

THE SHOPS AT  
**HILTON**  
VILLAGE

**2022 | MARKETING OPPORTUNITIES**



# DIGITAL MARKETING OPPORTUNITIES

## WEBSITE

**HiltonVillage.com**  
Deals, Offers & Event Listings

---

## EMAIL BLASTS

**Hilton Village Monthly Email Blasts**  
5,500+ subscribers

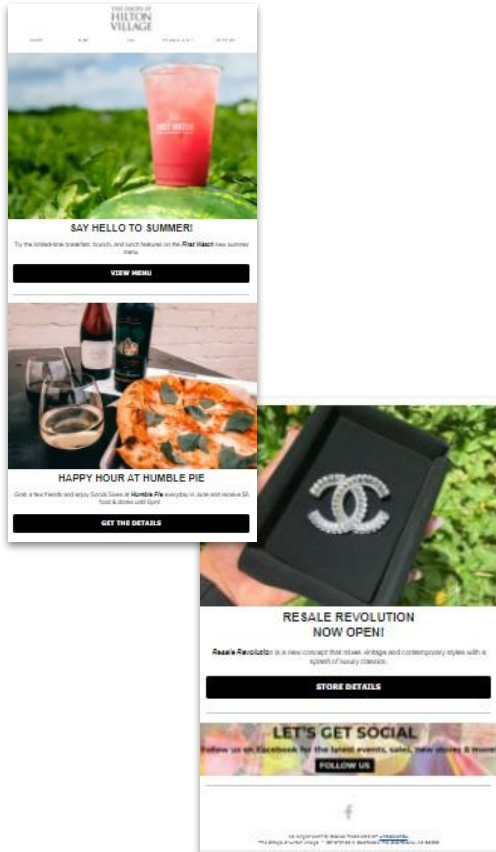
---

## SOCIAL MEDIA

**Facebook | @hiltonvillage**  
2,100+ Page Likes

# DIGITAL MARKETING OPPORTUNITIES

## EMAIL BLAST



## FACEBOOK POST



**Digital Marketing Opportunities are complimentary (no costs associated for new & existing tenants) ~ email blasts & social media are on a first come, first serve basis.**

## SUBMISSION INFORMATION | Website, Email, Social Media

- **3-6 word title** > Offer/Sale/Promo/Event
- **Brief description** > Include start & end date
  - Indicate post date if other than immediate
- **Image specs**
  - Size & format: 800x800 pixels, JPEG or PNG, 72 DPI
  - No text or logos on image recommended
  - If an image is not available, the RED Marketing Team will provide an applicable stock image (at no cost to you)
- **Link** to learn more on your website – if applicable
- **Optional information** > Social Handles & Hashtags

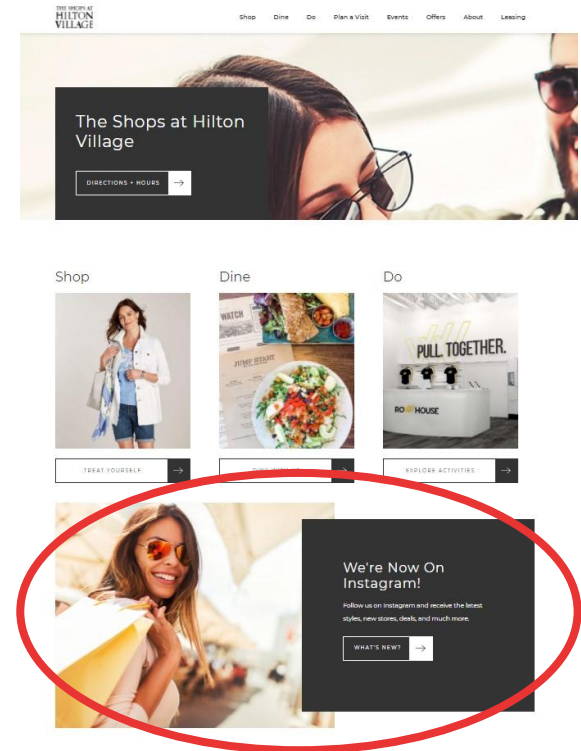
**SUBMIT VIA EMAIL TO:**  
**Natalie Cassidy | Field Marketing Manager**  
**[ncassidy@REDdevelopment.com](mailto:ncassidy@REDdevelopment.com)**



## Website Homepage Promotional Banner

### SUBMISSION INFORMATION:

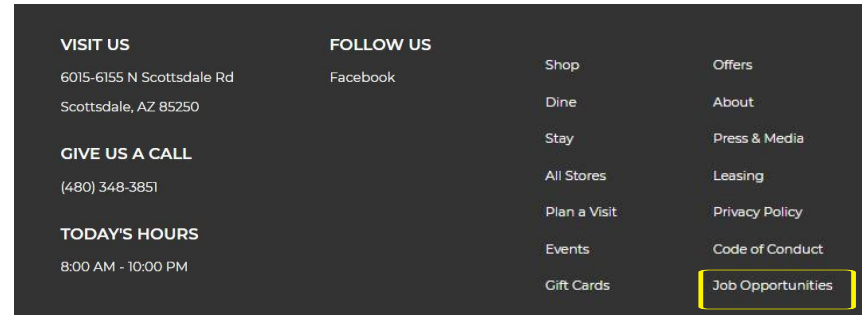
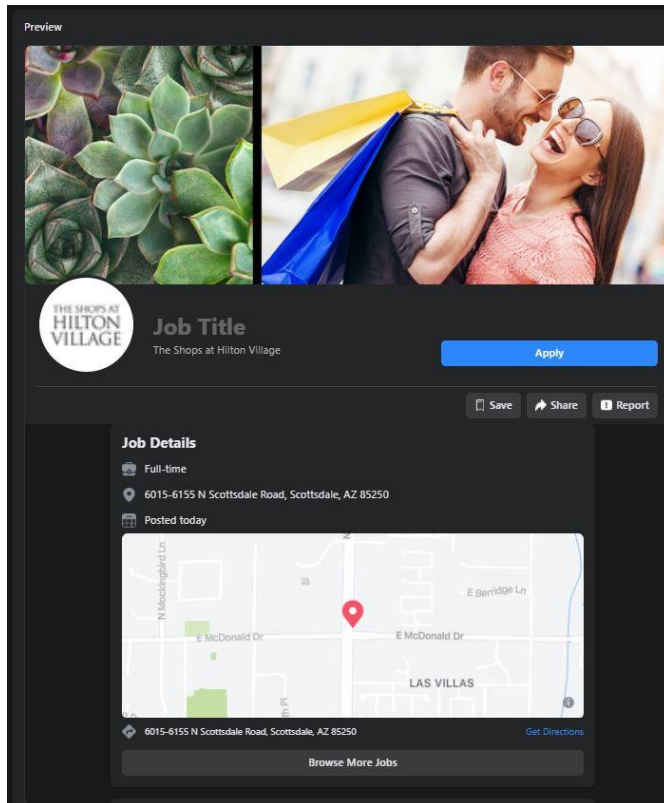
- **Image specs**
  - 1,024 x 550 pixels
  - No text or logos on image
- **Headline**
  - 70 characters maximum
- **Copy/details**
  - 250 characters maximum
- **Call-to-Action**
  - 2-3 words maximum
- **Click through link**
  - The promo banner will link to the page on the property website with additional details



**SUBMIT VIA EMAIL TO:**  
**Natalie Cassidy | Field Marketing Manager**  
**ncassidy@REDdevelopment.com**



## FACEBOOK JOB POSTING



- Advertise job openings for your store on the center's Facebook page
- Submission Info
  - Job title(s)
  - Job key highlights/ description
  - Part time/ Full time
  - Application link
  - Email to send completed applications to
- Footer on the property website links to the Facebook Jobs tab

**SUBMIT VIA EMAIL TO:**  
**Natalie Cassidy | Field Marketing Manager**  
**ncassidy@REDdevelopment.com**



# SIGNAGE OPPORTUNITIES | H-FRAME POSTER

THE SHOPS AT  
HILTON  
VILLAGE

- Opportunity to provide a poster insert for installation by the RED Marketing Team.
  - There is no cost for the signage space based on inventory availability.
  - Term based on availability.
- Poster insert size: 22"x28"
  - Live/safe area for copy: 20"x26"
- Artwork must be approved by the RED Marketing Team prior to printing.
- Tenant responsible for printing costs.
  - Contact your RED Marketing Manager for printer recommendation.



**SUBMIT ARTWORK FOR APPROVAL VIA EMAIL TO:**  
**Natalie Cassidy | Field Marketing Manager**  
**[ncassidy@REDdevelopment.com](mailto:ncassidy@REDdevelopment.com)**

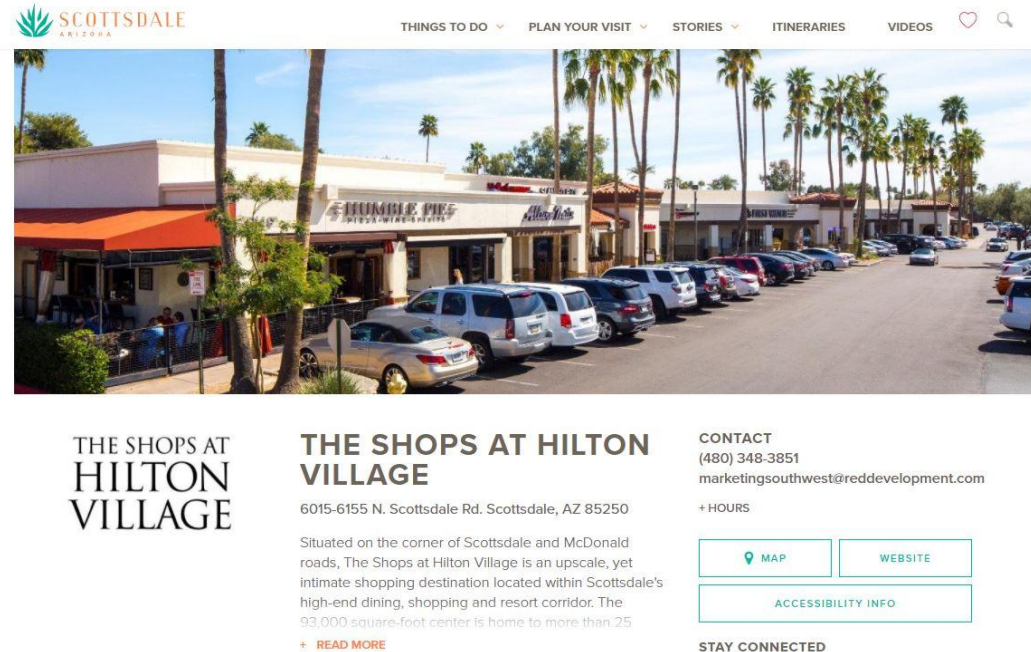




# EXPERIENCE SCOTTSDALE

THE SHOPS AT  
HILTON  
VILLAGE

- Experience Scottsdale serves Scottsdale & Town of Paradise Valley businesses to support a vibrant & healthy community.
- Additional tenant support
  - Posting of events and offers to their website for additional community exposure
  - *Natalie* will post all monthly offers and events to the page on your behalf
- Contact Experience Scottsdale for more information.



The screenshot shows the website for The Shops at Hilton Village. At the top is a navigation bar with links: THINGS TO DO, PLAN YOUR VISIT, STORIES, ITINERARIES, VIDEOS, and a heart icon. Below the navigation bar is a large photograph of the shopping center, showing a row of modern, single-story buildings with large windows and palm trees in the background. A parking lot with several cars is in the foreground. Below the photo, the text reads: 'THE SHOPS AT HILTON VILLAGE', '6015-6155 N. Scottsdale Rd. Scottsdale, AZ 85250', and a description: 'Situated on the corner of Scottsdale and McDonald roads, The Shops at Hilton Village is an upscale, yet intimate shopping destination located within Scottsdale's high-end dining, shopping and resort corridor. The 93,000 square-foot center is home to more than 25'. There is a '+ READ MORE' link. To the right of the text is a 'CONTACT' section with the phone number '(480) 348-3851' and the email 'marketingsouthwest@reddevelopment.com'. Below this is a '+ HOURS' section. At the bottom right are three buttons: 'MAP', 'WEBSITE', and 'ACCESSIBILITY INFO'. At the very bottom right is a 'STAY CONNECTED' section.

THE SHOPS AT  
HILTON  
VILLAGE

6015-6155 N. Scottsdale Rd. Scottsdale, AZ 85250

Situated on the corner of Scottsdale and McDonald roads, The Shops at Hilton Village is an upscale, yet intimate shopping destination located within Scottsdale's high-end dining, shopping and resort corridor. The 93,000 square-foot center is home to more than 25

+ READ MORE

CONTACT  
(480) 348-3851  
marketingsouthwest@reddevelopment.com

+ HOURS

MAP WEBSITE

ACCESSIBILITY INFO

STAY CONNECTED

**Experience Scottsdale Contact:**  
**Valerie Faith Cherry**  
**vcherry@experiencescottsdale.com**







**Natalie Cassidy | Field Marketing Manager**  
**ncassidy@REDdevelopment.com**  
**Office: 480.624.5537 | Mobile: 619.717.0482**

---

**Encourage your customers & team to sign up for Hilton Village email blasts & follow us on Facebook for the latest Hilton Village news & happenings.**



**HiltonVillage.com**



**@hiltonvillage**



**@theshopsathiltonvillage**