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Bellingham Whatcom County Tourism subsidizes digital marketing SEO package for local businesses

Intellitonic, a Bellingham-based digital marketing agency, in partnership with Bellingham Whatcom County Tourism, is now offering a hyperlocal package of digital wayfinding services to help ensure search engine visibility for Whatcom County's businesses, services and amenities.

BELLINGHAM, WA, — Bellingham Whatcom County Tourism (BWCT) is partnering with Intellitonic, a Bellingham-based digital marketing agency to offer a subsidized digital marketing package for local businesses who are members of BWCT. Qualifying recipients will receive a one-time SEO treatment valued at \$1,500 and subsidized by BWCT at 50% (the cost to participating businesses will be \$750 each). Search engine optimization is a multifaceted digital marketing strategy that leverages knowledge of how search engines function to improve a website's visibility in online searches and increase traffic to the website of a brand or organization.

Knowing that travelers and patrons rely heavily on the digital landscape—including Google, other search engines and services like Yelp, TripAdvisor, etc. to research destinations whether for a night out or comprehensive trip-planning—this package aims to position local businesses for greater economic success by increasing and clarifying their digital exposure to prospective patrons and out-of-town visitors.

"Bellingham is such a fantastic and interesting place to explore. We're so excited to help visitors easily find destinations and things to do like a stroll on the dock, a stop by the bookstore, where to eat the best lunch, and more so they can really personalize their experience," Intellitonic co-owner Courtney Rambo said.

Intellitonic, a certified B Corp, was founded in 2016 when the Bellingham-based trio of Alex Bruner, an SEO expert, Courtney Rambo, a marketing project manager, and Jared Keller, a software engineer, came together to create an agile and adept marketing team. With a focus on search engine optimization (SEO), they believe effective digital marketing, done with intention, makes the world a better place.

Applicants will be evaluated and selected based on need, industry, visitor readiness and ability to demonstrate their appeal to potential tourists. Businesses must be members of BWCT in good standing and cannot be in the midst of or considering a brand name, website, or physical address change within the next year. Our first round of selected recipients will be contacted in early 2023. [Apply Here!](#)

For more information, [visit www.bellingham.org](http://www.bellingham.org) or apply on Intellitonic's website at www.intellitonic.com/digital-wayfinding-package-application/.

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Intellitonic empowers clients to use digital marketing strategies to tell their stories clearly and impactfully. As thought leaders in the digital space, we educate and deliver visible, trackable results to clients. With offices in Bellingham, Los Angeles, and Brisbane, Australia, we are proud to be a local business with international impact. Intellitonic is a B Corp and is actively working toward a global economy that uses business as a force for good. Learn more at www.intellitonic.com.