

A Demand Generation Program Built for Parking

Propark Mobility’s marketing program increases awareness, strengthens visibility, and drives consistent demand for parking assets. Our approach goes beyond one-off campaigns by combining digital presence, audience targeting, and performance measurement into an ongoing program aligned with each location’s goals. Managed in-house, we focus on driving qualified traffic, improving occupancy, and supporting long-term revenue.

Geofencing

Location-based awareness that keeps your parking asset visible near competitors, destinations, and events. Reinforces consideration and supports demand before parking decisions are made.

Email Marketing

Ongoing communication that promotes availability and offers while reinforcing repeat usage and loyalty.

Digital Marketing (SEO & Paid Search)

Organic and paid search programs that improve visibility when customers research or search for parking options.

Design & Creative

Consistent, branded creative across digital and on-site touchpoints that reinforces clarity, professionalism, and trust.



■ = Your Asset ■ = Competitor Garage / Places of Interest

Consistent demand generation built specifically for parking assets.