



# Secrets of Shopping Center Marketing

Dr. Nikolaos Dimitriadis





**We need to see beyond  
structure**













**“more than selling  
machines..**

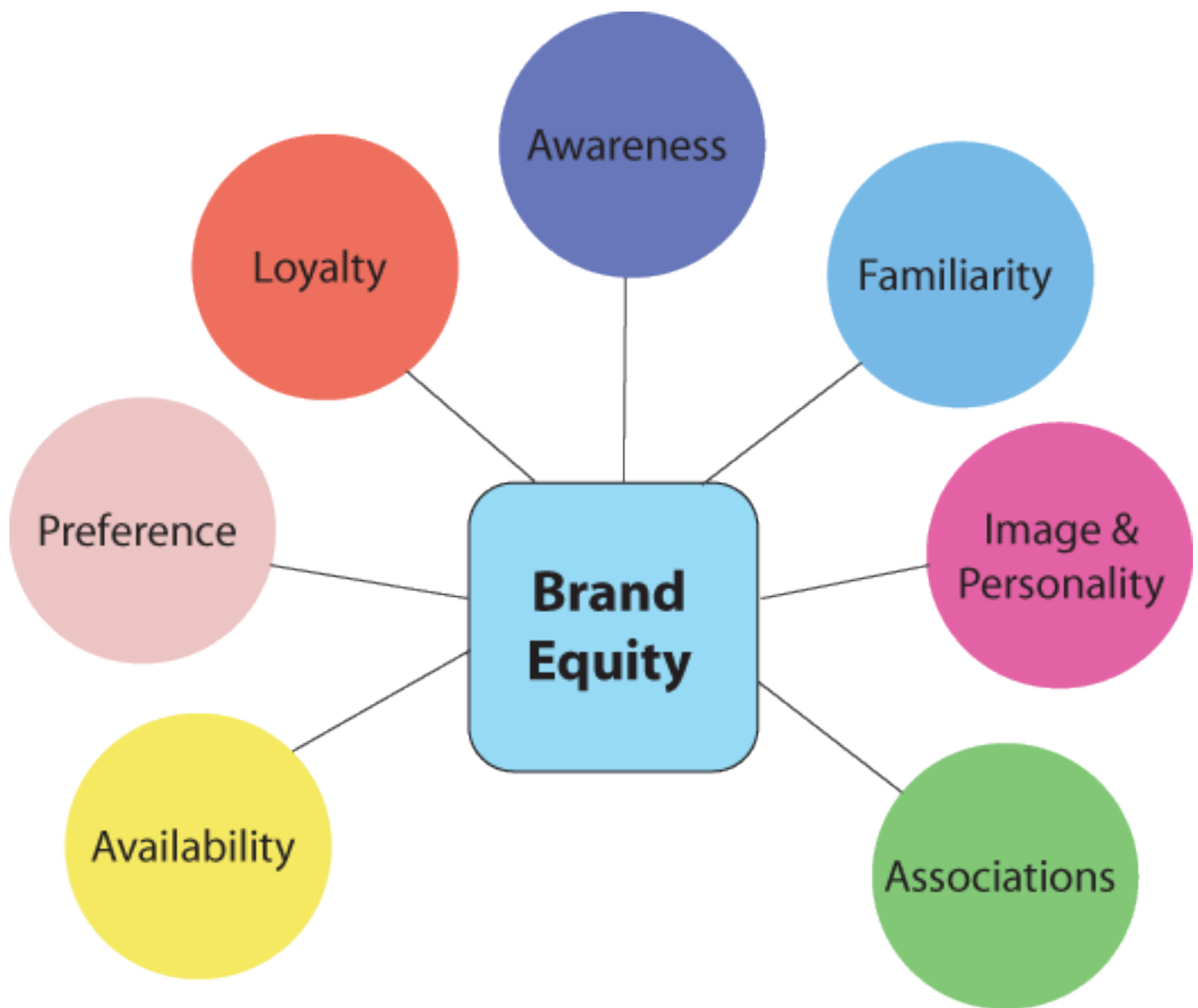
**social meeting spaces”**





# 1

Mainstream marketing  
does not apply







**MARKETING  
COMMUNICATIONS**

**CUSTOMER EXPERIENCE**

evian  
Live young.



CLEAR

NNEL

114





**CUSTOMER  
EXPERIENCE**

**MARKETING COMMUNICATIONS**







**experience is king**

**traffic (footfall)**  
**sales (not yours!)**

**traffic**

**habit**

**impulse**

**sales**





Kragujevac Plaza, vaša nova oaza!



# UŠĆE

SHOPPING CENTER

*Novi centar grada.*

2

You cannot do it alone

A close-up photograph of a person's hand holding a white rectangular card. The hand is positioned at the top of the card, with the index and middle fingers visible. A gold ring is worn on the ring finger. The card is tilted slightly to the right. The word "Budget" is printed in a large, bold, black sans-serif font, centered on the card. The background is dark and out of focus.

**Budget**





**charities**

**tenants**

**ngo's**

**public**

**institutions**

**cultural**

**brands**

**associations**

**students'**

**media**

**associations**

**sports clubs**



**your approach matters**





MARKETING  
AUCTION  
TECH  
MOBILE  
NEWS  
SEO  
BLOG  
SOCIAL  
INTERNAL  
SEARCHING  
BUSINESS

**kids teenagers**

**university students**

**young professionals**

**mothers with families**

**babies fashionistas**

**businesspeople**

**empty nesters**

**pensioners**







It's all here  
And many more



**probably the richest  
marketing environment in  
the world**

3

The Touchpoint way

the 8S's approach



**Stroll** - to bring visitors to the center

**Smile** - to bring happiness and satisfaction to visitors

**Stick** - to create habit of repeat visits

**Socialize** - to engage current and potential visitors through social media

**Share** - to inspire word and personal influence

**Support** - to engage as many tenants and/or other partners as possible

**Shop** - to turn visitors into shoppers

**Shine** - to develop the brand through all touchpoints

# 4

**Expect the unexpected**







**Shopping Center  
Marketing is crazy...**

**and we love it!**



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