

- **Schedule a demo today to see how your facility currently ranks in our Local Search Grid.**