

# COCOWALK

Marketing Brief

September 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 would like to set-up a meeting or call to brainstorm your fall/winter strategy, please **reply** to [bcastro@grassrivermgmt.com](mailto:bcastro@grassrivermgmt.com). We look forward to partnering with you.

## Opening Soon At CocoWalk

### Botanico Gin & Cookhouse



### Sushi Garage



### Cinepolis Movie Theater



## October Partnership Opportunities

To increase the probability of being featured via the CocoWalk social channels, please provide October content by **replying** to [bcastro@grassrivermgmt.com](mailto:bcastro@grassrivermgmt.com) by September 30th, 2021.

Suggested content may include:

- Holiday specials:
  - 10-01-2021 International Coffee Day, 10-26-2021 - National Pumpkin Day, & 10-31-2021 Halloween
- New seasonal clothing lines
- New seasonal menus
- Trunk shows or in-store events
- Happy Hour/brunch/seasonal specials
- Other
  - Please include a short description about your event/promotion/seasonal menu or clothing line. We will make edits to fit the property's voice as needed. Hi-res, formatted images (NOTE: we are unable to resize/format/provide images for you, inability to follow criteria may limit your exposure).
  - 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!
    - If you would like to set-up a meeting to discuss your current social media strategy or discuss trending topics that may boost your presence, please **reply** to [bcastro@grassrivermgmt.com](mailto:bcastro@grassrivermgmt.com).

## Follow CocoWalk on all Platforms

### E-Newsletter

Sent twice a month with 4,776 Subscribers & 44% average open rate. Subscribe [here](#).

### Instagram

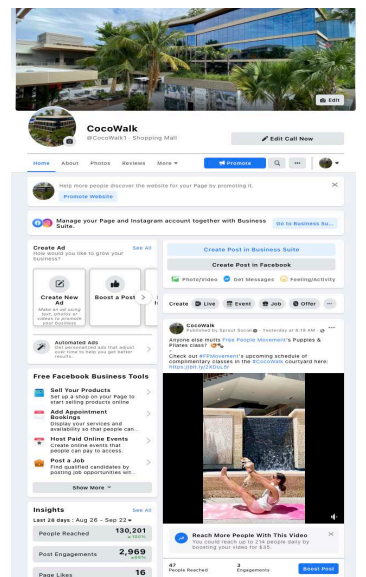
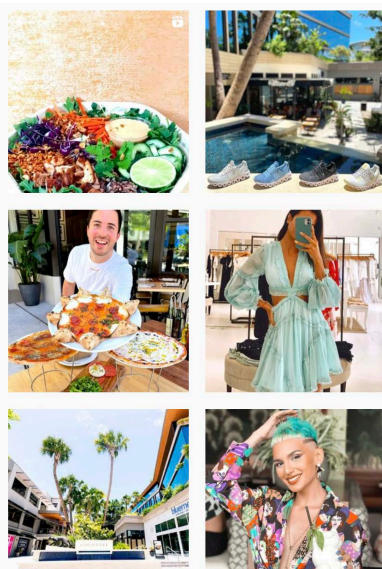
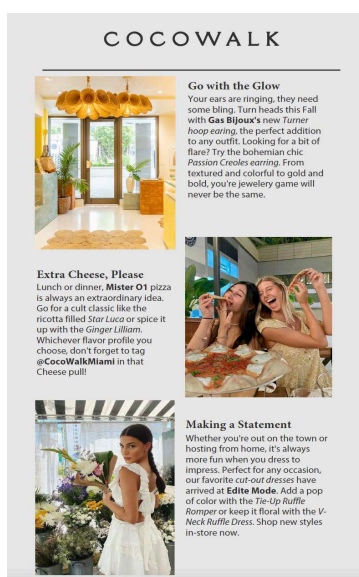
7,258 Followers & Growing  
Follow us  
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### Twitter

2,910 Followers & Growing  
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[@CocoWalkMiami](#)

### Facebook

10,365 Followers & Growing  
Follow us  
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# COCOWALK

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[cocowalk.com](http://cocowalk.com)

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