

COCOWALK

Marketing Brief

June 2022

July 2022 Promotional Request

As always, thank you for reading our tenant newsletter. We send this out monthly on the 22nd of each month to offer you and your establishment opportunities to be featured in public relations opportunities, social media, and on-site marketing opportunities.

July Digital Marketing/Public Relations Opportunities

Summer Specials- Our public relations team is positioning CocoWalk as the go to destination for Summer. Please see a list of options/ideas below to be included in Summer press opportunities:

- 4th of July
 - 4th of July Specials
 - 4th of July Menu Packages
 - 4th of July Hours of Operation
 - 4th of July In-store/In-restaurant Activations
 - To increase the possibility of featuring your 4th of July specials in press opportunities, please send all information to blawrence@grassrivermgmt.com by **Monday, June 28th, 2022.**
- Kid Friendly
 - Kid Friendly Summer Offers
 - Family Friendly Activities
 - In-store Events
 - Summer Camp Offers
 - To increase the possibility of featuring your kid friendly special in press opportunities for July, please send all information to blawrence@grassrivermgmt.com by **Friday, July 8th, 2022.**
- Seasonal Activations and Promotions
 - In-store Summer Events
 - New Menu Items
 - Seasonal Menu Items and packages
 - Prolonged Summer Happy Hour
 - Summer Hours of Operation
 - To increase the possibility of featuring your kid friendly special in press opportunities for July, please send all information to blawrence@grassrivermgmt.com by **Friday, July 8th, 2022.**
- E-Blast
 - To increase the probability of being featured in the CCW Newsletter sent out on July 10th and July 21st please send your promos, images (images with copy on them will not be used), and content **no later than July 1st and June 15th.** Please note copy and photos may be edited for branding purposes not all promos sent will be featured.
- Social Media
 - To increase the probability of being featured via the CocoWalk social channels, please provide July content by replying to blawrence@grassrivermgmt.com
 - Suggested content may include:
 - Holiday specials:
 - 4th of July
 - 7/11 - All American Pet Photo Day, 7/13 - National French Fry Day, 7/14 - National Mac and Cheese Day, & 7/30 - National Cheesecake Day
- 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 will 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'd like to activate the plaza for an event, please send a complete proposal for review to blawrence@grassrivermgmt.com two weeks before the event.

Additional Resources

CocoWalk is part of the Coconut Grove Business Improvement District (BID), The BID is available as a resource to you. Please visit www.coconutgove.com to learn more.

COCOWALK

3015 Grand Ave Coconut Grove, FL 33133

cocowalk.com

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