

Don't Miss Out On Marketing Opportunities

Utilize Your Social Media & E-newsletter Member Benefits Send Us Your Promotions & Advertisements

Walnut Creek Downtown Business Owners/Operators,

We'd like to remind our members of the benefits provided through our various marketing channels. Members are encouraged to use the Walnut Creek Downtown (WCD) public e-newsletter and social media to help promote their businesses. With over 4,500 opt-in subscribers to our email newsletter and over 20,000 followers on our social media accounts combined, the exposure gained from utilizing your WCD marketing benefits will most definitely help your business grow.

When sending WCD requests to post your content, please note the following:

- Please give us 3-5 business days to post your request (e.g. Our public newsletter goes every Thursday. If a request is received on a Wednesday, the content may not be featured until the *following* Thursday).
- WCD does not guarantee all content requests will be posted.
- WCD reserves the right to select the kind/frequency of the content included in our social media channels/newsletter.
- Text should be in the 3rd person voice (e.g. Use "Join ABC Plumbing" instead of "Join us").
- . Photos/graphics should adhere to the formats shown in the infographic below

For social media posts, please email content to Cady Marsh at Cady@walnutcreekdowntown.com.

For e-newsletter posts, please email content to Both

Kelsey Wendt at Kelsey@walnutcreekdowntown.com and

Ashley Nand at Ashley@walnutcreekdowntown.com.

Sincerely,

Walnut Creek Downtown Association

Watch WCD Webinar on Marketing Tips

It's easy as 1, 2, 3!

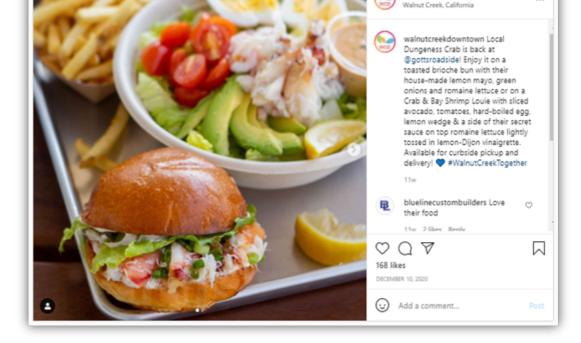
- 1. Be a Member or Associate Member of Walnut Creek
 Downtown. Contact us if you are not sure of your status.
- Provide a high-quality graphic (JPEG or PNG files only) with minimal text, click-through URL, and a short description (optional—maximum 45 words) to include in our newsletter.
- 3. Provide high-quality graphics (JPEG or PNG files only) with minimal text for social media that fit these dimensions:
 - Facebook: 1200px x 630px
 - Instagram: 1080px x 1080px

EMAIL CONTENT TO: cady@walnutcreekdowntown.com for Social Media Posts ashley@walnutcreekdowntown.com for E-newsletter Posts

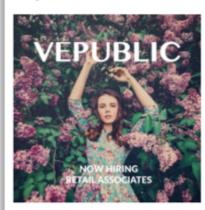
Need inspiration?

Check out businesses that we gave an A+ for formatting, descriptions, and content quality. These are <u>real examples</u> of posts shared on WCD's social media and our newsletter.



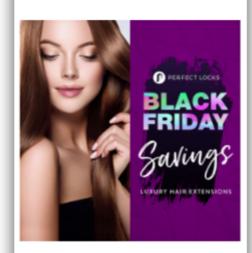






Vepublic is now hiring for seasonal, parttime, and full-time sales associates for their grand opening! Located at Broadway Plaza, Vepublic is a vegan and sustainable fashion store for the modern and conscious consumer. Send a resume, a brief intro note, and your favorite sustainable brand to mihaelat@vepublic.com.

Black Friday Savings Luxury Hair Extensions Perfect Locks



Are you ready for amazing deals? Perfect Locks is having Black Friday sales all month long! Check out their website at www.perfectlocks.com/ or sign up for texts by texting PERFECT to 80519.

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Our mailing address is: Walnut Creek Downtown 1630 N. Main Street, #288 Walnut Creek, CA 94596