

150% Growth Through Local Marketing at a Residential Garage

150% year-over-year growth

Daytime-only residential garage

Multi-channel marketing campaign

The Challenge

As a daytime-only residential garage, 850 Quincy operated in a market with limited natural demand for monthly parking. While the location was well-maintained and well-run, it lacked visibility among prospective customers and required more than word-of-mouth to fill its available spaces. The team recognized an opportunity to grow occupancy through creative outreach, targeted promotions, and stronger community presence.

The Solution

Propark launched a multi-layered campaign to reach potential customers across digital and local channels. They promoted a “Buy 2, Get 1 Free” offer and a refer-a-friend program that credited both new and existing parkers with a one-time account discount. Facebook and geo-fenced ads boosted digital visibility, while QR-coded flyers, flutter flags, and weekly review posts drove consistent local engagement. Team members also contacted nearby buildings and property managers to raise awareness and convert leads.

The Results

In a six-month period, 850 Quincy more than doubled its new monthly parker growth compared to all of 2024 – a 150% year-over-year increase. The campaign transformed a historically quiet location into one with strong forward momentum. Strategic offers, personal outreach, and a consistent marketing presence helped turn visibility into conversions and positioned the garage for long-term performance in a competitive, low-demand market.