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FOR MORE INFORMATION:

Jocelyn Smith
infinitee Communications, Inc.
3400 Peachtree Rd. NE
Suite 921
Atlanta, GA 30326
404.231.3481

infinitee Executes Successful Shopping Center Social Media Campaigns

ATLANTA – January 21, 2016 – infinitee, a full-service, strategic marketing agency in Atlanta, GA, executed multiple cost-effective fall and holiday digital media campaigns for its shopping center clients, The Avenue Murfreesboro and Specialty Shops SouthPark. The campaigns successfully broke through the 2015 seasonal online chatter resulting in measurable ROI.

The Avenue Murfreesboro, owned by Hines, is situated in the heart of the Gateway District at the entrance of Murfreesboro, TN. Home to more than 90 tenants, the open-air and pedestrian friendly shopping destination includes national retailers, local merchants and restaurants offering a mix of apparel, home, beauty, jewelry, books and electronic products.

infinitee developed two seasonal social media campaigns for The Avenue Murfreesboro with goals to increase membership of its elite shopping club (The A-List), promote online engagement and grow awareness of the tenant mix. The #BoroFallFab contest was hosted on Facebook, Twitter and Instagram and utilized targeted bloggers to assist in local promotions. The contest ran for 2 weeks with organic and paid promotions reaching over 19,000 users, generating more than 420 likes, comments and shares and nearly 300 clicks. The Avenue Murfreesboro Merry and Bright holiday giveaway campaign was hosted on the website and promoted heavily in local print media, via digital ads and on social media, generating over 3,400 entries from unique emails throughout the 13-day duration. Organic and paid promotions reached nearly 44,000 users, generating 2,766 post clicks and 539 likes, comments and shares.

Specialty Shops SouthPark, owned by Hill Partners and located just outside of Charlotte, NC, benefited from a 12-day giveaway social media campaign hosted during the holiday shopping season. Specialty Shops SouthPark is also a unique open-air shopping and dining destination, home to upscale women's apparel retailers, home furnishing, restaurants and specialty services.

infinitee worked with Hill Partners and Specialty Shops SouthPark retailers to execute the giveaway with goals to build a loyal social media following, raise awareness of the center's diverse tenant mix, drive onsite traffic, increase engagement and ultimately build the database for future promotions. The contest was hosted on Facebook through a third party app and supported through digital media efforts, promoted Facebook posts and dedicated outreach on Twitter, Instagram and Pinterest through infinitee's social media listening tool, NUVI. Over 241 entries were received and increased Specialty Shops SouthParks' shopper database by 113 unique emails. The campaign page garnered 744 views from over 370 link clicks leading to a 1200% increase in impressions at 20,000 across the social landscape.

"Holiday marketing efforts for shopping centers should include an investment in the power of social media to increase sales and strengthen brand loyalty and reach. They are a proven way to differentiate yourself from your competitors and deliver measurable ROI year after year." – Chelsea Smith, infinitee Social Media Strategist

infinitee is a strategic marketing agency specializing in real estate, with over 26 years of experience in shopping center, mixed-use, commercial, multi-family and residential development. We also work with other businesses that desire our unique point of difference – our retail flair and bottom line mentality.

For more information on infinitee, call Managing Partner, Jocelyn Smith, (404) 231-3481, visit www.infinitee.com, or find us on [Facebook](#).

About infinitee

infinitee is a full-service marketing and advertising agency that understands how to improve brands, communications and customer experiences. With a focus in real estate for the past 26 years, its strategic and creative solutions build brand equity and drive sales for companies across the country. infinitee’s expertise has proven invaluable to national and southeast regional brands wishing to strengthen and grow their bottom line, including: OliverMcMillan, Cousins Properties, Parkway Properties, PM Realty Group, Tanger Outlets, Craig Realty Group, Lennar Commercial Investments and Banyan Street Capital. Through all facets of advertising, collateral, digital media, and brand strategy, infinitee creates award-winning marketing and innovative communications.

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