

Merchant Minute — Creating Mutual Success Through Strong Cross Promotions



Sometimes the best marketing for your business is right next door. Co-located merchants have been partnering for mutually-beneficial promotions since the beginning of the multi-tenant shopping center. And, for good reason. These programs typically come at a low cost to each business and target customers who are already familiar with coming to the center. Cross promotion can be successful both with symbiotic business (think dinner and a movie) or completely different business types. Getting to know your fellow center business owners is the first step in creating relationships and figuring out what type of cross promotions could have mutual benefit. Need help with an introduction?

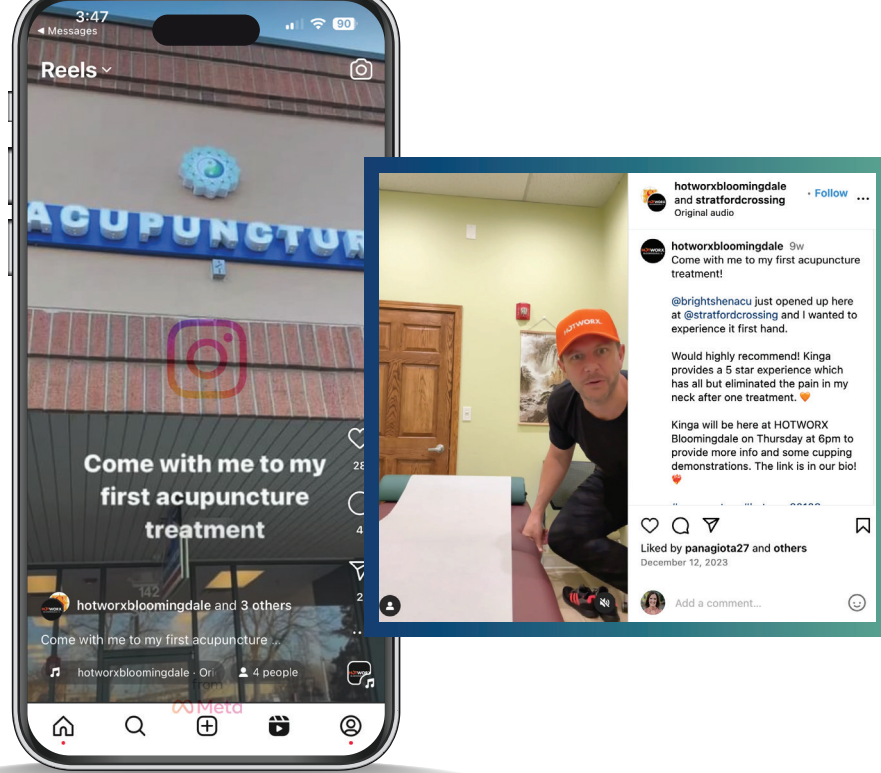
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1 Bright Shen Acupuncture and HOTWORX



900% Increase in views for posted story | **substantial influx** of new clients

At Stratford Crossing in Bloomingdale, IL, the innovative cross-promotion between Bright Shen Acupuncture and HOTWORX has redefined collaborative success in the health and wellness sector. This unique partnership culminated in a compelling video, showcasing Nate, the dynamic owner of HOTWORX, receiving a full acupuncture treatment at Bright Shen Acupuncture. Shared across both merchants' social media platforms, this engaging content captivated not just their joint customer base but also a broader audience, significantly expanding their digital reach. Impressively, Bright Shen Acupuncture experienced a surge in online engagement, with a 900% increase in views for the posted story and substantial influx of new customers. This strategic collaboration at Stratford Crossing not only highlights the natural synergy between fitness and therapeutic care but also underscores the power of shared storytelling in forging deeper customer connections.



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2 Nothing Bundt Cakes & Wyatt's Wet Goods



90+ customers came in for free event despite heavy snowfall | **\$500** event-day sales + more post event!

When two merchants decided to get together to pair bundt cakes with hand selected wine pairings, delicious success unfolded. More than 90 customers braved the snow to attend the free event which paired wines for purchase from Wyatt's Wet Goods with a variety of cake flavors from Nothing Bundt Cakes. In addition to the pairing, both merchants offered bounce back offers on each of the products sampled resulting in over \$500 in sales the day of and more coming in consistently. By showing customers in real time how wonderful the two unique offerings are when paired together and keeping top of mind for future events, the two merchants successfully set themselves up for future catering and entertaining business moving forward.



Do you have a marketing win of your own you'd like to share?
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