

# 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](http://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](mailto: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](mailto: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](mailto:homehubcastlehill@lasalle.com)



# MARKETING INITIATIVES FOR RETAILERS

## 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](mailto: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.

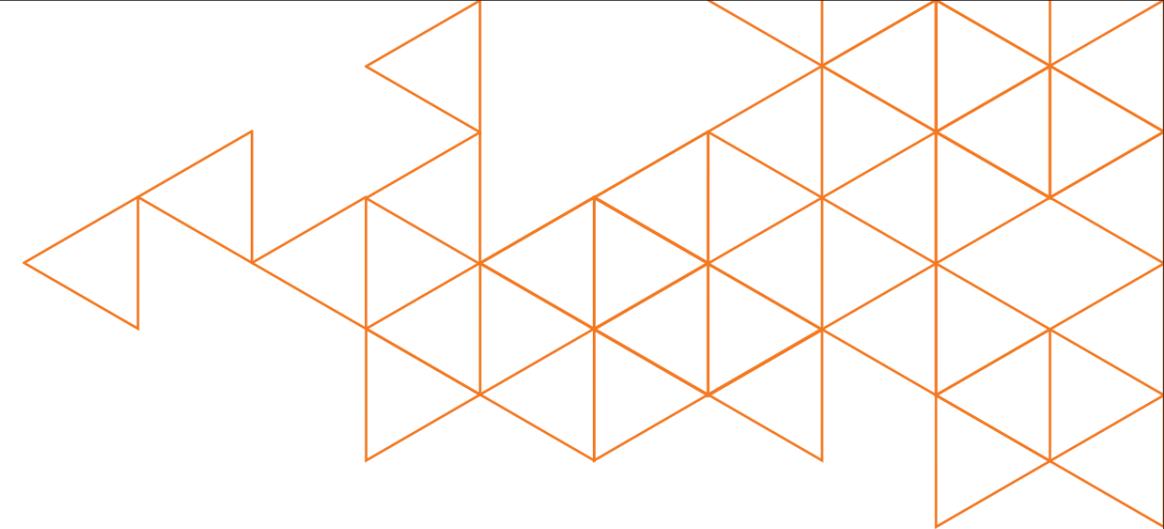
For printing and/or creative advice contact Peter on 0417 477 311 or email [peter@absoluteexposure.com.au](mailto:peter@absoluteexposure.com.au)

## 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](mailto: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.

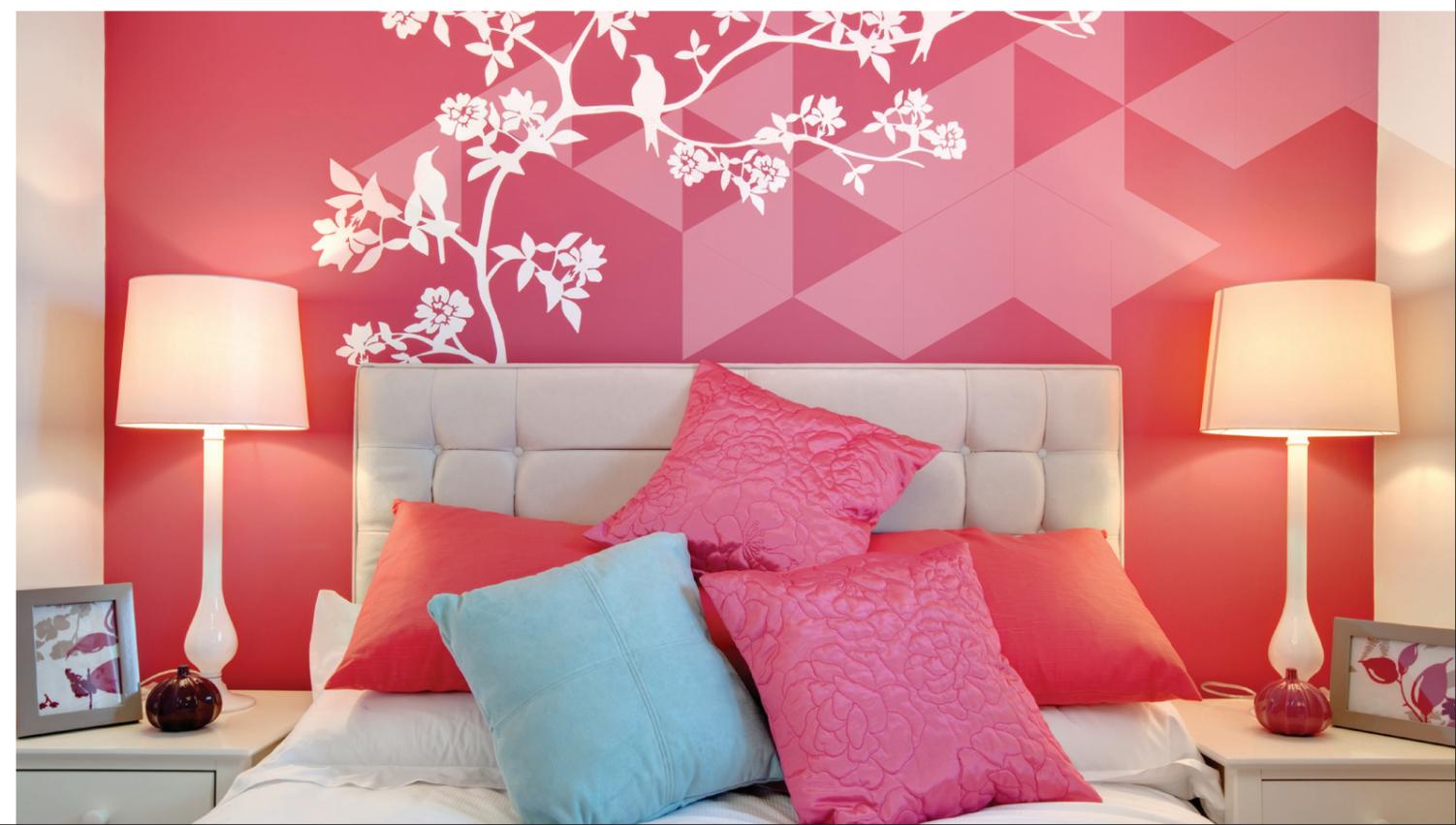
Remember, first impressions are lasting impressions. A great initial engagement is likely to lead to ongoing loyal relationships with customers.

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.

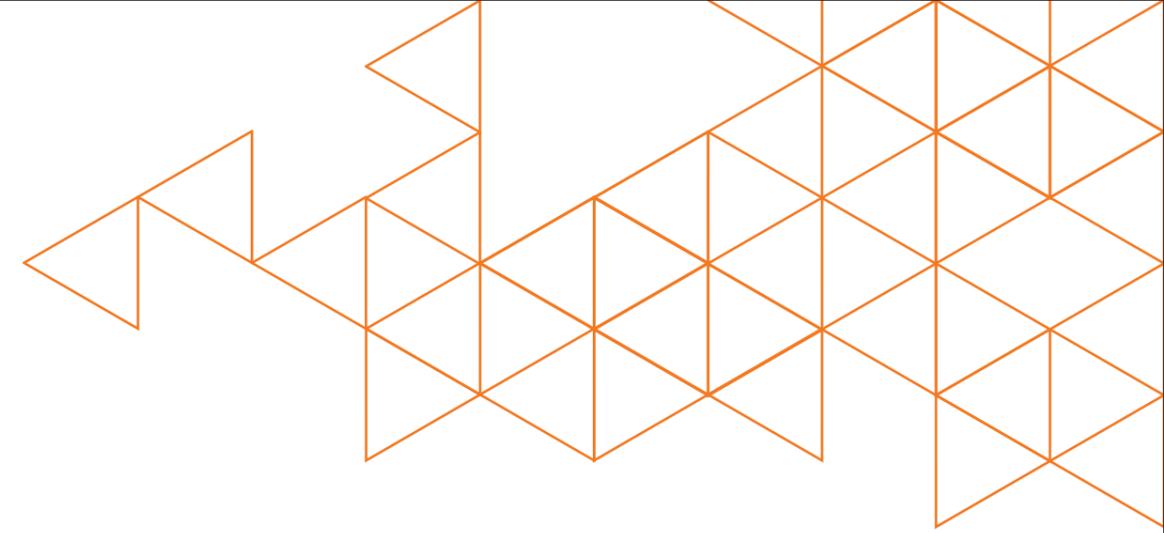
## BROCHURE STANDS

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.



# MARKETING INITIATIVES

FOR RETAILERS



## 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](mailto: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](mailto:homehubcastlehill@lasalle.com)

Web: [www.homehubcastlehill.com.au](http://www.homehubcastlehill.com.au)





Cnr Showground Road & Victoria Avenue Castle Hill 2154  
www.homehubcastlehill.com.au Tel: (02) 9634 1116 Fax: (02) 9634 4288  
Follow us on [f/HomeHubCastleHill](#) & Pinterest