

# COCOWALK

Marketing Brief

July 2022

## August 2022 Promotional Request

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### August Digital Marketing/Public Relations Opportunities

**Back to School Specials-** CocoWalk invites moms to drop off their kids at school and head to CocoWalk for well-deserved 'me' time after a busy summer. To entice moms to explore CocoWalk's offerings, we will collaborate with participating retailers to offer 'apres-school' specials. Our PR team will be pitching these specials to reporters and influencers for increased awareness. If you'd like to participate in this initiative, please email [blawrence@grassrivermgmt.com](mailto:blawrence@grassrivermgmt.com) by **Friday, July 29th, 2022**.

Examples of 'apres-school' specials: discounted workouts, lunch/happy hour specials & retail promotions specific to moms. If you need assistance coming up with ideas please email [blawrence@grassrivermgmt.com](mailto:blawrence@grassrivermgmt.com) to set-up a call.

**Miami Spice Restaurant Months -** Miami Spice Restaurant Month, hosted by the Greater Miami Convention & Visitors Bureau (GMCVB), takes place in August and September. Participating restaurants feature 3-course lunch/brunches for \$28 and 3-course dinners for \$45 or \$60 at some of Greater Miami and Miami Beaches' best restaurants. The CocoWalk PR team is positioning our participating restaurants to local press, please email your full menu offerings and images [blawrence@grassrivermgmt.com](mailto:blawrence@grassrivermgmt.com) by **Friday, July 29th, 2022**.

- **Seasonal Activations and Promotions**

- In-store Events
- New/Rotating Menu Items
- Seasonal Menu Items and packages
- Plaza Events
  - If you'd like to activate the plaza for an event, please send a complete proposal for review to [blawrence@grassrivermgmt.com](mailto:blawrence@grassrivermgmt.com) two weeks before the event.

- **E-Blast**

- To increase the probability of being featured in the CCW Newsletter sent out on August 10th and August 21st please send your promos, images (images with copy on them will not be used), and content **no later than August 1st and August 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 August content by replying to [blawrence@grassrivermgmt.com](mailto:blawrence@grassrivermgmt.com). You can also direct message the CocoWalk Marketing team via Instagram with your posts, stories, and images for reposting in CocoWalk stories. Make sure to tag @CocoWalkMiami in your posts!

- **Suggested content may include:**

- **Holiday specials:**

- 8/7 - Friendship Day, 8/10 - National Smore's Day, 8/17 - First Day of Public School, & 8/19 - National Potato 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](mailto:blawrence@grassrivermgmt.com) two weeks before the event.

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COCOWALK

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cocowalk.com

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