Northcross Shopping Center
MARKETING SERVICES



Welcome to NorthCross!

We are proud to offer all of our tenants a variety of marketing services to promote their businesses.

Complementary Services:



VIP PROGRAM

Welcome to our VIP Program – a win-win for incoming tenants! Showcase your best deals, news, and events monthly on our VIP Deals page. This exposure boosts visibility and creates a thriving community.

EVENTS

Boost your store's exposure with our upcoming events! Tricks-N-Treats and Letters to Santa have seen phenomenal growth, but we're eager for new ideas. If you have an event suggestion for Northcross Shopping Center, submit it via our form.

Have an idea for an event? Submit your idea to us here!

WEBSITE

Every Northcross tenant enjoys a personalized landing page on our website to showcase operating hours, information, and captivating photos. It's your digital storefront – let's make it stand out!

Check out our website.

BRAND VIDEOS

We've seen the direct impact video has had on marketing and the success of a business. We're proud to be able to produce a video curated just for your businesses brand, goals and story. Reach out to bflowers@aacusa.com to learn more about filming your brand video once you open.

CHECK OUT OUR VIDEOS: SUBSCRIBE

SOCIAL MEDIA GIVEAWAYS

Tenants can submit posts to be shared on the Northcross social media accounts (Facebook and Instagram) once a month. Submissions must follow the guidelines found in the 'Social Media Best Practices Guide' (last page)

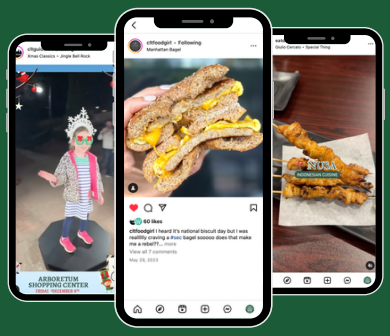
Submit your request: https://www.surveymonkey.com/r/NXSocial

We also host seasonal giveaways where we'll ask tenants to participate by providing product, gift card or something to drive customers to your store.

FOLLOW US:



At-Cost Services:



INFLUENCER MARKETING

Forge powerful connections with local influencers to amplify your brand! If you're eager to leverage an influencer for your new product release, event, or deal, contact Breya Flowers at bflowers@aacusa.com for more details and budget discussions.
In your email, kindly provide:

- Comprehensive details about your new product, event, or deal (including time, date, and purpose for influencer collaboration).
- Your promotional timeline.
- Your preferred budget for the influencer post.

Please note that the cost of each influencer post may vary based on content and duration. Let's make your brand shine with the right influencer partnership!



Grand Opening Services:

Welcome aboard! Our primary focus is ensuring a bustling opening for you. Whether it's a soft or grand launch, our tailored approach has you covered.

Digital Marketing:

- **Press Release:** Announce your opening with flair through a compelling press release sent to our local media contacts.
- **Social Media Buzz:** Boost your online presence with engaging posts, carousels, reels, and stories. Opt for local influencers coverage (at-cost) for added impact.
- **Discounted Promotion:** Let's collaborate on a discount promotion where we cover an agreed-upon rate. Share your interest a month before the opening for seamless planning.
- **Social Media Giveaway:** Maximize your reach with a strategic giveaway targeting the first 50 attendees. Imagine enticing prizes like gift cards or free meals. Keen to know more? Just let us know!

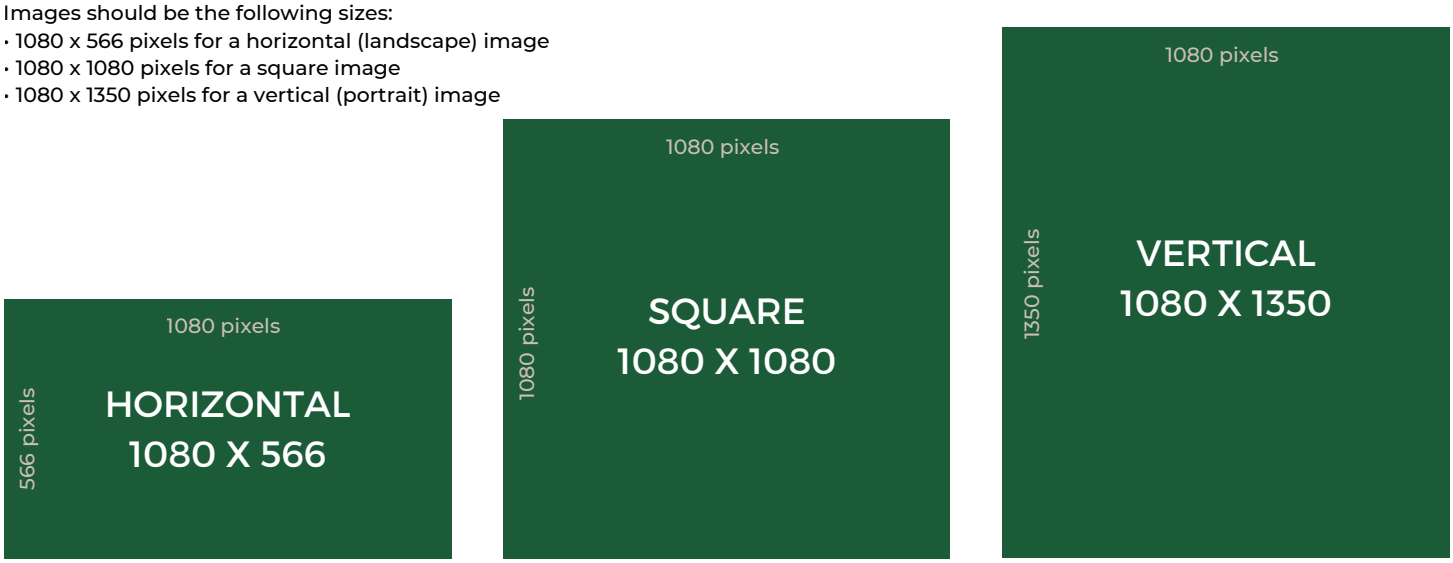
Excitement is building up for your big day! Make sure to check out our Grand Opening Timeline! We'll be in touch soon!

Social Media Best Practices Guide

If you would like to submit a social media posts to be published on the main shopping center's Facebook & Instagram pages, please follow this Best Practices Guide.

I. Image Size

Images should be the following sizes:
- 1080 x 566 pixels for a horizontal (landscape) image
- 1080 x 1080 pixels for a square image
- 1080 x 1350 pixels for a vertical (portrait) image



II. Image Quality

Always post and submit HIGH QUALITY images.
- 50% of a post's success is determined by the image quality. Having grainy images will result in low engagement (likes + comments).
- Aim for an image with a 300 DPI (dots per inch).

Low Resolution (Bad)
An image viewed/printed at 72 DPI



High Resolution (Good)
An image viewed/printed at 300 DPI

III. Use the Right Character Count

You want to say just enough to get your message across, but not too much that the user stops reading.

	Main Copy Per Post	Hashtags
Facebook	40 - 100 characters	No Hashtags
Instagram	138 - 150 characters	5 - 9