

skale

By GrowthDesk

Mall Marketing Made Easy: 40 Campaign Ideas to Drive Shopper Spending!





7 Shopper Loyalty and Retention Programs

- Referral Program**

Incentivize existing shoppers to invite their friends and family, and you can offer a discount coupon or gift for the referrer and the referee for every purchase at the mall.
- Loyalty Rewards Program**

Reward shoppers for their repeated purchases through a point-based program where rewards can be redeemed for discounts and perks at participating stores or services in the mall.
- Frequent Shopper Discounts**

Encourage regular shoppers to shop and spend more by offering lower prices and special deals for those who shop at the mall a certain number of times within a period of time.
- Exclusive Membership**

Let shoppers enjoy special privileges and perks by joining a VIP club through paid membership or requiring them to meet certain criteria.
- Customer Appreciation Events**

Boost spending by hosting special events such as Customer of the day and New Product Sneak Peeks and Soft Launches that aim to reward, engage, and appreciate shoppers.
- Raffle Draws**

Organize a raffle draw where shoppers who reached a minimum purchase from your mall tenants are automatically entered for a chance to win attractive prizes, encouraging more purchases and increasing foot traffic.
- Customer Loyalty Badges**

Gamify shopping by awarding digital badges or points, enticing them to collect more and spend more to reach higher status levels with better benefits.



PRODUCT HIGHLIGHT

Smart Receipts

Collect valuable customer data and track in-store redemptions without the need for POS integration. You can reward your shoppers based on their total spend, items bought, and other transaction or customer data with SKALE's advanced receipt scanning technology.

Digital Vouchers

Generate digital vouchers that your shoppers can download and redeem in your store or online. You can use this tool for discounts, rewards, prizes, and more.



8 Experiential and In-Store Promotions/Events

- Product Demos and Tastings**

Increase shopper spending by collaborating with tenants to host live product demonstrations and tastings, allowing them to experience products firsthand, ask questions, and engage with experts.
- Pop-up Shops**

Invite brands or local artisans to set up temporary pop-up shops within the mall, bringing variety and excitement to shoppers who are eager to explore unique or limited-edition offerings.
- Interactive AR/VR Shopping**

Incorporate augmented reality (AR) or virtual reality (VR) technology into the shopping experience where shoppers can virtually try on clothing, accessories, or even visualize furniture placements before making a purchase decision.
- Classes, Workshops, and Lectures**

Organize workshops, classes, or informative lectures related to educational and enriching experiences, increasing their attachment to the mall and motivating spending while attending these valuable sessions.
- Meet and Greets**

Host celebrity meet-and-greet events, book signings, or influencer interactions to draw fans and enthusiasts, boosting foot traffic and potentially increasing spending on related products or services.
- Virtual Try-On Experience**

Enhance shopping experience by implementing a virtual try-on experience for clothing, accessories, or makeup products, helping customers make better purchasing decisions.
- Interactive Mall Quizzes**

Create fun and engaging quizzes related to the mall's offerings. For instance, "Find Your Perfect Summer Style" or "Discover Your Ideal Fitness Routine." Share results and personalized recommendations, encouraging shoppers to explore stores.
- Gamified Campaigns**

Introduce gamification elements like scavenger hunts, riddles, or challenges where shoppers can participate for a chance to win prizes or exclusive discounts, motivating them to visit stores and engage with the mall.

Here are some options from SKALE:



Digital Scratch Cards:

Let your shoppers scratch and win prizes online or in-store.



Digital Stamp Cards:

Reward your loyal shoppers with digital stamp cards that they can collect and use to redeem rewards.



Spin & Win: Create excitement and anticipation with a spin and win wheel that gives your shoppers a chance to win amazing prizes.



Augmented Reality: Enhance your customer experience with augmented reality games that let them interact with your products or brand in a fun and immersive way.



Mini Games: Engage your shoppers with mini games that are easy to play and hard to resist. You can choose from SKALE's collection of games such as a trivia game, a claw machine, Tap & Win, and more.



Explore our gamification solutions for malls



3 Community-Driven Campaigns

- Percentage-of-Sale Donations**

Drive tenant sales and build a positive brand image by showing shoppers the impact of their purchases on a cause they care about.
- Social Responsibility Campaigns**

Highlight your mall's commitment to social and environmental responsibility and boost tenant sales by resonating with socially conscious shoppers, encouraging them to spend in alignment with their values.
- Social Causes Campaigns**

Boost shopper spending by aligning with meaningful causes such as environmental issues, LGBTQ support, and mental health which can appeal to shoppers who support businesses with a positive societal impact.





6 Mall-App Urgency and Scarcity Tactics

Flash Sales

Target shoppers who have shown an interest in items from past flash sales by organizing short-duration, high-discount sales events to encourage immediate purchases by coordinating with tenants to participate and offer enticing discounts.

Limited-Edition Products

Create a fear of missing out (FOMO) among shoppers who have previously purchased exclusive or unique products by releasing limited-edition products that are only available at your mall and promote it as collectibles or must-have items.

Seasonal Sales

Run themed promotions that tie into the season for shoppers who have made purchases during specific seasons, such as back-to-school sales, holiday discounts, or summer specials.

Last Chance Discounts

Spike that urgency by marketing significant discounts as a "last chance" opportunity for shoppers who have previously shown an interest in items that were on sale or in clearance to grab their favorite products that will soon be phased out or replaced.

24-Hour Promotions

Launch a one-day-only sale event on low app engagement days, providing exclusive deals and discounts and utilizing digital channels to build anticipation and keep shoppers who have previously made quick purchasing decisions or engaged with short-term promotions updated.

Early Access Sales

Reward shoppers and drive foot traffic by offering exclusive early access to loyal customers or mall loyalty program members a day or a few hours before the public.





9 Event-Based Campaigns

- Anniversary Sales**

Celebrate mall milestones with exclusive promotions, enticing shoppers to participate in the festivities and spend during the special occasion.
- "Deal of the Day" Campaigns**

Highlight a different product or offer each day to encourage shoppers to visit frequently and seize the opportunity to spend.
- Birthday Offers**

Encourage shoppers to sign up for a mall loyalty program and provide discounts or freebies during their birthday month which creates a personalized experience and draw repeat visits and potential purchases.
- Back-to-School Sales**

Collaborate with tenants to target students and parents with back-to-school promotions, offering discounts on school supplies, clothing, and accessories.
- Black Friday/Cyber Monday Deals**

Harness the shopping frenzy during these major events with massive discounts and captivating deals, resulting in increased spending and foot traffic.
- Summer Clearance Sale**

Clear out seasonal inventory by offering discounts on summer-related items, prompting shoppers to make the most of the deals before they're gone.
- Winter Wonderland/Christmas Sale**

Create a magical shopping experience with festive decorations and special events and promotions during the holiday season, inspiring shoppers to embrace the spirit of giving and spend on gifts and treats.
- New Year Sale**

Start the new year by hosting a massive sale, giving shoppers the opportunity to snag missed deals on products during the holiday rush or start the year by indulging in smart purchases.
- Milestone Sales**

Celebrate mall or tenant milestones with exclusive sales events such as 10th Anniversary Sale or 50th Store Opening Sale which can encourage shoppers to join in the fun with increased spending.



7 Digital and Social Media Engagement

- Social Media Sharing Rewards**

Encourage spending by offering exclusive discounts or rewards to customers who share their shopping experiences on social media and tagging the mall or specific stores in their posts.
- Social Media Giveaways**

Host regular giveaways on social media platforms and offer enticing prizes from mall tenants to encourage users to participate by following the mall's social accounts, sharing posts, tagging their friends, and engaging with the content.
- Social Media Challenges**

Create engaging challenges that encourage user participation, from photo challenges (e.g., "Best Mall Selfie") to creative challenges (e.g., "Design Your Dream Storefront"), provide clear instructions, and offer rewards for the most creative entries.
- Influencer Collaboration**

Partner with influencers who align with your mall's brand and have them create content, share their shopping experiences, and promote special offers, leveraging their audience and influence to attract more customers.
- Hashtag Campaigns**

Launch hashtag campaigns related to specific themes or events and reward a random shopper who posts using a specific hashtag while shopping in your mall, creating a buzz and spending momentum.
- User-Generated Content Contests**

Run contests that encourage shoppers to submit their own content, such as photos, videos, or stories related to their shopping experiences. Allow users to vote for their favorites and offer prizes for the top submissions.
- Live Shopping Events**

Host live shopping events on platforms like Instagram Live or Facebook Live, featuring exclusive deals and interactive experiences for viewers and creating a sense of urgency and engagement.

Let's take a closer look at how SKALE can help in achieving more shoppers spend through these handpicked examples:

1. AR-Led Holiday Campaign: Enhancing Festive Shopping Experience

Spread an elevated holiday spirit, attract more shoppers, and highlight your mall's seasonal promotions and events through AR-Led Holiday Campaigns.

You can let shoppers try on various outfits and accessories through the convenience of their smartphones or launch a virtual scavenger hunt where shoppers can collect clues and prizes throughout your mall.

Showcase festive decorations and create a magical atmosphere that kids and kid-at-heart can enjoy!

With a little push from AR, you can surely launch an engaging and social shopping experience that will delight your shoppers and encourage them to spend more.



2. Personalized Mall App Promotions and Experiences: Unlocking Shopper Delight

Take personalization to the next level!

Tailor your shoppers' received promotions and offers based on their individual preferences and purchase history. You can let them know about exclusive app-only deals, targeted product suggestions, and location-based notifications.

Use your mall app to provide other features that enhance the shopping experience, such as online reservations, curbside pickup, and contactless payments.

Show your customers that you truly care about their preferences and make them feel valued and appreciated!



3. Digital Vouchers to Drive Tenant Sales: Boosting Revenue and Shopper Satisfaction

Boost sales and captivate shoppers by streamlining your promotions and making them more convenient and accessible through digital vouchers.

You can provide your shoppers with a hassle-free reward-redeeming experience and encourage them to explore and spend more by driving online voucher downloads to in-store redemptions.

A free coffee voucher from downloading your mall app, or a 10% off voucher for spending a certain amount can be greatly appreciated!

With digital vouchers, you can increase revenue for your tenants and satisfaction for your shoppers simultaneously.



4. Digital Stamp Cards to Create Loyal Shoppers through Repeated Purchases

Encourage repeat visits, foster loyalty, and build a regular shopper base for your mall through digital stamp cards!

You can reward shoppers with stamps for every purchase and let them redeem free gifts in exchange for valuable data on their shopping behavior such as spending patterns, preferences, and frequency of visits.

With digital stamp cards, you can incentivize your shoppers' every penny spent while gaining insights into their needs and wants.



5. Personalized Loyalty Program through Smart Receipts: Strengthening Shopper Connections

Treat smart receipts as a stepping stone to personalization!

Nurture long-lasting relationships and encourage future repeat visits by delivering tailored content directly to their inboxes based on their purchase history.

For example, you can send them thank-you messages, feedback requests, product reviews, cross-selling or upselling suggestions, loyalty program updates, etc.

You can also use smart receipts to offer exclusive deals, discounts, or vouchers that are relevant to their interests and needs.

By using smart receipts, you can strengthen your connection with your shoppers and make them feel special and appreciated.



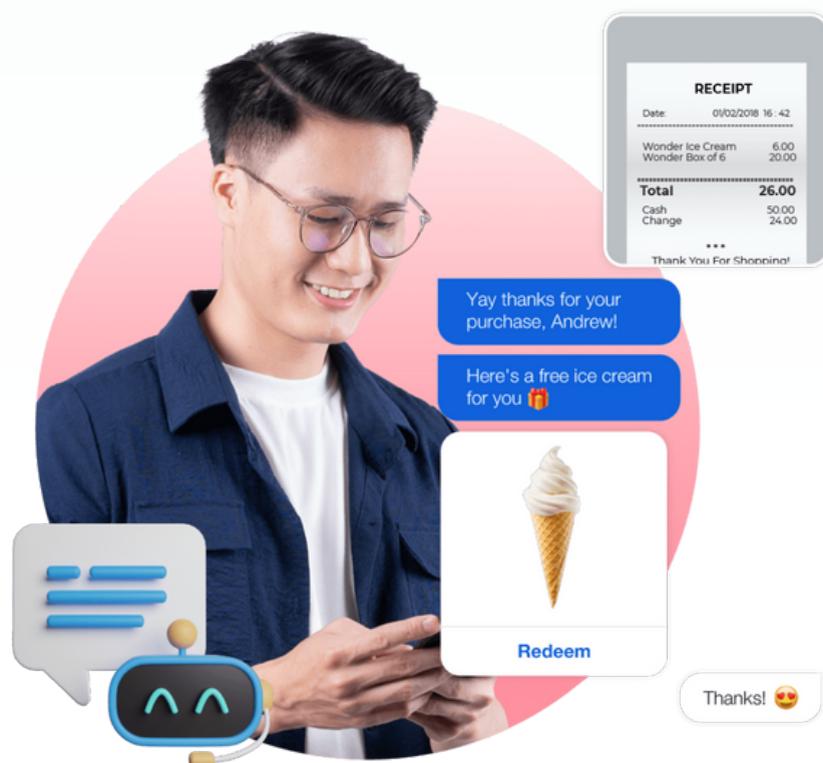
6. Deepen Emotional Engagement with Mall Shoppers through Chatbot Marketing

Engage with your shoppers on a personal level while assisting, gathering data, and offering tailored recommendations through chatbot marketing.

You can utilize these chatbots to answer commonly asked questions, provide essential information, guide shoppers to the right stores, or offer products suitable to their needs.

Meanwhile, you can collect their feedback, preferences, and opinions to analyze shopper behavior, segment your audience, and improve certain products and services.

By using chatbots, you can provide a convenient and friendly service that will make your shoppers feel heard and understood.



7. Effective and Evergreen Spend & Win Campaigns: Captivating Shopper Attention

Ensure effective and evergreen campaigns by offering multiple tiers of rewards, continuous participation opportunities, and enticing grand prizes with spend-and-win campaigns.

You can offer different prizes for different spending levels, such as a free coffee for spending \$20, a \$50 voucher for spending \$100, or a trip to Hawaii for spending \$500.

By using the Spend and Win campaigns, you can create excitement and anticipation among your shoppers and motivate them to spend more.



8. Engage and Reward Shoppers Using Gamification: Turning Shopping into an Adventure

Use gamification to make shopping more interactive and rewarding by incorporating challenges and offering points, badges, or exclusive discounts for completing tasks or reaching milestones.

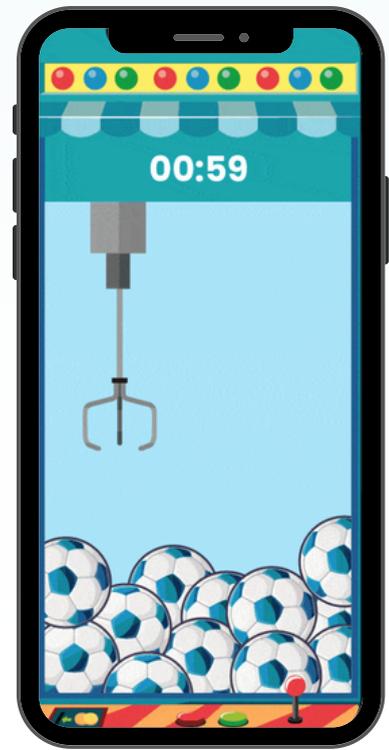
You can create a mall-wide treasure hunt where shoppers have to find clues or scan QR codes hidden in different stores or locations.

Launch a leaderboard where shoppers can compete with themselves for the highest score or the fastest time. You can also use gamification to create fun and engaging games that showcase your mall's offerings and promotions.



Here are some examples of games that you can use for your next campaign:

- Spin and Win: Spin the virtual wheel and watch shoppers' anticipation soar! You can offer exciting prizes, exclusive discounts, or even a grand prize.
- Digital Scratch Card: Revive the thrill of scratching and winning through a digital twist. You can provide shoppers a chance to virtually reveal hidden prizes, discounts, or promotional offers.
- Claw Machine: Reminisce the nostalgic arcade charm right into your campaign! You can challenge shoppers to control a virtual claw and grab enticing prizes or vouchers.



These games will surely bring entertainment and serve as powerful marketing tools for your next campaign! You can leave shoppers eager to return for more excitement and rewards.

About SKALE Enterprise Solutions for Shopping Malls

SKALE offers shopping mall operators effective marketing technologies to create experiential holiday and evergreen mall campaigns that drive mall footfall and tenant sales.

SKALE offers loyalty reward tools, gamification, as well as Augmented Reality technology to create unforgettable shopping mall experiences.

Our marketing technologies have been used by some of the biggest players in the industry, including CapitaLand.

If you have questions, feel free to drop us an email at hello@skale.today

Alternatively, you can schedule an exploratory call using this [link](#).