Requirements: Email Marketing

E-newsletter Inclusion

- Must have a minimum of 50 valid email subscribers.
- Must add <u>Marketing@PikePlaceMarket.org</u> to your distribution list and send the email blast.
- Must use an email service that shows click through rate and email marketing results such as open rate.
 - Services include: Mail Chimp, Constant Contact, Square, Clover, Send in Blue, etc.
- Must include specific PPM artwork and link to PikePlaceMarket.org in your email marketing
 - Artwork: Found on the toolkit page, updated regularly to reflect current content monthly
 - Toolkit Quick Link: <u>PikePlaceMarket.org/co-op-advertising-program-toolkit</u>

Example: Email Marketing

- Seasonal Graphics ready to go!
- Variety of Messaging Options
- Easy Download
- Insert into your existing message and send

