



AirGarage

Parking Marketing Playbook

Your Tactical Map To Improve 9 Parking Marketing Channels

A step-by-step guide to marketing your asset, built from strategies we use across our 150,000+ managed spaces.

9 Channels, 1 Prioritized Plan

Many parking assets have a visibility problem. Drivers can’t easily find them, or they don’t know why to choose them. Ultimately, this is a marketing failure, and it’s only fixed with a clear plan and sharp focus on performance improvement.

Improving your marketing performance starts with optimizing your branding, communications, and campaigns to reach potential drivers when and where they’re looking for parking. In marketing, these activities happen in platforms and mediums called “channels.”

Different marketing channels serve different purposes. Some help new drivers find your property for the first time while others can drive repeat business or increase your revenue per session. This guide covers the nine most common marketing channels for reaching drivers. You’ll learn practical, real-world steps you can make today to increase your visibility, reputation, brand, and revenue through each channel.

Once finished, you’ll have clear action plans and best practices needed to execute on top priorities, from how to optimize online listings to practical signage tips for wayfinding and easier payment.

Inside, you’ll find nine marketing channels across two categories:

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Parking Aggregators

Why it matters: Online and mobile app aggregators have enormous organic search presence and seamless reservation flows. A complete, well-priced profile ranks higher in the app, driving bookings.

Optimize your listings to rank for relevant searches.

Focus on answering common questions, highlighting your amenities, and helping drivers easily find your location.

Listings

- ☐ Create listings on 3-5 top aggregators (e.g., SpotHero, JustPark, or ParkWhiz)
 - ☐ [Create a SpotHero account](#)
 - ☐ [Create a JustPark Account](#)
 - ☐ [Create a ParkWhiz account](#)
- ☐ Add airport platforms like [Findparking.com](#) if you serve airport demand

Description and photos

- ☐ Start your facility description with a key nearby destination and top benefit (e.g., "Union Station Parking, Covered, 3-minute walk")
- ☐ In the description, list every amenity that applies, like covered parking, EV charging, 24/7 access gateless entry, etc.
- ☐ Add platform filter options (if available) for amenities that drivers are seeking
- ☐ State any parking restrictions up front: height limit, oversize policy, overnight rules
- ☐ Add clear arrival instructions, including which street to enter from and what to do when arriving: "Enter via Cedar Street and scan the QR code to start your session"
- ☐ Take current photos of the entrance, interior, and payment point/method. Use multiple angles for photos
- ☐ For airport drivers, add information about shuttle services, distance to airport, cancellation policies, etc.
- ☐ Keep your descriptions between 75 to 150 words for best performance

Pricing

- ☐ Keep your price on the aggregators below your drive-up rate
- ☐ Check your rates against competing lots shown near you in the aggregator
- ☐ Reserve inventory to protect drive-up and monthly demand



Online Maps

Why it matters: Drivers often navigate to parking with a map app while en route to their final destination, so a missing or incorrect listing can cause you to lose a potential reservation.

Create a full, accurate property listing on the major map platforms that makes your facility easy to find.

Verify your pin location, prepare drivers for arrival, and ensure your address and other contact information is consistent across platforms.

Platforms

- ☐ Ensure you have verified profiles on Google Maps and Apple Maps, plus a listing on Waze
 - ☐ Claim or add a [Google Business Profile](#) (required for a map listing)
 - ☐ Create an [Apple Business Profile](#) and add a [New Place](#)
 - ☐ Use the [Waze mobile app](#) or [Map Editor](#) to submit a new location
- ☐ Confirm the location pin sits on your entrance, not a side alley or neighboring building. In each of your profiles, edit your location and drag the pin to the most accurate position
- ☐ Test the pin placement by driving to the facility using each map tool

Profile details

- ☐ Set your business category to Parking Lot or Parking Garage, if applicable
- ☐ List your rates, operating hours, and holiday exceptions
- ☐ State entry and space clearance, payment methods, and "no app required," if applicable
- ☐ Add at least 5 photos: entrance, interior, street view, payment option, and one at night
- ☐ Add FAQs to the Google Q&A section, available from your profile. Address common concerns or questions like entry and exit after hours, enforcement policy, etc.



Business Website

Why it matters: A keyword-optimized web page can rank for "parking near" or venue-specific web searches. If listed on a website you own, competitor options won't be shown alongside yours.

Optimize your web page for regional parking searches by including well-known destinations to your page title and copy.

Keep key information consistent with your other aggregator or map listings.

Content

- ☐ Create a simple website to help your property be discovered by search tools. Basic platforms like Wix, SquareSpace, or Wordpress are a good starting point. Include pages like Home, Locations, How to Book, and Monthly Passes
- ☐ If you have an existing website, add a dedicated parking page and write web page copy that answers these five key questions at the top of the page: approach routes, rates, payment options, hours of operation, space and entry clearance
- ☐ Show multiple photos of the entrance, spaces, payment process, and amenities
- ☐ Include a dedicated page section for monthly parking with rates and a fast sign up path
- ☐ Sophisticated pages may also include a map embed



Reviews and Reputation

Why it matters: Drivers read reviews before choosing an unfamiliar facility, and map platforms use review volume and ratings to decide location rankings.

Regularly ask for reviews to keep them updated across platforms.

Show drivers that concerns are frequently reviewed and addressed.

Getting reviews

- ☐ Create a [link or QR code](#) for Google reviews that you can include in comms
- ☐ Post a review QR code at the payment point and add the review link to digital receipts. Google supports requesting reviews by link or QR code
- ☐ Ask every parker via follow-up text or email, but keep the request neutral and do not offer discounts or other incentives in exchange for a review
- ☐ Keep the ask simple and direct: "Tell us about your experience parking at [location]"

Responding

- ☐ Respond to negative reviews promptly (within 1 week)
- ☐ Answer negative reviews with the resolution that explains what happened and what changed
- ☐ Address the reviewer by name and reference their specific point



Paid Search Ads

Why it matters: Paid placement puts your facility at the top of high-intent searches like "parking near [venue]" and on the map screens of nearby drivers.

Paid search and map ads include search, map, and location-based campaigns that help your facility show up for drivers already looking for parking nearby.

Setup

- ☐ Set up ads accounts, which are free. Start [here](#) for Google, [here](#) for Bing.
 - ☐ [How to set up a Google ad campaign](#)
 - ☐ [How to set up a Bing ad campaign](#)
- ☐ Use different campaign types for different jobs
 - ☐ Branded demand: can use your business/venue name
 - ☐ Destination demand: can use attractions, events, city names, or "near me" terms
 - ☐ Remarketing: show ads to people who've previously visited your website
- ☐ Send your ad traffic to specific booking pages/locations, not your homepage

Targeting

- ☐ Set the targeting radius to a reasonably walkable distance around your facility
- ☐ Plan event-specific campaigns around a time that allows ample time for pre-booking
- ☐ Raise bids during the pre-event booking window when attendees are actively reserving, and pause the campaign once the event fills or begins
- ☐ Bid on nearby venues by name, since drivers search the place they're going, not the lot

Measurement

- ☐ Track cost per booking against the value of a filled space



Signage

Why it matters: Signage identifies your facility, rates, and payment options when drivers are making a real-time decision.

Good signage answers these questions: parking availability, what it costs, how to pay, enforcement rules, and where to go.

In a structure or a busy event lot, clear signage is also what keeps traffic moving and prevents the backups that turn into complaints.

Identification and rates

- ☐ Make facility signs visible from the street, above parked cars, facing traffic flow
- ☐ Post the rate where drivers can read it before turning in
- ☐ Clearly identify that parking is available
- ☐ Walk your property the way a first-time driver arrives to check clarity and positioning of signage. Check legibility after dark

Payment

- ☐ Post the QR code, text-to-pay number, and steps at eye level where drivers walk
- ☐ State "no app required" and "pay in under a minute" where applicable

Wayfinding

- ☐ Mark the path from entrance to spaces to exit and other key points (elevators, etc.)
- ☐ Mark monthly and reserved areas so transient drivers don't take sold spaces



Local Business Outreach

Why it matters: Nearby offices, clinics, gyms, and hotels are potential monthly parking accounts with recurring and predictable revenue.

Local business outreach to win monthly parking accounts from nearby employers, medical offices, hotels, and other organizations with recurring parking needs.

Build the list

- ☐ Create a target list of offices, clinics, gyms, schools, and hotels near your property
- ☐ Identify the right contact at each business, usually office management, operations, or guest services

Make the offer

- ☐ Create special offers that are attractive and convenient, focusing on reserved space, one monthly invoice, and a reliable parking solution for employees, patients, or guests
- ☐ Include flexible terms for hybrid schedules

Work the list

- ☐ Set an achievable list of outreach actions, including stopping in, calling, emailing, and/or mailing
- ☐ Track every contact, offer, and result. Include designated follow-up dates so fewer leads slip through the cracks

Venue and Event Partnerships

Why it matters: Events create predictable spikes in parking demand, making them one of the best opportunities to market spaces directly to attendees.

Venue and event partnerships are agreements that place your parking options in front of event attendees through ticketing, email, and venue communications.

Venue deals

- ☐ List the venues within walking distance and find the key contacts for partnerships
- ☐ Offer a reserved block, a prebooking link, and single point of contact for them
- ☐ Request placement on the ticket page, confirmation email, and day-before reminder

Wider events

- ☐ Build a calendar of ticketed and unticketed events: marathons, festivals, parades, street fairs
- ☐ Create pricing and staffing plans for events in advance to avoid frustration and complaints (clear staff roles, designated shifts, and changes to operating hours)

On-Site Cross-Promotion

Why it matters: Drivers who've already parked at your property can become repeat visitors with the right marketing approach.

On-site cross-promotion uses the payment experience and receipt to turn first-time parkers into repeat visitors and monthly customers.

During payment

- ☐ Place your monthly parking offer on the confirmation screen and receipt
- ☐ Post a QR code on signage or in follow-up communications promoting monthly signups

Drive repeat visits

- ☐ Give first-time parkers a clear return incentive, such as a discount on their next visit
- ☐ Keep the offer simple and immediate, with one clear action instead of multiple competing choices
- ☐ Track redemptions by creating unique discount codes

Build Your Marketing Plan

The best-performing properties don't leave marketing to chance. They have a proven plan based on solid, market-backed assumptions. They test, learn in cycles, and ensure their tactics are aligned to their target driver segments.



Continue Learning

This step-by-step guide that covers how to target your marketing campaigns and effectively reach drivers in 3 specific segments: transient, monthly and events.

[Read Now →](#)