

Deluxe helps local storage business increase reviews nearly 70%



Building your online reputation with Reviews Promoter

Operations manager Tanya Mesa understands how much online reviews and social media can impact the purchasing decision of a prospective client. In March 2020, she turned to Deluxe's Reviews Promoter service to boost the number of online reviews for her business.

"I know when I shop for something, whether it's online with Amazon or whether I go check out something around town, I look at reviews. We just didn't have the reviews. We had four or five, but not like what we have now."

After using the tool, Affordable Self Storage added 13 additional reviews in just the first month. Over the next few months, they increased the number of reviews by 69%. Along with increasing the number of online reviews, they have been able to increase their number of Facebook followers by 12.5%.

"I love it. Every morning I'm on it. I'll go through my transaction logs from the previous day of everyone who paid and my new customers, and I'll send an invite to do a review either through email or text."

Reviews Promoter was designed with the time-starved small business owner in mind. The tool allows owners to quickly invite customers via email or text to provide a review. It also can automatically share those recent highly rated reviews to the business's website or social media platforms.

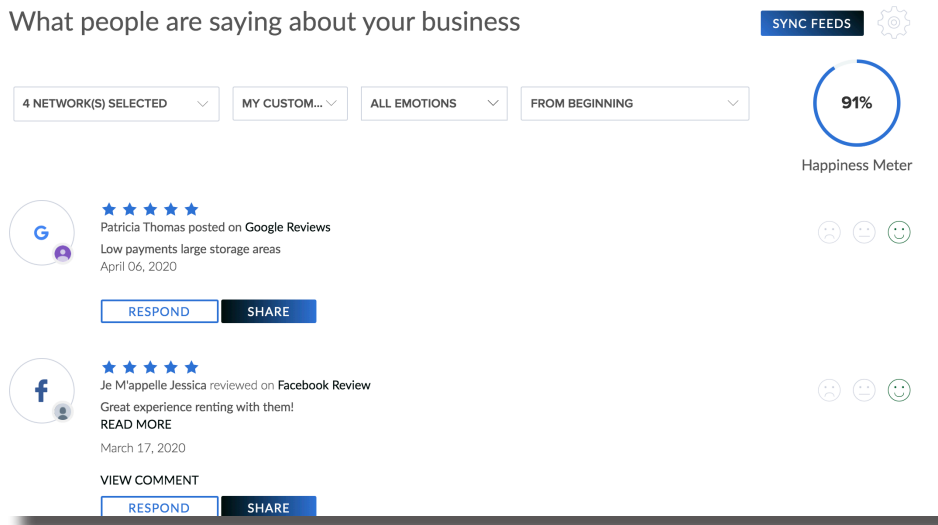
Affordable Self Storage

Established over twenty years ago, Affordable Self Storage is a family-owned business that provides a variety of self-storage and office space solutions in five locations throughout the New Orleans, Louisiana area. They provide 24-hour access and surveillance for self-storage units, RVs, boats, and auto storage, as well as office space rental. They are the only storage facility in the area with drive-up, climate-controlled units.

With Reviews Promoter, Affordable Self Storage added 13 reviews in the first month.

Online reputation management from one application

What people are saying about your business



Affordable Self Storage saves time with automation

Along with gathering more reviews, Reviews Promoter helped Affordable Self Storage automate their social media posts.

“When you work in a family business, you wear a lot of different hats, and there isn’t always time to post social media content.” The platform makes scheduling hundreds of posts across multiple social media platforms easy with its library of curated content.

“Even though it may not always be storage related, getting a post up there, some people interact more with those posts than a storage post.”

Affordable Self Storage competes with nationally recognized chains located near their main storage facility. Online reviews help them differentiate themselves from their competitors.

“I find that our customer service level is a lot different. The people who come to us are our neighbors. It’s our community, and this is our family business, so we care about them, and they are not just a number. And I think that reflects in our reviews.”

And with Reviews Promoter’s Competition Tracker tool, she can quickly view what people are saying and posting about her key competitors.

“Reviews Promoter is your review and social media posting guru. I needed a tool like this to help me get reviews, build our online reputability, and get us out there to the community. It just makes my life easier. I love it.”

Reviews Promoter is a digital marketing tool that you can access from anywhere using the platform’s mobile application.

“They have all been good reviews. If we get more than what we had, and people are starting to see that people are talking about us, I’m happy with that.”

Tanya Mesa
Affordable Self Storage