

Railroad Street Storage: Marketing and Advertising Overview

Below you will find information on the types of marketing, platforms, and estimated budgets associated with marketing and promotions for Railroad Street Storage. The types are tentative and contingent on company approval.

Proposed Monthly Marketing Budget: \$500

Length of Marketing: 6 months min

DIGITAL MARKETING

- Digital Ads

- Targeted Cities
 - Long Beach
 - Gulfport
 - Pass Christian
- Ad Content Type Options
 - Videos
 - Graphics (static and motion)
 - Images of units (interior & exterior)
- Ad Format Option
 - Carousel (min. Of 3 images per)
 - Single-image
 - Video (YouTube, IGTV)
 - Story
- Platforms
 - Google
 - Proposed Monthly Budget - \$150
 - Google Display Ads
 - Search Engine Marketing - Ads
 - Facebook
 - Min. of 2 Ads a month
 - Instagram
 - Min. of 2 Ads a month
 - YouTube (min. budget of \$50 - \$100/month)
 - Based on quantity of videos
 - Ads: Min. of 2/month (00:06 min - 00:60 max)
 - a. (1) Promotional Ad (up to 1 min)
 - b. (1) Bumper Ad (up to 6 seconds)

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- Official Company Commercial (run as an Ad - \$50/month min)
- Reach Estimate: 15K - 30K+ impressions/month

● Social Media Ads

- Facebook & Instagram
 - Brand Awareness Ads: \$75/month
 - Lead Generation Ads: \$75/month
 - Format: Carousel (min. Of 3 images per)
 - Single-image
 - Video (YouTube, IGTV)
 - Story
 - Types:
 - Brand Awareness
 - Lead Generation
- Press Release Distribution
- Cost
 - \$100/per (written and formatted) - 500+ words
- Projected Outcomes
 - Local media list
 - Syndication
 - Social Media
 - List building

● Print Media

- Local Media
 - Company:
 - Sun Herald
 - Long Beach Breeze
 - Penny Plus
- Print Materials
 - 2-sided Rack Cards
 - Front: General Business Contact Info
 - Back: Amenities/Features/Special (optional)
 - Tri-fold Brochures
 - 2-sided Business Cards
 - Front: General Business & Employee Contact Info
 - Back: Amenities/Features/Special (optional)
 - (See pricing below)

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Standard **Recommended Premium**

Premium plus

Paper stock

Matte Glossy

Corners

Standard Rounded

Quantity 500 Recommended ▾

Price ~~\$30.00~~ **\$26.99**

- 4x6 Handout Fliers (see pricing below)

Pricing	
Size	Standard 4 x 6"
Quantity	
250	\$38.99
500	\$49.99
1,000	\$62.99
2,500	\$78.99
5,000	\$104.99
10,000	\$209.99

- Radio (Digital/Internet)
 - Ads
 - 15-30 seconds max
 - Budget: \$250