

Requirements: Email Marketing

E-newsletter Inclusion

- Must have a minimum of 50 valid email subscribers.
- Must add Marketing@PikePlaceMarket.org 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:** PikePlaceMarket.org/co-op-advertising-program-toolkit

