



Marketing Welcome Letter

Welcome to The Shoppes at Vanderbilt!

We appreciate having you on board with us! Please take the time to read this information to see how we can help your company grow through our promotion and marketing! If you have anything you would like to send along such as a description, JPEGs, promo images, PDFs, links, all these are very welcome. Please send to marketing@shopvanderbilt.com. Online, follow us, tag us, poke us, alert us; we follow back and re-post and also pull the info for our monthly Shoppes Newsletter! We want everyone to know who you are, where you are, how to find you and especially, know of the wonderful things you offer!

Marketing

Marketing@ShopVanderbilt.com
(239) 594-5000 Ext: 4
2343 Vanderbilt Beach Road Suite #624
Naples, FL 34109

SOCIAL MEDIA

Facebook:

- Please let us know if you set up a Facebook account for your business so that we can like your page!
- We can help promote your events that you create on Facebook! When creating the event on Facebook, simply add The Shoppes at Vanderbilt as a co-host. The event will then show on our page which will result in thousands of shoppers instantly notified about your event!

Instagram:

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See what's happening on our social sites!





- Please let us know if you set up an Instagram account for your business so that we can follow your page to help you promote your business' posts.

Website:

Another great marketing opportunity is to let us know about anything you would like to promote that is currently on your website, so we can post it on ours and create a link directing shoppers to your website. Below are some good examples on website information we can help you promote:

- If you have any events or sales, they would be great to add at:
<https://www.shopvanderbilt.com>
- **For the website directory**, please send your logo, contact number, address/unit #, FB handle, IG handle and website URL. You will appear here under the relevant categories (Services / Restaurants /Retailers).

NEWSLETTERS

We release a newsletter every month for the shoppers here at The Shoppes at Vanderbilt, Naples Family Fitness members, and one for The Shoppes at Vanderbilt Tenants (Quarterly with exclusives for Plaza tenants and employees only).

Shoppers Newsletter:

We would like to create a section for your business in our shoppers' newsletter. Simply send the content you would like us to put in the newsletter. Most businesses will have a section on one or more of the following:

- On-going promotions/ Deals
- Product of the month
- Any community involvement
- Events
- New arrivals

Naples Family Fitness Newsletter:

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We love to do coupon pages for our gym members. We ask you send us the coupon that you would like in the Naples Family Fitness newsletter prior to the first of the month so that we may include it.

Tenant Newsletter:

You will receive a newsletter specifically designed for you (the tenant) every three months containing the following:

- Upcoming events in the Plaza
- Deals and promotions
- Friendly reminders from management
- Announcements
- Holiday hours

MEMBER REWARDS – Naples Family Fitness:

Naples Family Fitness has a member's rewards sheet where local businesses can put their logo and the discount Naples Family Fitness members would receive when they show their gym membership tag at that participating business. The member rewards sheet is always at our front desk and we give it out at events that we participate in as well as give it to our new members.

We hope this information was helpful. Please contact us to participate in any of these wonderful opportunities. Thank you for taking the time to read this, and we hope to help you promote your business soon!

We put something together that we think may come in handy, especially for those new to Naples and/or new to the Naples social media scene. (Or those just curious and hoping to extend their network and reach!) This is a list of what we think are the key accounts for all local social media people, pages, large groups, social outlets, all things Naples and Collier County (and some for our neighboring Lee county) as well as all local media outlets that we could readily come up with. In any case, it's a start for all who may feel lost.

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We also put in a mention of my recommendation for **Google Business**, which is INVALUABLE. By no means is it "complete" (social media keeps growing locally and new bloggers, influencers and such pop up daily) but these are the best and most popular accounts to follow, reach out to and use as channels to post in. Like them, follow them, tag them, share them, post in them, use them as reference and network! If there is a page you particularly like on Facebook, click on what other pages THEY happen to follow and like those as well! Great way to grow your network and to get more ideas. The network is quite vast but is still very close-knit and "manageable" here. It's good to keep these "in-the-know" folks IN THE KNOW and the link to the document with all the LINKS is below:

FOLLOW

Please tag us with #shoppesatvanderbilt or @shoppesatvanderbilt on social media platforms. Checking into (and often, ask your friends to check in, too) your businesses also helps to bump the plaza and your social media pages. You should also join our private tenant Facebook group to stay connected to your business neighbors and learn of any recent news/updates here:

<https://www.facebook.com/groups/shoppesatvanderbilttenants>

<https://www.shopvanderbilt.com/>

<https://www.facebook.com/shoppes.vanderbilt/>

<https://www.instagram.com/shoppesatvanderbilt/>

GOOGLE BUSINESS

We strongly recommend everyone sets up a Google Business page as these are now competing with websites to attract more traffic. Your business pages also now have the function to sell products right from the listing, something very cool. This platform has been incredibly successful for the and is an invaluable business tool which is FREE. It's a very user-friendly platform to interact with and the more you post, the better the results within Google. It is crucial to claim you listing as this gets you onto Google Maps. Combined, the results are impressive and again...all for FREE. You also get very detailed analytics outlining who is searching for you, where, how, and how they find you, etc. Please consult the Google link for information: <https://www.google.com/business/>

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GREAT FACEBOOK GROUPS & PAGES TO FOLLOW (also do seek them out on Instagram)

Naples journalist Tim Aten keeps readers in the know about local restaurants and developments coming and going. See "Tim Aten Knows" each week in Naples Florida Weekly.
<https://www.facebook.com/timatenknows/>

<https://www.facebook.com/NaplesPhotoBlog/> - Open to EVERYONE, this group is for sharing photos, stories, recommendations for anything Naples related.

Non Stop Naples <https://www.facebook.com/NonStopNaples/>

Naples, Marco Island, Everglades - Paradise Coast
<https://www.facebook.com/TheParadiseCoast/>

What's Happening in Naples, Florida
<https://www.facebook.com/groups/welovenaples/>

What's happening in Naples Florida & Marco Island Area (public group)
<https://www.facebook.com/groups/162342387862260/>

Events In SW Florida <https://www.facebook.com/EventsInSWFlorida/>

The New Naples <https://www.facebook.com/thenewnaples/>

<https://www.facebook.com/groups/welovenaples/>

Naples To-Go <https://www.facebook.com/NaplesToGo/>

Naples, FL <https://www.facebook.com/Naples-FL-228499587164871/>

Authentic Florida <https://www.facebook.com/authenticflorida/>

<https://www.facebook.com/swflnaples/>

What's Happening In South Florida <https://www.facebook.com/WHISF/>

<https://www.facebook.com/groups/thenaplesmoms/>

<https://www.facebook.com/Collier-County-Moms-630133017020627/>

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<https://www.facebook.com/groups/MomsofNaples/>

https://www.facebook.com/groups/NaplesEvents/?ref=br_rs

<https://www.facebook.com/groups/SWFLCommunityInformation/>

<https://www.facebook.com/NaplesFloridaNetworking/>

<https://www.facebook.com/welovenaplesflorida/>

<https://www.facebook.com/CityofNaplesFL/>

<https://www.facebook.com/NaplesChamber/>

<https://www.facebook.com/NaplesFlorida34102/>

<https://www.facebook.com/inthe239/>

<https://www.facebook.com/groups/WhereToEat239/>

<https://www.facebook.com/TheScoutGuideNaples/>

<https://www.facebook.com/WhereToEat239> FB page

<https://www.facebook.com/divinenaples/>

<https://www.facebook.com/SoWeFloLife/>

LOCAL MEDIA

Naples Daily News <https://www.facebook.com/naplesnews/>

Naples Florida Weekly <https://www.facebook.com/NaplesFloridaWeekly/>

News-Press <https://www.facebook.com/TheNewsPress/>

Felipes Backyard- Local SWFL Directory- Website: www.felipesbackyard.com

Facebook Group: <https://www.facebook.com/groups/livewithfelipe>

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Galleria
SHOPPES
AT VANDERBILT

Facebook Page: <https://www.facebook.com/felipesbackyard>

Instagram: <https://www.instagram.com/felipesbackyard/>

<https://www.facebook.com/ebellamag/>

<https://www.facebook.com/GulfshoreLife/>

Naples Illustrated <https://www.facebook.com/naplesillustrated/>

Southwest Florida Television <https://www.facebook.com/swfltv/>

WINK News <https://www.facebook.com/WINKNewsTV/>

Marketing Consultant for WINK and always comes to us with discount off-season packages that include free production of commercials. 239.571.0145 chris.burgner@fmbcmail.com

Life in Naples <https://www.facebook.com/lifeinnaplesmagazine/>

Focus SWFL <https://www.facebook.com/Focus-Magazine-of-SWFL-119515674753850/>

Naples Herald <https://www.facebook.com/naplesherald/>

Neapolitan Family Magazine <https://www.facebook.com/neafamilymag/>

<https://www.facebook.com/snowbirdsgulfcoast/>

<https://www.facebook.com/ABC7SouthwestFlorida/>

<https://www.facebook.com/OutAndAboutSouthwestFlorida/>

<https://www.facebook.com/NBC2News/>

<https://www.facebook.com/Fox4MorningBlend/>

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