

## November 2022 Promotional Request

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The Holiday season is quickly approaching! Please pay close attention to deadlines listed below to improve your chances of being featured in print and digital publications this season.

### Holiday Promotions

#### Print Media Opportunities

- Please submit holiday promotions to [Blawrence@grassrivermgmt.com](mailto:Blawrence@grassrivermgmt.com) no later than **Monday, October 31st, 2022** for a chance to be featured in **December 1st, 2022** publications.
  - Examples of promotions may include the following:
    - In-Store Holiday Event
    - Seasonal Clothing Line Releases
    - Holiday Non-Profit Partnerships
    - Holiday Packages
    - Gift Guides
    - Complimentary gift with purchase when you show you've dined at one of our CocoWalk restaurants
    - Cocktail Classes
    - Interesting Decor Partnerships

#### Digital Marketing Opportunities

- Please submit **Thanksgiving** and **Black Friday** specials to [Blawrence@grassrivermgmt.com](mailto:Blawrence@grassrivermgmt.com) no later than **Monday, November 7th, 2022** for a chance to be featured in Digital Publications.

#### E-Blast

- To increase the probability of being featured in the CCW Newsletter sent out on November 10th and November 21st, please send your promos, images (images with copy on them will not be used), and content **no later than Thursday, November 3rd and Monday, November 14th**. Please note copy and photos may be edited for branding purposes and not all promos sent will be featured.

#### Social Media

- To increase the probability of being featured via the CocoWalk social channels, please provide November 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](https://www.instagram.com/CocoWalkMiami) in ALL your posts!

#### Suggested Social Media Content

- Instagram Stories in 1080 px X 1920 px format
  - 11/11/22 - Veteran's Day, 11/24/22 - Thanksgiving, 11/25/22 - Black Friday, 11/28/22 - Cyber Monday
- Video Reels (currently perform the best on Instagram)
- Video TikTok's
- 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, we will not post these on the CocoWalk feed. Recommended sizes: Instagram 1080x1080 Facebook 1200x1200.

#### Additional Notes from Management:

- Property Holiday Decor will be installed Thursday, November 17th, 2022 & Friday, November 18th, 2022
- If you wish to decorate your storefront in a creative way, please send a rendering to [blawrence@grassrivermgmt.com](mailto:blawrence@grassrivermgmt.com).
- **Outdoor Restaurant Seating**
  - If you have outdoor seating assigned in your lease, please ensure your staff is placing the furniture within your designated lease line. Management will be monitoring your seating and will take action to place it in it's correct location if necessary.