**YourCentre**

* All-encompassing provision of marketing and services
* Positioning *your* centre to *your* catchment

Work *your* centre

Protect *your* asset

Increase *your* MAT (Moving Annual Turnover)

* Highly specialised enterprise
* Focus on shopping centres - local & regional
* Customisable / tailored packages

**YourCentre**

* **INCREASE** foot traffic into and through *your* centre
* **INCREASE** quality tenant retention
* **INCREASE** moving annual turnover
* **INCREASE** leasing enquiries
* **INCREASE** customer loyalty
* **IMPROVE** tenancy mix
* **LEARN** about *your* centre and what it needs
* **UNDERSTAND** what *your* Customer is looking for

**YOU**

* Abreast of changes in the retail sector
* Seen to be forward thinking
* Making a community investment
* Keeping up with trends and technology

**UNDERSTAND *YOUR* CUSTOMER**



**WHERE** they live

**WHO**  they are

**WHAT** they want / need

**WHY** they come

***YOUR* CENTRE … THE BEGINNING**

**COMMUNICATION**

**PROMOTION**



**MEASURABLE**

**DIGITAL**

**FOOTPRINT**

**PRESENTATION**

**COMMUNITY**

**PROMOTION**

**We know WHAT customers WANT when they visit *your* centre**

* Buzz-activated shoppers
* Autopilot shoppers
* Bargain-activated shoppers
* Variety-activated shoppers

Grand Openings

Competitions

Giveaways

School holiday activities

Christmas / Easter / Mother’s Day / Aus Day / seasonal / updatable

Interactivity

Management / Promotion of sales



**DIGITAL**

**Is *your* centre connected?**

Website production, design, implementation, maintenance

**SEO (Search Engine Optimisation) / SEM (Search Engine Marketing)**

Over 88% of Australians have access to internet ALL THE TIME – search *your* centre – opening hours – tenants – specials – parking – access

Make a digital footprint for *your* centre – critical for commercial success in the next generation – make *your* centre visible online by employing digital marketing strategies

Improves visibility

Maintains competitive edge

Targeted marketing

Optimise search terms

Lead generation / goal conversion

E – Commerce



**SMO (Social Medial Optimisation)**

9 million Australians check FACEBOOK daily – 7.3million on their phone!

**Is *your* centre on Facebook?** Twitter? Instagram? Pinterest? LinkdIn?

Build a social profile – don’t get left behind



Gather and manage customer database

Promote giveaways and specials

Stay current - connect with customers on their chosen platform



**COMMUNICATION**

* Tell *your* story
* Wide ranging and reaching
* Variety – current / dependent on demographic
* Database management and interactivity
* Repetition is key



* Post
* Digital media
* Audio visual
* Integration into next generation
* **Competitive advantage**

**COMMUNITY**

* Investment in development

Groups

Facilities

Charities

* Customer focus

Connection

Giving back

* Additional services

Environmental

Justice of the Peace

Transport for elderly / mobility impaired



**MEASURE IT**

* One stop service *Manageable*

*Measureable*

*Invaluable*

* Packages – flexible / tailored / customised to *your* centre

Counters

Tenant Turnover

MAT

Ultimate shopping experience for *your* customer in *your* centre



**PRESENTATION**

* Facilities

Layout and usability optimisation

Appearance and presentation

Cleanliness / OH & S

* *Your* centre known in the community

Branding – recognisable / memorable

Better shopping experience

Improved image – giving back / rewarding



**YourCentre TEAM**

Hand-picked specialised team of experienced and highly qualified professionals

ALL-ENCOMPASSING SERVICE

Graphic design artists

IT integratation / Support technicians

Marketing gurus

Retail consultancy experts

Your own ‘on the ground’ person ideally sourced from your catchment

**Combined experience of over 100 years in the retail sector**



**We work with*YOUR customers and***

***YOUR* tenants**

**to make *YOUR* centre the best it can be**