



**REGISTERED
TRADE ALLY**

Marketing Tip Sheet

Advice on Marketing to Snohomish County/Camano Island

PUD Registered Trade Ally Program | October 2021

Local publications where you can place ads:

- Everett Herald
- Stanwood/Camano News
- La Raza Del Noestre (Spanish)
- Rental Housing Association of WA
- My Neighborhood News network
(Edmonds, Mountlake Terrace, Lynnwood)
- Snohomish County Tribune
- My Everett News
- Rental Housing Journal
- Herald Business Journal

Ideas for Digital (all targeted to Snohomish County and Camano Island zip codes):

- Facebook ads or boosted Facebook posts to targeted audiences
- Pandora Radio
- Online Contractor Finder sites
(Angie's List, Yelp, etc.)
- Instagram ads
- Twitter ads
- Search Engine Marketing (i.e., Google Search)

Community Events to participate in:

- Marysville Strawberry Festival
- Lake Stevens Aquafest
- Taste of Edmonds
- Sultan Shindig
- Evergreen State Fair (Monroe)
- Kla Ha Ya Days (Snohomish)
- Stanwood-Camano Fair
- Arlington Street Fair
- Home Shows at Angel of the Winds Arena in Everett
(Spring & Fall)

Targeting:

- Single family homeowners
- Multifamily property owners/manager
- Older homes or areas with older homes
- New homeowners

Other ideas:

- Local billboard(s)
- Sponsor for Silvertips games
- Offer referral rewards
- Sponsor Angel of the Winds arena events (e.g., home show, performances, etc.)
- Use the PUD Registered Contractor logo on your website, your print and digital promotions, etc. Logo is available in a variety of formats. Contact ce@snopud.com for a copy of the logo and usage guidelines
- Share PUD social posts on your own social profiles that promote the work you do
 - www.facebook.com/snopud
 - www.twitter.com/snopud
- Focus on simple and direct messaging: energy savings, comfort, and cost savings have large appeal

Need something not referenced here to help you market your services?

Contact ce@snopud.com for prompt assistance!