

Rivulon Co-Op Agenda | July 24, 2018 at 2:00 p.m.

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

Welcome: Jacque Engle, Ali Heck | Group Intros

Rivulon Marketing News and Initiatives:

Jacque Engle, NRI

- Quarterly Co-Op Meetings
 - o Next meeting in September – targeting a Tuesday at 10a meeting date/time
- Website SEO/SEM
 - o User sessions up 29%, highest # users to day in a month
 - o Attributed to page updates and SEO/SEM plan that kicked off August 1, 2017
 - **1,562 user sessions in June**
 - o Pageviews up from January (1,954) to June (3,550)
 - o Organic and paid searches both increased
 - Organic search (up 44.3% to 655 in June)
 - Paid search (up 9.1% to 313 in June)
- 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 Video project update
 - Multiple 30 and 60-second videos to highlight Rivulon businesses
 - We've hired Jackson Robert Scott (Gilbert resident) and child actor
 - We are coordinating filming with Big Marlin Group and will work through shoot scheduling on an individual basis with each co-op member
 - Jackson has 787k+ followers on Instagram, he's very recognizable – will be a great sell for a family friendly environment at Rivulon
 - o Direct mail postcard
 - Rivulon co-op business awareness to surrounding communities
 - Hit mailboxes July 20; we would like your help in tracking redemptions
 - Do this again to kick off 2019?
 - Mailer distributed to all Rivulon office buildings, car dealerships, LA Fitness and Mountain America Credit Union; 7,000 households within 3-mile radius of Rivulon; Gilbert Chamber of Commerce
 - 3-mile radius zip codes: 85225, 85249, 85286, 85295, 85297, 85298
 - o Sampling Event Series?
 - Interest in a tented event at the retail center, or elsewhere within Rivulon
 - We'd look to program a series of events (office tenants, car dealership tie in event, public)
 - Idea to invite all Rivulon office buildings; opportunity for co-op members to provide sampling of food to provide awareness of quality food/drink products to our community
 - Feedback:
 - o November
 - o 4pm – 7:30pm timeframe is best to capture end of day office & local
 - o Grassy area by 111 and 161 buildings
 - o Next event at brick and mortar; passport stamp and include a bounce-back offering
 - Each retailer contribute small \$5-10 gift card, NRI to contribute 'grand prize'

Ali, NRI

- Social media content management tool - Sprinklr
 - o Currently setting up dashboard views, expected to go live within next few weeks
 - o Content scheduling across Facebook and Twitter
 - o Upcoming Facebook page like campaign
 - o Co-op specific boosted posts (monthly)
- Blogger and influencer visits to Rivulon retailers
 - o Examples: Food Bully; Easy Valley Moms Blog; Andrea Korea; recommendations from Wildflower list
 - o Schedule visits in advance and monitor blog/social media shares
- Website and social media highlights
 - o Focused on growing followers and engagement on Facebook, Twitter and Instagram in 2018
- 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/Discover Gilbert, Chamber of Commerce) to help promote to visitors and locals in Gilbert
- Rivulon.com website updates
 - o Gradual transition to B2C with cosmetic updates, specific retail landing page – performing well
 - o Co-op members have a listing with photo, company info, contact, link and web address in the retail section of the site
 - o Rivulon.com/Tenants site used for development updates, construction, road closure communications – we are working with Chamber and Discover Gilbert to incorporate a community calendar resource to provide better insight into what is going on around Gilbert and Chandler – hoping this helps with your social media targeted content
 - Please share community events that could be good to investigate for the co-op to sponsor
- Discover Gilbert
 - o Local resource and partner to help spread awareness
 - o Glenn Schlottman, Tourism Ambassador is our contact for area events and community opportunities
 - Glenn.Schlottman@GilbertAZ.gov
- Print ad placements in 2018
 - o Chandler Lifestyle magazine
 - Upcoming 3-month contract
 - o Recommendations for other new/not already utilized publications? Send our way!
- UberEats
 - o Who is participating now? How is that helping business levels and what are the peak times?
 - Feedback: Varies by restaurant what delivery service used - GrubHub, Uber Eats, Postmates, etc.
- Google 360
 - o Interior 360 and 2-3 still images, including exterior
 - o Will be scheduling with photographer this month – Grabbagreen already has one

Development & Property Management Updates:

- Patty Stevens, NRI | Rivulon Property Management
 - o Deloitte temporarily officing out of the 161 building until they move into The Commons building (tentatively slated for December)
 - o Morgan Stanley leasing 90% of the 111 building

- The Commons building A targeting January/February completion
- Finishing of Pecos Road construction work and improvements

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 350+ subscribers, continued efforts to bolster this number

Rivulon Marketing Contacts:

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