

# 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.

## 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

**ROSSLYN**  
CULTURE / BUSINESS / RETAIL / COMMUNITY / ACCESS  
SEE MORE ONLINE [ROSSLYNVA.ORG](http://ROSSLYNVA.ORG)

RETAIL  
**Sfoglina opens Saturday!**



Led by Simonetta C...  
will further



EVENTS



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