

A person is shown from the chest down, holding a tablet. The background is a blurred office setting. Overlaid on the image are numerous white circular icons connected by lines, representing various digital marketing concepts such as social media, email, analytics, and technology. The entire image has a pinkish-red tint.

# Boost Your Brand & Engage Your Community

Digital Marketing  
Initiatives For  
Retail & Leisure  
Destinations

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MARKETING

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## Digital Marketing For Retail Destinations is Fast-Paced and Ever-Changing. **Don't Worry, We've Got You.**

Digital Marketing for retail destinations is fast-paced and ever-changing. The environment in which we operate has evolved significantly over the past few years, with technological advancements, shifting consumer behaviours and a pandemic that has disrupted the industry. With so much change, it can be hard to keep up and know what to do next.

We understand the challenges that retail destinations face in this ever-changing landscape. We work with retail and leisure destinations to find the right digital marketing tools for them and help them to create engaging and effective campaigns that drive results.

In this e-book two of our digital experts, Ben and Jamie, give some insight into the following important digital marketing elements:

- The power of video content
- Maximising advertising with PPC and social ads
- CRM systems and customer databases
- 7 Tips for success with these channels, so you know how to implement them right away

If you think your destination could benefit from a digital marketing review, we'd love to help. Contact us today to learn how we can support your business and take your digital marketing efforts to the next level.



**Chloe Keith,**  
Managing Director

## The Power of Video: How Video Content Can Transform Your Online Presence

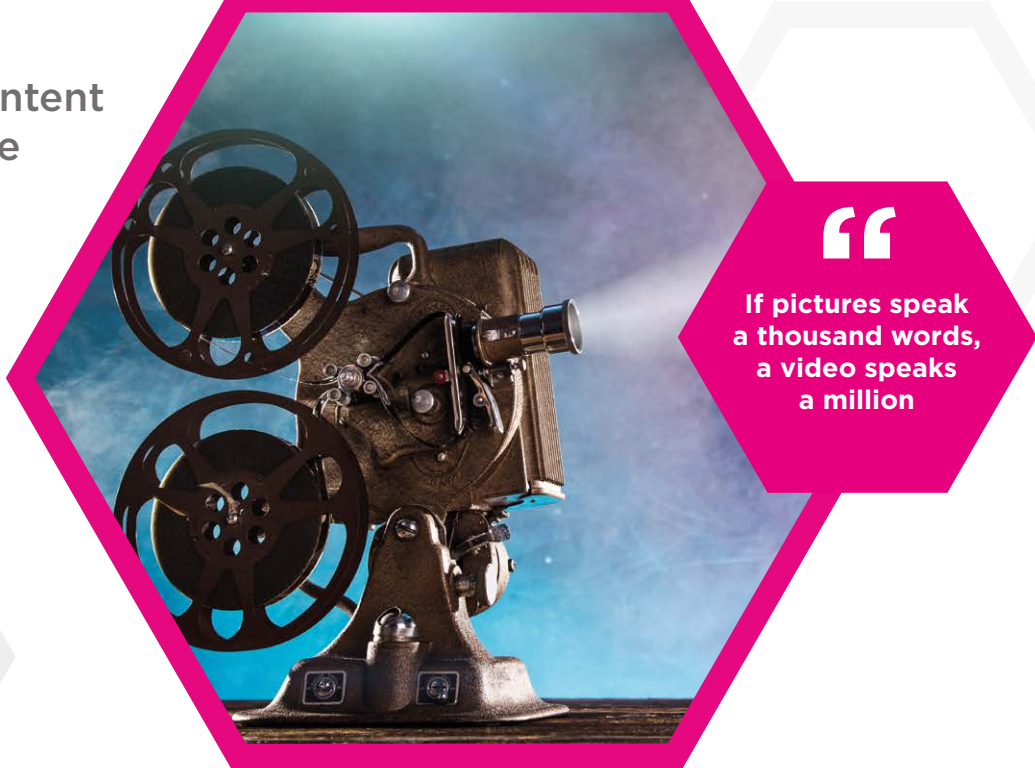
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**82% of Global Internet Traffic in 2022 Came From Video**

*- Cisco*

The reasons for this are clear - videos are engaging, memorable, and allow you to connect with audiences in a unique and powerful way. Videos allow you to tell your story, showcase your retail destination, and ultimately, build a relationship with your audience like never before.

In fact, 96% of people turn to video to learn more about a product or service (Wyzowl), so why wouldn't you start using video in your marketing?



“

**If pictures speak a thousand words, a video speaks a million**

### Unleash the Power of Visual Storytelling

Videos allow you to connect with your audience on a deeper level than a single image ever could. A good video is a powerful tool for building brand awareness and driving visitors to your place. By combining visuals and motion with audio, you can tell a compelling story that evokes emotion and inspires people to visit your destination.

Here are some of our client video campaigns that have captivated audiences:



## Choosing the Right Video Platform for Your Retail Destination

When it comes to posting video content, there are many platforms to choose from, we have found that TikTok, Instagram, and YouTube have had the best results for retail destinations across the UK.

Each platform has its own strengths and audience demographics, so it's important to choose the right platform for your goals and target audience.

### 3 TOP TIPS

- ◊ Use on-screen text and captions to grab attention
- ◊ ALWAYS include a Call To Action
- ◊ Keep up to date on the top trends - trending audio and hashtags will increase the reach of your video's

# Maximising Retail Destination Advertising with PPC and Paid Social Campaigns



**4 in 5 consumers  
want ads  
customised to  
their location**

- *Social Media Today*



## Norwich's #1 Leisure Venue



Always a reason to visit Castle  
Quarter | Shop, Dine, Watch & Play  
this spring



Pay-per-click (PPC) and paid social advertising are effective ways to attract and engage potential visitors to retail destinations.

PPC advertising offers targeting like no other medium, retail destinations can choose to target users who have visited their website, previous visitors to the destination or people who have searched for keywords related to shopping centres in their area. Allowing a personalised ad experience that's exclusive to PPC.

### Don't Forget to Optimise Your Landing Page

- ⦿ Landing page design should capture attention and provide relevant information based on the ad clicked.
- ⦿ Key information such as location and opening hours should be included along with relevant content.

### Work Paid Social Ads Into Your Strategy

- ⦿ Use advanced targeting options like those available on Facebook and Instagram.
- ⦿ Target based on demographics, interests, behaviour, and those who have previously interacted with your organisation online.
- ⦿ Use these to increase awareness and keep your brand top of mind.

PPC advertising and paid for media ads can be combined to make a bullet-proof digital marketing strategy for your retail destination, increasing brand awareness and online engagement with your brand. By utilising advanced targeting options, retail destinations can effectively reach their target audience and drive measurable results.

Below is an example of a successful PPC we ran for Castle Quarter, a mixed-use destination in Norwich, focussing on couples who wanted a romantic date night in Norwich. Here are the results:



**Jamie Channell,**  
Digital Account Executive



# An Advanced CRM Database Will Take Your Marketing to The Next Level

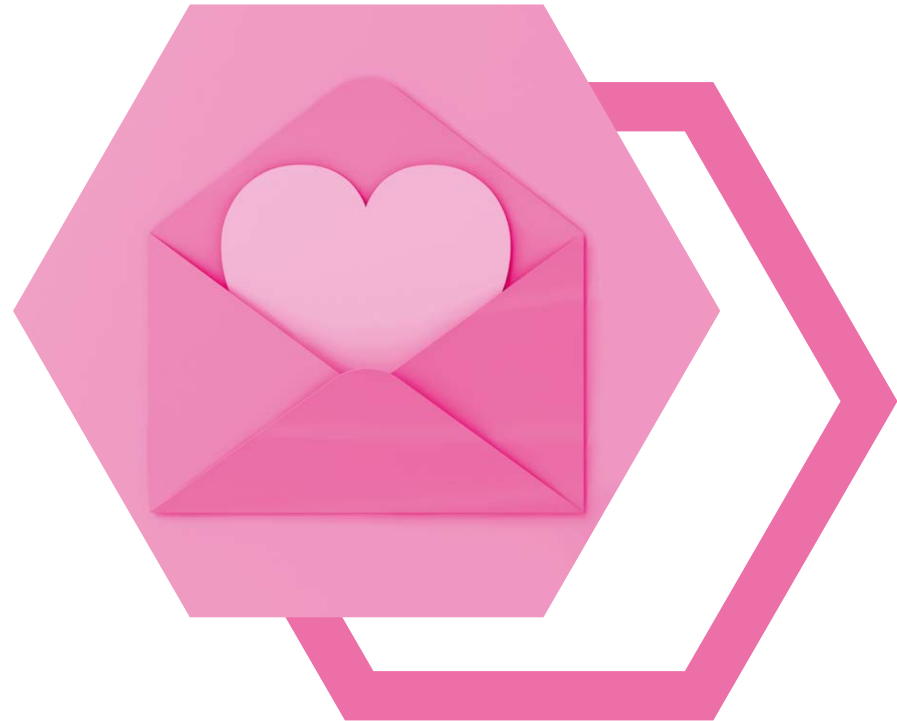
Working at retail and leisure destinations, you already know how important it is to connect with your customers and provide them with a personalised experience to keep your brand top of mind. This is where Customer Relationship Management (CRM) systems come in - they enable you to gather a database of customers, which you can market to, and even deliver tailored content to if your system is sophisticated enough. As a minimum, destinations should have a mailing list in place which you aim to develop and grow over time.

## Get Started With an Email Database For Free!

An email marketing platform, like Mailchimp, is a great place to start growing your database, and it is free when you first start out!

- Start by creating a general mailing list of customers.
- Send email campaigns at least once a month, share exciting news such as event details, offers or new tenant openings.
- Aim to deliver valuable content, always ask yourself why you're including content and if it's of value to the reader.
- As your database grows, segment based on demographics and interests, then you can start to tailor your content to those segments

If you're ready for a more sophisticated CRM system, platforms like HubSpot can integrate multiple marketing channels to provide wholistic insight. You can also set up automated email workflows based on interests to deliver the best content to your customers.



## Personalisation is Easy With a B2C App

Another tool for personalised experience is a B2C app. By creating an app for your destination, you can deliver tailored content to visitors based on their interests and behaviours in the app. This can include personalised offers, recommendations, and other perks that keep customers engaged and coming back for more. App downloads are also a really effective way to grow your email database rapidly!

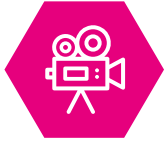
By leveraging the power of CRM systems, shopping centres and other destinations can provide a better customer experience, increase engagement and loyalty, and ultimately drive sales for occupiers. If you haven't got a database started already, I would absolutely recommend it and start encouraging sign-ups on your website, during events and via wifi sign-ups if you can.



**Ben Hammond,**  
Growth & Performance Manager

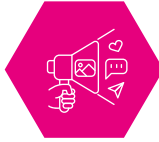


## 7 Tips For Success: Utilise These Channels To Drive Performance



### It's not too late to start using video

Not all videos need to be produced by experts, all you need is a camera and some time! Resources such as Canva are great ways to get started for free. Reach new audiences with video today.



### Maximise Your Video Impact: Choose the Right Platform

Selecting the appropriate video platform based on audience demographics can greatly enhance the impact and reach of your video marketing efforts and make the difference for your destination.



### The key to effective PPC ads is location

Ensure you reach the right audiences with PPC and paid media ads, 4 in 5 consumers want adverts customised to their location, start driving people to your destination today



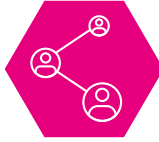
### Enhance your landing page for better results

Whilst PPC and paid media campaigns are a guaranteed way to increase visitors to your site, without a good landing page this exposure is wasted! Ensure the content on your landing page is relevant to the audience and is congruent with the ad they clicked on for maximum impact.



### Start your customer database today!

You can get started with Mailchimp for free. Work out how you can gather customer data, prepare your newsletter template and start engaging! We have a 6 steps to build a powerful database, email Ben and he'll be happy to share it!



### Level-up your database with extra data!

Starting your database is a great step, make it even more effective by gathering your customer interests and tailoring content to them. Have a segment of food and drink lovers? Tell them all about your F&B offerings by sharing menus and special offers.



### Data is potential power - what you do with it, delivers value!

All of the channels we have spoken about gather data, and every other digital channel out there! Pay attention to it, run regular digital reports on your channels and adjust how you use them to capitalise.

## About **Toolbox Marketing**

Toolbox Marketing specialise in getting people to places! Whether that place is a shopping centre, retail park or out of town leisure offer.

As a full service marketing agency, we provide insight-driven strategic and creative solutions to retail property and placemaking challenges, something we have been passionate about for over 20 years!

We work with our clients to take their business to the next level, delivering all areas of marketing. From the magic of creating emotionally engaging experiences, to strategy creation and brand repositioning, we do it all. Our client's success is our success.



**Chloe Keith,**  
Managing Director

t. +44 (0) 7887 844997

e. [chloe.keith@toolbox-marketing.com](mailto:chloe.keith@toolbox-marketing.com)

Contact us,  
we'd love to help'  
to 'Email us,  
we'd love to help

Learn more about **Toolbox Marketing**  
[www.toolbox-marketing.com](http://www.toolbox-marketing.com)



**Ben Hammond,**  
Growth & Performance Manager

t. +44 (0) 7983 302396

e. [ben.hammond@toolbox-marketing.com](mailto:ben.hammond@toolbox-marketing.com)



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in @ f