

Happy
New Year

JANUARY
2021

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MARKETING UPDATES

HELLO 2021 FACEBOOK GIVEAWAY

The monthly contest for January is a Hello 2021 Facebook enter to win. Customers are asked to share with us their goals and aspirations for the new year in the comments below for a chance to win a \$100 gift card! The contest will run from 1/11 – 1/25. Winner will be announced on/around January 27! If you would like to participate/contribute to the giveaway, please reach out to Alixandria Ogawa at aogawa@vestar.com.

COUPLE MASKED & UNMASKED GIVEAWAY

The monthly contest for February is a couple Valentine's Day enter to win. Customers are asked to share with us a couple photo masked and unmasked through the Long Beach Towne Center website for a chance to win a \$300 prize package! The contest will run from 1/25 – 2/12. Winner will be announced on/around February 15! If you would like to participate/contribute to the giveaway, please reach out to Alixandria Ogawa at aogawa@vestar.com.



LONG BEACH
TOWNE CENTER

MARKETING UPDATES

RETAILERS SPOTLIGHT: BATH & BODY WORKS

Bath & Body Works Semi-Annual Sale is back! This is the final week to shop the sale on last-chance fragrances plus all your favorites across in body care, hand soap and mores!



WEBSITE UPDATES

To keep the center's website up-to-date, please make sure we have your hours of operation, phone number, logo and website URL. Click [HERE](#) to visit the website directory and email Alixandria Ogawa at aogawa@vestar.com with any updates or changes that need to be made

PROMOTIONS

Our focus during this time is to communicate to the public through our social and digital channels. Please email Alixandria Ogawa at aogawa@vestar.com with any promotions you'd like advertised or any updates to your establishment that should be communicated to our customers.

MARKETING OPPORTUNITIES PACKET

Please send us any upcoming specials or promotions you have! We will post them on our website [HERE](#) and social media sites to help spread the word. Please click to download the 2021 Marketing Opportunities packet, and reach out to Marketing Manager, Alixandria Ogawa at aogawa@vestar.com with any questions or if you have any issues downloading the packet.

FACEBOOK
PAGE LIKES

34,813

INSTAGRAM
FOLLOWERS

3,971

MOBILE USERS

37.41%

TOTAL SCREEN
VIEWS ON WEBSITE

20,317

TOTAL DATABASE
NUMBER

10,580



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