

# COCOWALK

Marketing Brief

January 2022

## A Note from the Marketing Team

Happy New Year! As a reminder, we send this Newsletter on the 22nd of each month. 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 Spring/Summer strategy, please reply to [bcastro@grassrivermgmt.com](mailto:bcastro@grassrivermgmt.com). We look forward to partnering with you.

### February Digital Marketing/Public Relations Opportunities

- Our PR team, Schwartz Media Strategies, is drafting a pitch positioning CocoWalk as a perfect destination to both shop for your loved ones, whether it's your boyfriend or besties, and the new dining hotspots from Sushi Garage to Botanico and Planta.
- Is your team planning on running any Valentine's Day specials/promotions? Any Valentine's inspired imagery from restaurants? Please share details to incorporate in the pitch. Please email [bcastro@grassrivermgmt.com](mailto:bcastro@grassrivermgmt.com) no later than January 31st, 2022.
- To increase the probability of being featured via the CocoWalk social channels, please provide February content by replying to [bcastro@grassrivermgmt.com](mailto:bcastro@grassrivermgmt.com).
- Suggested content may include:
- Holiday specials:
  - 2-13-22 Superbowl , 2-14 -22 Valentine's Day, 2-19-22 to 2-21-22 Coconut Grove Arts Festival & 2-22-22 National Margarita Day
  - Valentine's Dau Menu Packages & Reservations, New seasonal menus, Trunk shows or in-store events, Happy Hour/brunch/seasonal specials
    - 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!

### Save the Date: The Coconut Grove Arts Festival is Back!

**When:** Saturday, February 19th, Sunday, February 20th, and Monday, February 21st, 2022

**What:** The Coconut Grove Arts Festival is back this year with new and exciting activations. There is estimated to be 120,000 estimated guests in attendance President's Day Weekend. Please staff accordingly, we also recommend altering hours to stay open later to benefit from traffic.

#### Partnership Opportunity:

**CocoWalk Tenant Market - February 19th to February 21st from 4:00pm to 8:00pm**

Expand your footprint President's Day weekend and create an alfresco shopping experience for festival goers.

The management team will provide participants a six foot table, table cloth and market umbrella for tenants on the first level and a six foot table and table cloth for tenants on the second level. If you wish to expand your footprint and participate in the tenant market please confirm no later than **January 31st, 2022**.



COCOWALK

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