



Dear friends,

As we wrap up another year and look toward 2017, many of us are putting the finishing touches on our marketing budgets. In doing so, we're faced with the question of how and where to allocate funds for maximum impact. Unfortunately, there's not one master equation that suits all businesses. However, having helped craft many a marketing strategy over the years, I offer a few thoughts that I hope you'll find helpful.

PR is not for the faint of heart, but it is essential to the health of your marketing plan. The most misunderstood of marketing tools, PR delivers rich rewards to those who are patient enough to endure the process and stick with it over the long term. It takes time and effort to persuade journalists and social influencers to showcase and

COMING SOON . . . CITY WINERY



[City Winery](#), an intimate concert venue, award-winning urban winery and restaurant will be opening in Boston at One Canal in spring 2017. CEO and founder Michael Dorf, the mastermind behind the renowned Knitting Factory, has created the ultimate marriage of wine and music to deliver an unparalleled experience where clientele can enjoy seeing top performing artists while savoring signature dishes paired with phenomenal wines, many made on the premises. Exclusive memberships are available to those who want to enjoy personalized wine making, advance notice to purchase tickets, and the ability to reserve a favorite table. (Photo courtesy of City Winery Chicago)



GOOD NEWS FOR HANOVER MALL

endorse your brand over the many others that are vying for their attention. Known as earned or unpaid media, this kind of exposure is the most powerful brand builder because it comes from trusted third party sources that impact consumer and B2B decision-making. Also, PR is an essential SEO tool, as online content and articles link back to your website and can be shared via social channels.

A photo is worth a thousand words, so please put aside adequate funds to take professional hi-res photographs and videos. Just because we all carry around cameras in our phones, does not make us all photographers. Acknowledge the creative talent and expertise required to capture the compelling images that represent your brand. Hire professionals, and, when you do, don't underestimate the vast inventory of images you will need to feed your social channels' voracious and never-ending hunger for quality content. Also, your photo library will contribute to the success of your PR effort, as editors are more likely to publish articles about your business when attractive images are readily available.

Social Media: Only do what you can do well. Creating content, managing and engaging a social community takes a varied skill set and many man-hours. Therefore, keep things simple and focus on the social platforms that reach your audience. You don't have to be everywhere. By consolidating your efforts, you can put time and resources toward truly maximizing the potential of the channels that you're on. And, if you don't have an internal team who can write well and respond in real-time, then put your social media channels into the hands of outsourced experts. It's worth the investment.

While I've only tapped the surface



The Hanover Mall has recently been acquired by [PECO Real Estate Partners \(PREP\)](#), the first step toward exciting future improvements for this shopping center located approximately 25 miles south of Boston. According to sources at PREP, The Hanover Mall represents an ideal opportunity for PREP to apply its expertise in transforming and revitalizing retail properties to their full potential. Now that the acquisition process has been concluded, PREP will focus its efforts on creating value and developing a dynamic shopping center where people will shop, dine, and gather for years for come.



SHELLFISH & CHAMPAGNE



In December, [Ocean Prime Boston](#) invites guests to celebrate the holiday season with a decadent new shellfish tower and Champagne offer. From fresh oysters and lobster to succulent shrimp and crabmeat, every three-tiered Smoking Shellfish Tower can be completely customized to a guest's tastes and celebration. The made-to-order, show-stopping appetizer is served with Ruinart, which has been producing Champagne since 1729. Ocean Prime will be offering a non-vintage blanc de blancs varietal of Ruinart, made entirely of Chardonnay, both by the glass and bottle. Ryan Valentine, Director of Beverage for Cameron Mitchell Restaurants, chose the varietal because of its high quality as well as its distinctive taste that pairs perfectly with shellfish.

of my reservoir of wisdom, I'm running out of column space. ;) Please don't hesitate to contact me if you have questions, or would like assistance in planning your marketing strategy for the year ahead.

Happy Holidays!



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HOLIDAY CHEER IN STOWE



Winter has arrived in all its snowy glory in Stowe, Vermont, and there's no better place to revel in it than at [Stoweflake Mountain Resort and Spa](#) where everyone from grandparents to young children can get outside and enjoy the fresh mountain air. Stoweflake entices guests with money-saving packages that celebrate the season including 30- 50% off accommodations, ski packages for the whole family, [holiday happenings](#) and ongoing specials at the [world-class spa](#). Guests will be amazed by all they can do without having to venture off Stoweflake grounds, as the resort sits on 60 acres of the most pristine terrain available with five kilometers of groomed snowshoe and x-country ski trails just outside their door.



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