



GROVE ARCADE MARKETING RECAP

JULY- OCTOBER 2023

BILL KAELIN
MARKETING.EVENTS.CONSULTING



The Strategy

BKM's objective is to create strategic marketing concepts, plan signature events, and curate a robust online presence for Grove Arcade.

It is our goal to activate The Atrium, host community groups in the space, establish partnerships, consult on our ideas for the space, fine tune the advertising spend, and amplify the merchants' marketing.

Partnering with your management, our team:

- Consulted on engaging with a new audience, locals, and a younger demographic and bringing foot traffic to The Atrium
- Established partnerships with The Cambria Hotel, The Orange Peel, Rabbit Rabbit, Southern Highland Craft Guild, and Asheville Independent Restaurant Association (AIR) for giveaways and future events
- Met individually with merchants and attended Merchants Association meetings to establish relationships
- Consulted on and begun planning The Great Pumpkin Pop-up, The Holiday Tree Lighting Ceremony, and The Little Crafty holiday activations





Event recap

Terpsicorps' Celebration of the Ancients

July 12, 2023

BKM collaborated with Terpsicorps of Dance to host their 20th Anniversary Cleopatra themed cocktail party to promote their upcoming Cleopatra show in the Grove Arcade Atrium.

Guests purchased tickets to support Terpsicorps and enjoyed music from DJ Molli Parti, light bites from Baba Nahm and Huli Sue's, drinks from Battery Park Book Exchange, and live performances from the dance group.

75+

LOCALS IN ATTENDANCE

5K+

IMPRESSIONS

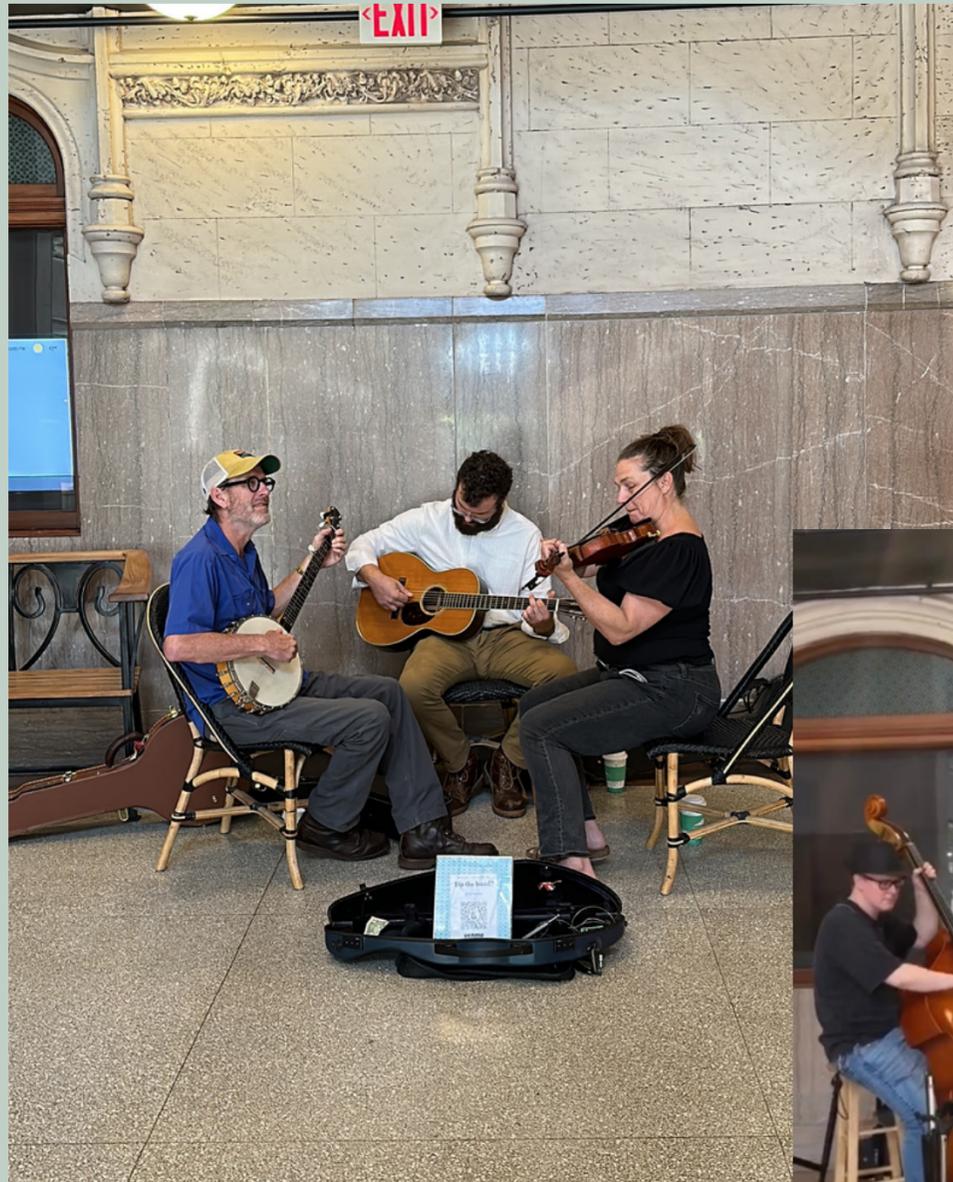
Live Music Booking

LIVE MUSIC SATURDAYS AT GROVE ARCADE

Bill Kaelin Marketing has collaborated with multiple local musicians, singer-songwriters and bands to hold live music in the Atrium each Saturday afternoon.

This has picked up attention after being promoted on social media and [livemusicasheville.com](https://www.livemusicasheville.com), and has become a staple for many Asheville locals to stop by on Saturdays.

We will continue this throughout 2023 and into 2024.





Merchant Photography

Bill Kaelin Marketing scheduled individual photography time slots for all Grove Arcade merchants to get the chance to have professional photos and videos taken in their business.

These photos and videos are being used for Grove Arcade's social media pages and website, but are also being sent to all merchants to use as well.

The merchants are all very pleased with this opportunity, and we will continue updating these photos and videos quarterly to keep the social media pages fresh and alive.



Partnerships/ Activations



Grove Arcade and the Southern Highland Craft Fair Giveaway

Southern Highland Craft Guild July 14, 2023

BKM established a partnership between Grove Arcade and the Southern Highland Craft Guild to run a social media giveaway for 2 tickets to the show, lunch at Huli Sue's and drinks at Battery Park Book Exchange. Grove Arcade also ran an ad in their event program.

5K+

Total Impressions

30

New followers



Thrive Coworking Giveaway August 14, 2023

BKM established a partnership with Thrive Coworking to run a social media giveaway to give away three months of a coworking membership to celebrate their Grand Opening.

6.5K+

Total Impressions

30

New followers

Partnerships/ Activations



Rabbit Rabbit Goo Goo Dolls Giveaway August 29, 2023

BKM partnered with Rabbit Rabbit and The Cambria Hotel for a social media giveaway for two tickets to the Goo Goo Dolls concert, a gift card to Bebette's, Modesto, and Battery Park Book Exchange.

16.8K+
Total Impressions

300+
New followers



@FOODAGRAMERZ PARTNERSHIP

BKM hosted @foodagramerz in Asheville for Labor Day weekend in September, 2023 for a food tour to highlight Grove Arcade, Foundy Street and Marquee to their 100K+ followers. They posted about Huli Sue's, Bebette's and Battery Park Book Exchange at Grove Arcade.

5K+
Total Impressions

3
Merchants highlighted



Community Partnership

Lee's One Fortune Farm

Bill Kaelin Marketing established a partnership with Lee's One Fortune Farm to decorate The Atrium with pumpkins and corn stalks from their farm.

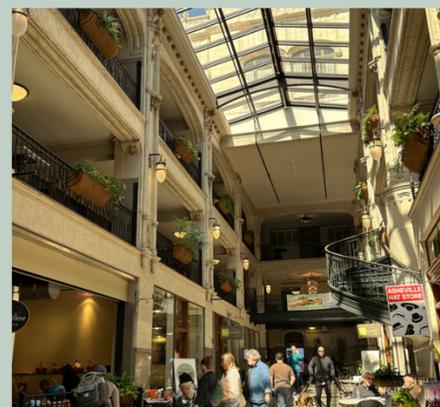
This partnership supports a local farm while providing low-cost decor for the fall season at a wholesale "cost" price.



THE GREAT PUMPKIN POP-UP RECAP

Saturday, October 7, 2023 from 12-4pm

Included a free pumpkin decorating class with a local artist, a performance by live string band The Asheville Cats, an appearance and photo-ops from life-sized puppetry collective Street Creatures, trick-or-treating for the kids, and pop-ups from Grove Arcade merchants: Bebettes, Razberry Threads, Bohemian Baby, Wedge Brewing, Mountain Made, Spicewalla, and Adoratherapy.



350+ attendees



5+ media mentions



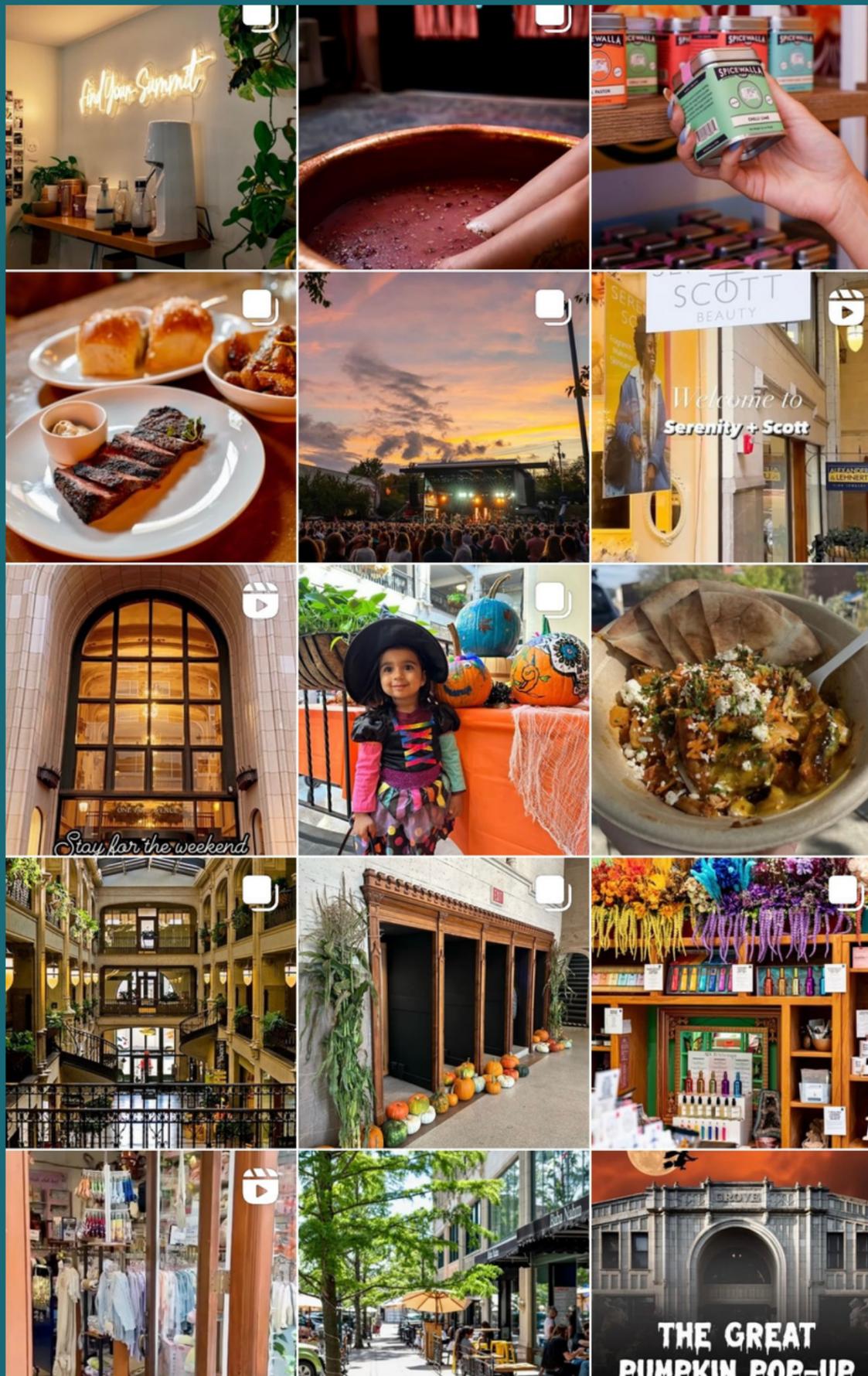
10.4K+ impressions



700+ engagements



600+ Facebook event responses



Social Media Management

Our overall goal is to convey Grove Arcade's brand, concept, and experience to Asheville locals as well as out-of-town guests.

The social media presences that we are building highlight the gorgeous space, educates on the history of the Grove Arcade, features merchants and their businesses, and ultimately aims to entice all demographics to visit.

We will continue consistently partner with Grove Arcade's merchants for content and giveaways in alignment with the events, partnerships, and influencers.

We use photos and videos (Reels) to highlight merchants in new and exciting ways. Since getting professional photography for the merchants, we have used high-quality images and videos to bring a new life to the social feeds.

655

INSTAGRAM
FOLLOWERS GAINED

138

FACEBOOK FOLLOWERS
GAINED

106K

TOTAL IMPRESSIONS
ACROSS BOTH PLATFORMS



Thank you!

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