

# COCOWALK

Marketing Brief

August 2022

## September 2022 Promotional Request

### Welcome to the Neighborhood!

#### Narbona



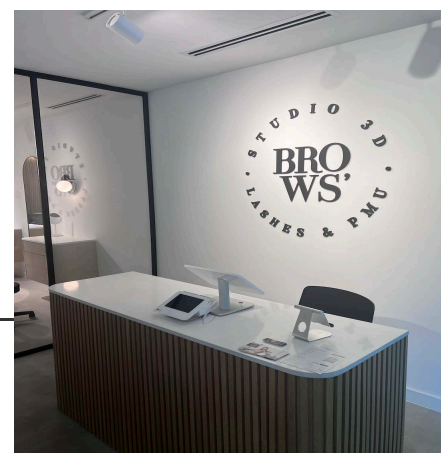
Narbona features artisan, farm-raised, and homemade selections of Uruguayan menu items.

#### GLOSSLAB



GLOSSLAB a membership based nail salon with unlimited manis & pedis, removals, and touch-ups.

#### 3D BROWS



3D Brow Studio, a beauty bar specializing in curating eyebrows and several other beauty services.

### September Digital Marketing/Public Relations Opportunities

#### • Seasonal Activations and Promotions

- In-store Events
- New/Rotating Fall 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 September 10th and September 21st, please send your promos, images (images with copy on them will not be used), and content **no later than September 2nd and September 14th**. 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 September 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:

##### ➤ Specials:

- 9/1- First FIU Football Game, 9/3- First UM Football Game, 9/5 - Labor Day, 9/7 - Beer Lover's Day, 9/22- First Day of Fall

- 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.

Check out CocoWalk's [latest Press Coverage](#) on the CocoWalk Website.

# COCOWALK

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