

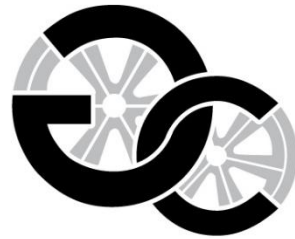


# BENEFITS OF THE MERCHANT MARKETING FUND

**#Together we are Stronger**

Giving away a *\$1,000.00 Marketing Ad spend* to the first 25 businesses that sign-up online

[www.merchantscorner.net](http://www.merchantscorner.net)



**GARDEN CITY NEW YORK MEDIA**

bringing the community to you

*An initiative by Garden City New York Media to help merchants reach their target audiences.*

It's been an unprecedented year for our merchants. Through it all, many of our small businesses continue to offer the products and services relied upon by customers. We have been inspired watching their determination and commitment to their clients, their trade, their livelihoods. In the face of limited access to resources, spaces, and operating hours, we have watched in humble awe as shops made special accommodations.. contactless options, free masks, delivery options, and/or socially distant interactions.

Seeing this firsthand, Garden City New York Media has taken an initiative to help businesses & not only survive the current atmosphere but use it to push onward into the future.

The Merchant Marketing Fund is established to help businesses reach their target audience through social media and video marketing. **We are giving away a \$1,000.00 marketing Ad spend to the first 25 businesses that Sign-Up online at [www.merchantscorner.net](http://www.merchantscorner.net)**

#### **How does it work?**

If you answer a few questions, we will select the recipients of the fund. There is nothing to pay nor is there any further obligation on your part. If you are chosen to receive the benefits of this fund, you will be notified.

#### **Merchant Benefits?**

One (1) month of Social Media & Video Marketing promotion, including a published article, photo & video shoot, media spotlight on our websites, feature promo video and social media posts as a contactless option to reach the community.

The question is do I have to pay Garden City New York Media back? No. You are receiving the benefits of the Merchant Marketing Fund. This 30 days promotional program is our way of giving back. You are not obligated to do business with Garden City New York Media. If you would like to extend the promotion, you are welcome to invite us back to discuss our rates. In meantime, let us use our social media marketing solutions to bring the community to you.

Kindest Regards,

John Paul  
Executive Producer  
Garden City New York Media, Inc.



**GARDEN CITY NEW YORK MEDIA**

bringing the community to you



## Merchant Benefits

*\$1,000.00 Marketing Ad Spend*

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- ✓ Publish article about your business.
- ✓ Feature Promo Video
- ✓ Article Spotlight on [www.merchantscorner.net](http://www.merchantscorner.net)
- ✓ Photos of the business/ employees/ products
- ✓ Social Media Posts
- ✓ e-Mail Marketing Campaign
- ✓ Unlimited Web Design Consult with ordering online features
- ✓ Promote Holiday sale + or
- ✓ Promote Weekly specials or
- ✓ Big news announcements or
- ✓ Promo Code Greeting during the Virtual Village Show Garden City Winter Edition

# What to Expect?



## Start

\* Article Interview with writer.



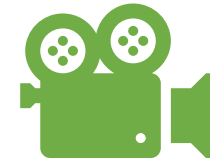
## Review & Approve

\* Production Itinerary & Schedule for Photo/ Video shoot.  
\* Approve Social Media Posts & coordinate campaign launch



## Publish an Article

\* Publish article about your business.\*  
\* Article Spotlight on our websites



## Photo & Video Production

\* Record Article Video Promo  
\* Record Holiday or Weekly Specials or Big announcement



## Social Media Marketing

\*We share your story on our Social Media platforms and drive traffic to your business.

# PRODUCTION ITINERARY & SCHEDULE

## Production Team

John Paul – Executive Producer Ext. 701  
Peter Abraham – Project Manager Ext.704  
Daniel Vazquez – Merchant Fund Ext. 702  
Emily Sauchelli – Writer Ext.715  
Diana Pignatelli – Social Media Ext. 716  
Brenton Stowers – Photographer/ Videographer

Garden City Studios  
739 Franklin Ave. Garden City, NY  
(516) 373-1515

## ARTICLE INTERVIEW

**Day 1:** Wednesday – May 19, 2021

**Appointment Time:** 3:30pm - 4:00pm

**Duration:** 15 to 30 Minutes

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## PHOTO & VIDEO SHOOT

**Day 2:** Thursday - May 20, 2021

**Call Time:** 3:30pm

**Duration:** 15 to 30 Minutes

**Location:** Merchant's Address

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## IN-STUDIO RECORDING & PLAN PRESENTATION

(Record Holiday or Weekly Special or Big announcement or Promo Code Greeting during the Virtual Village Show Garden City Winter Edition)

**Day 3:** TBA

**Call Time:** TBA

**Duration:** 1 hour

**Location:** Garden City Studios 739 Franklin Ave. Garden City, NY

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## Launch Social Media/ e-Mail Marketing Campaign

**Day 4:** TBA



# Merchants Corner

By Emily Sauchelli, writer

**DOING BUSINESS IN A PANDEMIC**

An Article Series



Oh My Goodness  
Calogero's  
Frucci Jewelers  
Once Upon a Dish  
Prime Fine Catering  
Woofer Wash

*Read Articles @*  
[www.merchantscorner.net](http://www.merchantscorner.net)

# MERCHANT MARKETING FUND

\$1,000.00 Marketing Ad Spend

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- ✓ Feature Promo Video
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- ✓ Promo Code Greeting during the Virtual Village Show Garden City Winter Edition



ONCE UPON A DISH  
659 Franklin Ave. Garden City, NY 11530  
Call (516) 742-6030 Website [www.OnceUponADish.com](http://www.OnceUponADish.com).

# MERCHANT MARKETING FUND

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CALOGERO'S  
919 Franklin Ave. Garden City, NY 11530  
Call (516) 294-2922 Website, [www.calogerosgardencity.com/](http://www.calogerosgardencity.com/).



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- ✓ Photos of the business/ employees/ products
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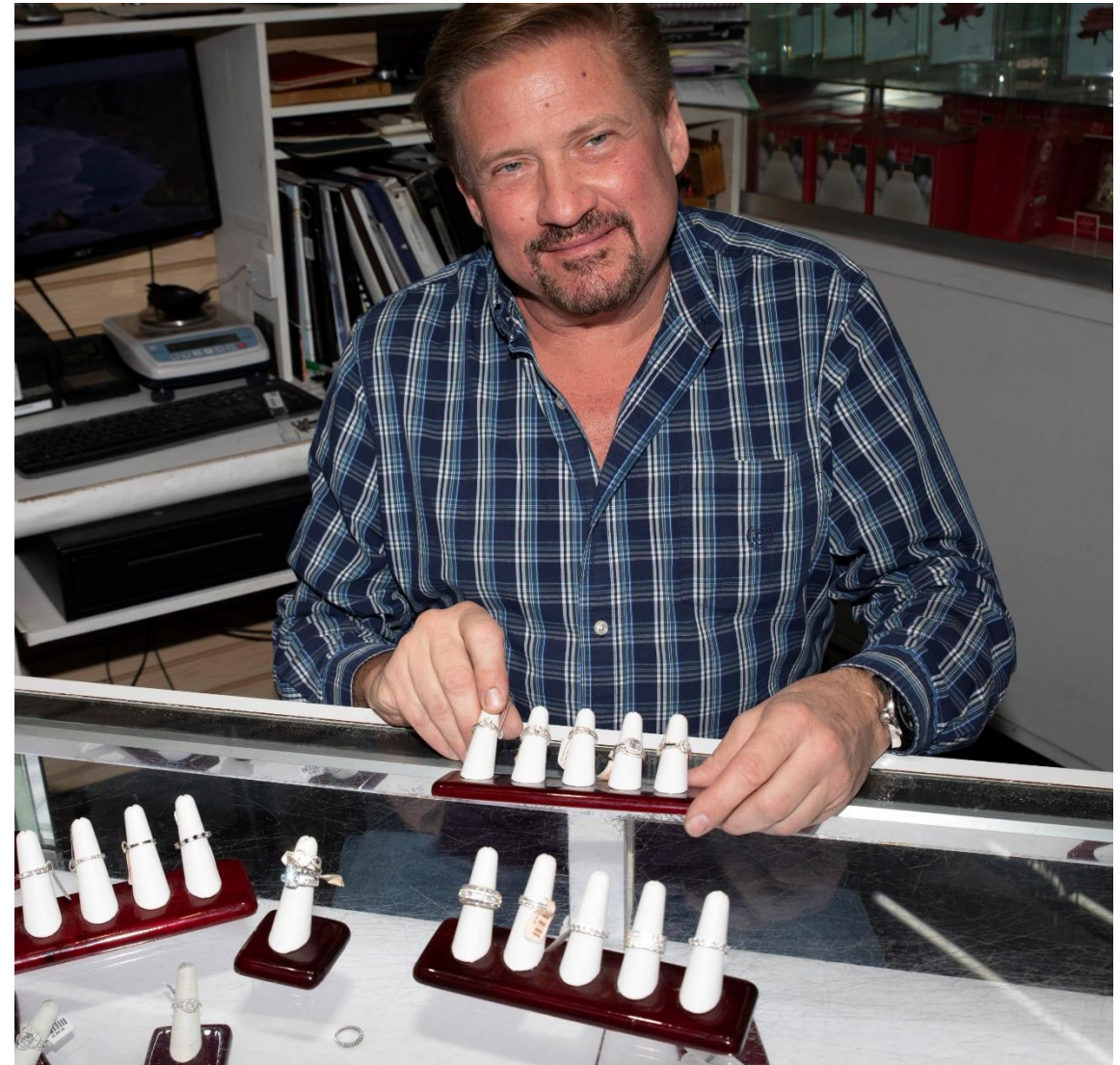


OH MY GOODNESS  
61 New Hyde Park Road, Garden City, NY 11530  
Call (516) 636-5444 Website, [www.ohmygoodnesskids.com/](http://www.ohmygoodnesskids.com/)

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FRUCCI JEWELERS

18 Nassau Blvd. Garden City South, NY 11530.

Call 516-481-2626 Website, <https://fruccijewelers.business.site/>

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- ✓ Photos of the business/ employees/ products
- ✓ Social Media Posts
- ✓ e-Mail Marketing Campaign
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WOOFER WASH

259 Nassau Blvd. Garden City South, NY 11530 Call (516) 538-3440 Website, <https://www.wooferwash.com/>

# MERCHANT MARKETING FUND

## \$1,000.00 Marketing Ad Spend

- ✓ Publish article
- ✓ Feature Promo Video
- ✓ Article Spotlight on [www.merchantscorner.net](http://www.merchantscorner.net)
- ✓ Photos of the business/ employees/ products
- ✓ Social Media Posts
- ✓ e-Mail Marketing Campaign
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- ✓ Big news announcements or
- ✓ Promo Code Greeting during the Virtual Village Show Garden City Winter Edition



PRIME FINE CATERING

4 Nassau Boulevard, Garden City South, NY 11530

Call: (516) 505-3255 Website: <https://www.primefinecatering.com/>

## **IN-STUDIO RECORDING**

(Record Holiday or Weekly Specials or Big announcement)

**Day 3:** TBA

**Call Time:** TBA

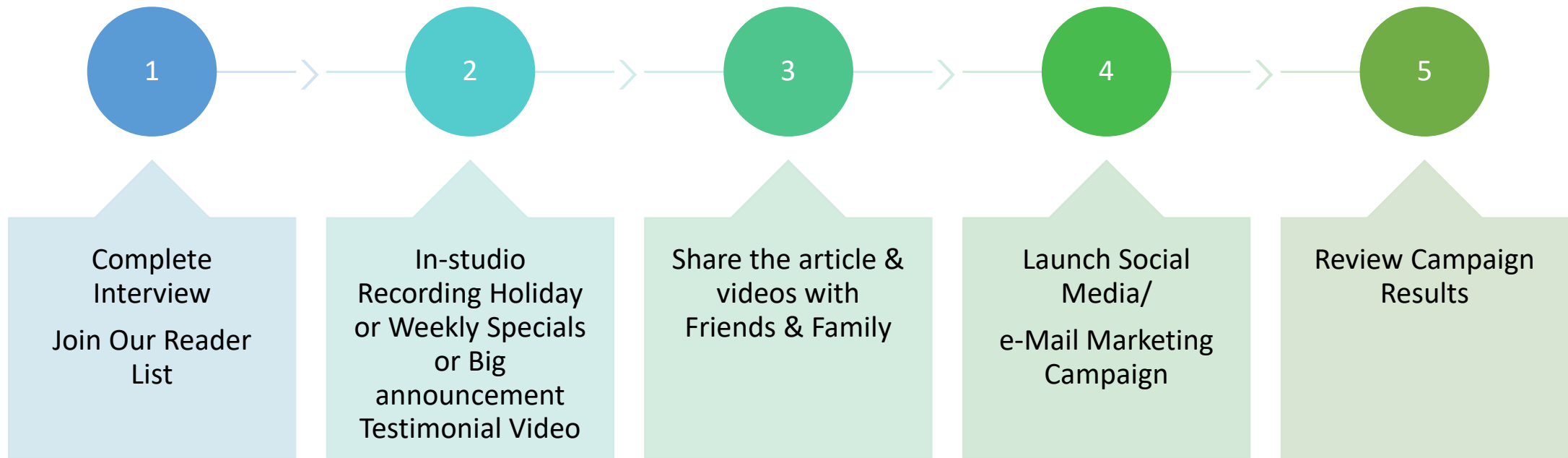
**Duration:** 1 hour

**Location:** Garden City Studios  
739 Franklin Ave.  
Garden City, NY

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**Social Media/ e-Mail Marketing Campaign**

**Day 4:** TBA





**GARDEN CITY NEW YORK MEDIA**

bringing the community to you

John Paul, Executive Producer

516-373-1515 ext. 701

GARDEN CITY NEW YORK MEDIA, INC.

739 Franklin Avenue

Garden City, NY 11530

[www.gardencitynymedia.com](http://www.gardencitynymedia.com)