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Different Ways to Promote in Shopping Centers by [Julia Roger](#)

Article published on May 21st 2012 | [Real Estate](#)

If you are a new businessperson, the first thing that you need to get started your business is to reach out to the prospective customers with your services or products. Traditional methods include advertisement in TV and print advertisement in newspapers or magazines. These methods are quite expensive and a new company like yours may not be able to bear the expense. You need to go for something unique and different where you do not need to invest more yet to give the desired result in terms of sales. Take your services or products to the customers at ease by opting to promote in shopping centres.

This is quite an innovative idea, which would surely increase your sales. It is even better to promote during weekends or holidays since the footfall is more during these days. Make it more effective with using temporary structures like tables, tent cars, counters, etc. In this way, you can generate leads and going forward turn them into sales. You can even put posters all around so that people come to know about your brand. However, you must ensure that the posters are made attractive as in most case they are ignored. To catch the public eye, it is better to go for banners than posters in shopping center space. Going for both of them would be the best.

If you are planning to promote in the premises of shopping centers, you need to hire shopping centre space. In order to get the permission, you need to get in touch with the administration head of the shopping center. You need to fix a meeting with him and have to prove that you are worthy of getting the space inside the shopping mall. This is because not everybody is allowed to advertise in this way. Sometimes it is the reputation of the company is taken into account by the shopping malls than the maximum price one can pay to promote products inside a shopping mall.

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Article Keywords:

promote in shopping centres, shopping centre space

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