

MARKETING RESOURCES FOR NEW TENANTS

WELCOME TO PIKE PLACE MARKET!

We are thrilled to share a number of free and accessible resources available to you through the PDA's Marketing team. Programs and opportunities offered include social media promotion, business education, advertising support, and much more.

The Marketing team is here to support you in promoting and growing your business as part of the Market community. We invite you to explore the information included here to get started!



STARTER CHECKLIST

Start with these items to get yourself acquainted with our marketing programs!



DIRECTORY PAGE

[Claim your page listing](#). Customize your page layout, update hours, sync social media, and more. The directory receives nearly 50,000 views every month, help shoppers learn about you!



CO-OP ADVERTISING

[Explore how-to guides](#) for Co-Op Advertising. Get reimbursed up to 50% off of your advertising costs for print or digital!



MARKET GIFT CARD

[Sign up](#) for the Market-wide Gift Card, it's a free and simple 2-step registration process!

COMMUNICATION CHANNELS

Tenant Alerts

Email alerts are sent out regularly regarding Market activities, events, and updates that may affect your business. Keep a look out for them to stay in the know!

Market Insider



Your quarterly guide to what's happening at the Market! Stay in the loop on important reminders and ways to get involved with this newsletter.

Pike Alert



The official emergency notification system of Pike Place Market. Receive real-time alerts via text and/or email during emergencies. Click subscribe and select "register" on the landing page to sign up.

PROGRAMS AVAILABLE

Market Gift Card

All PDA businesses are eligible to sign up! Cards are purchased as personal gifts, giveaway incentives, and bulk employee rewards. It's a simple and easy way to attract a broader customer base to your business at no extra cost to you.

Small Business Workshops

The PDA offers webinars designed specifically for tenants of the Market. They're free to attend and intended to help support your business growth and empower your success. Take part in educational opportunities on finance, marketing, and much more. Find the latest updates below!

Special Events

Requests are considered from tenants without their own exterior entrances who wish to request after-hours access and reserve building common areas for special events like parties and receptions between 6 p.m. - 12 a.m.

[LEARN MORE](#)

[SCHEDULE](#)

[REQUEST](#)



PROMOTIONAL SUPPORT

➤ Social Media

We're always looking for new exciting ways to showcase the Market! Share your new product launches, events, special offers, and more by submitting to the [Content Calendar](#).

➤ Co-Op Advertising

Stretch your advertising dollars! Merchants are eligible to create and pay for print/digital ad initiatives, then submit for up to 50% reimbursement of their cost, up to a certain annual limit. [Click here](#) to learn how to participate.

Tag us to help us feature your content! [@pikeplacepublicmarket](#) [#pikeplacemarket](#)

TRADEMARKTM

- Both the Pike Place Market name and logos are registered trademarks of the PDA
- Businesses may not use the Market's logo as part of its logo, product packaging, or other identifying materials
- Any person, business, or organization desiring to use Pike Place Market trademarks in any manner and for any purpose requires a license to do so
- A PDA business or permit holder may use select Market marks on products, provided the item is sold exclusively at Pike Place Market

Review the [resources here](#) to familiarize yourself with the do's and don'ts!



CONTACT US

Have any questions about these programs? Reach out to us at

Marketing@PikePlaceMarket.org



OFFICE HOURS

Need additional support? Sign up for weekly virtual office hours! Available every Tuesday 10 - 11am

[SIGN UP](#)