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Tenant Newsletter

February 2018

Welcome to the February issue of Jackson Square's quarterly tenant newsletter, to help you keep up to date with Jackson Square's latest news, events, upcoming activity and ways in which your store can get involved.

Quarterly Results

Quarterly results will be shared with you to keep you updated to our growth YoY on various platforms:

Facebook

Total YTD: 5,138 fans
+65 new likes!

Twitter

Total YTD: 1,803 followers

Website

34,562 visits
73,792 page views

Footfall

November:
-2.6% YoY
National Benchmark
-1.1% YoY

December:

-2.5% YoY
National Benchmark
-1.7% YoY

January:

-4.5% YoY
National Benchmark
-5.1% YoY

2018 Retailer Opportunities Packs

The 2018 Retailer Opportunities Packs have been delivered to your store, please make sure that you have a read through as this is your guideline to all the activity planned for 2018. There are opportunities for everyone to get involved in our campaigns to maximise awareness and drive sales to your store.

The pack also provides various platforms available to advertise your store or offers, ie. Social media, Website, HTML and dedicated PR services.



Valentine's Day



Valentine's Day is just around the corner! Remember to send your Valentine's offers and promotions to the marketing team to include and promote across our social media and digital platforms.



Animal Kingdom

This March, the animal kingdom will come to Jackson Square in the form of free arts and craft activity where children will be able to create their own animal kingdom masks.

Alongside this will be a live animal presentation for 20 mins at intervals throughout the day.

The event will be advertised across press titles, Heart FM, social media, digital platforms, as well as in-centre collateral..

Why not offer special discounts, giveaways or samples to drive sales and footfall to your store?

Make sure to contact the marketing team to get involved with this fun-filled family activity!



Marketing Support

Jackson Square's Marketing team is here to help support your store. Remember to send through any offers, events, new product launches, job vacancies or news stories so that they can be added to the website and social media channels. PR support is also available if you have anything exciting happening in store, such as charity fundraising events or big product launches.

Contact Details:

Lynsey Thomson
Senior Marketing Manager
Lynsey.Thomson@bewonder.co.uk
0203 147 1884

Leone Walker
Marketing Manager
Leone.Walker@bewonder.co.uk
0203 147 1626