

COCOWALK

Marketing Brief

August 2021

Dear Merchant Partners,

Please see below for updates and opportunities to amplify your marketing strategy, as well as opportunities to participate in the CocoWalk marketing programs and initiatives. If you are not the best contact to receive this communication, please **reply** to bcastro@grassrivermgmt.com with the best point of contact (name and email). If you would like to set-up a meeting or call to brainstorm your summer/fall strategy, please **reply** to bcastro@grassrivermgmt.com. We look forward to partnering with you.

Upcoming Activations at CocoWalk

FP Movement Classes

- Wed - Sept. 1st at 6:30pm - Abs & Booty
- Sat - Sept. 4th at 10am - Pups & Pilates
- Sun - Sept. 12th at 10am - Power Flow
- Wed - Sept. 15th at 6:30pm - Power Flow
- Wed - Sept. 22nd at 6:30pm - Meditation
- Sat - Sept. 25th at 10am - Full Body HIIT & Booty Burn
- Sun - Sept. 26th at 10am - Power Sculpt Yoga

Brunch with your Buds at CocoWalk

Sat - Sept. 18th at 11:30am - CocoWalk presents Brunch With Your Buds. Florabuds will be hosting a Floral Workshop accompanied by PLANTA Queen Brunch. Learn to assemble an insta-worthy arrangement while enjoying a complimentary glass of "Sake to Me" and PLANTA Queen brunch classics like the Coconut Sticky Bun.

Want to collaborate? **Reply** to this email no later than Friday, August 27th, 2021.



Coconut Grove Job Fair

Wednesday, September 8th - 9am to 11am & 3pm to 5pm - Hosted by the Grove Girl, businesses are able to join the event as a booth holder and get a jump start on recruiting for the upcoming seasonal hires, and immediate hires!

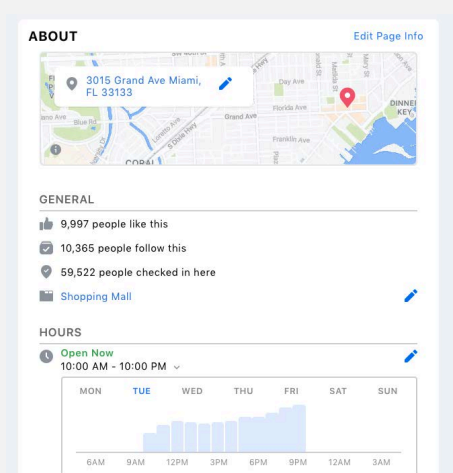
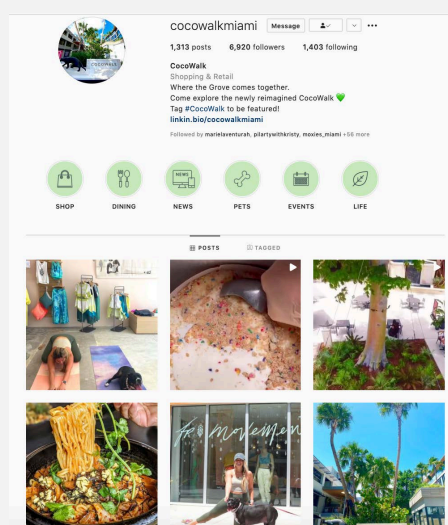
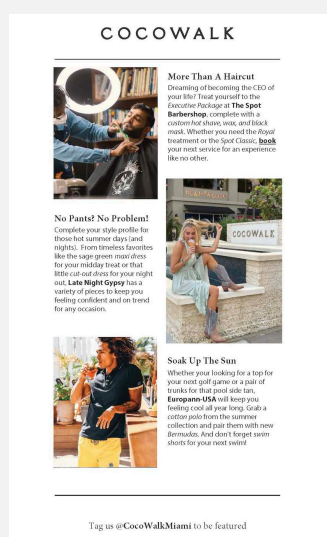
Please visit www.coconutgrovejobfair.com for more information on participation or reach out directly to info@coconutgrovejobfair.com

September Partnership Opportunities

To increase the probability of being featured via the CocoWalk social channels, please provide July content by **replying** to bcastro@grassrivermgmt.com by August 31st, 2021.

Suggested content may include:

- Holiday specials:
 - 09-06-2021 Labor Day, 09-13-2021 - National Peanut Day, & 09-20-2021 National Pepperoni Pizza Day
- Trunk shows or clearance sales
- New seasonal clothing lines
- New seasonal menus
- Happy Hour and brunch specials
- Other
 - Please include a short description about your event/promotion. We will make edits to fit the property's voice as needed. Hi-res, formatted images (NOTE: we are unable to resize/format images for you). Stock photos/images with copy overlay do not perform as well as "real-time" neighborhood images. Recommended sizes: Instagram 1080x1080 Facebook 1200x1200. Videos, Reels and TikTok are also great!



COCOWALK

3015 Grand Ave Coconut Grove, FL 33133

cocowalk.com

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