

Retailer Newsletter

JUNE
2019





Marketing Update

What's On

GREENWOOD HOTEL SNOW PARTY

The Annual Snow Party on the rooftop is near! Greenwood Hotel will be holding their annual event in the first week of July and it will be bigger and better than ever. Red Bull will be installing an ice ramp with a rail for professional snowboarders/skiers to demonstrate tricks on! This will be sure to attract the crowds and enhance the overall snow party experience.

QUEEN'S BIRTHDAY

The centre will be closed on Monday 10 June for the Queen's Birthday.



GREENCARD APP LAUNCH

We will be launching our Greencard App in August which will revolutionise the way we communicate to our Greencard members, please see below:

What is it? It's a marketing tool to promote both your store and our centre to the local community, directly to their phone. The App is designed to better communicate with our customers and reward loyalty by providing points for shopping at your stores. These points can then be used to unlock deals, prizes and enter competitions.

What will it cost me? Nothing! The App is fully funded by Marketing. From time to time we may ask you if you'd like to offer an incentive to our customers, designed to promote your store and actively drive foot traffic.

What's available for my store? There's a range of ways to promote your store, including:

Deals - we will list your store promotions in the app, available for customers to redeem at your store (much like a printed coupon/voucher). Deals can be something you always offer (a discount off purchase), or seasonal (buy one get one, free gift with purchase etc.)

Prizes - you can offer customers prizes, that they unlock with the points they have earned. These are used to drive customers back to your store, for example a free coffee, a free blow-dry or a free jewellery clean. These are low cost, and allow you to upsell other products/services when customers visit your store to redeem their prize.

Competitions - we can run competitions specifically for your store. This includes enter to win, answer to win, and instant scratch cards. All of these ensure customers must spend at your store for a chance to win.

Communications - we can send push notifications to our customers phones, that promote your business. We can also set automated notifications to send to customers who walk near your store, to let them know about any sales or promotions you have available.

A directory listing - your store will have a dedicated section in the App, with your individual details including contact details, trading hours, website and any deal or prizes you have on offer.

Shopper Data - the app will allow us to understand where individuals are shopping in the centre and share this with you. This will give us insights about what works best to attract your customers more often.

What do I need to do? We know you're busy, so have made it very simple to be involved. Stick a 10cm x 10cm sticker that we'll provide on your counter, or on your point of sale and provide a permanent enticing offer if you have not already that we can promote. We will also ask for special promotions you would like to advertise in the Greenwood Plaza Rewards App. You can provide artwork, or we can design the artwork on your behalf.

We will also provide marketing material to help promote the app, and will ask your permission to display this - these may include strut cards, floor decals, and other promotional material.

What if I have a store loyalty program? No problem! Our centre loyalty can run alongside yours and won't rely on any POS integration. If a customer visits your store and uses the Greenwood Plaza Rewards App, it's a great cue to ask them to join your store program.

DATES TO REMEMBER

1st of the Month
Rent Due

3rd of the Month
Sales Due

What does it cost customers? The app will be free to download for both iPhones and Android phones.

What's in it for customers? Customers can get more from shopping at Greenwood Plaza. We will award points simply for them visiting the centre, and also award points for when they spend in your store. They will also have access to all of the offers available from our retailers, so the more we can promote to them, the more value our customers will get from the program.

Points will be used to redeem prizes, and enter competitions. Centre Management will ensure there's always plenty of great prizes available.

What else can customers get? The App has some great customer engagement tools. This includes augmented reality hunts and QR code hunts. It also offers incentives for providing feedback and referring friends and relatives to the centre.

Everything is designed to increase visitation, foot traffic, dwell time and give our locals even more reason to shop with us as often as possible.

DRIVE

by mirvac

Greenwood Plaza recently launched our new retailer support program, DRIVE. All retailers received their DRIVE pack which included the Marketing Directions Calendar and the DRIVE handbook in May. The program replaces the HYPE Initiative and is designed to assist all retailers to maximise your sales potential.

START

Start is designed to assist both incoming stores and refurbishing stores to promote themselves to the shopping centre's customers.

SHINE

Exposing customers to your marketing message is a key element in unleashing your store's sales potential. Shine is designed to give you the opportunity to communicate information about your store to the Centre's customers, utilising the Centre's resources.

REWARDS

Rewards is a sales-linked reward program that is designed to encourage your store to reach a set monthly sales target.

IGNITE

Give your store an instant boost with Ignite. Ignite is a short term, high impact promotion to build awareness of your store or a new product quickly.

ACCELERATE

The Accelerate program is a comprehensive program that identifies areas of opportunities in regards to store presentation, visual merchandising and customer service.

INSPIRE

Inspire is a resource library available to all retailers, located in Centre Management on Level 1, 36 Blue Street opposite North Sydney Train Station. To start taking advantage of any of these programs, please email Juliana Lovell, Juliana.Lovell@mirvac.com