

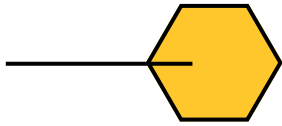
SUCCESS STORY

Riverdale



Riverdale Shopping Centre's social media campaign converted clicks into higher footfall

In the early 2020s, Riverdale Shopping Centre faced the trifecta of the COVID-19 pandemic, interest rate hikes denting consumer spending and a major flood. A clever social-media-led campaign fused online engagement with in-person activities, re-engaging the local community. The result: Buzzify's two-pronged online and offline strategy enticed Dubbo shoppers out of their homes and into Riverdale Shopping Centre to spend time and money.



Rising to the retail challenge

Online competition

Riverdale Shopping Centre in Dubbo, New South Wales had battled the squeeze on bricks-and-mortar retailers triggered by the COVID-19 pandemic. Many customers switched to online shopping or click-and-collect options and were spending less time browsing in the centre. Soon after the pandemic lockdowns and restrictions were lifted, spiralling interest rates began to hit Riverdale shoppers' hip pockets just as they were beginning to return to the centre. If that wasn't enough, Riverdale Shopping Centre experienced a flooding event in 2022, prompting many customers to shop elsewhere during the cleanup.

Enticing local shoppers

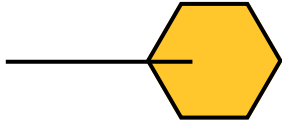
The centre's new owners were working on plans to redevelop and expand Riverdale Shopping Centre in a way that would deliver maximum benefits for the local community. But in the meantime, Riverdale was facing stiff competition from larger, more modern malls in Dubbo. The new owners needed to attract local shoppers back to Riverdale and reassure the shopping centre's tenant stores and local stakeholders ahead of the planned redevelopment. With no website, a strict marketing budget and only a Facebook business page to reach customers online, Riverdale Shopping Centre's options were limited.

Chris Menz, CEO and Managing Director of Parkstone, which owns Riverdale Shopping Centre says, *"Our focus is on redeveloping the centre, so we were looking for a thoughtful and more creative approach for our marketing to stay on budget but still get results."*

Cohesive campaign

Buzzify worked with Riverdale Shopping Centre and helped the centre identify four main goals for its reactivation campaign:

1. Raise awareness of Riverdale Shopping Centre in Dubbo and nearby settlements.
2. Promote the stores within Riverdale Shopping Centre.
3. Improve the centre's reputation in the local community.
4. Increase footfall by encouraging more shoppers to visit the centre more often.



Optimising online and centre events

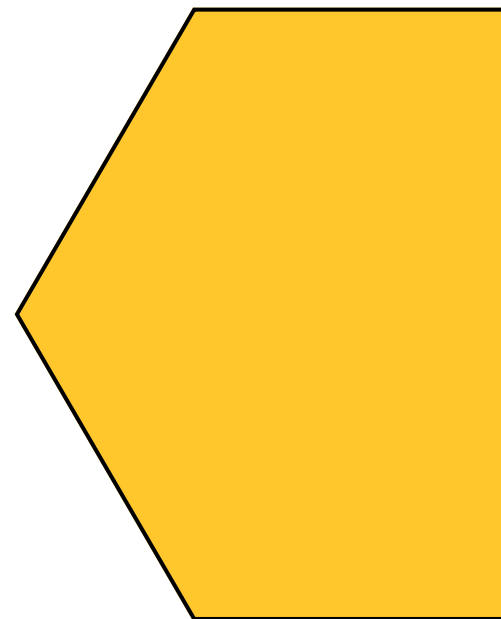
Understanding audiences

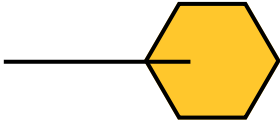
Buzzify analysed Riverdale Shopping Centre's customer demographics and the demographics of Dubbo's population. Then, the Buzzify team compared these to the media consumption of both groups. Buzzify's research confirmed that Riverdale Shopping Centre could reach most of its customer base and connect with the Dubbo community online through its Facebook page.

Next, Buzzify created a cost-effective marketing campaign featuring owned, paid and earned media, as well as, community-focused activations and competitions at Riverdale Shopping Centre. Using the centre's Facebook page as the main channel to deliver content and messaging, Buzzify was able to produce an effective campaign that met Riverdale Shopping Centre's goals.

"We were pleased that Buzzify's campaign had a strong community focus because this aligned with our values as a regional shopping centre and directly benefitted our retail tenants and local shoppers," Chris says.

During a nine-month marketing campaign, Buzzify crafted organic and paid posts for the Riverdale Shopping Centre Facebook page. The content promoted the centre's tenant stores and special offers, a series of community-focused events, including a visit from Santa Claus, a concert by local carol singers and face painting, and competitions with prizes for local shoppers. Using earned media, Buzzify also cross-promoted Riverdale's community events across local newspaper and radio stations and leveraged shared media such as local Facebook groups and Dubbo Regional Council's events calendar.





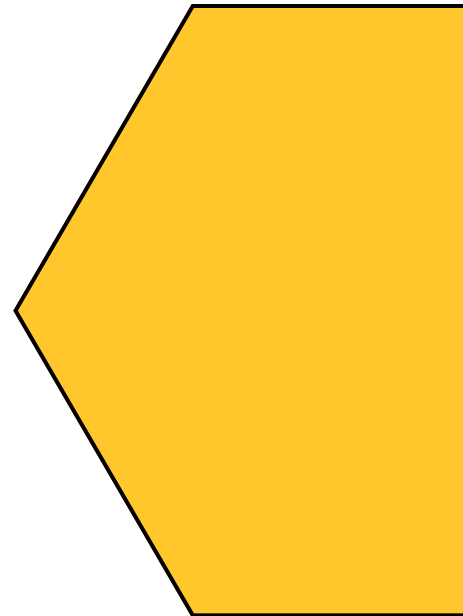
Making marketing dollars go further

Key metrics

- Riverdale events boosted average footfall at Riverdale Shopping Centre by 19%.
- Riverdale Shopping Centre's Facebook page likes and follows increased by 549.4%.
- Riverdale Shopping Centre's Facebook page visits increased by 415.3%.
- Riverdale Shopping Centre's Facebook page engagement increased by 26,500%.
- Riverdale Shopping Centre's Facebook page link clicks grew by 18,900%.

Going above and beyond

The two-pronged online and offline strategy and carefully crafted content attracted shoppers back to Riverdale Shopping Centre to spend time and money. In the spring of 2024, Riverdale Shopping Centre re-engaged Buzzify for an intensive Christmas marketing campaign. Building on the previous campaign for the centre, the marketing efforts for the festive season delivered increased footfall compared to Christmas 2023, despite tough economic conditions. Riverdale Shopping Centre is continuing to progress its redevelopment plans, working closely with key stakeholders to ensure the project benefits the local community in Dubbo.



"Buzzify's campaign not only met our goals but also exceeded our expectations, by generating more visits to our tenants' retail outlets and boosting our reputation with the local community."

Parkstone CEO and Managing Director, Chris Menz