

Top Tips for Successful Marketing and Communications Activity

- Get the power shot. A picture tells a 1000 words. Invest in professional photography to communicate your story.
- Demonstrate authenticity - prove it isn't photo shopped!
- Have a few clear objectives - less is more
- Maximise your PR opportunities both traditional media and new media, if social media picks up on your story it can spread / go viral fast! Great exposure for little outlay, consider a PR angle for all your marketing comms activity. Do remember negative stories can spread just as fast so be careful with potential negativity.
- Apply the 'Granny Test' (credit Rebecca Wheeler!). Would your Granny understand your activity, your copy, your release, your submission?

- Know your values, those of your centre, your landlord or investor and work to these. Deliver activity that communicates your values.
- Know your market position and take advantage of it, work to your strengths.
- Know your customers - ensure your marketing activity engages with them.
- Know your competition - work with them if in the same town or city.
- Record your rationale. How did you get to the decision to deliver your activity? It could be useful when updating landlords, entering awards, justifying budgets!
- Measure, measure measure! Use national trend statistics as comparisons or to set the scene, i.e. BRC statistics. If there are no industry benchmarks or portfolio guidelines, develop your own, based on YonY performance.
- Meet external community needs, develop external partnerships.

- If you can't afford evaluation research, how about developing a promotional competition / prize draw, with a few quick questions included?
- Be honest. BBB - Bullshit Baffles Brains! About your achievements, and less successful activity.
- Don't claim fame! It is rarely marketing that solely contributes to success of the centre. Acknowledge other factors i.e. weather, pay day, new tenants etc.
- Retail Marketing is about sales, not creative for creative sake!
- Develop promotions / special offers exclusive to your centre, don't accept just a national campaign, that has little exclusive value for your customers.
- Work those relationships. Persevere at developing relationships at Retail HQ with the Marketing and Operations teams, as well as the property teams - they talk your language!

- Size doesn't matter!
- Be brave with your marketing activity.
- Face your challenges, don't ignore them or be put off by them. They may be easier to overcome than you first thought!
- Develop convincing and objective business cases for funding, for winning awards, for communicating with investors and retailers.