

# REACH ROSSLYN

## WEBSITE

60,000+ PAGEVIEWS  
EACH MONTH

## EBLAST

11,000+  
SUBSCRIBERS

## SOCIAL MEDIA

17,000+  
FOLLOWERS

## USE FREE+EFFECTIVE ROSSLYN BID MARKETING SERVICES

The Rosslyn Business Improvement District (BID) provides customer-oriented services for our 25,000 employees, 15,000 residents and 1.2 million visitors a year.

### Popular Website

Use [Rosslynva.org](http://Rosslynva.org) to get the word out.

- **New Business Listing:** We will create a listing for you including your website link and store hours. We need your help to keep the listing accurate.
- **Rosslyn Features Series:** With your help, we can write a special article about your store or restaurant.
- **Event Calendar:** You may submit your opening or promotions throughout the year to our event calendar ([Rosslynva.org/Events](http://Rosslynva.org/Events).) To be included, fill out the form on our website at least two weeks beforehand.

### Strong Social Media

We are always looking for content to share and promote. **Gift card giveaways** are a great engagement tool.

Make sure to follow the Rosslyn BID (@RosslynVA) on Instagram, Twitter, Facebook or LinkedIn.

For more details, contact **Justin Bensen, Social Communications Manager:** [jbensen@rosslynva.org](mailto:jbensen@rosslynva.org).

  /ROSSLYNVA

[ROSSLYNVA.ORG](http://ROSSLYNVA.ORG)

**ROSSLYN** 

## PR Support

We strive to keep Rosslyn in the news. We work to include retail openings and big announcements in **conversations with key regional reporters**. To work with us on media outreach, contact **Karley Kranich, Marketing & Communications Manager**: [kkranich@rosslynva.org](mailto:kkranich@rosslynva.org).

## Weekly eBlast

When a new business opens, we will include them in this digital newsletter around the time of opening.

We've found that **discount codes** for Rosslyn residents and employees effectively send customers your way whether you're a new or established Rosslyn business.

The Rosslyn BID is widely seen as the **top neighborhood source** for where to eat in Rosslyn. Our dining and restaurant website pages are consistently among the most-viewed on our site, and news of restaurant openings, deals or events always garners wide engagement across our social media platforms and in our weekly eBlast.

## Rosslyn Restaurant Campaign

In our restaurant campaign that we are launching in 2020, we will encourage Rosslyn residents and workers to explore the local dining scene. This will include physical marketing assets highlighting local chefs and specials, as well as digital activations such as "The Weekly Dish" in our eblast. If you have an idea for how we can feature your business, please contact Karley.

## Employee Promotion

We work to promote businesses to employees in the neighborhood.

To participate, please **create a unique promotion** for employees and provide the BID with a printed card explaining the details.

Specific parameters apply, so email **Annie Baldauf, Business Engagement Manager**: [abaldauf@rosslynva.org](mailto:abaldauf@rosslynva.org).

## Participate in our Events

The Rosslyn BID organizes over 200 events each year in Rosslyn. We're often in need of **catering or dining services** for these events.



CONNECTIONS

ROSSLYN  
EBLAST



EVENTS



[Twitter](#) [Facebook](#) [Instagram](#) /ROSSLYNVA

[ROSSLYNVA.ORG](http://ROSSLYNVA.ORG)