



YSN Presentation - ChatGPT Hacks (Revenue & Pricing)



January 21st, 2025 - 11am

This session is designed for those looking to enhance their productivity and creativity using AI tools, and to guide you through how to get the best of the technology available. The session will explore practical "ChatGPT Hacks" tailored to the industry's daily operations, such as customer communication, marketing uses, and other operational needs. Additionally, we'll will dive into the creative world of AI image generation, learning how to create visually compelling content for marketing, branding, and customer engagement.



Joshua Webb, Head of Growth

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Joshua Webb is an accomplished marketing leader with extensive experience in the self storage and AI software sectors. As Head of Growth at Kinnovis, he helps streamline facility management for self storage owners. At TAXIBOX, an Australian portable storage operator, Joshua oversaw all digital marketing, launching multi-channel strategies and re-marketing campaigns.



Kinnovis, Self-Storage Management Software

[Kinnovis.com](https://kinnovis.com)

Kinnovis is a leading Facility Management Software, already helping self-storage businesses across 14 European countries. Our AI-powered solution offers a sleek, user-friendly interface with advanced features like secure online bookings, task automation & interactive facility maps. Operators can now also make the most of our award-winning AI chatbot, JaneAI! Enhance your customer service by instantly offering personalised quotes, unit size recommendations and 24/7 support.

▼ Revenue Generation

▼ Step 1 - Easy

▼ Prompt # 1

You're a self-storage facility in the UK. Your business offers storage units in a range of sizes and prices to residential (private) and commercial (business) customers. You're looking to maximise the revenue of your business for 2025 and are looking to make changes which will significantly increase your returns.

Your business has been operating for 3 years.

You have a total 90,000 sq ft of lettable space at your facility.

You're located in Brixton, London (UK).

You are not looking to expand your business this year.

List 5 strategies which could be implemented to increase revenue for the business. Ensure each strategy has considered the level of difficulty it would take to complete, the potential impact it would have on your existing customers and the impact it may have on future customers.

▼ Prompt # 2

You're a self-storage facility in the UK. Your business offers storage units in a range of sizes and prices to residential (private) and commercial (business) customers. You're looking to maximise the revenue of your business for 2025 and are looking to make changes which will significantly increase your returns.

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You offer packing materials and insurance but don't have parking spaces to store a move-in van overnight.

Your large units struggle to sell.

You've considered converting some large units into co-working spaces.

Your website offers the option to reserve units online.

List 5 strategies which could be implemented to increase revenue for the business. Ensure each strategy has considered the level of difficulty it would take to complete, the potential impact it would have on your existing customers and the impact it may have on future customers. **Give each strategy a timescale, list of next steps, potential upfront investments and costs and a realistic forecast of how much (in £) this could boost your revenue by.**

▼ Step 2 - Medium

▼ Prompt # 1

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From your property management software, you have historical data on your company's performance to date. Metrics include occupancy levels, invoiced revenue, pro-rata revenue and rate per sq m.

Customer Type	Rate per sq ft (Last 12 months)
Business	£234.14
Private	£266.67

Period	Potential Total	Total	Unit Types	Protection Plans
9 Feb - 9 Mar 2024	£26,141.96	£25,600.03	£23,989.93	£1,291.95
10 Mar - 10 Apr 2024	£31,885.34	£31,090.92	£29,052.92	£1,527.55
11 Apr - 11 May 2024	£33,357.28	£32,399.22	£30,576.24	£1,568.98
12 May - 12 Jun 2024	£36,957.05	£35,513.77	£33,326.47	£1,711.05
13 Jun - 13 Jul 2024	£37,430.29	£36,011.98	£34,043.75	£1,710.35
14 Jul - 14 Aug 2024	£42,222.73	£40,540.39	£38,049.94	£1,874.37

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14 Jul - 14 Aug 2024	£42,014.63	£40,215.84	£38,035.40	£1,564.36	£616.08
15 Aug - 15 Sep 2024	£40,339.16	£39,344.11	£37,224.66	£1,866.20	£253.25
16 Sep - 16 Oct 2024	£45,201.97	£41,573.23	£39,127.05	£1,979.18	£467.00
17 Oct - 17 Nov 2024	£70,188.15	£67,087.00	£64,765.42	£2,026.08	£295.50
18 Nov - 18 Dec 2024	£52,398.17	£49,902.69	£47,561.79	£1,983.90	£357.00
19 Dec 2024 - 9 Jan 2025	£25,191.68	£24,656.57	£23,503.22	£908.60	£244.75

Period	Area Occupancy	Unit Occupancy
11 Apr - 11 May 2024	35.88% (16,704 sq ft / 46,557 sq ft)	44.1% (258 / 585)
12 May - 12 Jun 2024	36.88% (17,170 sq ft / 46,557 sq ft)	44.78% (262 / 585)
13 Jun - 13 Jul 2024	37.19% (17,317 sq ft / 46,557 sq ft)	44.78% (262 / 585)
14 Jul - 14 Aug 2024	37.66% (17,537 sq ft / 46,557 sq ft)	45.64% (267 / 585)
15 Aug - 15 Sep 2024	37.73% (17,569 sq ft / 46,557 sq ft)	45.12% (264 / 585)
16 Sep - 16 Oct 2024	38.77% (18,054 sq ft / 46,557 sq ft)	45.98% (269 / 585)
17 Oct - 17 Nov 2024	43.16% (20,096 sq ft / 46,557 sq ft)	48.54% (284 / 585)
18 Nov - 18 Dec 2024	44.51% (20,726 sq ft / 46,557 sq ft)	50.08% (293 / 585)
19 Dec 2024 - 9 Jan 2025	44.76% (21,278 sq ft / 47,537 sq ft)	51.19% (300 / 586)

Focusing on your business's performance to date, list 5 strategies which could be implemented to increase revenue for the business. Ensure each strategy has considered the level of difficulty it would take to complete, the potential impact it would have on your existing customers and the impact it may have on future customers. Give each strategy a timescale, list of next steps, potential upfront investments and costs and a realistic forecast of how much (in £) this could boost your revenue by.

▼ Step 3 - Hard

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You've obtain this information about your local area and the potential demographics your business could support.

1. Population and Density

- **Total population:** 8,799,728.
- **Population density:** 5,597.6 persons/km².
- Brixton, being part of a densely populated urban area, has limited personal and residential storage space, driving demand for self-storage solutions.

2. Housing

- **Household Composition:**
 - 29.3% are single-person households.
 - 40.3% live in purpose-built flats.
- **Tenure:**
 - 30.1% are in private rented accommodation.
- **Car Availability:**
 - 42.1% of households do not own a car.
- Implications: Small flats and high rental population indicate limited storage space at home, creating a strong market for affordable, accessible self-storage units.

3. Age Demographics

- 18.1% aged 25-34 years (young professionals).
- 22.7% aged 35-49 years (working families).
- Younger and middle-aged populations dominate, with likely higher mobility and storage needs during life transitions (moving homes, family expansion, career changes).

4. Economic Activity

- **Economically active population:** 63.5%.
- 59.4% are employed.
- 42.1% of workers work from home.
- A rise in remote work increases demand for storage of home office equipment and personal belongings to optimize living space.

5. Ethnicity and Diversity

- 20.7% identify as Asian, Asian British, or Asian Welsh.
- 13.5% identify as Black, Black British, Black Welsh, Caribbean, or African.
- This diverse community may have varying storage needs, such as for cultural items or seasonal belongings.

6. Education and Skills

- 46.7% have qualifications at Level 4 or above.
- A skilled, educated population is more likely to be in high-paying jobs, supporting premium services like climate-controlled storage units.

7. Travel Patterns

- 42.1% work from home.
- 20.6% drive cars or vans.
- Self-storage facilities with good public transport access and delivery services could cater to non-car households.

8. Health and Disability

- 13.2% of residents have their day-to-day activities limited due to disabilities.
- Accessibility features like ramps, elevators, and wide aisles in storage units can attract customers with mobility challenges.

Focusing on your business's performance to date **and the data you've collected about the area your business serves**, list 5 strategies which could be implemented to increase revenue for the business. Ensure each strategy has considered the level of difficulty it would take to complete, the potential impact it would have on your existing customers and the impact it may have on future customers. Give each strategy a timescale, list of next steps, potential upfront investments and costs and a realistic forecast of how much (in £) this could boost your revenue by.

▼ Pricing

▼ Step 1 - Easy

Using these two URLs, make a comparison table of the unit sizes, standard pricing, promotional pricing, features/amenities and cost per sq foot: <https://selfstoragedulwich.co.uk/> and <http://www.dulwichstorage.co.uk/storage-units/>

Note: At this stage, you could also add your own data to see how you rank.

▼ Step 2 - Medium

You're a competitor of these two businesses, what pricing would you need to offer for your business to remain competitive in this area? Explain how you came to this result. Additionally, list how your business could stand out from the competition on your website, Google Ads and social media advertising.

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▼ Step 3 - Hard

Set a task to check both of these websites on the 1st of each month. Note any significant changes to the content on the pages and note any changes to pricing. Show these changes in both monetary values and as a percentage change from last month: <https://selfstoragedulwich.co.uk/> and <http://www.dulwichstorage.co.uk/storage-units/>