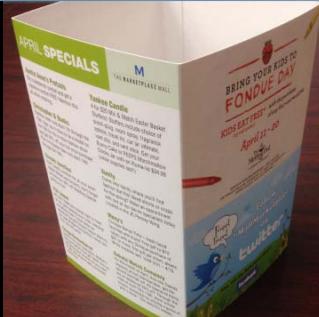


# Marketing



Make it  
your Place...



## Market Research

In-depth market research using Nielsen/Claritas PRIZM analysis allows The Marketplace Mall marketing department to create a yearly strategic marketing plan effectively focusing on the Rochester market.

## Traditional Advertising

The Marketplace Mall employs a high-end professional advertising agency to produce seasonal television and radio commercials. Marketplace also utilizes a media buying agency to maximize the impact of advertising dollars and to gauge the effectiveness of each campaign. Print advertising opportunities, coordinated by the property Marketing Director, boosts the impact and increases reach in the market year-round. Traditional advertising also includes a brochure distribution program and various other opportunities that targeting tourists.

## New Media / Social Media Advertising

The Marketplace Mall utilizes all of the latest new media marketing technology, including:

- Standard and mobile-friendly websites: 15,000+ unique visitors per month
- E-mail marketing: weekly e-mail blasts promoting store sales and events reach nearly 4,000 shoppers per week
- Mobile apps: compatible with Droid and iPhone, more than 7,500 downloads to date
- Facebook: 10,200+ fans, 3-5x weekly posts promoting mall-wide events and/or store events and sales.
- Monthly paid Facebook advertising focusing on primary and secondary markets to increase fan base
- Twitter: Regular tweets on store sales/special events, etc.
- Online and digital advertising: part of seasonal campaign that includes online static and video advertising
- Instagram: 5-7 posts weekly promoting events, giveaways, sales and seasonal looks/tips.

## On-Going and In-Mall Advertising

Regular advertising opportunities are available to The Marketplace Mall tenants. These opportunities include: monthly tent card listings (displayed in food court and other common seating areas), store event/sale promotions via website, mobile app, e-mail blasts and various social media outlets. Tenants are also able to use kiosk space for additional store exposure/special event promotion.

## Public Relations

Long-term relationships with reporters and various media outlets allow The Marketplace Mall marketing department to achieve effective publicity results surrounding new store announcements, store openings and other special mall events.

## Events

Mall tenants are encouraged to participate in mall-organized and/or not-for-profit community events. The ultimate goal of each event is to increase mall traffic, promote store awareness, and drive store sales. The Marketplace Mall also participates in various off-site events in the market to help increase awareness and drive traffic to the center.