



### **Marketing Opportunities**

Welcome to The Shoppes at Vanderbilt! We appreciate having you on board with us! Please take the time to read this over to see how we can help your company grow through our promotion and marketing!

### **Social Media:**

#### **Facebook:**

- Please let us know if you set up a Facebook account for your business so that we can like your page!
- We can help promote your events that you create on Facebook! When creating the event on Facebook, simply add The Shoppes at Vanderbilt as a co-host. The event will then be shown on our page, which will result in thousands of shoppers instantly notified about your event!

#### **Instagram:**

- Please let us know if you set up an Instagram account for your business so that we can follow your page!
- We would love to help you promote your business' posts through our Instagram page. To do so, simply tag: @ShoppesAtVanderbilt in your post.

#### **Website:**

Another great marketing opportunity is to let us know about anything you would like to promote that is currently on your website, so we can post it on ours and create a link directing shoppers to your website. Below are some good examples on website information we can help you promote:

- Lunch specials
- Happy hour
- Events & their schedules

#### **Newsletters:**

We release a newsletter every month for the shoppers here at The Shoppes at Vanderbilt, Naples Family Fitness members, and one for The Shoppes at Vanderbilt tenants (Quarterly).

### **Shoppers Newsletter:**

We would like to create a section for your business in our shoppers' newsletter. Simply send the content you would like us to put in the newsletter. The format can be sent as a PDF File, JPEG, or PNG file. The best sizing is 600px by 200px with clear fonts. Larger items can be sent with 1920px by 1080px. Please include your logo and address in your images. The half-page adverts with clear images with your company logo will also work. Most businesses will have a section on one or more of the following:

- On-going promotions
- Product of the month
- Deals
- Any community involvement
- Events
- New arrivals
- Holiday hours

As always, tag us on Instagram or Facebook so that we may continue to share your social media posts.

### **Tenant Newsletter:**

You will receive a newsletter specifically designed for you (the tenant) every three months containing the following:

- Upcoming events in the Plaza
- Deals and promotions
- Friendly reminders from management
- Announcements
- Holiday hours

### **Members Rewards – Naples Family Fitness:**

Naples Family Fitness has a member's rewards sheet where local businesses can put their logo and the discount Naples Family Fitness members would receive when they show their gym membership tag at that participating business. The member rewards sheet is always at our front desk, and we give it out at events that we participate in as well as give it to our new members. We hope this information was helpful. Please reach out with any issues or concerns to the marketing department. Thank you for taking time to read this, and we hope to help you promote your business soon!

Marketing

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