Social Media
If at first you don’t succeed…Tweet again.

Social Media is an integral part of a shopping center’s overall marketing program, but it is important to note it is one piece of the pie.

The goal is to have all social media efforts align seamlessly with websites, mobile marketing campaigns and promotional collateral.

Utilized effectively, Social Media works hand in hand with:

Strategy   |   Branding   |   Advertising/Promotions
Leasing    |   PR        |   Consumer Engagement   |   Market Research

Social Media success can be defined in many ways: increased sales and traffic, increased impressions, public relations efforts and community engagement.
Call me...maybe?  (Text me...probably?)
The times they are a-changing…

Consumers are no longer receiving “brand-driven” information.
There are 115 Million Smart Phone Users in the U.S.

5x as many mobile devices were sold in the past 2 years.

7x as many tablets were sold in the past 2 years.

90% of these users are looking for local info (phone numbers, addresses, local restaurants, etc.)

2 out of 3 mobile users access a social app or site daily.

Retail related mobile searches increased 300% in the last 2 years.

Google estimates that $159 billion of US retail sales were influenced by mobile.
Are YOU mobile ready?

1 out of 5 global smartphone users use a geosocial check-in service.

OUR customers are telling us AND their networks WHERE they are and WHAT they are buying in REAL TIME…

We must be present and provide consumers with what they want: **honest information that is easily accessible**
Don’t forget to Facebook your Mother…

When your in the social arena, your competition is NOT the Regional Mall, it’s your customers LIFE.

“[Being on Facebook is]…like trying to sell stuff to people while they’re hanging out with their friends at the bar.”

–Sucharita Mulpuru, Forrester Research
Liar liar pants on fire!

Consumers don’t come to us and ask for information; They look at what the digital community is saying.

Their friends’ reviews and even reviews from **strangers** are more trustworthy than information provided by the business, retailer or brand owner.
Madison Foursquare Promotions

The sign had been installed for less than two hours when the first picture hit the web. The picture went viral, posted, tweeted, and referenced by everyone from shoppers to social media experts. MarketFair’s Foursquare parking space was mentioned in *The Wall Street Journal*, a video about Foursquare by MSN and Foursquare Co-Founder Dennis Crowley, *AboutFoursquare.com*, *Smart Brief*, *Retail Traffic*, and countless other news and media outlets.

During the holidays, fans of Madison Marquette shopping centers were asked to check in to the center via Foursquare every time they visited the property. For each check-in, Madison Marquette agreed to donate a $1 to Toys For Tots. Compared to previous monthly averages, centers saw twice as many check-ins during the promotion time period. Multiple properties gained four times as many check-ins than previous months!
Madison Social Promotions
Please...tell me what it all means!

Use the multiplier effect for social and traditional advertising:
Utilize web address, QR codes, social media icons on all traditional collateral and media.
Interlink your online presence with social media icons and hyperlinks.

A digital presence is vital, but be sure to create offers that will drive traffic.

It’s great if someone enjoys reading your blog, but that relationship needs to translate into measurable traffic and sales.
STAKE YOUR CLAIM!

5 Tips to navigate the road to social success!

1. **Know your customer**: what are their digital habits and how do they engage with you?
2. **Stake your claim**: Register and/or claim your properties on platforms like Google Places, Facebook and Yelp.
3. **Define a valuable exchange**: What do you want from them and what do they want from you?
4. **Define Success**: Keep your presence genuine…you know your brand and your customers the best.
5. **Fail Fast.** Not every attempt is going to work…it’s a learning process for brands and for customers.
Follow the yellow brick road…
(on your iPhone of course….)

What lies ahead?
Emerging trends to consider…

Location based services are increasingly driving customer consideration

Mobile technology is enabling a different means of evaluation that is driving consumer behavior changes

M-Commerce is growing exponentially faster than E-commerce

Is Pinterest the yellow brick road to web traffic and golden success?
For those unfamiliar with Pinterest…

Imagine if Flickr and Twitter had a baby together that combined the image sharing of Flickr with the social functionality of Twitter…
Just how big IS this Pinterest thing?

Over 11.7 million users on Pinterest
Profile: Middle Aged Women

More web traffic than YouTube, Google+, and LinkedIn combined

Since January of 2012, daily users have increased by more than 145%
An inventive social web platform, allows users to design theme-based virtual vision boards. "Pinners" can create their own pins or "repin" from other users.

A pin can be added from a website using the “Pin It” button, a direct URL, or uploading an image from your computer or mobile phone. Each pin added using the button links back to the site from which it came.
Like A-Rod translates to a post season slump…
Pinterest translates to sales

Buyers referred from Pinterest are 10% more likely to buy

“Imitation is the best form of flattery….”

“The implications for marketers are clear: Pinning, especially among loyal, active Pinterest users, is intimately intertwined with buying. Pinning is a signal that says, ‘I’m thinking of purchasing your product’.”

-Alexandra Samuel, Harvard Business Review

PINTEREST users reported a high correlation between pinning and subsequent purchasing
- more than 1 in 5 PINTEREST users has pinned an item that they later purchased

GAP, Whole Foods, Travel Channel, NORDSTROM, west elm
Robyn Marano
VP, Marketing | Madison Marquette
(215) 399 -5618
Robyn.Marano@MadisonMarquette.com

@rmarano
Remember…always be SOCIAL and SHARE!