

MARKETING INITIATIVES

FOR RETAILERS



GREAT IDEAS

MARKETING INITIATIVES



INCREASING YOUR BRAND EXPOSURE TO THE MARKET PLACE

Homeowners visit Home Hub Castle Hill as they transition through important life stages – buying or building a home, starting or adding to their family, renovating, extending or simply updating. They are consumers who are seeking inspiration, advice and guidance on a range of products and services which underpin these important decisions.

This process of change presents a unique window of opportunity for brands to start a conversation, and to become part of the next phase of these consumers lives. As part of the overall marketing strategy for the Centre, Home Hub Castle Hill has incorporated a number of innovative marketing initiatives to assist retailers in taking advantage of this opportunity.

This booklet outlines simple and effective ways to increase brand exposure to the market place at minimal cost whilst maximising profitability. Many of these avenues are provided free of charge or at a discounted rate available only to Home Hub Castle Hill retailers.

WEBSITE

www.homehubcastlehill.com.au

The Home Hub Castle Hill website provides online shoppers with information about the Centre, the range of stores and services on offer and upcoming events and promotions. The Hub Club and blog has been designed to encourage interaction from customers and create ongoing relationships.

Retailers are invited to forward any promotional collateral they wish to display on the 'What's on' section of the website to homehubcastlehill@lasalle.com



SOCIAL MEDIA

To help communicate with our target audience more effectively we utilise social media sites such as Facebook and Pinterest. These websites encourage potential customers to participate in Centre competitions, like or share our images and tips, or simply enquire about the products and services that we provide. This interaction assists in driving exposure of our brand to an extended audience.

Retailers are invited to participate on a rotation basis. Forward any collateral you wish to promote on our Facebook page to homehubcastlehill@lasalle.com



RETAILER NEWSLETTER

'In Touch' is the Home Hub Castle Hill newsletter which is sent to our retailers and circulated amongst employees on a regular basis.

The newsletter is predominantly utilised for communicating Centre Information including major promotions, upcoming marketing events, Centre upgrades and branding, Centre presentation and the welcoming of new stores. Retailers are invited to forward any collateral that they wish to feature to homehubcastlehill@lasalle.com



New Year – New Look!

The Home Hub Castle Hill Centre Management Team has hit the ground running this financial year! We were thrilled to have received some excellent sales results for June and we are encouraged to see a great start to this new financial year.

This retailer newsletter has a lot of exciting and important information so please ensure that you communicate these notices to all your staff. Please advise if you would like to receive a soft copy to send to offsite colleagues such as your Head Office. Please email this request to Marian at marian.comnolly@lasalle.com

We are delighted to announce that Nick Scali is set to join us towards the end of 2013 and will be located where Oz Design, Taste and Artwall Gallery were trading. The Outdoor Furniture Specialists will deliver a brand new store in their current location adjoining our new retailer. Nick Scali Furniture was established over 50 years ago and is now one of Australia's largest importers and retailers of quality lounges. Nick Scali sources its products from around the world, and imports directly from some of the largest and most respected manufacturers globally. We see the addition of Nick Scali to the Centre as contributing significantly to the retail mix and will add to position this Centre as one of Sydney's premier home and lifestyle destinations.

Also a big welcome to Freedom which opened on the 1 August; the fit out is stunning and we have been delighted to watch this store evolve into a brilliant offering to our valued customers. Please help us welcome them to our Centre by introducing yourselves today!

Should you have any questions in regards to this announcement please do not hesitate to contact Centre Management on 02 9634 1116.

Use of the Centre's name: Home Hub Castle Hill

As the Centre is currently undergoing a significant rebranding process, now is the best time to cement our Centre's name in our customer's minds. There has been a lot of confusion about the name of the centre due to past rebranding. Please take this opportunity to check all your material to ensure that it displays our correct name: Home Hub Castle Hill.

Chloe will be following this up with each retailer in August so best act now!

- Checklist:**
- Website
 - Email Signatures
 - Advertising Materials
 - Letterheads
 - Business Cards

Presentation of Your Shop Fronts

Please note that the use of handwritten sale or other such signs is not acceptable to be displayed in your shop frontage.

It is a breach of your lease to affix posters/signs to the glass – while professionally produced and printed signs will be overlooked, ones that are unprofessional need to be removed immediately.

We are working very hard to increase the presentation of the Centre so need all of our retailers on board to move in the right direction together.



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E-NEWSLETTER

The Home Hub Castle Hill E-newsletter 'The Hub' provides online subscribers with important information relating to upcoming Centre promotions and special events. The newsletter is regularly emailed to our ever expanding database of loyal members. This presents an exciting opportunity for retailers to communicate store campaigns and special offers directly to our customers.

Retailers are invited to participate on a rotation basis. Forward any collateral you wish to feature to homehubcastlehill@lasalle.com

POSTERS

The use of wall, lift and portable frames is a complimentary service offered by Centre Management. To allow rotation between stores, retailers may book snap lock frames in 1 month blocks, for up to four campaigns per year in order to promote key store events and sales.

Wall mounted and portable frames are 30" x 40" (760mm x 1020mm) and lift displays are A3 size.

Simply contact Centre Management on 02 9634 1116 for a booking form, and deliver this together with your posters to the Office for distribution throughout the Centre, subject to availability.

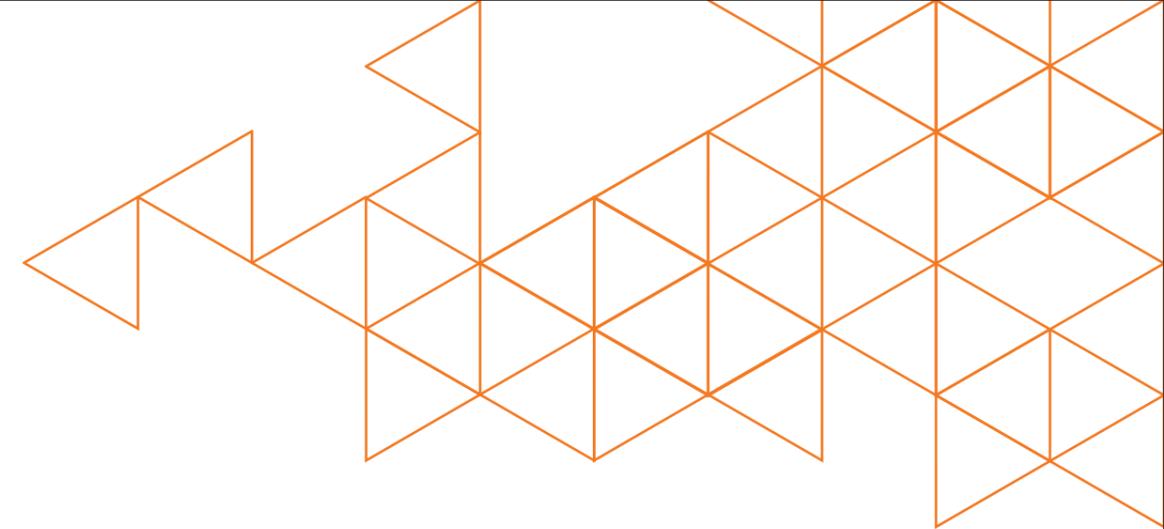
For printing and/or creative advice contact Peter on 0417 477 311 or email peter@absoluteexposure.com.au

HOMEMAKER MEDIA

Home Hub Castle Hill has a network of 55" digital screens located throughout the Centre available for retailer advertisements.

The objective of 'Homemaker Media' is to deliver a platform which allows brands to engage, inspire and direct the valuable homemaker shopper whilst they are in a home, family and lifestyle mindset.

Please direct enquiries to the team at Homemaker Media on henny@homemakermedia.com.au



VISUAL MERCHANDISING

Home Hub Castle Hill encourages innovative and creative window and common area displays. This is an effective way of capturing the attention of passing shoppers and drawing them into your store, which will translate into increased sales and profitability.

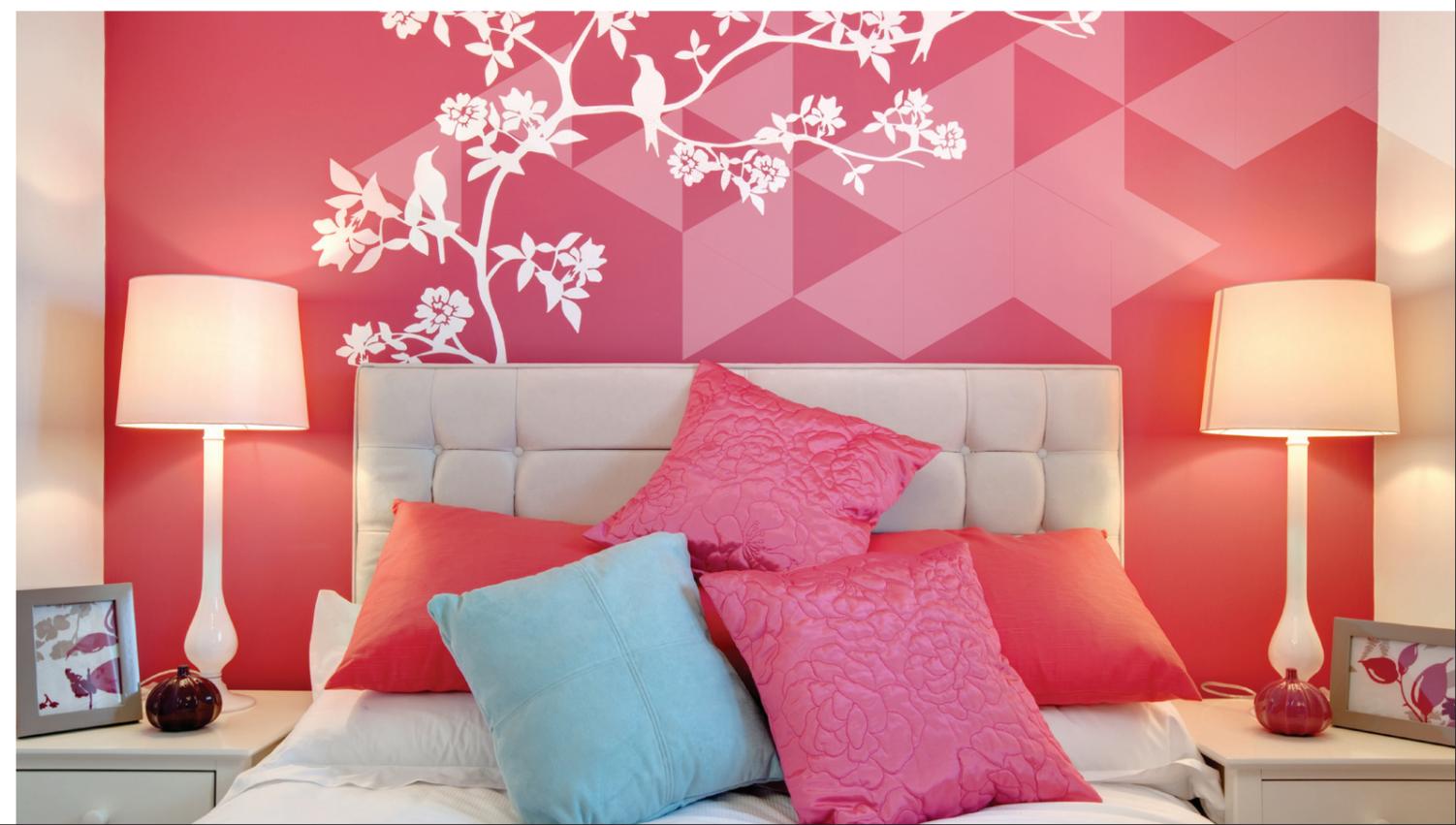
Remember, first impressions are lasting impressions. A great initial engagement is likely to lead to ongoing loyal relationships with customers.

Using niche items of high interest to your target market will differentiate your store from your neighbour and regularly updated displays and rotation of merchandise with new arrivals will suggest to customers that your store always has something new to offer.

To enquire regarding available visual merchandising space contact Centre Management on 02 9634 1116.

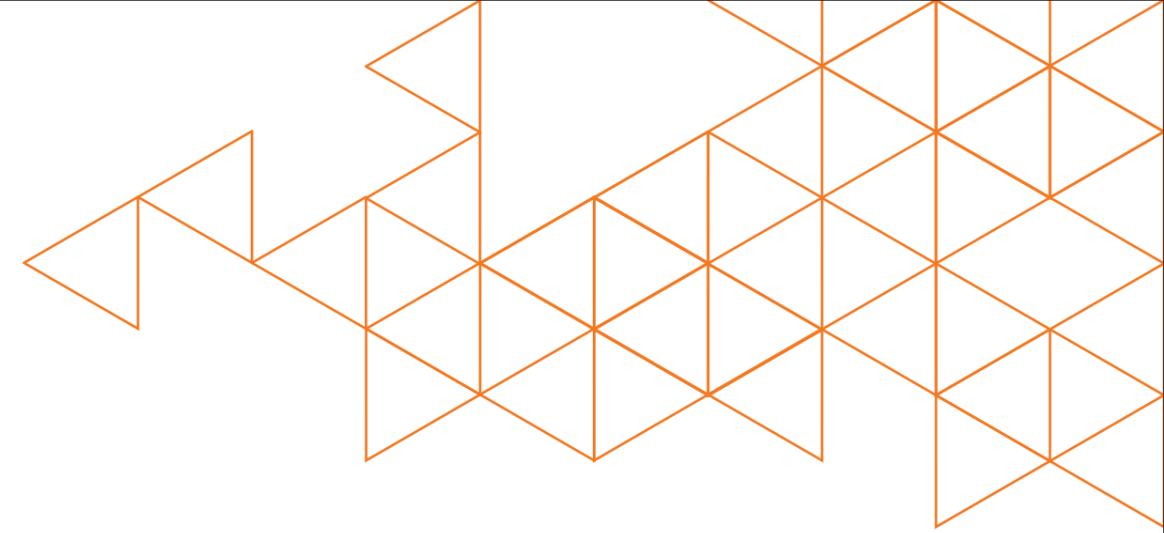
BROCHURE STANDS

Retailers are invited to display flyers and magazines in the brochure stands located at each main entrance. Please make a conscious effort to keep our stands orderly and dispose of any expired promotional collateral.



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BOOM RETAIL!

Home Hub Castle Hill offers the services of Boom Retail! a consulting firm that specialises in sales and marketing and understanding how consumers are influenced to purchase through the medium of visual merchandising and design techniques.

The Centre hosts periodic workshops designed to deliver practical advice in the areas of store layout, signage, product offering, customer service, social media marketing, lighting, use of 'hot spots', consumer movement, current trends and the psychology and motivations of the target customer.

From time to time Boom Retail will be onsite for one-on-one consultations. These are designed to improve retailer performance and achieve increased sales. The advice on offer is relevant to all retailers including specialty stores, food outlets, book and stationery, pharmacy, accessories and lifestyle.

To register your interest for the next workshop contact Centre Management on 02 9634 1116.

CASUAL MALL LEASING

Casual Mall Leasing provides retailers with a platform to reach potential customers with minimal overhead expense. It is a short term, cost effective way to launch new products, raise brand awareness and promote your business outside of traditional selling areas.

Home Hub Castle Hill has seven designated sites in total, each located in high customer traffic thoroughfares.

Displays are strategically located in highly visible areas within the centre in order to maximise exposure to our customers. Each site has its own power point and the Centre can provide tables and chairs if required.

For site maps and information regarding our competitive rates, please email homehubcastlehill@lasalle.com

SPRUIKING

Spruiking is encouraged at Home Hub Castle Hill, subject to a number of guidelines.

The concept is to engage passing customer traffic in a conversation and connect them with the products and services your store offers. It is an effective marketing tool commonly used to launch a new product or for clearance sales.

Please advise Centre Management on 02 9634 1116 should you wish to engage a spruiker.

STAFF/CUSTOMER DISCOUNT EVENINGS

Retailers are invited to host staff/customer discount evenings as this is a great way to increase exposure of your store.

Please advise Centre Management should you wish to organise a staff/customer discount evening in order for security requirements to be met.

CONTACT DETAILS

Please contact Centre Management to discuss any of these marketing opportunities:

CENTRE MANAGEMENT OFFICE

North End, Ground Floor Car Park, across from the lifts.

OFFICE HOURS

Monday – Wednesday	8.30am – 5.00pm
Thursday	8.30am – 9.00pm
Friday	8.30am – 5.00pm
Saturday	9.00am – 5.00pm
Sunday	10.00am – 4.00pm

Tel: 02 9634 1116

Fax: 02 9634 4288

Email: homehubcastlehill@lasalle.com

Web: www.homehubcastlehill.com.au





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