

Case Study

Town & Country Village | Palo Alto, CA

Efficiency for Optimal Performance

Sparq is the marketing agency for Town & Country Village and streamlined tactics by unifying strategy, messaging, and creative efforts. We produce regular photoshoots, launch influencer campaigns, and create interactive content, enhancing the online presence. The strategy highlights the center's unique offerings and inclusive atmosphere, leading to improved digital engagement and increased event traffic, reconnecting the center with its audience both online and offline.

Over the past year, reach increased 218.8%, overall link clicks by 1100%, and gained 21% more followers.

| Key Insta Metrics | 2024-2025 | YOY Growth |
|----------------------|-----------|------------|
| Followers | 3,528 | +21% |
| Reach | 210,091 | +218.8% |
| Content Interactions | 5,199 | +100% |
| Link Clicks | 1,346 | +1,100% |

Professional photoshoots with local community models



Bi-monthly giveaways with targeted ad spend



Increased event traffic



Influencer Campaigns

We have successfully improved social media metrics through influencer campaigns focused on boosting awareness for holiday shopping, new openings, product offerings, events, and property updates.

@wendan.vs.world

Views: 4,204

Accounts reached: 3,221

Accounts engaged: 209

@journeywithlina

Views: 6,651

Accounts reached: 4,460

Accounts engaged: 146



Sparq Marketing

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