



NewMark Merrill  
COMPANIES

# Small Business Marketing Programs Pay Off



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

## 1 Multi-Channel Marketing Creates Black Friday Buzz

Liv3  
CLOTHING

GRAND PLAZA



**\$22,000** in BLACK FRIDAY Sales

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



Fifteen years after their parents opened Liv3, a 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.

## 2 Annual Distiller's Fest Raises Funds for Local Charity



LONGMONT GOLD RABBIT  
WYATT'S  
WET GOODS  
WINE AND SPIRITS SUPPLIER

VILLAGE  
AT THE PEAKS  
LONGMONT, COLORADO

**350** tickets sold

**\$3,000** raised for local charity

Wyatt's Wet Goods is the largest retail wine and 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 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.



## 3 Proactive Review Program Targets New Customers



JANSS  
MARKETPLACE  
Moorpark Road & Hillcrest Drive



**5-Star** Average Ratings

**250+** Positive Reviews



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

## 4 Cross-Promotion Drives Fitness Membership



HOTWORX  
24 HOUR INFRARED FITNESS STUDIO

Stratford Crossing  
Gary Avenue & Schick Road  
BLOOMINGDALE

**15%** 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.



When you Love Shopping Centers,  
it Shows

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4

A “welcome back” health event  
converts **attendees to patients.**



OAK  
STREET  
HEALTH



STONY ISLAND  
PLAZA

95TH ST & STONY ISLAND AVE

+200 leads

with 12 already converted to  
patients and more pending!