

Three steps to successfully taking your mall marketing to the next level

Marketing is a constantly growing and changing field. As we learn more and more about consumers; their patterns and behaviors, we are able to develop better ways to market both products and services to them.

The mall industry is a unique one. We hear a lot about digital marketing for e-commerce businesses (both large and small) and sometimes it seems that the physical world of shopping malls gets a little lost along the way.

The truth is that while there are many online businesses, many people love the personal shopping experience that comes from walking through a mall.

Mall managers and store owners should quickly recognize the strengths that come with that experience and capitalize on it, making the most of their mall and making the most of marketing in the digital world at the same time.

In addition to long-term leases, extra mall space can be easily rented out temporarily to brands for short-term, or pop-up events. This not only brings repeat customers but also attracts new ones as well.

Anyone looking to generate revenue from mall space should understand how to bring their marketing to the next level by successfully marketing their media assets.

Key steps to bringing your mall marketing to the next level

Pinpoint your media assets

In order to gain the interest of brands and agencies, you need to be able to provide valuable information and data.

Facts such as the target audience, how often they frequent the mall, peak shopping times, how much space the mall has, and more determines how much can be charged for media assets.

Go digital

Once you have collected your data it's time to take it digital. Once you have it organized it will be easier to market, since you can easily show your media assets such as floor space, billboard and signage space and more. Find the right digital tool for you and organize this data to make it more useful and effective.

Make it simple

Now you are going to take your data and start connecting with and booking agencies and brands. This is why it's so important to make your media assets easily accessible. You want to be able to make the connection between connecting with and booking tenants as simple and streamlined as possible.

And there you have it. Taking your mall marketing to the next level is as simple as 1, 2, 3!

The steps are to identify your assets, organize them effectively, and then establish a connection with brands that will ultimately build a successful and lucrative relationship for you both.

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SOURCES USED:

<https://www.icsc.com/news-and-views/icsc-exchange/3-steps-to-bring-your-mall-marketing-to-the-next-level>