



# THE ARBORETUM MARKETING SERVICES

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

For more  
information  
please contact  
Carmen Cousin,  
Marketing Director  
ccousin@aacusa.com

## COMPLIMENTARY SERVICES



### VIP PROGRAM

Tenants are encouraged to submit content monthly. This submission could be a deal, sale, newsletter exclusive, event, new product, etc. This content will be included in the monthly VIP Newsletter. Additionally, the deals will be featured on our VIP Deals page on the Arboretum website. We will send a reminder each month when submissions are due.



### WEBSITE

Each tenant is provided with a landing page on the Arboretum website. On this page, tenants can upload hours, information and photos. Tenants are also encouraged to submit sales or coupons to our 'Deals' page.

[shoparboretum.com](http://shoparboretum.com)



### EVENTS

The Arboretum hosts shopping center events throughout the year. Tenants have the opportunity to reserve a booth to gain exposure. Tents and tables are also available for tenant booths if needed. An email asking for tenant participation will be sent out prior to each event.



@shoparboretumnc



The Arboretum  
Shopping Center

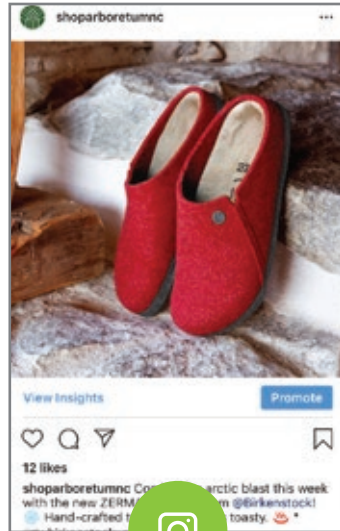
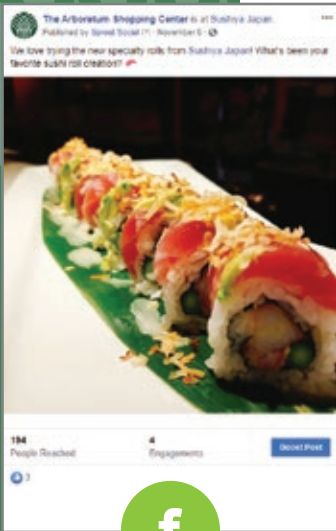
### SOCIAL MEDIA POSTS

Tenants can submit posts to be shared on the Arboretum 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/FMWVRY9>

# MARKETING SERVICES

## PROVIDED SERVICES AT-COST



### PAID SOCIAL MEDIA POSTS

For \$25 per post, our Digital Marketing Manager will boost your post on Facebook and Instagram for five days. This will result in more people seeing your post, with up to an additional reach of 1,100 people per day. This cost will be billed back to you with your rent (similar to banner costs). Submissions must follow the guidelines found in the 'Social Media Best Practices Guide' (next page).

Please include the following information when requesting a boosted post:

- Target age group
- Target location (state and city/cities)
- What five days you would like your post boosted

**NOTE:** Social media requests must be submitted 3 business days in advance. We will accept one social post request per month.



### BANNER SYSTEM

Tenants have the opportunity to reserve space at several banner locations throughout the shopping center property. The banner reservation system is sent to the tenants quarterly by our Marketing Director.

- All banner reservations must be confirmed with AAC 30 days prior to installation.
- All banner designs must be 7' x 10' with a one-inch circumference and approved by AAC marketing.
- Should the tenant not have a printing service, AAC marketing will provide printing at cost - \$225

#### COST OF BANNER INSTALLATION:

- \$50 per banner for full month
- \$25 per banner for partial month (due to AAC use).



### GRAPHIC DESIGN SERVICES

Create graphics for social media platforms and for banners, flyers, posters, and rack cards.



### PRINTING SERVICES

Printed marketing materials such as banners, flyers, posters, rack cards, etc.

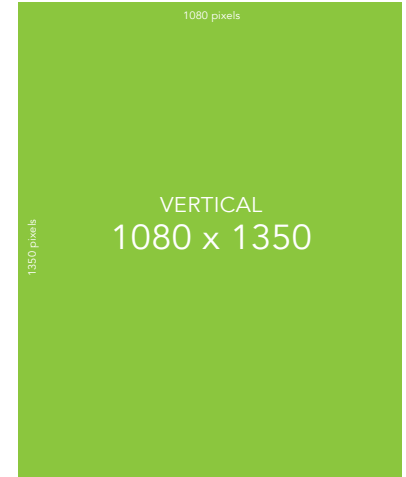
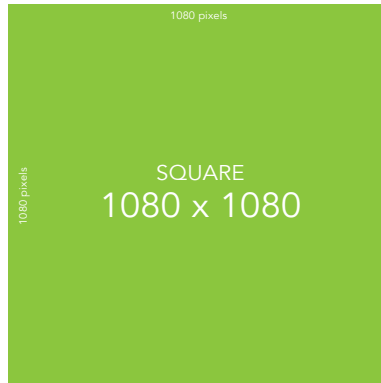
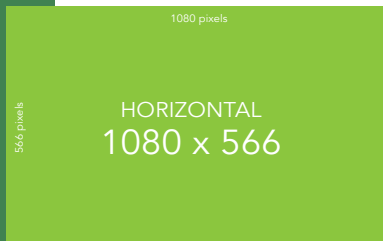
# SOCIAL MEDIA BEST PRACTICES GUIDE

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.

## 1 / 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



## 2 / 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

## 3 / 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.



Facebook



Instagram

*Main Copy Per Post*

40- 100 characters

138-150 characters

*Hashtags Per Post*

No hashtags

5-9