

COCOWALK

Marketing Brief

October 2021

November Partnership Opportunities

Howl-O-Ween in Coconut Grove

When: Sunday, October 31st 4pm- 7pm

What: The Coconut Grove Business Improvement District invites you to participate in trick-or-treating this Halloween. 500 trick or treaters are expected in the neighborhood. If you'd like to participate, please email Rachel@grovebid.com, no later than this **Friday, October 22nd**, to ensure your visibility in the walking map.

If you choose to participate we recommend assigning someone to sit outside to limit disruption of your conversion rates. Please note Candy will not be provided, tenants will be responsible for providing candy.



Share The Joy - Pay It Forward Campaign

Have you ever purchased a meal or cup of coffee for someone you've never met, or have you been the recipient of such a generous treat? We want to create that same magic at CocoWalk this holiday season.

CocoWalk will be purchasing gift cards to cover the cost of a handful of customer transactions, and those customers will then receive a gift card to pay it forward by giving it to another customer before they leave for the day.

If you are interested in participating, please send an email to bcastro@grassrivermgmt.com no later than **Monday, November 1st**.

Content Capture - Social media photo shoot

CocoWalk's public relation's agency will be on site **Friday, November 12th** to capture content for our social media platforms. We have selected tenants that we will be contacting for participation. If you would like to be included, please send an email to bcastro@grassrivermgmt.com no later than **Monday, November 1st**.

November Digital Marketing Opportunities

- To increase the probability of being featured via the CocoWalk social channels, please provide November content by replying to bcastro@grassrivermgmt.com by **November 1st, 2021**.
- Suggested content may include:
- Holiday specials:
 - 11-01-21 Día de los Muertos, 11-01-21 World Vegan Day, 11-08-21 National Cappuccino Day, 11-11-21 Veteran's Day, & 11-25-21 Thanksgiving
- Holiday Catering Packages
- 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.

COCOWALK

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cocowalk.com

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