

PARK PLACE BARRIE Case Study



Who is Park Place

www.parkplacebarrie.com

[Facebook](#)

[Instagram](#)

Park Place Barrie is a 200 acre, mixed-use development composed of retail, commercial and office space. The shopping centre has 40 stores and 10 restaurants, as well as a major fitness centre. It is growing each year.

What They Needed

Park Place needed more creative and engaging content to increase their following and attendance at their events.

The General Manager oversaw giveaways, planned public events and directed the social media firm previously in place. The GM wanted to be able to post on social, but only occasionally, with a firm creating and scheduling posts on her behalf.

The GM measured success by number of likes and follows, reach of posts and views on videos.

Number of participants at events is important to Park Place and is directly attributed to digital marketing. They invest in radio and online news source ads as well as social media events and content creation, including working with influencers in the area.

Park Place Barrie struggled to get retailers to buy into their social media giveaways and other events.

What They Did Before

Posts on Park Place’s social channel were lacking engagement and reach was lower than expected.

With the firm that was previously working with them, there were few photos of the centre and posts were often graphics with stock images. This resulted in a complacent audience with no familiarity to the shopping centre. They needed actual photos and video of their property and the people who spend time there.

Posts were cross posted from Instagram to Facebook with hashtags as well as instructions to swipe over on photos.



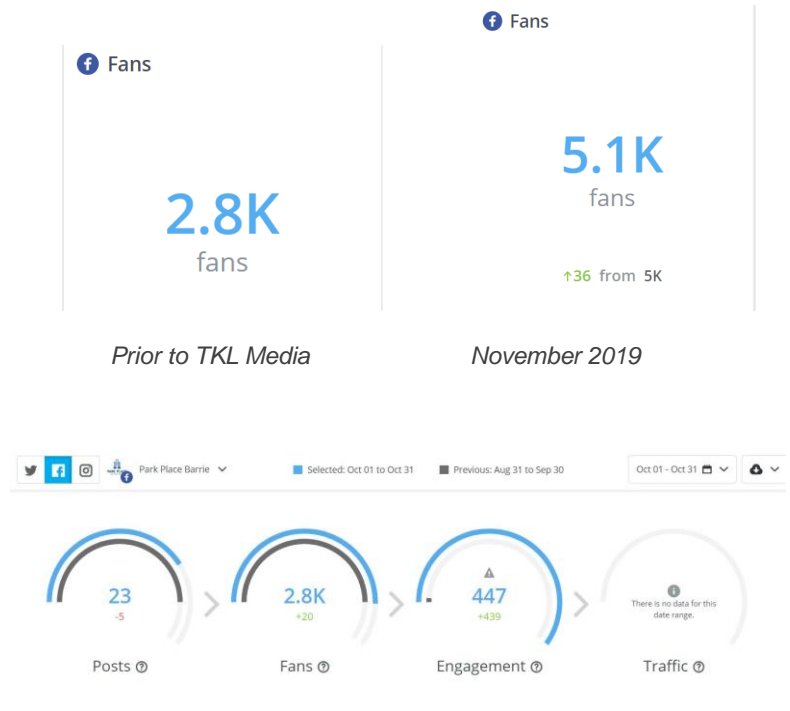
Without TKL Media



With TKL Media

Tour where the GM would appear on camera to highlight a store and their unique offerings.

Consistent posts, especially with an emphasis on showing off Park Place and its people, helped establish trust between the audience and the shopping centre, which resulted in increased engagement and nearly doubling their following.

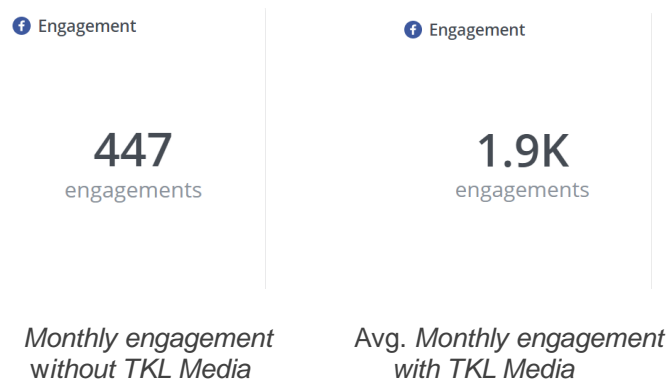


Engagement results after one month of TKL creating content

What We Did

TKL Media created a social media plan that was heavy on video and personality. It included a monthly content calendar that focused on the people, the trends, the “did you know” tidbits about the stores and most importantly, included the property itself.

Each month we would stage a photo shoot to accompany the captions and film four videos. These videos evolved to include a series called, The Manager’s



The Content

3-4 original photos per week

1-2 original video per month

Facebook event development

Light engagement

Instagram stories periodically



Our Relationship Today

Park Place Barrie and TKL Media have a collaborative relationship where we are encouraged to be creative and think out of the box.

The GM is comfortable with us leading and creating the content and offering direction on trends and presentation.

More retailers are on-board with the new direction of the content, often reaching out to let us know about events and offerings, eager to be featured in the posts. Larger corporate retailers are now allowing filming to take place in their stores, where it would not be allowed before.

Park Place Barrie is working on establishing a loyalty program which TKL Media will lead, expanding our working relationship.

Testimonial

"I showed (my boss) what we have been working on collectively and the content creations you do for us. He was completely impressed and loved everything I showed him. He asked for a sampling of the videos and they have been sent to our Chairman and CEO in Florida and our President here in Canada. They have also been sent to other GM's across Canada to show them what we are doing and how social media is clearly an effective tool at getting our message across."

Areti Aloumanis
General Manager, Park Place Barrie