

Rivulon Co-Op Agenda | February 13, 2018 at 10:00 a.m.

Location: 275 E. Rivulon Blvd., Ste 113 | Rivulon

Welcome: Ali Heck & Jacque Engle | Group Intros

Rivulon Marketing News and Initiatives:

Ali Heck, NRI

- **Quarterly Co-Op Meetings**
 - o Next meeting in May – keep with Tuesday mornings or other preference?
- **EOY website and social media highlights** – for continual improvement and optimizing Rivulon in Google searches
 - o Began SEO/SEM campaign in August – with the goal to increase traffic to Rivulon website
 - o Website facelifts: better organization of content, created a landing page for retail businesses, started a blog content calendar, enhanced photography, social media icons, and e-news sign up at top & bottom of homepage
 - o Focused on growing followers and engagement on Facebook, Twitter and Instagram in 2018
 - o EOY/holiday co-op Facebook campaign reached almost 6,000 people and had 34,000+ impressions
 - o Facebook page like Campaign to get to over 300 page likes this year
 - o Building a content calendar across our channels will amp up posting frequency
 - o Numbers as of now:
 - Facebook: 197
 - Twitter: 53
 - Instagram: 69 – will be a focus as we're building up our library, more posts to share this year
- **January website SEO/SEM**
 - o User sessions up 25%, highest # users since we started the campaign in August
 - 1,046 user sessions in January
 - o Pageviews back up from December: 1,954 in January vs. 1,699 in December
 - o Organic and paid searches both increased
- **Engaged with Big Marlin, local marketing firm**
 - o Local, regional and national experience in a variety of industries
 - o Focused on creating content for Rivulon social media channels, website blogs, videos
 - o Upcoming video project
 - Multiple 30 and 60-second videos to highlight Rivulon businesses
 - Co-op business owners – any volunteers?
 - o Repurposing the retail card to an additional direct mail postcard
 - Rivulon co-op business awareness to surrounding communities
 - Feedback – offers and incentives on this piece?
 - Target zip codes and gated neighborhoods surrounding/south of Rivulon & 202
 - o Boots on the ground photography – will continue to build our library and send your way
- **Social media content management tool** – we are vetting some of the top tools out there, which will be used across all of our Rivulon social channels. This will be a huge improvement in the way we're pushing out content, pulling more reports & analytics, and increased post frequency. Timeline: ASAP, hoping to have this in place within the next month.
 - o Content scheduling across Facebook and Twitter
 - o Upcoming page like campaign
 - o Co-op specific boosted posts (monthly)
- **Rivulon retail rack card**
 - o If you have a promotion/coupon that you would like added to the rack card please let me know. All coupons are valid for one year.

- If you have other promos you'd like posted on our social media sites, email them as you have them (hecka3@nationwide.com)
- Expect collateral to be printed and distributed to Visitors Center and economic development centers (Town of Gilbert) to help promote to visitors and locals in Gilbert
- **Rivulon.com website updates**
 - Gradual transition to B2C with cosmetic updates, specific retail landing page – new!
 - Co-op members have a listing with photo, company info, contact, link and web address in the retail section of the site
 - Rivulon.com/Tenants site used for development updates, construction, road closure communications
- **Discover Gilbert**
 - Local resource and partner to help spread awareness
 - Glenn Schottman, Tourism Ambassador is our contact for area events and community opportunities
 - Glenn is in meetings in Phoenix this week but will invite to join our next meeting
- **Print ad placements in 2018**
 - 2017 – Commercial Real Estate Executive & Phoenix Business Journal – general Rivulon
 - Looking at expanding into Chandler Lifestyle magazine – will be pushing content more to consumer facing media
 - Recommendations for other new/not already utilized publications? Send our way!

Development Updates:

- Chris Thompson, NRI | Rivulon Development Updates
 - 111 building almost completely leased
 - Two remaining vacancies at 275 building
 - The Commons - 4 buildings, shared outdoor space, first building aiming for Nov '19 completion and second building Nov '20 completion
 - Audi will be in development here soon
 - Welcome any suggestions for the last space at retail center, that will complement existing
 - Pecos Rd will be developed, anticipating Nov '18 timeline
- Patty Stevens, NRI | Rivulon Property Management
 - Patty distributes announcements to office tenants and we can use this as an opportunity to feature co-op business highlights (i.e. the 10% discount at Sauce) – or a specific item you need help promoting

Reminders:

- Have a fun event/promo/new menu item/special? Tell Ali (hecka3@nationwide.com) so we can promote it on the website and social media!
- Logos, company overviews, and images are always helpful
- eNews distribution to 300+ subscribers, continued efforts to bolster this number

Rivulon Marketing Contacts:

- **Jacque Engle** | Marketing Manager | englej6@nationwide.com | 614.221.5697
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