

# SOCIAL MEDIA FOR RETAIL TENANTS

The right platforms. The right strategy. More foot traffic.

5 PLATFORMS · SIMPLE ACTIONS · REAL RESULTS

PRIME MANAGEMENT · COMMERCIAL REAL ESTATE · DENVER, CO

## INSTAGRAM

Visual Discovery



**HOW** Post product photos, reels of your space, behind-the-scenes moments, and promotions.

**WHY** Shoppers browse Instagram for inspiration. A great feed drives awareness and in-store visits.

## FACEBOOK

Community & Ads



**HOW** Create a business page, share events and deals, and run targeted local ad campaigns.

**WHY** Reach Denver-area shoppers by zip code, age, and interest at a fraction of traditional ad costs.

## TIKTOK

Viral Reach



**HOW** Share short fun videos — new arrivals, store tours, trending sounds, and customer moments.

**WHY** Even small businesses go viral. TikTok rewards engaging content over follower count.

## GOOGLE BUSINESS

Search & Reviews



**HOW** Keep hours, photos, and info current. Respond to reviews and post weekly updates.

**WHY** When someone searches nearby, a complete Google profile is what gets your store found first.

## YELP

Trust & Reviews



**HOW** Claim your listing, add quality photos, and respond to every review.

**WHY** Customers check Yelp before visiting. Strong reviews convert curious browsers into buyers.