

Small Business Marketing Programs Pay Off



cost-effective marketing programs that drive sales and increase in-store traffic. Check out how these merchants prompt visits and convert sales. For more information or to generate ideas of your own, contact your NewMark Merrill property manager.

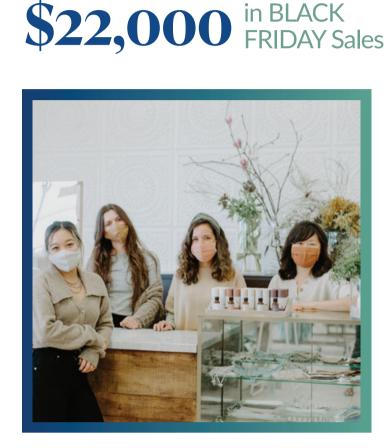
With over 90 shopping centers throughout the country, we see small businesses execute successful,

Multi-Channel Marketing Creates Black Friday Buzz





300+ CUSTOMERS in-line by 8:45 a.m.



small clothing boutique, three sisters took the reins with a new vision, transforming Liv3 into the savvy boutique it is today. Optimizing an omni channel business strategy, Liv3 now focuses most of their advertising on Instagram where they have amassed more than 18K followers. With consistent, on-brand social content & discount incentives, fans are driven to their brick & mortar location. For Black Friday 2021, Liv3 offered a 25% discount to anyone who was in line by 8:45 AM. Live music and snacks created a party-like atmosphere.

Fifteen years after their parents opened Liv3, a







spirits location in Longmont, CO, and while location, excellent customer service, competitive pricing and unbeatable selection drive traffic, they have gone above and beyond to connect with the community. Active marketing efforts including direct mail, a

Wyatt's Wet Goods is the largest retail wine and

tickets sold

loyalty club and social media promotions are rounded out by in-store engagements and active community involvement. Annually, Wyatt's hosts Distiller's Fest, benefitting a local charity. Ticket holders get branded swag and a taster flight of several selections. QR codes are used to make in-store pick up or home delivery of selections as easy as a quick scan. **Proactive Review Program**







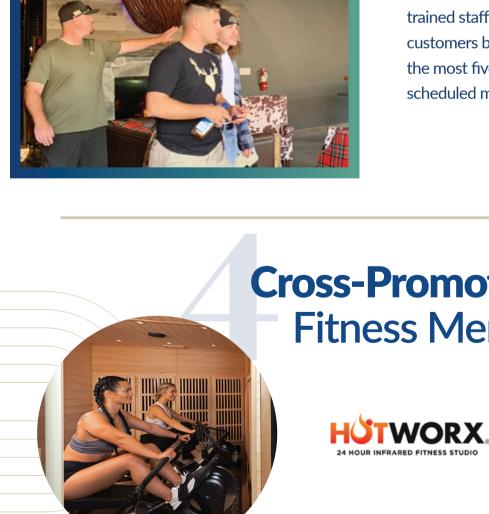
Moorpark Road 🚷 Hillcrest Drive

The Mighty Axe, which opened in July 2021. consistently gains five-star reviews on online platforms like Google and Yelp. These reviews are key to gaining new customers for the growing

business. The Mighty Axe holds their highly

scheduled more frequently.

trained staff accountable to obtain reviews from customers before they leave. Staff who secure the most five-star reviews earn incentives & are



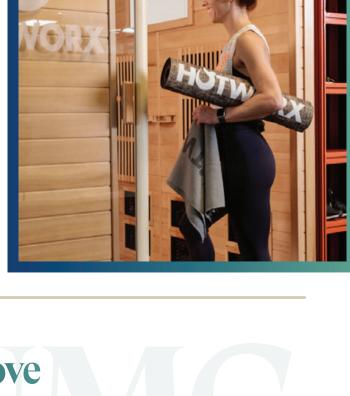
Cross-Promotion Drives Fitness Membership

Strafford Crossing

Gary Avenue & Schick Road

of membership through cross-promotion HOTWORX, a 24-hour infrared fitness studio, recently opened at Stratford Crossing, achieving tremendous

success in acquiring members through direct cross-promotion with other stores' customers. Neighboring merchants share HOTWORX membership info via their customer eblast lists, on their social media channels, and by posting collateral inside other stores. HOTWORX has set up custom sign-up links for each merchant, so customers can book workouts directly in those stores and HOTWORX can clearly identify and attribute traffic sources. At least 15% of new members have come from direct referrals within the shopping center.





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Multi-Channel Marketing Creates **Black Friday Buzz**







\$22,000 in BLACK FRIDAY Sales

300+ CUSTOMERS in-line by 8:45 a.m.

Annual Distiller's Fest Raises Funds for Local Charity





350 tickets sold

\$3,000 raised for local charity

Proactive Review Program

Targets New Customers







5-Stat Average Ratings 250

250+ Positive Reviews

Cross-Promotion Drives Fitness Membership





of membership through cross-promotion

A "welcome back" health event converts attendees to patients.







+200 leads with 12 already converted to patients and more pending!