SafeStorage
Secure and affordable
Storage Solutions

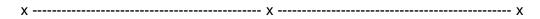*Pioneered a startup, SafeStorage, catering to residential, small business and commercial customers.*

Defined customer and business values, roadmap, targeted markets and research, scalability.

Generated multiple product lines for the business.

Defined pricing strategy from per product and multiple-products perspectives.

Employed multiple marketing strategies for business growth and market reach out.

Developed a website using multiple technologies and platforms.

x --- x --- x

Below is very brief description of the process of development of product lines from website perspective.

1. **At Glance:**
   Developed an intuitive website (https://safestorage.pk) for public, using AWS web-hosting, WordPress platform for frontend, backend, and databases, featuring,
   a. Sign Up/Login.
   b. Storage Selection and Storage Calculator.
   c. Pricing.
   d. Promotions.
   e. Security – SSL encryption and recaptcha-v3.
   f. Contact Forms – connected with 3rd party webmail server.
   g. Webmail – Configured mail distribution.

2. **Web-Hosting:**
   Integrated WordPress seamlessly with multiple web-hosting servers, such as **AWS** (EC2, LightSail, and Route53), Hostbreak, and Domain.
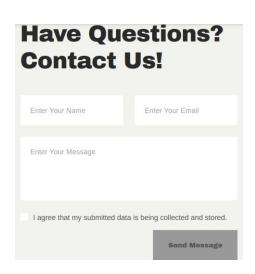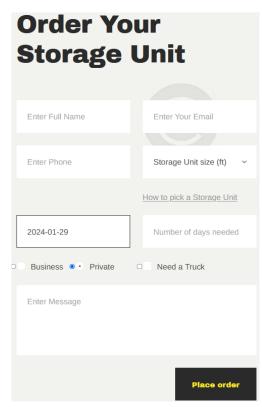
3. **Mailing Server:**

Established **mail server connections (records)** seamlessly integrated with AWS LightSail, ensuring efficient handling of communication related to Emails, Contact Us Inquiries, Orders, and Payments. For example, Order and Contact Us forms are shown below, which will generate emails separately and send to mail client.

Order Your Storage Unit

Enter Full Name | Enter Your Email

Enter Phone | Storage Unit size (ft)

How to pick a Storage Unit

2024-01-29 | Number of days needed

○ Business ● Private ☐ Need a Truck

Enter Message

Place order

Have Questions? Contact Us!

Enter Your Name | Enter Your Email

Enter Your Message

☐ I agree that my submitted data is being collected and stored.

Send Message

4. **Security:**
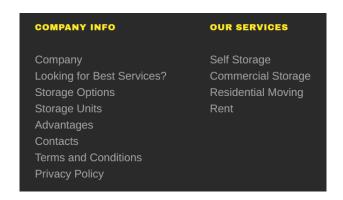   a. Configured security using **SSL Certificate**. Configured and integrated the website with SSL Certificate provider.
   b. Implemented **recaptcha-v3** to avoid scams and fake registrations.

5. **Textural Information:**
   Utilized **ChatGPT** (using prompt engineering concepts) to create text transcripts, enhancing the conveyance of information related to not only following but also more (as available in website).
   a. Terms and Conditions.
   b. Privacy Policy.
   c. Storage Options.
   d. Self-Storage Units.
   e. 24-Surveillence.

f. Packing and Moving Supplies.

COMPANY INFO

Company
Looking for Best Services?
Storage Options
Storage Units
Advantages
Contacts
Terms and Conditions
Privacy Policy

OUR SERVICES

Self Storage
Commercial Storage
Residential Moving
Rent

Choose the type of storage that best suits your needs

01 Self Storage Units

SafeStorage facility is available to individuals and to businesses. Facility may offer boxes and packaging supplies for sale.

MORE INFO >

02 Residential Moving

SafeStorage has been helping families with their move. Our professional team will handle your stuff as if it was their own.

MORE INFO >

03 Business Storage

SafeStorage offers secure, spacious and convenient facilities that will handle all your storage needs during a business process.
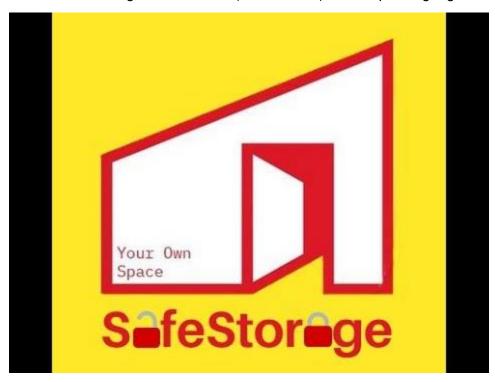
MORE INFO >

6. **Logo Design:**
    Designed multiple logos and selected one **logo,** as shown below.

7. **Video Ad:**
    a. Created video ad for **YouTube**, using **Canva**, for marketing purpose.
        i. Canva, is a platform to create banners, slogans, ads, videos, presentation.
        ii. Creating videos on Canva required to go through tutorials which are available online easily.

b. Embedded AI generated voice (text-to-voice), in multiple languages.

8. **Marketing:**
    Applied multiple marketing strategies.

Google Ads	Applied to local community only to generation conversions for sales.
SMS Campaigns	Sent 100,000+ messages to local community in collaboration with corporate office of national mobile service provider.
UAN Toll Free Number	Established routing, in collaboration with mobile service provider, for in-coming calls on UAN number based on customer need.
YouTube Ads	Published ads in local community YouTube.
LinkedIn Marketing	Established business page in LinkedIn. Launched marketing campaigns to generate conversions for website visits.
Google Analytics	Utilized to get the stats on visits by connecting with Google Ads and LinkedIn marketing.