

# Check List: Email Marketing

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## *Before Ad Placement*

- Confirmed minimum of 50 valid subscribed emails
- Included [Marketing@PikePlaceMarket.org](mailto:Marketing@PikePlaceMarket.org) in the email blast
- Included the PPM Artwork and link to the PPM website - [PikePlaceMarket.org](https://PikePlaceMarket.org)

## *Before submitting for reimbursement*

- Email report that shows number it was sent to, open rate and click through rate on the PPM graphic

## *Submit Reimbursements*

[PikePlaceMarket.wufoo.com/forms/coop-advertising-submission/](https://PikePlaceMarket.wufoo.com/forms/coop-advertising-submission/)