

PROVIDENCE MALL

Most Important Marketing Points

External Marketing

External marketing plan has to be designed and executed in order to attract tourist customers to visit shopping malls regularly.



EXTERNAL
MARKETING PLANS

Exclusive Campaign

To attract college students an Exclusive college campaign and an event has to be done regularly to create the best impression so that the impact craving would be keep growing for at least 3 years.



Annual Campaign

Medical industry people are generally brand cautious. so there need to be a regular Annual campaign and event to be organized in order to bring them into shopping malls



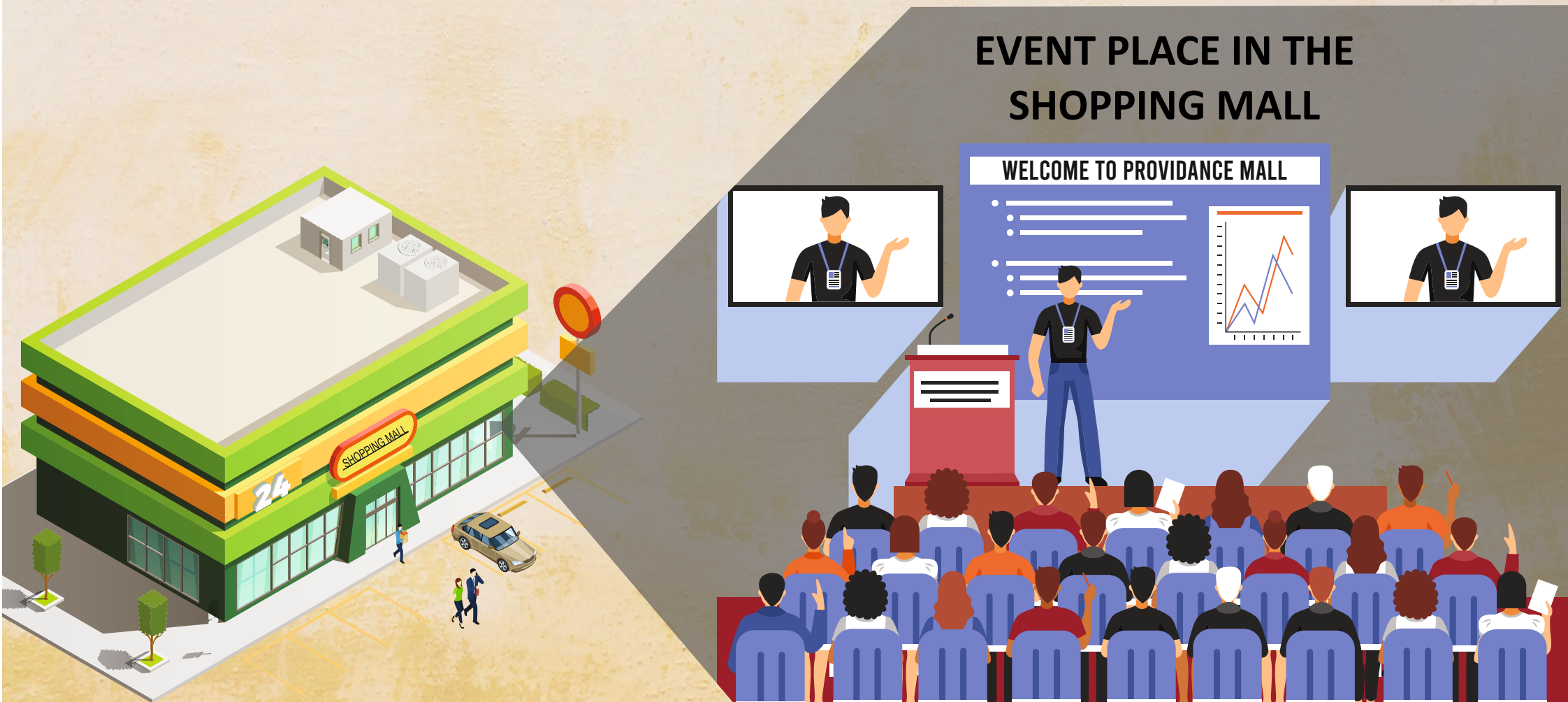
Target Crowd

The purchase frequency of middle class and upper class is higher usually. So these two categories of people to be focussed more



Corporate Meet

There needs to be a place fixed for organizing a party or corporate meet in the shopping mall so outside crowd would come in



Booklet Distribution

10000 booklets to be printed in which malls shopping map, product offer and brand recall to be included in the print and which need to be circulated to theatre crowd and big bazaar people.



Campaign for Auto Drivers

An exclusive campaign for auto drivers to be organized as they are the people who often interact with all sorts of people. If they are given with the best feeling about the mall they themselves would publicize the mall.



Social Media – Aggressive Development

100 videos need to be posted both in YouTube and face book which should include product sales & offers, marketing content and customer connect



Media Attraction

Whatever event is done it has to be planned with connecting the social cause. So the media coverage would be high.



Customer Attraction

Cost effective attractions should be kept such as foot massage, nail art, mehandi point, kids car ride and so on.

FOR CUSTOMER SATISFACTION

HAIRDRESSING CENTER

NAIL ART CENTER

KIDS GAME CENTER

FOOT MASSAGE CENTER



Food Attraction

Exclusive Food attraction promotion wherein special food shall be promoted such as exclusive ghee biriyani, appam paya, paniyaram feast and so on



Food Festival

Food festival promotion shall be organized focussing each dish separately such as mutton festival, chicken and sea food festivals



Facebook Promotion

Video content to be planned in Face-book promotion so as to increase the followers from 10k to 10 lakhs followers.

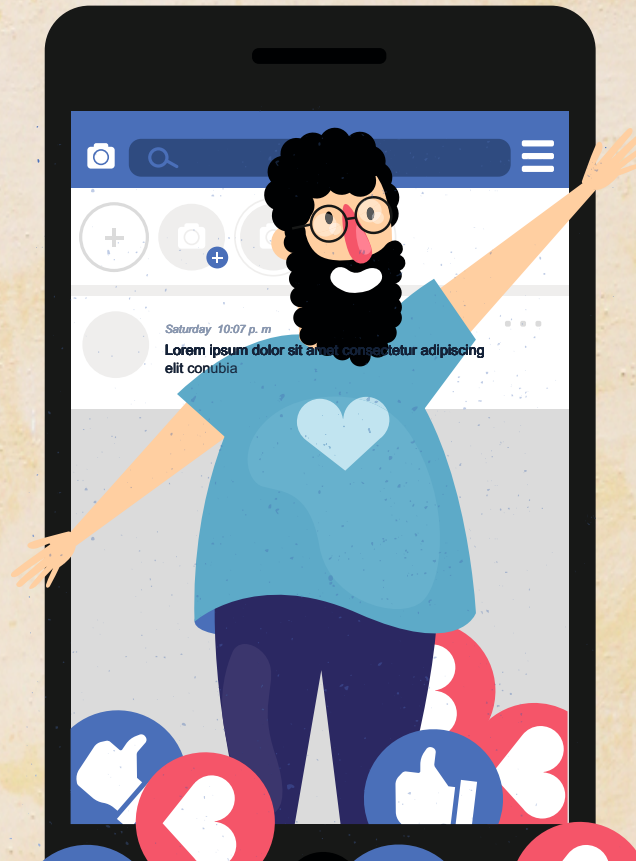


Photo Booth

If 5000 members are coming inside they may take 10000 snaps approximately. So the mall has to be designed with brands in such a way the customers 10000 photographs would carry the brand value in various social media. This is a significant strategically operation for which apt display has to be displayed such as friend's selfi -corner, colleagues chat point and so on



Break Pricing Psychology

Pricing psychology about shopping has to be broken and brought them into malls through various measures such as offers and cards and so on.





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