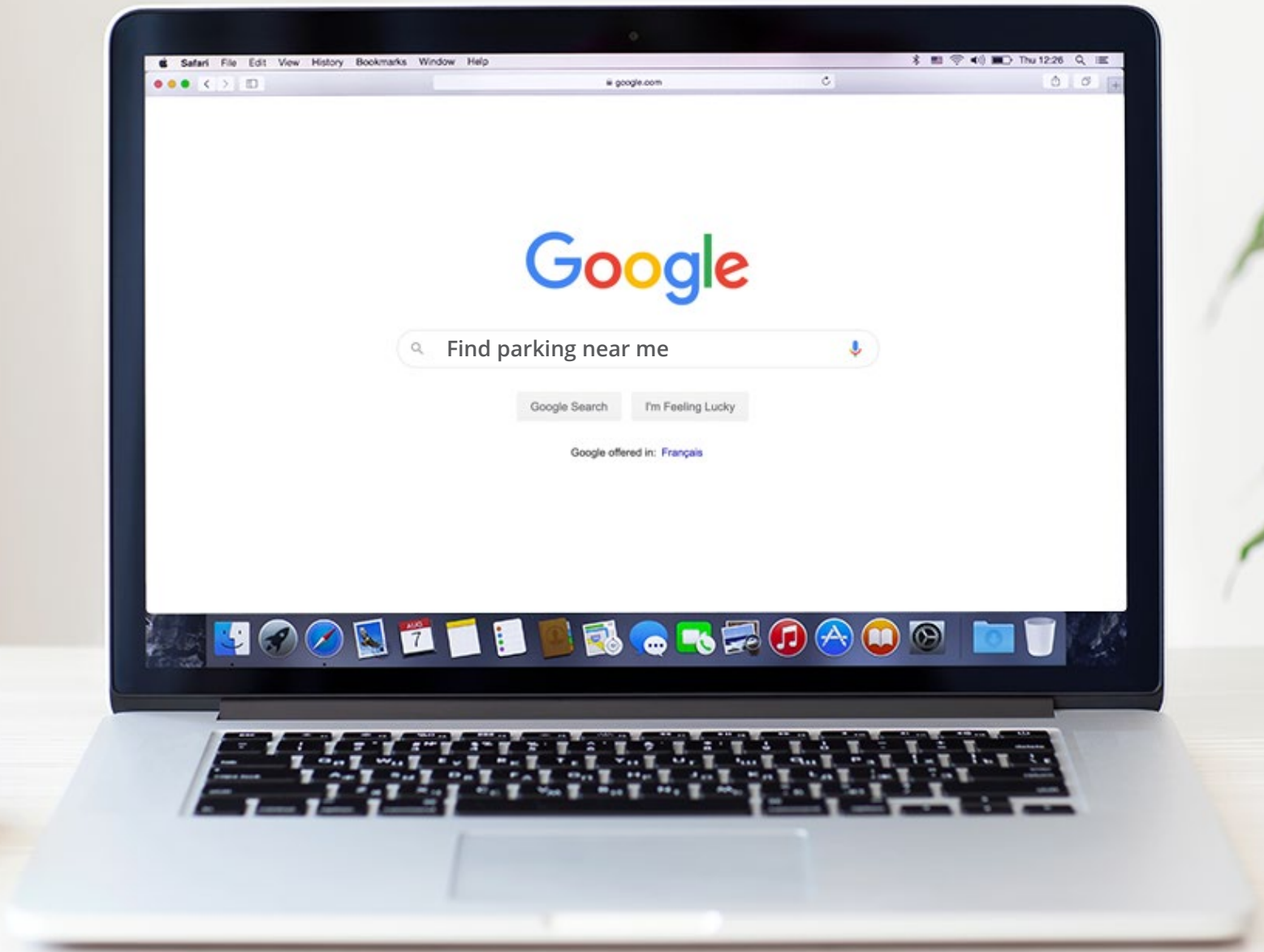# Ultimate Guide:

How to Maximize Your Parking Revenue with Digital Marketing

Free Guide

Be Where Your Customers Are

The game has changed. The search for parking now starts online.

92%

Today, nearly 92% of drivers search for parking online. Whether it's to pre-plan where to park, reserve a parking space, or use GPS to find a parking lot, your customers are searching for and finding parking online.

Did you know customers search for parking 8 to 14 hours before arriving at their destination?

When it comes to marketing your parking operation, digital marketing is the way to go.

What does this mean for you? It means leveraging digital marketing is key to increasing you parking revenue!

Increase lot occupancy on evenings, weekends, and even during downtimes.

Get your location to the top of Google Search.

Put your location on all the maps: Google, Waze, Apple and Bing.

This guide will help you:

✓ Understand the ins and outs of digital marketing in the parking industry today.

✓ Ask your parking management provider the right questions.

✓ Know which digital marketing techniques will give you the best bang for your buck.

✓ Feel like a rockstar when you increase your ROI in three months with a small-scale investment.

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Digital Marketing is Never Free
Look out for hidden fees and shortcuts.

Watch out for ineffective marketing.
Cover all your bases. Ask the right questions.

As someone who oversees your organizations parking operation, you may not be well-versed in digital marketing... and that's okay! There are several questions you can ask to ensure you receive good value for your dollar.

Why does my contract with my parking provider not include digital marketing services?

Digital marketing parameters change on the fly. If your contract was established three to five years ago or more, it's unlikely that it covers the fees required for digital marketing services, such as a daily budget for online ad spend, social media ads, Waze, or Google Ads.

Why is my neighbour getting free digital marketing services from their parking provider, such as Google and social media ads?

Don't believe everything you hear. Your neighbour may think they are getting free marketing services for their parking operation, but their program likely doesn't include online ads—the most effective type of online marketing, and one that requires a daily budget. If it does, then someone is paying for the daily spend required to run the ads and service associated with it, and it's most likely your neighbour. Digital marketing, especially when it includes running online ads, is never free.

How do I know if my parking provider is using best practices in digital marketing, or running effective ads?

There are questions you can ask to verify if your parking operator is providing valuable and effective digital marketing services. Below are a few questions you should ask, and the correct answers to each:

Digital Marketing Services

Grow your parking revenue with successful marketing techniques.

Not sure where to start? We've got you covered! Below are valuable questions and answers you should consider when developing your digital marketing strategy.

Digital Marketing Technique	Valuable Questions and Correct Answers
Search Engine Optimization (SEO) The process of maximizing the visibility of your parking lot information to a web search engine's unpaid results for queries related to parking near your location.	**What keywords is the web page optimized for?** • Keyword research should be completed. • Keywords should include: your address, the words "parking near" facility name, nearby facilities. • Keywords should be optimized for: title tags, headers 1,2, and 3, meta tags, body text, and alt tags. **How many visited my web page this month?** • Your parking provider will have access to all of this through Google Analytics or another analytics tool of its choice. **What call-to-action are on the web page?** • Examples of suitable calls-to-action are register monthly parking permit and reserve parking. **How many external links does my web page have?** • At least one, which is your organization's website linking to the parking-specific web page from your supplier's website. **What's the bounce rate on my web page?** • High bounce rates aren't always a bad thing, and will exist if there is no main call-to-action, such as reserving parking. • If your bounce rate is more than 50%, that's okay. Just ask your parking provider how long people are staying on your page. If it's 30 seconds or more, this is a good sign, as it indicates visitors are actually reading the information on the page.

Digital Marketing Technique	Valuable Questions and Correct Answers
Local-SEO Similar to SEO in that it is a process that maximizes the visibility of your parking lot's physical location in a web search engine's unpaid results for queries related to parking near your location.	**Are my location listings verified?** • Yes. Your location listings must be verified or they will not appear online. **Are posts being published on my listing every so often?** • Yes, once or twice a month a post is published on your listing. • This shows online visitors that your post is active and accurate. **Does my listing have any reviews? What about negative reviews? If so, are they being responded to?** • Yes, all positive and negative reviews are being responded to. • All spam reviews are being reported. **How many people have requested directions to my listing?** • This number will vary based on your location. **How many people have seen the listing this past month?** • This number will vary based on your location.
Online Advertising A form of marketing that involves promoting your parking facility and its visibility in search engines and social media platforms through paid advertising.	**Do my social media or Google Ads link to a web page specifically for my parking facility?** • Yes. A web page specific to your parking facility is linked to from the parking supplier's website. **What's the daily budget to run my ad? Am I reaching my budget each day? Who's paying for this?** • Minimum $15.00/ day. **What's the click-through-rate of my ad?** • A minimum of 3% is acceptable. **What's the cost-per-click of my ad?** • The cost-per-click should not exceed $4.00. • Ideally it should be between $0.01 and $2.50. **Has SEO been set up for the strong foundation of my ads?** • Yes. A web page and location listing specific to your parking facility has been built with best-practices SEO positively impacting the quality of your ads, and the cost-per-click of your ad.

How can I keep my digital marketing costs low?

It's easier than you think.

Digital marketing can be costly. However, it's important to understand that you get what you pay for. The more you invest in digital marketing for your parking facilities, the greater the return will be. It's as simple as that.

However, there are certain digital marketing services that are required and others you can manage without. **An effective digital marketing program requires a mix of four things:**

1   Search Engine Optimization (SEO)

2   Online ads on at least one platform, such as Google, Waze, or social media channels

3   Content that captures your audience's attention or helps provide an easy online experience, such as how-to videos and a comprehensive map of your parking lot

4   Performance reports identifying areas of improvement, opportunity and successes

Partnering with a parking provider that has an in-house marketing team is key. Not only will they understand the parking business, but it's likely they will charge very competitive rates for their services in comparison to marketing agencies.
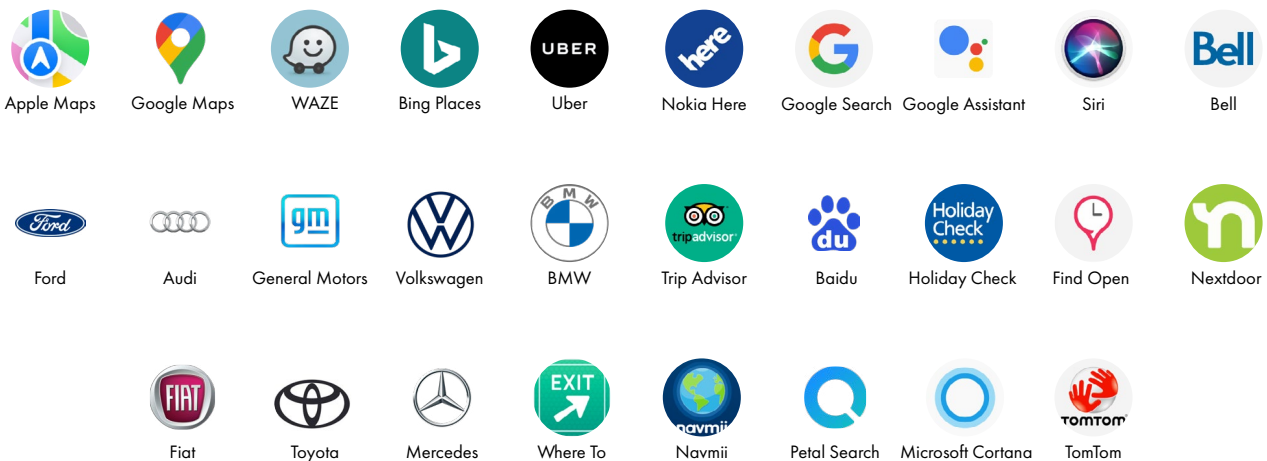
Get Your Location Infront of As Many Eyes Possible

With Local-SEO techniques.

Have you ever navigated to the second page of Google? Us either, and neither will your customers. Local-SEO is imperative to your parking operation's success. When done correctly, it ensures that your facility's physical location is visible in the top results of search engines.

Local SEO puts your facility in front of potential visitors through various online maps such as Waze, Google Maps, Parkopedia Apple Maps, Bing Places and even in-car navigation system maps thus increasing the number of drivers who choose to request directions to your parking facility.

Work with your parking provider to get your location on the following maps. You'll thank us later...

| Apple Maps | Google Maps | WAZE | Bing Places | Uber | Nokia Here | Google Search | Google Assistant | Siri | Bell |

| Ford | Audi | General Motors | Volkswagen | BMW | Trip Advisor | Baidu | Holiday Check | Find Open | Nextdoor |

| Fiat | Toyota | Mercedes | Where To | Navmii | Petal Search | Microsoft Cortana | TomTom |

How Can I Use Digital Marketing to Increase My Parking Revenue?

The opportunities are endless.

As the person responsible for overseeing your organization's parking operations, it's essential that you understand how digital marketing can be used to market and improve your parking facility and increase your parking revenue.

Let your customers know what to expect by having a presence online.

Building a customized SEO-friendly web page for your parking facility will not only benefit your online presence, it will attract visitors to your parking facility. Having your information available online allows people to know what to expect when they get to your facility, which will alleviate the natural anxieties associated with finding parking. Inform them of what to expect when they arrive, where to park, how to pay, rates, amenities available, and much more.

Increase location awareness with local SEO.

Use local SEO to promote the physical location of your parking facility and help it appear in the top Google search and map results for relevant queries. Having your information available online will increase the chances of people planning to park at your facility.

Occupy the absolute top of Google for relevant search queries using Google Ads.

Running Google Ads will ensure you occupy the top position or top half of Google search results for relevant queries. Google Ads are very effective because they're only shown to customers who search for parking near you, instead of targeting people who fit certain demographics. In fact, when an online ad and a non-paid search result occupy the top of Google, customers' sense of trust is enhanced and they are more likely to click on your search results.

Tie your facility to nearby destinations using social media ads.

Capture the attention of your target audience on social media. It's important to know that the social media game has changed. Non-paid posts are no longer as effective as they once used to be. This is because social platform algorithms have changed to favour paid posts. It's also key to know that short videos work best on social media. Short videos that promote your facility and tie it to nearby destinations or popular events are an effective way to capture your audience's attention, and will increase the likelihood of customers parking at your facility for their next outing.

Collect measurable program results, ensure revenue increase, and gather insights on who your customers are.

The best part about digital marketing is that it generates measurable results with hard numbers. Translate the data collected from digital marketing techniques into parking revenue and valuable insights for your parking operation.
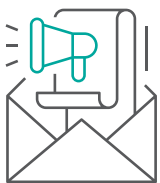
Use email marketing to communicate the launch of your parking facility or rate changes to your regular visitors and tenants.

Email marketing is an effective way to communicate new amenities or changes taking place within your parking facility. Your regular visitors and tenants appreciate the communication.

Hard Numbers. Hard Results.

The beauty of digital marketing?
It's easy to show your superiors it's worth it.

The best part about digital marketing is that it generates **measurable program results.** The metrics and insights you can generate from your online marketing are endless, and allow you to identify areas of improvement, opportunities to explore, and your successes.

Digital marketing initiatives should be monitored regularly. A minimum of **two weeks of activity** is required before official performance reports with valuable insights can be formulated.

✓ *Compare your financial reports from the previous year.*

✓ *Look for revenue spikes.*

✓ *Determine and weigh impacting factors.*

Optimize Your Digital Marketing Efforts

Retrieve insights from online marketing analytics.

The beauty of digital marketing— it's data rich. Gone are the days where we can't explain why or how. When done right, digital marketing tracks every move from consumer behaviour and conversions, to administrator output. It provides measurable results and direction for improvement.

Learn who your target audience is.

- How old are they?
- Where do they live?
- What genders are they?
- What languages do they speak?
- What are their interests?

Learn how your online visitors behave.

- How long are visitors spending reading about your parking lot?
- Where are your visitors clicking on your web page?
- Do visitors return frequently to your website?
- How did they get to your web page in the first place? From social media, Google search, or Google Ads?

Determine your ROI.

- Was there a spike in your revenue from the date you began online marketing?
- How much are you spending on digital marketing initiatives?
- What's a safe conversion rate you can use to determine this?
- Get actuals from calls-to-action, like reserved parking and monthly permit registrations from the web page

Is Your Parking Operation Reaching Its Full Potential?

Understanding the ins and outs of digital marketing for parking facilities.

Digital marketing for your parking operation can increase your parking revenue, maximize awareness of your facility's physical location, online presence, reservation, permit sales, and so much more!

Motorists are inclined to choose where to park based on online information.

So, what is digital marketing for parking operations? It's is the process of promoting your parking facility online using digital media. Key aspects of digital marketing to consider when marketing parking facilities are:

Search engine optimization (SEO)

Content development

Local-SEO

Email marketing

Search engine marketing (SEM)

A tactical mix of traditional marketing: signage and mail distribution

Social media marketing

What does all of this mean?

We've summarized it for you.

It's important to understand the various digital marketing techniques, and how, if executed properly, they can provide you a return on investment. The chart below outlines the main benefits of digital marketing techniques, and what your parking provider should be doing.

Digital Marketing Technique	Why do you need it?	What your parking provider should do	Questions you should ask
Search Engine Optimization (SEO) The process of maximizing the visibility of your parking lot information in a web search engine's unpaid results for queries related to parking near your location.	• Appear in top Google search results for queries related to your parking facility • Increases location awareness • Promote your facility details and amenities • Tie your facility to nearby destinations • Location appears when drivers preplan parking	• Build a web page specific to your parking facility • Ask your company to link to this web page from your main website • Build the web page using best-practice SEO techniques • Encourage your company to build a parking information section on your website • Encourage you to request nearby facilities and/or tenants to link to your web page from their main websites • Track KPIs, such as the amount of people that visit the web page per month, who they are, how they go there, how they behave on the web page • Regularly optimize and maintain the web page	• What keywords is the web page optimized for? • How many visited my web page this month? • What calls-to-action are on the web page? • How many external links does my web page have? • What's the bounce rate on my web page?
Local-SEO Similar to SEO in that it is a process that maximizes the visibility of your parking lot's physical location in a web search engine's unpaid results for queries related to parking near your location.	• Appear on Google Maps, Waze, Apple Maps and Bing Places • Location appears when drivers use GPS to locate nearby parking • Positive impact on SEO • Increases location awareness • Promote your facility details and amenities • Tie your facility to nearby destinations	• Build a Google, Waze, Bing and Apple map listing for your parking lot(s) • Ensure all listings are optimized with applicable information • Regularly optimize and maintain the listings • Manage and respond to listing reviews • Track KPIs, such as how many people requested directions, called, clicked the listing, etc.	• Are my location listings verified? • Are posts being published on my listing every so often? • Does my listing have any reviews? What about negative reviews? If so, are they being responded to? • How many people have requested directions to my listing? • How many people have seen the listing this past month?

Search Engine Marketing (SEM) A form of online marketing that involves promoting your parking facility and its visibility in search engine results pages through paid advertising.	• Be the top search result on Google for queries related to your parking facility • Positive impact on SEO • Increases location awareness • Effective audience targeting using keywords • People looking for you will see the ad • Promote your facility details and amenities • Tie your facility to nearby destinations	• Recommend a minimum daily ad spend • Build ads using best-practice SEM techniques • Regularly monitor ad performance and optimize accordingly • Track KPIs, such as the amount of people that clicked the ad, what the cost-per-click is, etc. • Provide performance reports	• Do my online/ Google Ads link to a web page specifically about my parking facility? • What's the daily budget to run my ad? Am I reaching my budget each day? Who's paying for this? • What's the click-through-rate of my ad? • What's the cost-per-click of my ad? • Has SEO been set up for the strong foundation of my ads?
Social Media Marketing The use of social media platforms, such as Facebook and Instagram, to promote your parking facility with paid advertisements. Social media marketing has a positive impact on SEO.	• Effective audience targeting using demographics • Positive impact on SEO • Increases location awareness • Promote your facility details and amenities • Tie your facility to nearby destinations	• Recommend a daily ad spend • Recommend best-performing social media platforms for your location • Build ads using best-practice techniques for the social media platform being used • Create image and/or video content appropriate for the social media platform being used • Track KPIs, such as the amount of people that clicked the ad, what the cost-per-click is, etc. • Regularly monitor ad performance and optimize accordingly • Provide performance reports	• What's the daily budget to run my ad? Am I reaching my budget each day? Who's paying for this? • What's the click-through rate of my ad? • What's the cost-per-click for my ad? • Are we running an image or video ad? If video, how long is the video? • Has SEO been set up as a strong foundation for my ads?
Content Development The use of social media platforms, such as Facebook and Instagram, to promote your parking facility with paid advertisements. Social media marketing has a positive impact on SEO.	• Compelling content is required for effective digital marketing • Content is required for: custom web page for SEO, social media marketing, email marketing, etc.	• Create image, video, or written content appropriate for the distribution channel	• Do you need a vector file of my logo? • Do you need my company's brand manual?
Email Marketing Sending an email to your tenants and/or regular visitor to promote your parking facility and communicate changes.	• Communicate the launch of your new parking facility, rate change or new amenity in your lot • Communicate with regular visitors, subscribers and tenants	• Ask you for an email list of your tenants, regular parkers, and nearby businesses • Distribute a branded email and follow-up email to those who did not open the initial email • Monitor KPIs of the email, such as how many people opened the email, clicked the email, etc.	• Do you need my email list? • Do you need a vector file of my logo? • Do you need my company's brand manual? • Where is the email linking to?

Digital Marketing Glossary:

The glossary below explains key definitions perfect for referencing when you're speaking to your parking provider about digital marketing opportunities.

Search Engine Optimization: The process of optimizing your online presence (website or a specific web page) to get organic or unpaid traffic from the search engine results page. Three main factors that affect SEO are: the on-page and off-page structure of the web page, the amount of visitors to the web page, and the user experience on your web page. Several aspects can influence these main factors, such as the use of SEO-friendly techniques when building the web page content and the back-end structure of the web page, the quality of the content on the web page, and the amount of platforms driving visitors to the web page.

Local-SEO: an effective way to market a physical location. The main difference between SEO and local-SEO is the geographical component.

Search engine: a program that searches for and identifies you in an online database. Examples of search engines are Google, Bing and Yahoo.

Search engine rank: where a website or web page is ranked within search engine results. Rank within a search engine is also referred to as a "position."

Search engine result pages (SERP): the pages displayed by search engines in response to a query by a searcher. The main component of the SERP is the listing of results that are returned by a search engine in response to a keyword query.

Crawlers: algorithm used by search engines to collect data from the internet and determine search engine rank. When a crawler visits a website it reads the entire website's content (i.e. the text) and stores it in a database. Crawlers are also known as "bots."

Search engine marketing: a form of internet marketing that involves paid promotion and paid advertising of a website or web page to increase visibility in a search engine's results pages. Examples of this are Google Ads.

Social media marketing: the use of social media platforms that involves paid promotion and paid advertising of a website or web page to reach new customers and engage with existing customers.

Pay-per-click: internet marketing business model in which advertisers pay a fee each time one of their ads is clicked. The cost-per-click depends on the quality of the ad, the relevancy of the ad to the web page it links to, the user behaviour when the ad is clicked, and so on. Social media and search engine marketing ads follow a pay-per-click model.

Social media: websites and applications that enable online communities where users participate in social networking, create, and share content. Examples of social media platforms are Facebook, Twitter, Instagram, and LinkedIn.

Content marketing: involves creating and sharing online material, such as videos, images, text information, and more.

Email marketing: communication outlet with a specific audience.

Create an Effective Marketing Strategy

Get the best bang for your buck.

Now that you have an understanding of various digital marketing techniques and how they can be used to increase your parking revenue, **it's time to evaluate which combination of services in the suite are most effective for ROI.** Spending your budget wisely and strategically to ensure you get the best results from your marketing program is key.

There are certain digital marketing services that are required, and others that you can manage without.

Here's what you need to consider when building a marketing program:

✓ SEO is the backbone of successful digital marketing.

SEO in all it's forms is the foundation of a successful marketing strategy. In order to proceed with effective digital marketing, the following needs to be established first, and of course with SEO best practices:

- A custom online presence and web page outlining the details of your parking facility needs to be built

- Location listings on Google, Apple, and Waze need to be created

- A web link between your main website and your parking operator's website needs to be implemented

- Parkopedia, Bing Places and even in-car navigation system maps

✓ Online ads are required for noticeable ROI.

Once SEO for your parking facility has been established, running online ads is a critical next step that will result in a significant ROI.

We strongly advise against running ads if SEO has not been established. Without SEO, your ads will have a low quality score and high costs-per-click, which will exhaust your daily budget in no time.

Moreover, online ads require a daily budget, which usually requires a minimum spend of **$15.00 per day.** With that being said, you may have to commit to one type of online ad:

- Google Local ads
- Google Search ads
- Waze Maps ads
- Facebook ads
- Instagram ads

Once you discover which online platform is best for you, you'll need to ensure your ads link to a web page that is specific to your parking facility. This is key not only for SEO, but also to protect the quality of your ads. High quality ads result in low cost-per-click rates, which in turn allows your ads to be shown to more people for longer periods of time, and at cheaper costs.

✓ Content development is key.

To some extent, content development is required for digital marketing. For example, image or video content is required on social media. Moreover, images and videos will ensure your parking-specific web page provides positive visitor experiences, resulting in great SEO. With that being said, below are a few key pieces of content you'll want to develop:

- A comprehensive map of your parking facility
- Photos of your parking lot, including the entry and exit
- How-to videos and PDFs that explain how to pay for parking
- If you are running social media ads, upload a short video promoting your facility

About Precise ParkLink

Canada's trusted parking industry leader for 30 years.

When Precise ParkLink was founded more than 30 years ago, the company was a two-person field operation with a simple aspiration: to make a difference in the world of parking automation.

Since then, Precise ParkLink has grown into a nation-wide managed services and technology firm with more than 700 employees across Canada, a head office in Toronto, and 11 supporting offices across the country. But what sets us apart from other parking operators isn't where we are, it's what we are: a full-service urban mobility firm. One source for all your parking-related needs.

Precise ParkLink manages parking lots on behalf of property owners and supplies cutting-edge technology and services to thousands of clients in the healthcare, municipal, commercial, institutional, and private sectors. Being a vertically integrated parking management solutions company puts us in a unique position. We can provide a level of management and technical integration that is best-in-class. Just ask the hundreds of clients to whom we've delivered cost-effective and customer-focused solutions over the years.

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