



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.
2. 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 real examples of posts shared on WCD's social media and our newsletter.





Walnut Creek, California

walnutcreekdowntown Local Dungeness Crab is back at @gottsiroadsidel! Enjoy it on a toasted brioche bun with their house-made lemon mayo, green onions and romaine lettuce or on a Crab & Bay Shrimp Louie with sliced avocado, tomatoes, hard-boiled egg, lemon wedge & a side of their secret sauce on top romaine lettuce lightly tossed in lemon-Dijon vinaigrette. Available for curbside pickup and delivery! ❤️ #WalnutCreekTogether

11w



bluelinecustombuilders Love their food



11w · 2 likes · Reply



168 likes

DECEMBER 10, 2020



Add a comment...

Post

Now Hiring in Broadway Plaza Full-time Associates Vepublic



Vepublic is now hiring for seasonal, part-time, 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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