



Retail
Footsteps





BRIDGE THE DIGITAL DIVIDE TO DRIVE RETAIL FOOTSTEPS & SALES

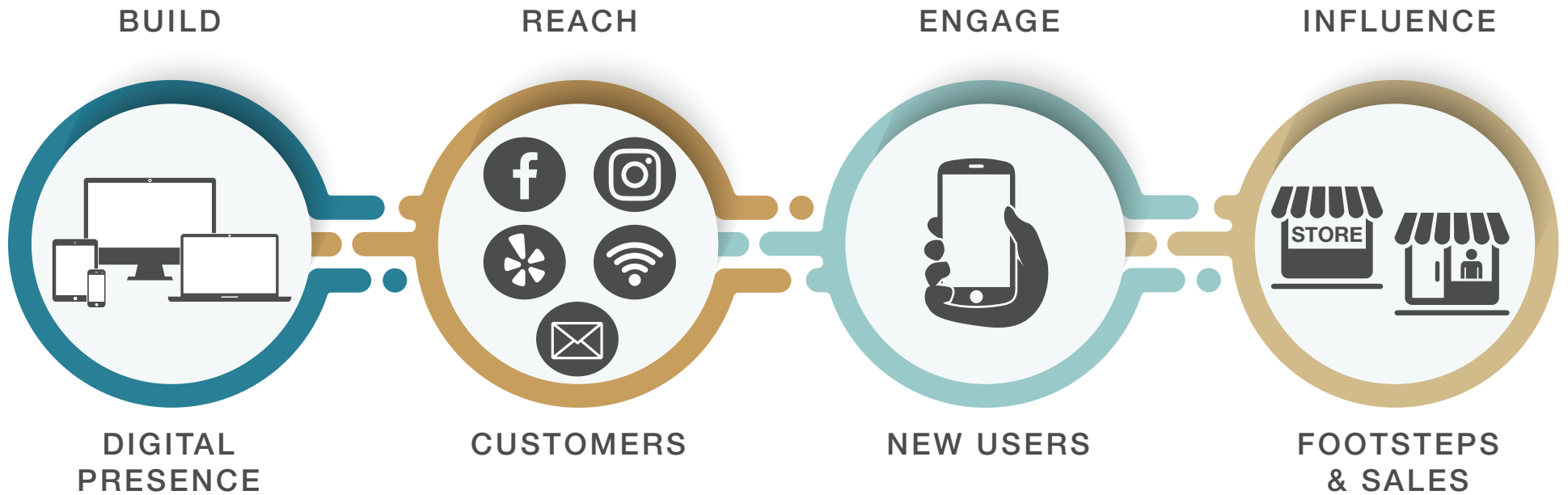
According to research by Deloitte, “digital technology, along with easy access to digital information, not only affects sales within digital channels, but also has a much broader impact on in-store sales and in-store consumer behavior.”

WHILE U.S. CONSUMERS SPEND FIVE HOURS PER DAY ON A MOBILE DEVICE (SOURCE: TECHCRUNCH) AND NEARLY TWO HOURS ON SOCIAL MEDIA (SOURCE: GLOBALWEBINDEX), IT IS NO WONDER THAT MORE THAN HALF OF IN-STORE RETAIL SALES ARE DIGITALLY INFLUENCED (SOURCE: FORRESTER RESEARCH).

Many shopping centers fail to leverage the potential or meet the digital expectations of their customers. This digital divide poses a serious threat to revenue for brick-and-mortar retail.

ARE YOUR CONSUMER MARKETING TECHNOLOGY EFFORTS DRIVING TOWARD SUCCESS OR PUSHING SHOPPERS TO YOUR COMPETITION?

RETAIL FOOTSTEPS



CREATE
VALUE
AT THE
PORTFOLIO
LEVEL

Discover a single, full-service tech platform with seamless integration to drive NOI.

The team at Strategy+Style Marketing Group combines its retail real estate expertise with best-in-class marketing technology solutions to enable shopping centers to **prospect, reach, engage with and influence** consumers in order to drive retail footsteps and sales.



RETAIL FOOTSTEPS TECHNOLOGY STACK

FOR THE FIRST TIME IN THE RETAIL REAL ESTATE INDUSTRY, SHOPPING CENTERS HAVE ACCESS TO CUSTOMIZED, BEST-IN-CLASS MARKETING TECHNOLOGY SOLUTIONS THAT MERGE PHYSICAL AND DIGITAL EXPERIENCES TO DRIVE, TRACK AND OPTIMIZE FOOTSTEPS AND SALES WITHOUT THE TECHNOLOGY START-UP CAPITAL OR LEARNING CURVE.



WEB PRESENCE

Having an online presence is critical for shopping centers. In an age where the internet is such a useful communication tool, lack of a website or online presence can lead to potential customers going elsewhere.



WEBSITE ANALYTICS

As the primary consumer touchpoint, a property's website is the center of all digital activity. Therefore, analytics on its performance are critical. Website analytics tools measure traffic, page views, clicks, keywords and more.



LOCAL LISTINGS & REVIEWS

Consumers use a diverse list of maps, apps, voice search tools, digital assistants, search engines, GPS systems, and social networks to find and engage with information about your business. At the heart of this technology tool is the capability to update and publish your shopping center location information across 100+ search engines and digital services, including Google, Yahoo, Yelp and more. The tool also monitors and measures customer reviews of your business at scale with the capability to respond directly and improve engagement.



SEARCH ENGINE OPTIMIZATION (SEO)

SEO drives organic (unpaid) visitor traffic to a website or landing page through keywords, meta tags, online search listings management, reviews and more. It is an ongoing effort that needs to be monitored and adjusted to ensure optimal search engine ranking.



CONTENT MANAGEMENT SYSTEM (CMS)

Content management systems are the technology that power a website, streamlining web design and content publishing. Up-to-date content is key to presenting a shopping center in a professional manner and ensuring potential customers find accurate tenant listings, directions, hours and more.





EMAIL

Email marketing is essential for attracting and retaining customers. An email software tool allows shopping centers to capture data, personalize messages, segment audiences, automate communication, retarget engaged customers, track results and more.



WIFI ENGAGEMENT

With the right software and strategy, free WiFi becomes an impressively powerful data collection and analytics tool. Tying into a property's existing WiFi, this tool allows engagement with shoppers while they are on-site by providing retailer offers, event information and more.



SOCIAL MEDIA

Social media is an important strategy that allows a shopping center to directly reach its audience, connect with loyal and engaged followers and provide timely updates. Utilizing a social media management tool enables cross-platform collaboration, scheduling, tracking, customer communication and analytics.



DIGITAL MEDIA: PROGRAMMATIC | LOCATION BASED | OFFLINE ATTRIBUTION

With data-informed digital media buys, marketers can now get the right message in front of the right customer at the right time. Leveraging innovative media buying tools with a customer-first approach reaches a targeted audience and optimizes results in real time. With the capability to incorporate location-based, mobile-first ad campaigns and to track offline attribution via store visits, retail real estate ownership can measure the impact of ads like never before.





STRATEGY+STYLE MARKETING GROUP HAS THE CAPABILITY TO TRACK OUR DIGITAL MEDIA SPEND TO ACTUAL STORE VISITS AT OUR CLIENTS' SHOPPING CENTERS. WITH THE RIGHT TECHNOLOGY PARTNERS, WE ARE BRINGING MORE VALUE AND NOI ENHANCEMENT TO THE ASSETS WE MARKET THAN EVER BEFORE.

- Karen E. Fluharty, Founding Partner + Chief Strategist, Strategy+Style Marketing Group



WHY RETAIL FOOTSTEPS?

We realize that not every REIT, real estate investment company or shopping center management group has a corporate or property marketing team to build its marketing technology strategy. So, let us take the guesswork out of the equation by creating and executing a customized solution that meets your unique business goals and budget.

As experts in the retail real estate industry, Strategy+Style Marketing Group serves as an extension of your team. Ramp up time is minimal because we understand your business before we even get started. Plus, we stand behind each of the technology solutions we recommend because we have tested and approved them via recent use cases – and, many of our technology partners have even improved their products due to input from our team.

Strategy+Style Marketing Group is not a vendor - we are your experienced solutions provider.

READY TO GROW YOUR BUSINESS?

Call us today to find out more about how our innovative Retail Footsteps technology stack can enhance your NOI by driving retail footsteps and sales.

ABOUT STRATEGY+STYLE MARKETING GROUP

Strategy+Style Marketing Group is a strategic consulting and marketing services firm specializing in retail real estate for private equity, ownership entities, developers and multi-channel brands. With more than 30 years of business-to-business and consumer experience on both domestic and international fronts, we serve a diverse client base and operate as an outsourced marketing department to optimize asset value, profitability and NOI.



KAREN E. FLUHARTY

FOUNDING PARTNER+CHIEF STRATEGIST





CONTACT

For more information, please visit our website:

RetailFootsteps.com

Karen E. Fluharty

E: kfluharty@strategyplusstyle.com | **PH:** 973.588.3979

