



# MARKETING PLAN 2014

SEPTEMBER–DECEMBER





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To update our visual presence we will engage a local photographer to take new photos of the centre and new tenancies within Reading Newmarket. This will be used on Facebook, Reading Newmarket website, Style Magazine and to our VIP database.

Leading up to September and going into spring, we will engage Style Magazine to create half page advertisements featuring health services.

## SEPTEMBER

### FOCUS: Health Services

**STRATEGY:** Leading up to September and going into spring, we will engage Style Magazine to create half page advertisements featuring health services to create awareness.

**IN CENTRE:** 30 x 40 signage to support the campaign

**SOCIAL MEDIA:** Paid Facebook advertising



## OCTOBER

### FOCUS: Food

**STRATEGY:** Style Magazine to create awareness of food offer and Urban Spring Festival.

**IN CENTRE:** 30 x 40 signage to support the campaign

**SOCIAL MEDIA:** Paid Facebook advertising



Shop with Convenience, Dine in Style

## NOVEMBER #1

### FOCUS: Gift | Home | Fashion

**STRATEGY:** Style Magazine ½ page ad to create awareness of the gift, flower, homewares offer leading up to Christmas.

**IN CENTRE:** 30 x 40 signage to support the campaign

**SOCIAL MEDIA:** Paid Facebook advertising



## NOVEMBER #2

### CHRISTMAS CAR GIVEAWAY CAMPAIGN

**FOCUS:** Centre sales leading to Christmas period over the competition.

**STRATEGY:** Spend \$10 within the centre and go into the draw to win the latest Mazda2, supported by Style Magazine and database campaign.

As with previous years this has been proven to be a very successful campaign due to customers returning daily just to enter the competition. The receipts are then used for the VIP database to collect customers contact details and email addresses.

Christmas Decorations by **Sharon Penny** will be installed to align with the Christmas campaign.

**IN CENTRE:** 30 x 40 signage to support the campaign

**SOCIAL MEDIA:** Paid Facebook advertising

## DECEMBER

### FOCUS: Centre Sales & Foot Traffic

**STRATEGY:** Christmas Car Giveaway Campaign featured in Style Magazine

