

GRAND OPENING TIMELINE

WHEN?

WHAT?

HOW?

8 - 12 WEEKS

Welcome Email

Marketing Director sends email welcoming tenant

Welcome/Introduction

Call with Marketing Team- discuss support, timeline, answer questions

Store Information

Submit store name, logo, brand description, and contact information

Digital Media

Plan for "Coming Soon", "Now Opening" messaging

Signage

Submit banner graphic for approval

Video

Confirm video needed discuss strategy

4 - 8 WEEKS

Website

Add "Coming Soon" message

Social

Post "Coming Soon" message

Event Planning

Call with Marketing Team/Property Management to align on logistics

GRAND OPENING - 4 WEEKS

Website

Add "Now Open" message

Social

Post "Now Open" message

Event Planning

Promote event on website and social media

Banner Placement

Coordinate, pick and install of banner

AFTER GRAND OPENING

Brand Video

Film and produce video

PR

Send out press release

Email Blast

Send out email blast