

# MARKETING & PROMOTION

Through a combination of extensive online advertising, PR, social media, street promotion, and traditional print and outdoor advertising, Seattle Good will deliver an increase in reservations restaurants participating in Shellfish Showcase. Below is an overview of outreach for the Dine Around Seattle promotion; Shellfish Showcase outreach will be very similar.

## DINER PROFILE

We reach Seattle's affluent, urban professionals who dine out frequently and support local businesses: **70%** are under age 54, **75%** are female, **35%** have annual household incomes over \$100K, **75%** are Seattle residents, and **40%** eat at multiple restaurants during the promotion.

## ADVERTISING

**Print:** Print ads in *Seattle Met*, *Edible Seattle*, and *The Stranger*.

**Online:** Five weeks of extensive programmatic advertising across a national network of popular sites like Epicurious and the Cooking Channel (i.e., highly targeted impressions based on past or current user behavior, including contextual, site retargeting, and geo-targeting). Dedicated site advertising (including run-of-site and sponsored content) with *Seattle Met*, *The Stranger*, Seattle Refined, Capitol Hill Seattle, Nextdoor Media (e.g. MyBallard), KEXP, and Opentable. Online event calendar listings including Events12, Visit Seattle, Stranger Events, Seattle Times.

**Email:** Dedicated email blasts to food and entertainment lists by *Seattle Met*, *Seattle Magazine*, *Seattle Weekly*, and Seattle Restaurant Week and Dine Around Seattle house lists.

**Radio:** Three weeks of on-air spots with KEXP, KUOW, and C89.5.

**Transit:** Four weeks of king-size bus ads on Seattle Metro bus routes.

## PROMOTION

**Print collateral:** 50,000 rack cards to 400 retail / concierge locations; 500 poster placements; restaurants receive poster, rack cards, and save-date cards

**Social media:** Extensive social media presence and activity (including many boosted posts) on Facebook, twitter, and Instagram.

**Street teams:** Flyer distribution at targeted shows/venues (e.g. Jerry Seinfeld @ The Paramount)

**PR:** Regular outreach to 40+ food and beverage writers, bloggers, and social influencers, yielding 30-50 online write-ups (media hits) per event.

**Register at: [DineAroundSeattle.org/Shellfish Showcase](http://DineAroundSeattle.org/Shellfish>Showcase)**

If you have questions, contact Wendy Fairbanks at [wendy@seattlenetwork.org](mailto:wendy@seattlenetwork.org)



## SOME OF OUR PARTNERS

**SeattleMet**



*edible*  
**SEATTLE**  
**the Stranger**

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 **Intersection**



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