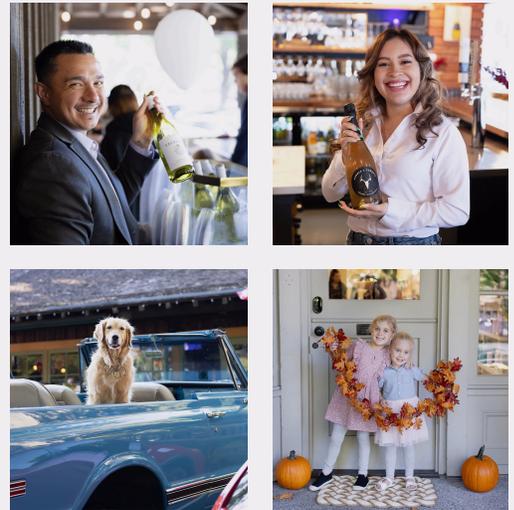


Case Study

Danville Livery | Danville, CA

Elevate the Brand with Authentic Content

The goal was to improve @danvillelivery's social media presence to increase foot traffic, tenant visibility, and community engagement. Efforts included original content showcasing events, reels, branded photography, and interactive stories. Collaborations, giveaways, and consistent branding established Danville Livery as a community favorite. **In 6 months, reach rose by 398%, post likes by 41%, and we gained 540 new followers.**



Key Metrics	Jan-Jun 2025	July-Dec 2024	% Growth
Followers	7,660	7,120	+540
Reach	100,823	20,242	+398%
Likes	6,111	4,330	+41%

Branded Photography

At Danville Livery, we used branded photography of merchants and community models to reflect the shopping center's identity and values. This approach helped create a unique visual story for our social media and marketing, engaging our target audience and distinguishing us from competitors.

116.2k combined views on our top 3 reels



Sparq Marketing

(925) 322-0033

alison@sparqmarketing.com