



Market Research

In-depth market research using Nielsen/Claritas PRIZM analysis allows the Eastview marketing department to create a yearly strategic marketing plan effectively focusing on the primary Rochester market and secondary Syracuse and Buffalo markets.

Traditional Advertising

Eastview employs a high-end professional advertising agency to produce seasonal television and radio commercials. Eastview also utilizes a media buying agency to maximize the impact of advertising dollars and to gauge the effectiveness of each campaign. Print advertising opportunities, coordinated by the property Marketing Director, boosts the impact and increases reach in both the primary and secondary markets year-round. Digital outdoor advertising, utilized in secondary markets, boosts frequency and reach during seasonal campaigns. Traditional advertising also includes a brochure distribution program and various other opportunities that targeting tourists.

New Media / Social Media Advertising

Eastview utilizes all of the latest new media marketing technology, including:

- Standard and mobile-friendly websites: 27,000+ unique visitors per month
- E-mail marketing: weekly e-mail blasts promoting store sales and events reach nearly 5,000 shoppers per week
- Mobile apps: compatible with Droid and iPhone, more than 14,000 downloads to date
- Facebook: 21,000+ fans, 3-5x weekly posts promoting mall-wide events and/or store events and sales. Monthly paid advertising focusing on primary and secondary markets to increase fan base
- Twitter: 2,400+ followers, daily tweets on store sales/special events, etc. Monthly advertising on primary and secondary markets to increase fan base
- Instagram: launched fall 2014. Currently 400+ followers. Posts on average 4-6 times/week.
- Online advertising: part of seasonal campaign that includes online static and online video advertising in all markets

On-Going and In-Mall Advertising

Regular advertising opportunities are available to Eastview tenants. These opportunities include: monthly tent card listings (displayed in food court and other common seating areas), store event/sale promotions via website, mobile app, e-mail blasts and various social media outlets. Tenants are also able to use kiosk space for additional store exposure/special event promotion. Retailers also receive discounted pricing on in-mall digital directory advertising, coordinated/billed by Walk-Up Advertising (a third-party vendor).

Public Relations

Long-term relationships with reporters and various media outlets allow the Eastview marketing department to achieve effective publicity results surrounding new store announcements, store openings and other special mall events.

Events

Mall tenants are encouraged to participate in mall-organized and/or not-for-profit community events. The ultimate goal of each event is to increase mall traffic, promote store awareness, and drive store sales. Eastview also participates in various off-site events in both the primary and secondary markets to help increase awareness and drive traffic to the center.