

Nine out of 10 marketing strategies are affected by social media. But only one in 10 shopping centres are using it for little more than monitoring consumer attitudes.

We can help you use social media to acquire customers, drive awareness and enhance brand value.

We are **InSocial** – and we make sense of social media, which is why the likes of Savills, The Mall, KingstonFirst and blue-chip retail brands trust us with their social media marketing.

KingstonFirst

Task:

Increase awareness of Kingston Food Festival; drive offer downloads.

How:

Social monitoring tools to identify influencers. Engage them by revamping town's Facebook presence. Introduce new social media platforms and seed video, PR and photography in all the right places.

Result:

Facebook fans shot up by 90% in Festival week. Over 1000 people registered for vouchers.

The Plaza Oxford Street

Task:

Maximise opportunities during West End VIP Day.

How:

Create 'Ten Minute Chill Out' experience – a break for weary shoppers with cocktail bar, DJ and incentives for anchor tenants. Promote via online PR, engage and activate Friends of Oxford Street through social networks, forums and blogs. Integrate advertising and field marketing to create impact within retail influence zone.

Result:

Footfall + 11%. "A superb campaign, increasing dwell time and footfall." Claire Johnson, Savills Marketing & Commercialisation.

We break down social media into four areas: Strategy, Listening, Activation and Monitoring.

- **Strategy:** developing your social media plan; integrating social media into your marketing activities.
- **Listening:** identifying local influencers, advocates, conversations, trends and issues.
- **Activation:** online PR, blogging, seeding, social media creative, apps and widgets development.
- **Monitoring:** tracking and measuring; acquiring customer data; delivering market intelligence.

The Mall Ilford

Task:

Increase quality footfall among 18-25 year olds; drive retailer sales.

How:

Create an Asian-inspired festival to draw in the audience. Prospect local blogs, Facebook groups and forums, online PR and sponsorship of high traffic digital channels to preview artists and acts.

Result:

4th biggest trading day of 2009. All participating retailers increased sales between 2%-5%. "The use of social media was brilliant – a business first," Andrea Marie, The Mall.

Boots Smooth Skin

Task:

Establish Boots Smooth Skin as the most recommended brand in the category.

How:

Listening, to identify top beauty influencers, conversations, channels and issues. Activate, by engaging bloggers, video bloggers, forums and press. Mainstream media sponsorships, advertorials and Twitter campaign, driving customers to branded Facebook presence.

Result:

"Within four weeks we saw sales leap. We had record weeks with sales through Boots.com at an all time high. This early success became the catalyst for investment in a broader campaign and we will now have almost doubled our sales target. I am delighted." Allisyn James, CyDen.



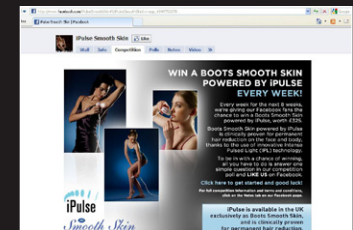
KingstonFirst



The Plaza Oxford Street



The Mall Ilford



Boots Smooth Skin

InSocial is the online PR and social media hub of Grappa, an award-winning agency specialising in shopping centres, retail and leisure communications. Discover more about social media marketing effectiveness by emailing Michael@grappa.co.uk, Rafal@insocialmedia.co.uk, or call us on **00 44 (0)207 199 2815**.

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