



MARKETING & LEASE-UP

The 360 Advantage Lease-Up Playbook

The repeatable marketing system for filling small bay industrial — from empty shell to stabilized park.

- OWN THE MAP
- BE WHERE THEY SCROLL
- DIGITAL STOREFRONT
- INDUSTRY CHANNELS
- GROUND GAME
- SPEED TO LEASE

Small bay does not lease like other assets

A 200,000 SF box is one tenant, one broker, one 18-month cycle. A small bay park is 20 to 60 tenants at 1,000 to 5,000 SF each — and most of them have never spoken to a commercial broker in their life.

They are HVAC contractors, e-commerce sellers, detailers and distributors. They search Google, they scroll Marketplace, and they drive by. Small bay leasing is a retail-speed, consumer-marketing business wearing an industrial jacket. Market it that way and the park fills. Market it like big box and you wait.



SEARCH + DRIVE-BY

How most small bay prospects find space — before a broker is ever involved.



1K – 5K SF

The unit size that drives the demand curve. Price it, photograph it, list it by unit.



UNDER 10 MIN

Our target response time on every inbound lead. First responder usually wins the tour.

"None of these tenants read CoStar. But every one of them owns a phone."

Who we are actually marketing to



Trades & Contractors

HVAC, plumbing, electrical, roofing, landscaping. Wants a roll-up door, small office, secure yard or parking for trucks and trailers.



E-Commerce & 3PL

Amazon/Shopify sellers and micro-fulfillment. Wants clean space, 18ft ceilings minimum, good lighting, internet, dock or grade-level access and no center columns.



Auto & Powersports

Detail, wraps, PPF, restoration, upfitters. Wants water, drains, tall doors, HVAC, Office and permitted use.



Sports & Training

Gyms, batting cages, golf sims, martial arts. Wants column-free open space, 18ft + high ceilings, HVAC and a storefront entry.



Distribution & Wholesale

Reps, suppliers, building products. Wants storage plus an office and make lease decisions quickly.



Light Manufacturing

Cabinet shops, sign shops, machining, fabrication. Wants 3-phase power, clear height, lighting and ventilation.



Storage-Plus & Hobby

Boats, RVs, collectors, side businesses. Pays on time, low management, fills the odd-shaped units.

Speak to one of these seven — every time.

Generic "industrial space available" copy converts nobody. Name the use, the door, the power and the price.

The 360 Advantage: six pillars, run in order

01



Own the Map

Google Business Profile, Google Ads, Maps dominance in a 20-mile ring.

02



Be Where They Scroll

Facebook Marketplace, local groups, paid Meta, google and Instagram.

03



The Digital Storefront

Website, park pages, landing pages, local SEO and reviews.

04



Industry Channels

CoStar, LoopNet, Crexi and a live broker e-blast program.

05



The Ground Game

Signage, drive-by capture, on-site presentation, local presence.

06



Speed to Lease

Five-minute response, one CRM, a follow-up cadence nobody skips.

Pillars 1–3 create demand you own. Pillars 4–5 capture demand already in the market. Pillar 6 is what converts it.

1

OWN THE MAP

If a business owner in your submarket searches "warehouse for rent near me," the park should be the first thing they see — and the first thing they call.

- Google Business Profile — built, verified, fed weekly
- Google Search Ads — high-intent keywords, park-level landing pages
- Performance Max & Local — map pack and radius coverage
- Reviews — the compounding local ranking asset



Build the profile the right way, once

01	Create & name it	One profile per park at the physical address, named "FlexParks USA — [Park Name]." Primary category: Commercial Real Estate Agency, or Industrial Real Estate Agency for a purely industrial park. Secondaries: Warehouse, Business Park, Real Estate Rental Agency, Property Management Company, Office Space Rental Agency. Only claim what you actually deliver — irrelevant categories dilute relevance and invite suspension.
02	Verify it — not optional	Mandatory. An unverified profile will not rank or display reliably, and Google Ads location extensions will not attach to it. Choose "physical location customers can visit" — never "online only," which disqualifies you, or "travels to customers," which hides the address. Video verification is one continuous 60–90 second take filmed in the Google Maps app: pause on signage, suite numbers and the door. Then change nothing for two weeks — editing name, address, phone or category right after approval is a top suspension trigger.
03	Lock NAP consistency	The exact same Name, Address and Phone on the website, every listing site and every social profile. Mismatches are the number one cause of weak map rankings.
04	Fill it to 100%	Hours, service area (20–30 mile radius), attributes, and a description written around "small bay warehouse for lease in [City]." Add every unit size as a Product with a price.
05	Load 20+ photos	Exterior, monument sign, drive aisles, roll-up door open, empty interior, office, restroom, parking, and one aerial. Geotag where possible. No dark phone snaps.
06	Point it at the right page	Website link goes to the park landing page with a UTM tag — never the homepage. Turn on Messaging and add a "Get Availability" call-to-action button.

Then feed it every single week



Posts & photos

- One Google Post per week: available unit, SF, rate, photo, CTA
- Add 3–5 fresh photos per month — recency is a ranking signal
- Post the same asset to the park page and Marketplace the same day



Reviews engine

- Ask every tenant at move-in and again at day 30
- Target 25+ reviews at 4.7 stars or better per park
- Respond to every review inside 48 hours — good and bad



Q&A and messaging

- Seed 8–10 questions you already answer on the phone
- 3-phase power? Auto use allowed? Month-to-month? Trailer parking?
- Turn messaging on and answer the same day, every day



Read the data

- Track calls, direction requests and website clicks monthly
- Mine the search-queries report for new ad keywords
- Direction requests are the drive-by pipeline — watch that number

Owner: park manager. Cadence: every Monday. A profile that stops moving stops ranking.

Google Ads: three campaigns, one job each

SEARCH — HIGH INTENT

60% of budget

Exact and phrase match on the words a tenant actually types. Every ad points to the park page.

SEARCH — CATEGORY & COMPETITOR

25% of budget

Competing park names, "industrial space for lease [city]," "flex space," broker-style terms. Lower volume, high value.

PERFORMANCE MAX / LOCAL

15% of budget

Feeds off the Google Business Profile for map pack, YouTube and display reach inside the radius.

Keyword bank to start

- warehouse for rent near me
- small warehouse for lease [city]
- shop with office for rent
- 1500 sq ft warehouse for rent
- flex space for lease [city]
- industrial space for rent [city]

Negatives & settings

- Negatives: self storage, storage unit, jobs, for sale, homes, auction
- 20–30 mile radius, ads 7am–7pm, call + location extensions
- Start at \$25–50/day per park; judge on cost per qualified tour

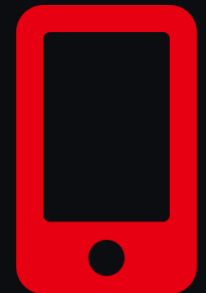
PILLAR

2

BE WHERE THEY SCROLL

The small business owner who needs 1,000 - 2,000 square feet is not on a listing platform at 9pm. They are on their phone.

- Facebook Marketplace — the highest-ROI free channel we have
- Local Facebook groups — contractors, truckers, small business
- Paid Meta, Google & Instagram — radius targeting and lookalikes
- Vertical video — the roll-up door opening is the hook



Free, fast, and consistently underused

How we post

- One listing per UNIT, not one per park — more surface area, better matching
- Category: Rentals → Commercial, or Miscellaneous where Commercial is unavailable
- Title formula: "1,500 SF Warehouse w/ Roll-Up Door & Office — [City]"
- Lead photo: roll-up door open, clean unit, shot in daylight
- Body covers: SF, monthly rate, deposit, door size, power, office/restroom, access hours, allowed uses, available date
- Close every post with: "Text [number] to schedule a tour today"
- Refresh or repost every 5–7 days so the listing stays near the top
- Cross-post to 2–3 local groups weekly: contractors, trucking, city buy/sell, small business



Answer in minutes, not hours

- Marketplace leads go cold faster than any other channel
- Use saved replies, then move the conversation to a phone number
- Qualify fast: what is the business, how much space, when do you need it

Rules that keep listings alive

- No duplicate identical posts on the same day — Meta suppresses them
- Vary the lead photo and first line between reposts
- Expect scam and spam inquiries; the 3-question qualifier filters them
- Log every real lead into the CRM the same day — Marketplace is not a database

Anatomy of a listing that gets messages

EXAMPLE LAYOUT — NOT A LIVE LISTING

AVAILABLE NOW

1

2 **\$1,450 / mo**

3 **1,500 SF Warehouse w/ 12' Roll-Up Door & Office — Fort Worth, TX**

Listed 2 hours ago · Fort Worth, TX · Commercial Rental

4 **Size:** 1,500 SF **Door:** 12' x 14' grade
Office: 200 SF + restroom **Power:** 3-phase available
Access: 24/7 gated **Deposit:** One month

5 **Good for:** contractors, e-commerce, auto detail, distribution, training studios.
Available: immediately.

6 **Text 817-555-0134 to tour today**

Messages answered in under 10 minutes during business hours

1 Lead photo

Roll-up door open, unit clean, shot in daylight. The first photo decides whether anyone taps at all.

2 Price up front

Monthly rent, not dollars per square foot. Small bay tenants budget by the month.

3 Title formula

Square footage plus the standout feature plus the city. That string is what the search matches.

4 Spec block

Door size, power, office, restroom, access hours, deposit. Answer it before they have to ask.

5 Uses and availability

Name the businesses you want and the date it is ready. Kills the "can I do body work here?" thread.

6 One clear action

A phone number to text, not a form. Every extra step loses a Marketplace lead.

Refresh or repost every 5–7 days, and vary the lead photo and first line each time — identical reposts get suppressed.

Meta, Google & Instagram: cheap reach, real leads



Targeting

- 20–30 mile radius around the park, age 25–65
- Interests: small business owner, contractor, HVAC, auto repair, trucking, Shopify, e-commerce
- Behaviors: business page admins, self-employed
- Lookalike audiences built from current tenants and past form fills
- Retarget park-page visitors (30 days) and 50% video viewers



Creative

- 3 vertical videos, 15–30 sec — walkthrough with the roll-up door opening
- 2 statics: clean unit photo with SF and monthly rate burned in
- 1 carousel showing each available unit size
- Copy leads with size + price + city in the first line
- Refresh creative every 3–4 weeks before fatigue sets in



Setup & budget

- Objective: Leads with instant form, or Traffic to the park page
- Instant form: name, phone, business type, SF needed, move-in date
- \$10–20 per day per park during lease-up
- Pixel and Conversions API installed before the first dollar is spent
- Judge by cost per tour booked, not cost per click

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THE DIGITAL STOREFRONT

Every ad, listing and sign sends traffic somewhere. What that somewhere looks like decides whether the lead converts or bounces.

- Park pages — one indexed page per property, updated weekly
- Landing pages — one offer, one action, five form fields
- Local SEO — citations, schema, content, review velocity
- Mobile first — most of this traffic arrives on a phone



Anatomy of a park page that leases

■ Hero	Drone photo or short looping video, H1 reading "Small Bay Warehouse Space for Lease in [City], [ST]," and a Check Availability button above the fold.
■ Live availability table	Unit number, SF, monthly rate, status, available date. Updated every Monday. Stale availability is the fastest way to lose a prospect's trust.
■ Site plan & gallery	Numbered site plan, 12+ photos, and a 60–90 second walkthrough video. Show a door open and a truck in the drive aisle.
■ Spec block	Clear height, door type and size, power, HVAC, sprinkler, restroom, parking ratio, zoning and allowed uses. Answer the objection before it is raised.
■ Location proof	Embedded map, drive times to the interstate and the metro core, and the surrounding business mix.
■ Conversion layer	Sticky click-to-call on mobile, short form, live chat or text, and an FAQ built from real phone calls.

URL structure: flexparksusa.com / locations / [city] / [park-name] — one indexed page per park, every time.

Landing page checklist and local SEO



Landing page conversion checklist

- One offer, one action — no navigation maze, no competing buttons
- Above the fold: size range, monthly price, city, and the button
- Form is five fields max: name, phone, business type, SF needed, move-in date
- Instant auto-reply text and email with the availability sheet attached
- Trust block: tenant quotes, "locally owned and managed," response promise
- Loads in under two seconds — compress every image
- Call tracking number plus form conversions firing into GA4, Google Ads and Meta



Local SEO that compounds

- Citations with identical NAP: Apple Maps, Bing Places, Yelp, YellowPages, BBB, local chamber
- Title tags: "Small Bay Warehouse for Lease in [City], [ST] | FlexParks USA"
- LocalBusiness and Place schema on every park page
- One content page per month per market: "How much does warehouse space cost in [City]?", "What is small bay industrial?"
- Backlinks from the chamber, local business press, trade associations and vendor partners
- Review velocity beats review count — steady beats a burst

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INDUSTRY CHANNELS

Brokers sometimes bring the largest tenants in the park, and the data platforms are where the market checks whether we exist.

- CoStar — the market's data of record
- LoopNet — consumer-facing reach and tier upgrades
- Crexi — strong small-asset and tenant-rep flow
- Broker list and e-blast — a maintained asset, not a one-off



CoStar, LoopNet and Crexi each do a different job

CoStar

THE DATA OF RECORD

- Claim the property record and keep it accurate
- Every broker, appraiser and lender in the market sees this data
- If the park is not in CoStar, it does not exist to the institutional market and larger brokerage houses.
- Update availability, rates and photos the same week they change

LoopNet

CONSUMER-FACING REACH

- The public-facing side — tenants search it directly
- List by unit, not just by building
- Diamond or Platinum tier is sometimes worth it during an active lease-up
- Professional photos and video drive the impression multiplier

Crexi

VOLUME & TENANT REP

- Strong on smaller assets and owner-user activity
- Free tier plus paid boost — test before upgrading
- Good lead reporting; track which brokers open and click
- Fastest to publish when a unit comes back on the market

The rule: identical photos, identical rates, identical availability dates across all three, updated constantly. Contradictions between platforms cost deals and credibility.

Build the list once, work it forever

01 Build the list

Pull every industrial and tenant-rep broker within 30 miles from CoStar, Crexi and A.I. Add local independents, business brokers, general contractors and equipment suppliers. Target 300–800 contacts per market.

02 Store it properly

The list lives in the CRM with tags for market, specialty and last activity — never in a spreadsheet on someone's desktop.

03 Set the cadence

Launch blast, then every three – five weeks. Plus an immediate blast any time a unit comes back or a new phase delivers.

04 Write it for a broker

Subject: "1,200–4,800 SF Available Now — [Park], [City]." One flyer image, the availability table, and the commission stated in plain numbers. Brokers open for the fee.

05 Work the top 25

The blast is the cheap layer. Call the twenty-five most active brokers by name, and host a lunch-and-learn or open house.

06 Measure it

Track opens, clicks and — the only number that matters — which brokers actually tour. Prune and re-target quarterly.

PILLAR

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THE GROUND GAME

For small bay, the property itself is the single largest billboard we own — and the cheapest lead source in the portfolio.

- Signage that reads at 45 miles per hour
- Curb appeal — the drive-by prospect judges in four seconds
- A complete marketing asset kit before anything goes live
- Local presence: chamber, trades, suppliers, tenant referrals



Treat the park like a billboard you already paid for

■ NOW LEASING banner

On the most visible elevation from the highest-traffic road. Phone number legible at 45 mph — that means huge digits and high contrast, not a paragraph.

■ Directional & suite signage

Entry monument, drive-aisle directionals, and a number on every single door. A prospect who cannot find the unit does not call back.

■ Vacant unit window clings

Size and phone number on the glass of every empty unit. Free, permanent, and it works on the tenant already parked next door.

■ Curb appeal

Striping, landscaping, trash, lighting, clean drive aisles. Drive-by prospects form a rate opinion in four seconds.

■ Off-site & mobile

A-frames at the nearest arterial where the sign ordinance allows, plus vehicle magnets and branded jobsite presence.

■ Local presence

Chamber membership, trade association lists, supplier counters, and a tenant referral bonus that pays on lease signature.

The marketing kit every park gets before launch

■ Drone photos — 4 angles

■ Roll-up door open, daylight

■ Walkthrough video 60–90 sec

■ Availability sheet (PDF)

■ Drone video — 30 sec

■ Empty interior, lights on

■ Vertical cut for Reels & Marketplace

■ One-page flyer per unit size

■ Exterior & monument sign

■ Office & restroom

■ Numbered site plan

■ Spec sheet with allowed uses

■ Drive aisle with a truck in frame

■ Parking and yard area

■ Floor plan per unit type

■ Text & email reply templates

Nothing goes live until the kit exists. A bad photo costs more than no listing — it prices the park down before anyone calls.

PILLAR

6

SPEED TO LEASE

Marketing creates the lead. Response time decides who leases the space. This pillar is free and it is the one most often skipped.

- Five-minute response during business hours
- One CRM — every channel routes into it
- A four-question qualifier that books the tour on the first call
- A follow-up cadence nobody is allowed to abandon



The five-minute rule and the follow-up cadence

5 MIN

Maximum response time on any inbound lead during business hours. The first responder usually wins the tour — and in small bay, the tour is the sale.

- Every channel routes into one CRM inbox — call tracking, web forms, Marketplace, Google messages, LoopNet, Crexi, broker email
- Qualify in four questions: what is the business, how much space, when do you need it, what is the budget
- Book the tour on the first contact. Same week or self-tour — never "I'll send you some info."

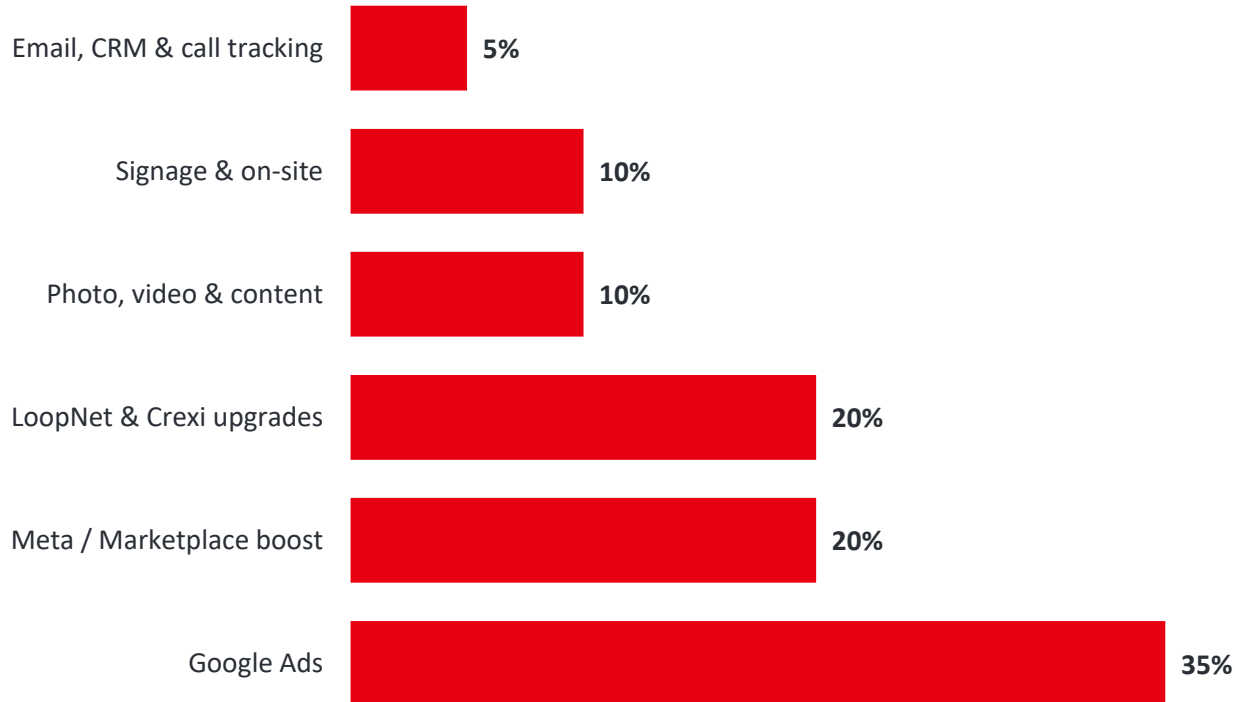
Owner: leasing manager. A five-minute standard that is not measured is a slogan.

Follow-up cadence

- | | |
|----------------|--|
| DAY 0 | Call, then text within 5 minutes |
| DAY 1 | Email the flyer and availability sheet |
| DAY 1 | Call — reference their specific use |
| DAY 3 | Text with any pricing or unit change |
| DAY 5 | Email a walkthrough video link |
| DAY 30+ | Monthly nurture until they lease or say stop |

No lead is ever marked dead — it moves to nurture.

Where the marketing dollar goes during lease-up



\$1,000 – \$2,000

Typical monthly marketing spend per park during active lease-up. Step down to \$500–900 once the occupancy is at a comfortable level.

How to reallocate

- Review channel cost per tour every 30 days
- Move budget toward the top two channels — do not spread it evenly out of habit
- Upgrade a listing tier only after the free tier proves lead flow
- Free channels first: Google Business Profile, Marketplace, groups, signage, referrals

The scoreboard: what we measure, and how often

METRIC	TARGET	REVIEWED	OWNER
Qualified leads per park	10+ / week	Weekly	Leasing manager
Average response time	Under 5 minutes	Weekly	Leasing manager
Lead to tour conversion	30%	Weekly	Leasing manager
Tour to lease conversion	25%	Monthly	Leasing manager
Cost per signed lease	Under \$750	Monthly	Marketing
Google Business Profile calls	40+ / month	Monthly	Marketing
Reviews / rating per park	25+ at 4.7★	Monthly	Park manager
Days on market per unit	Under 45 days	Monthly	Asset manager

Targets are calibration points for a park in active lease-up — reset them per market once you have three months of your own data.

The 30 / 60 / 90 day launch plan

DAYS 0–30

FOUNDATION

- Google Business Profile created and verified
- Full marketing asset kit shot and edited
- Park page live with availability table
- CoStar, LoopNet and Crexi listings published
- Signage installed — banner, monument, suite numbers
- Facebook Marketplace listings live by unit
- CRM, call tracking and pixels installed
- Broker list built and loaded into the CRM

DAYS 31–60

AMPLIFY

- Google Ads live — all three campaigns
- Meta and Instagram campaigns live
- First broker e-blast plus calls to the top 25
- Weekly Google Posts running without reminders
- Review engine started with current tenants
- First local content page published
- Local group posting cadence established
- First 30-day channel review completed

DAYS 61–90

OPTIMIZE

- Cut losing keywords, audiences and creative
- Shift budget to the top two channels by cost per tour
- Upgrade listing tiers where lead flow justifies it
- Tenant referral bonus launched
- Second content page and citation cleanup
- Broker lunch-and-learn hosted on site
- Monthly reporting cadence locked in
- Playbook updated with what this market taught us

The operating rhythm that keeps it running



EVERY MONDAY

- Update availability on the website, CoStar, LoopNet and Crexi
- Refresh or repost every Marketplace listing
- Publish the weekly Google Post
- Review the lead log and the response-time report



EVERY MONTH

- Broker e-blast and calls to the top 25
- KPI report by park
- Add 3–5 new Google Business Profile photos
- Publish one content page; push for reviews



EVERY QUARTER

- Refresh photography and video
- Rate and competitive comp review
- Channel ROI review and budget re-cut
- Listing tier decisions; broker event on site



EVERY NEW PARK

- Run the 30/60/90 plan from day one — no shortcuts
- Nothing goes live until the asset kit exists
- Profile verified before the first ad dollar
- One owner named for every pillar



Consistency beats budget.

Any one of these channels will produce a lead. Running all six, in order, every week, is what fills a park and keeps it full. The playbook only works if it is boring — same steps, same cadence, every property.

**FLEXPARKS
USA**

360 ADVANTAGE

Marketing & Lease-Up

01 Own the Map

02 Be Where They Scroll

03 The Digital Storefront

04 Industry Channels

05 The Ground Game

06 Speed to Lease

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