

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 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.) 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.

  /ROSSLYNVA

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.

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.

Contact **Brooke McClary, Marketing & Communications Coordinator**: BMcClary@rosslynva.org with ideas for our eBlast.

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.

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](https://twitter.com/rosslynva) [Instagram](https://www.instagram.com/rosslynva) [Facebook](https://www.facebook.com/rosslynva) /ROSSLYNVA

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