

# COCOWALK

Marketing Brief

March 2022

## April 2022 Tenant Promotional Request

### April Digital Marketing/Public Relations Opportunities

- Our PR team, Schwartz Media Strategies, is drafting a pitch positioning CocoWalk as the perfect Easter Brunch location for the family.
- If you and your team are planning on creating a special Easter menu or planning to create any Easter inspired imagery, please email [bcastro@grassrivermgmt.com](mailto:bcastro@grassrivermgmt.com) by March, 28th, 2022.
- To increase the probability of being featured via the CocoWalk social channels, please provide April content by replying to [bcastro@grassrivermgmt.com](mailto:bcastro@grassrivermgmt.com)
  - Suggested content may include:
    - Holiday specials:
      - Jazz Appreciation Month, 4-01-22 April Fools Day, 4-07-22, National Beer Day, 4-17-22 Easter, & 4-29-22 National Arbor Day
      - Easter Menu Packages & Reservations, New seasonal Clothing Lines, New Swimsuit Collections, New Seasonal menus, New Cocktail Additions, 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.

## Welcome to CocoWalk!

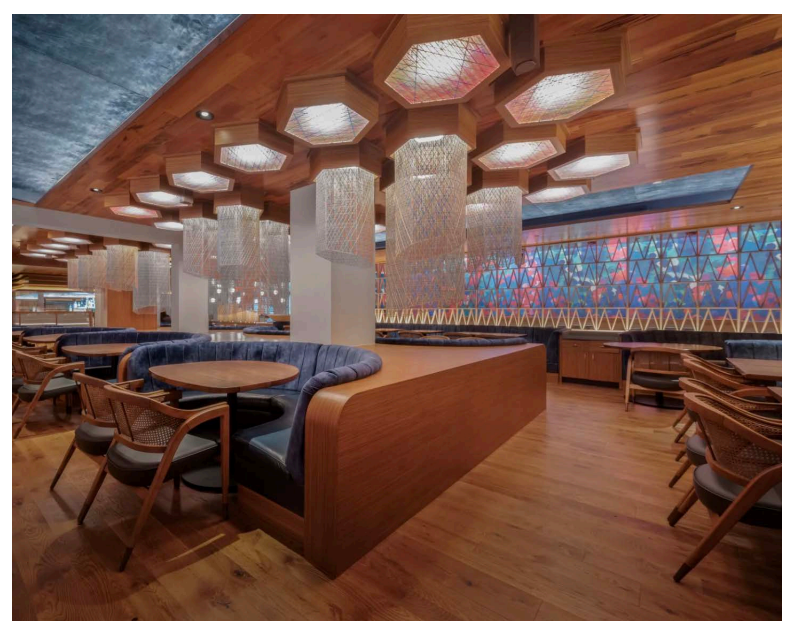
### Skinlab Miami by Barba Skin Clinic

To help you get your clearest, smoothest and most youthful skin possible, we've created a whole new concept: a medi-skin clinic that combines the expertise of a top dermatologist with the skill of a clinically trained aesthetician. Learn **More**.



### The Key Club

From David Grutman and Groot Hospitality, the team behind some of Miami's favorites such as Papi Steak, Swan, and Komodo comes The Key Club. Escape to the Grove and enjoy a dynamic menu featuring the freshest seafood, flavorful steak and hand-crafted speciality cocktails. Learn **More**.



COCOWALK

3015 Grand Ave Coconut Grove, FL 33133

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

© 2022 FRIT CocoWalk Owner, LLC  
All rights reserved.



Facebook



Twitter



Instagram