



## **DIGITAL CAMPAIGNS DRIVEN BY COOPETITION (AND DATA)**

Brian V. Matson

# Who the heck is this guy?

Tourism Industry since 2003

Former Marketing Director for the Fargo CVB

Speaker at National, Regional & State Conferences

Director of Education & Strategy at TwoSix Digital



# Who We Are



100% Digital Agency Focused  
on the Travel, Tourism &  
Hospitality Industry

40+ Years of combined  
tourism industry experience



Headquartered in  
Brighton, Michigan

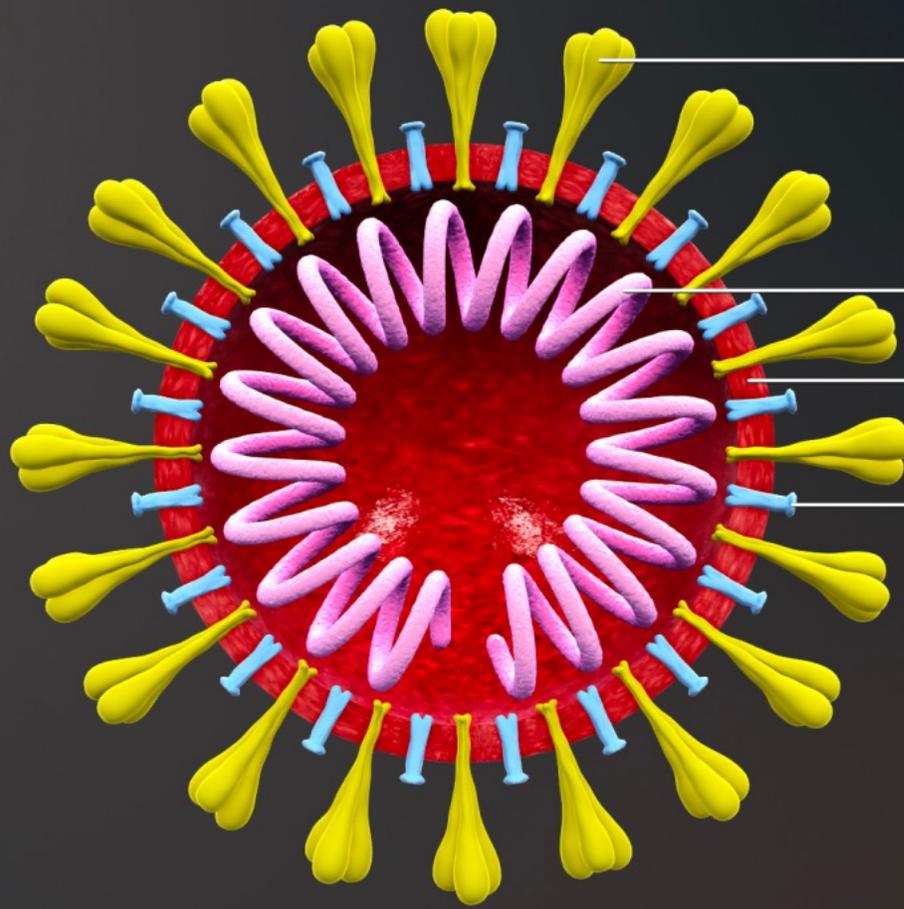
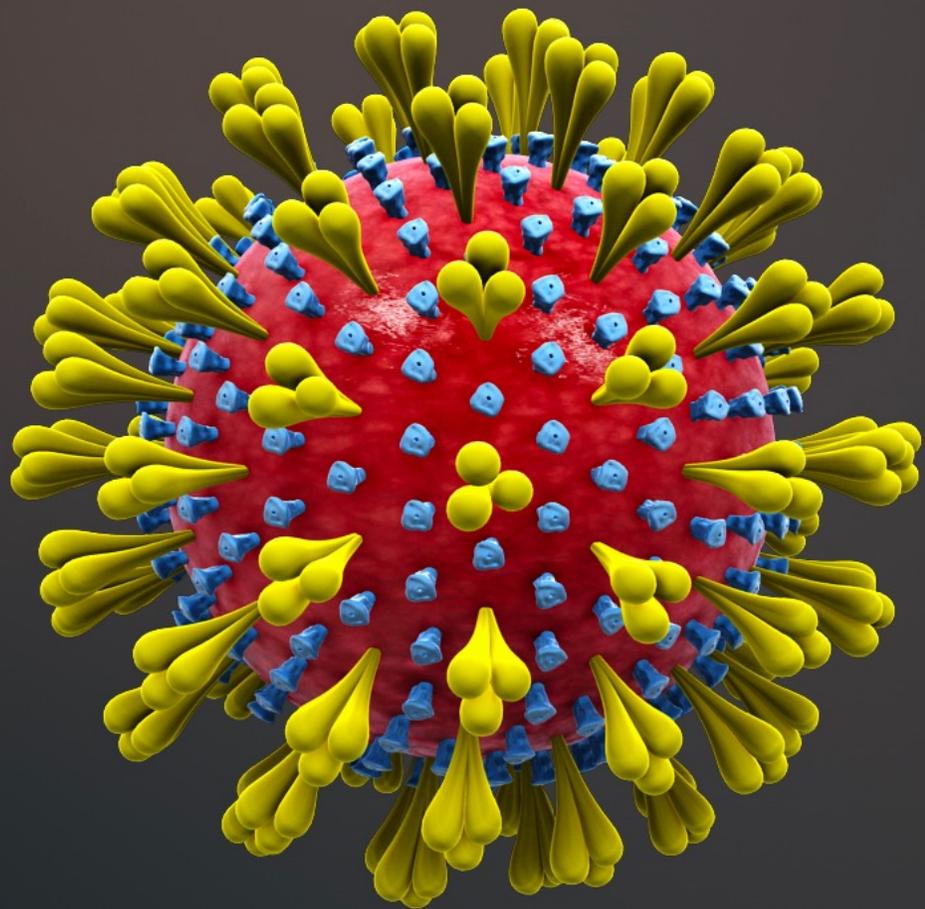


# WHO WE WORK WITH









Spike Glycoprotein (S)

RNA and N protein

Envelope

Hemagglutinin-esterase dimer (HE)

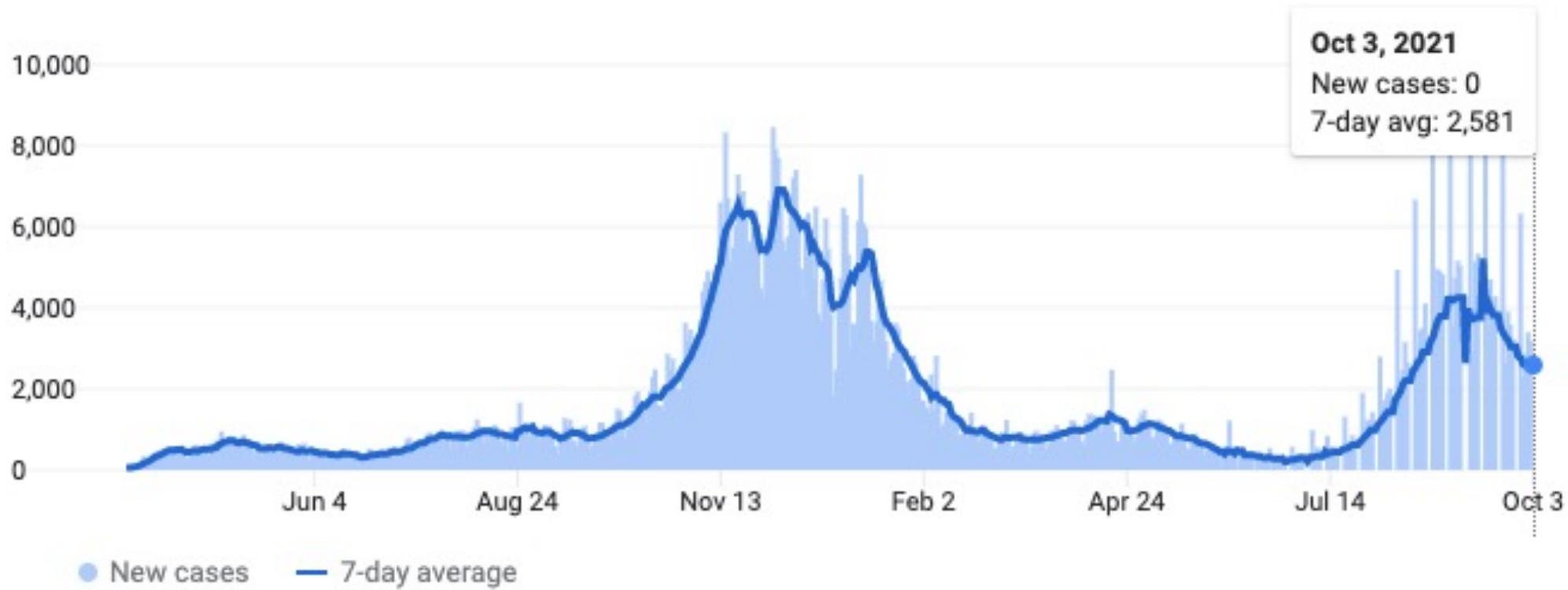
New cases

Deaths

Vaccinations

From [The New York Times](#) · Last updated: 17 hours ago

 United States ▾  Indiana ▾  All counties ▾  All time ▾







*We're gonna make it.*

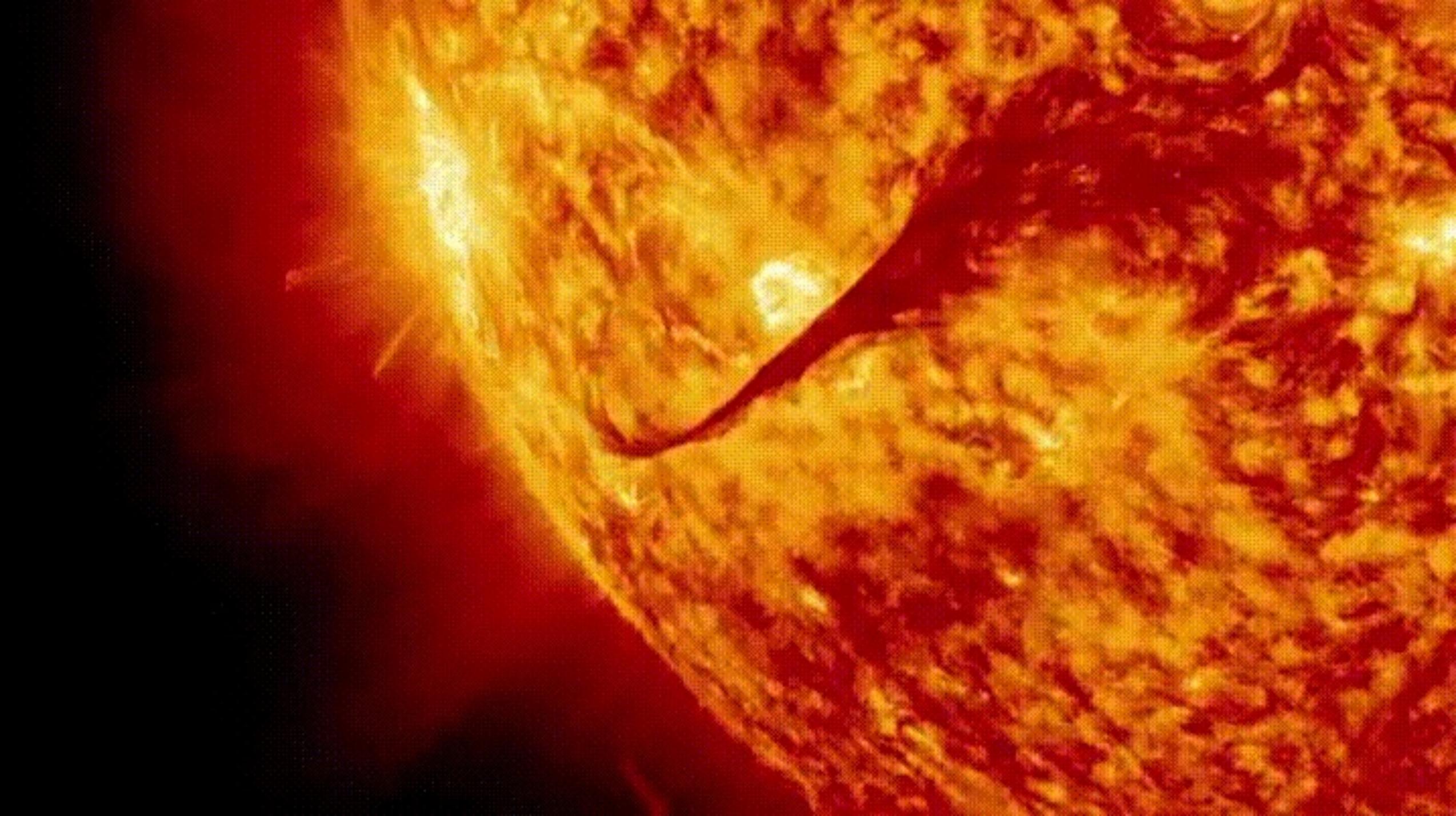




Support  
Each Other!







# COOPERATION

## Dictionary

Search for a word



co·op·e·ti·tion

/kō,äpə`tiSH(ə)n/

*noun*

collaboration between business competitors, in the hope of mutually beneficial results.

Definitions from Oxford Languages

[Feedback](#)

# DATA



*WORK SMARTER  
NOT HARDER*

**ORGANIC SCHEDULES**

**VS**

**PAID SCHEDULES**



ORGANIC

PAID

ORGANIC

*PAID FIRST*

**DID YOU KNOW?**

Facebook Ads Manager interface showing navigation tabs and menu items. The 'Ads Manager' item in the 'Create & Manage' tab is circled in red.

★ Frequently Used	☰ Plan	+ Create & Manage	▒ Measure & Report	☐ Assets
Audiences	Audience Insights	Business Manager	Ads Reporting	Audiences
Business Settings	Campaign Planner	<b>Ads Manager</b>	Test and Learn	Images
Audience Insights	Creative Hub	Creator Studio	Attribution	Catalogs
		Page Posts	Analytics	Business Locations
		App Dashboard	Events Manager	Brand Safety
		App Ads Helper	Pixels	Block Lists
		Automated Rules	Offline Events	Videos
			App Events	
			<u>Custom Conversions</u>	
			Partner Integrations	

# Posts

Scheduled Posts

Published Posts

Ads Posts

<input type="checkbox"/>		Looking for a quiet getaway for two? Enter...	10156890660561 378	Public
<input type="checkbox"/>		Sign up for a change to win a FREE getaway in...	10156890660196 378	Public
<input type="checkbox"/>		Sign up for a change to win a FREE getaway in...	10156890659951 378	Public
<input type="checkbox"/>		Looking for a quiet getaway for two? Enter...	10156890659671 378	Public
<input type="checkbox"/>		Looking for a quiet getaway for two? Enter...	10156890644511 378	Public
<input type="checkbox"/>		Looking for a quiet getaway for two? Enter...	10156890644116 378	Public

## Ads Posts

<input type="checkbox"/>	Posts		Privacy	Reach
<input checked="" type="checkbox"/>	 This Sunday is our last day!...	29	Public	0
<input type="checkbox"/>	 This Sunday is our last day!...	1133068320162403	Public	0
<input type="checkbox"/>	 This Sunday is our last day!...	1133068260162409	Public	0
<input type="checkbox"/>	 This Sunday is our last day!...	1133068040162431	Public	1
<input type="checkbox"/>	 This Sunday is our last day!...	1133067743495794	Public	0

Actions ▾

- Publish
- Schedule
- Delete
- Create Ad...

*PAID FIRST*

A young boy with light hair, wearing a simple, light-colored tunic, holds a metal bowl filled with food. He has a pleading expression on his face. In the background, a man in a dark military uniform with a beret stands with his hand raised, looking towards the boy. The scene is set in a dimly lit, possibly outdoor or semi-outdoor environment.

**PLEASE SIR**

**I WANT SOME MORE**

**STOP  
HOPING**



**ALWAYS ON**



A close-up photograph of two cats resting together. On the left is a ginger cat with its eyes closed, and on the right is a grey tabby cat, also with its eyes closed. They are lying on a dark green, textured surface. The text 'CVB' is overlaid on the left side of the image, and 'Partners & Locals' is overlaid on the right side.

CVB

Partners  
& Locals

<https://whatis.techtarget.com> › definition › data-co-op

## What is data co-op? - Definition from WhatIs.com

A **data co-op** is a group organized for sharing pooled data from online consumers between two or more companies. Within a **data co-op**, members offer relevant ...

Cooperative Data

BEST

Partner Data

BETTER

CVB Data

GOOD

Source Data



“COOPERATIVE DATA”



GAME  
CHANGER

Photo by Ashley Sixto Artidiello

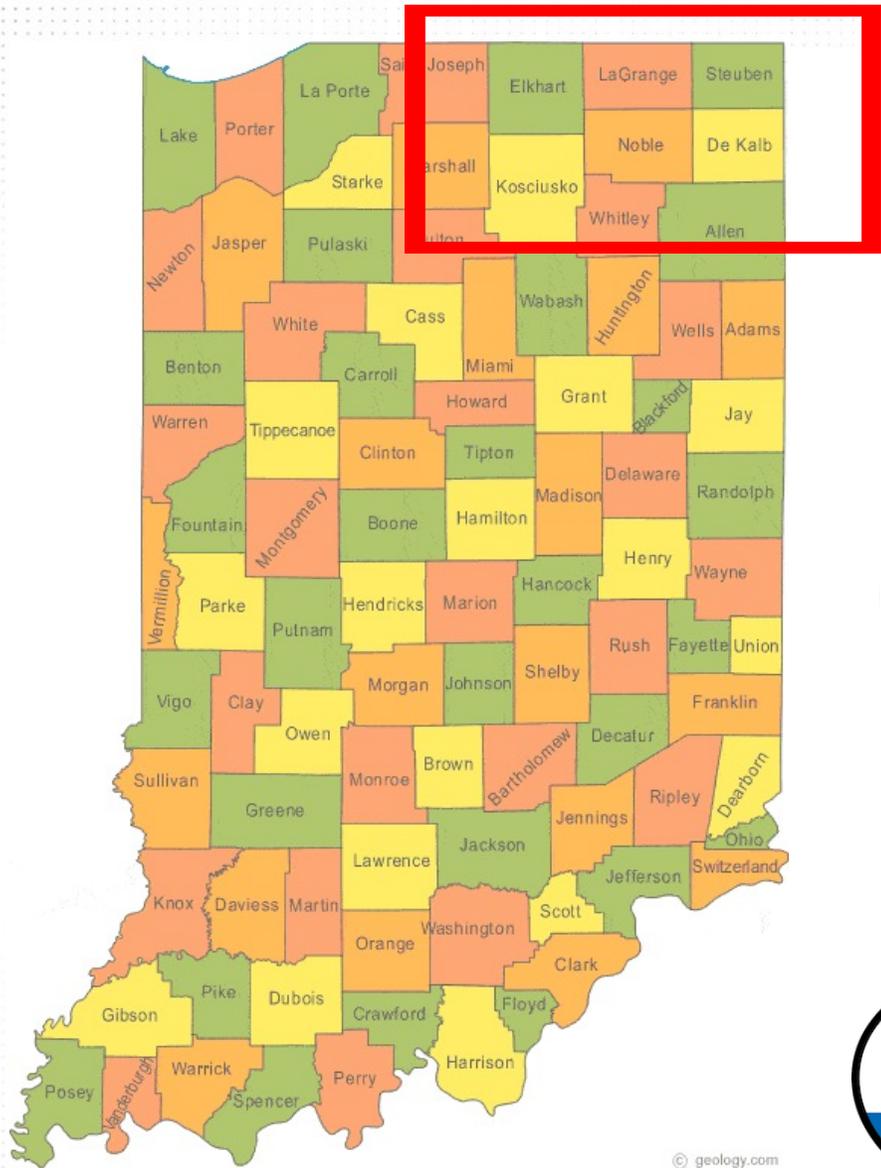




Unwind  
**INDI**  
**COOL**

- ELKHART COUNTY
- INDIANA DUNES
- MICHIGAN CITY LAPORTE
- SOUTH BEND MISHAWAKA





© geology.com

# REGIONAL TOURISM

Website Pixel  
Email List



Website Pixel  
Email List



Website Pixel  
Email List



Website Pixel  
Email List



**Indiana's Cool North**  
Sponsored · 🌐

South Bend Mishawaka is a destination for making memories. Whether you're visiting the University of Notre Dame, seeking adventure or unique downtown experiences, we're your perfect getaway.



**NOTRE DAME**

**Plan Your South Bend Getaway Today!**  
South Bend Mishawaka's ideal location in the Midwest provides an easy drive from major cities. Your weekend getaway is just around The Bend.

180 Reactions 12 Comments 56 Shares

**Indiana's Cool North**  
Sponsored · 🌐

Elkhart County stitches together two welcoming worlds. Catch the vibe in lively downtowns, experience the comfort of the unhurried Amish life, explore a million flowers springing to life at the Quilt Gardens along Indiana's Heritage Trail.



**adventures THE ELECTRIC BREW**

**Plan Your Visit to Elkhart County!**  
This picturesque loop explores welcoming communities, area attractions, and Amish life. So get ready for a road trip. You're in for one unforgettable adventure.

79 Shares

**Indiana's Cool North**  
Sponsored · 🌐

Connect with the great outdoors, shop at a local market, or wander through unique attractions. A getaway to the Amish Backroads is straightforward, uncomplicated, and distinctly different.



**SHIPSHAWANA PUMPKINVINE NATURE TRAIL**

**Explore Beautiful Shippshewana & LaGrange County, IN!**  
Ditch the minivan in favor of a buggy ride. Forget fast food and sit down for a hearty family-style meal. Leave the to-do list on the fridge and live in the moment!

308 Shares

**Indiana's Cool North**  
Sponsored · 🌐

Lakes play a big part in forming Kosciusko County, and it's home to plenty of activities for water lovers and land lovers alike.



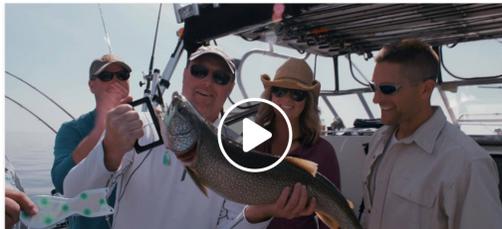
**BIKE TRAILS**

**Plan Your Visit to Kosciusko, IN!**  
The name might be a little tricky to pronounce (cos-key-osco), but Kosciusko County is filled arts and culture, lakes, the Dixie sternwheeler, and so much more!

[Learn More](#)

**Indiana's Cool North**  
Sponsored · 🌐

Do you think of beaches when you think of Northern Indiana? If not, that's okay! That just means there's even MORE to discover in Indiana's Cool North than you thought possible!



**LAKE MICHIGAN**

**Plan Your Indiana Dunes Getaway Today!**  
Beyond the beaches, the surrounding areas of Indiana Dunes offer stunning scenery, top-tier cuisine, boutique retail experiences, and great accommodations.

[Learn More](#)

244 Reactions 24 Comments 95 Shares

**Indiana's Cool North**  
Sponsored · 🌐

Take in nature at its best by bicycling through the rolling countryside. Or hop on the open road and drive the Marshall County Barn Quilt Trail!



**BARN QUILT TRAIL**

**Plan Your Visit to Marshall County, IN!**  
From Ancilla Domini Chapel to the Barn Quilt Trail - beautiful murals in traditional quilt patterns on the sides of barns, Marshall County is filled with must-see beauty.

[Learn More](#)

771 Reactions 58 Comments 399 Shares

**Indiana's Cool North**  
Sponsored · 🌐

LaPorte County has something for everyone, from a night at the casino, a lazy day on the beach and everything in between! 🎰 🏖️



**YOUNIQUE BOUTIQUE**

**Plan Your Visit to LaPorte County, IN!**  
Michigan City offers incredible beaches and harbor communities, while the Blue Chip Casino, Hotel & Spa serves up all the fun and energy of Las Vegas.

[Learn More](#)

161 Reactions 16 Comments 74 Shares

2019 INDIANA TOURISM CONFERENCE

# Best Cooperative Partnership





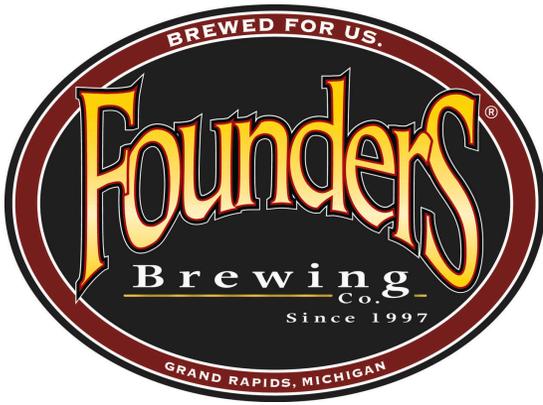


## Craft Pass GR

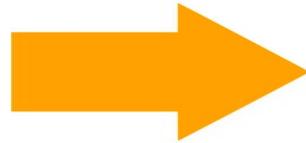
Grand Rapids is America's Craft Beverage Capital, says USA Today. Our local [breweries](#), [cideries](#), [distilleries](#) and [meaderies](#) produce a range and quality of adult beverages unparalleled in the U.S. – and we think that's something to celebrate!

*Here's the idea!*

## Cooperative Data-Driven Campaigns



Website and Email  
Custom Audiences



Shared

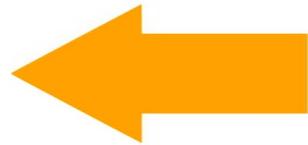


# It can go the other way too!

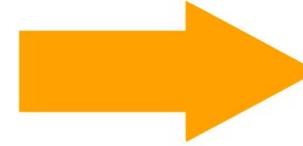


Cooperative Data-Driven Campaigns

Website and Email  
Custom Audiences



Shared



Shared



Cooperative Data-Driven Campaigns

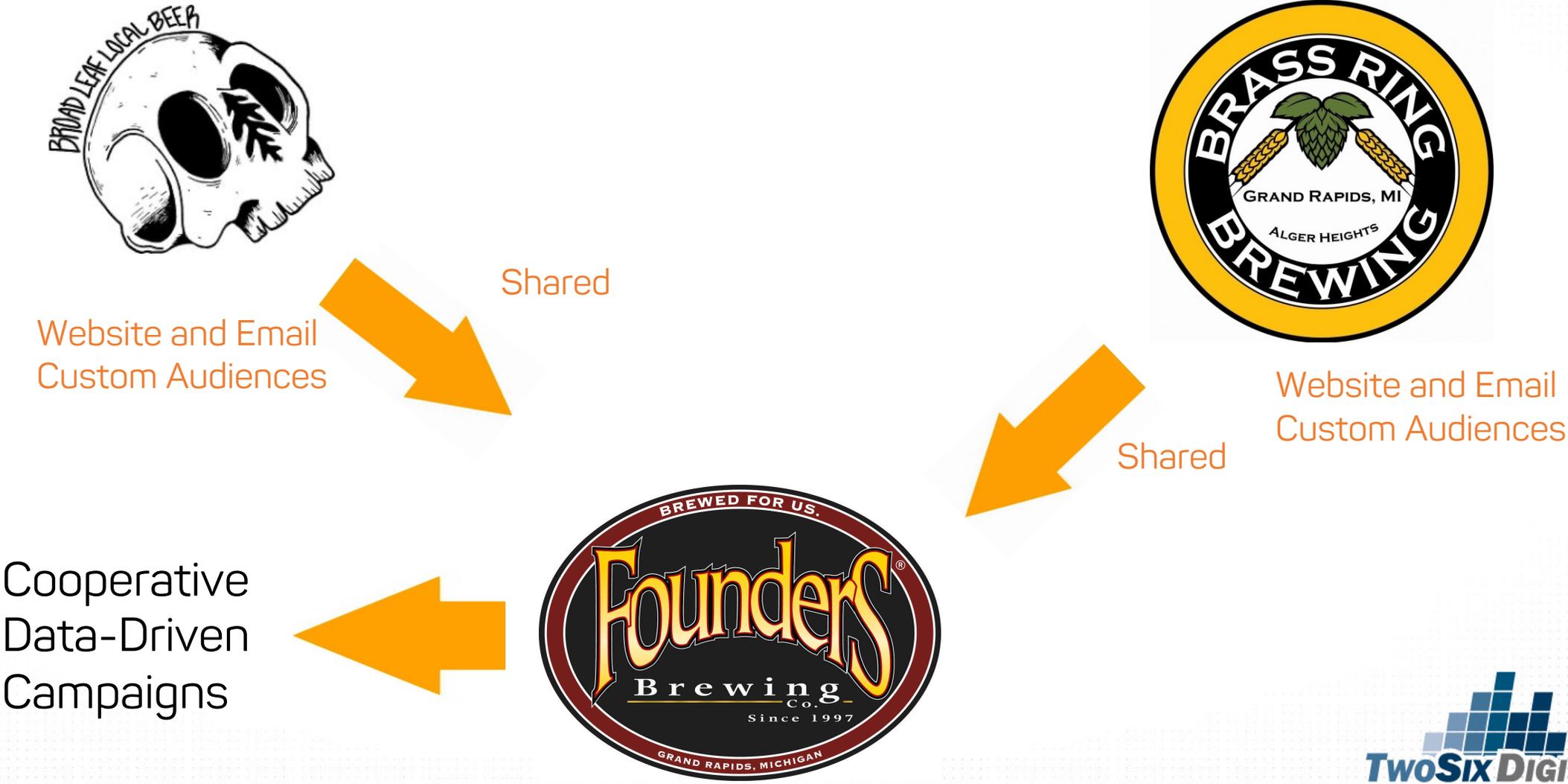


Shared



Cooperative Data-Driven Campaigns

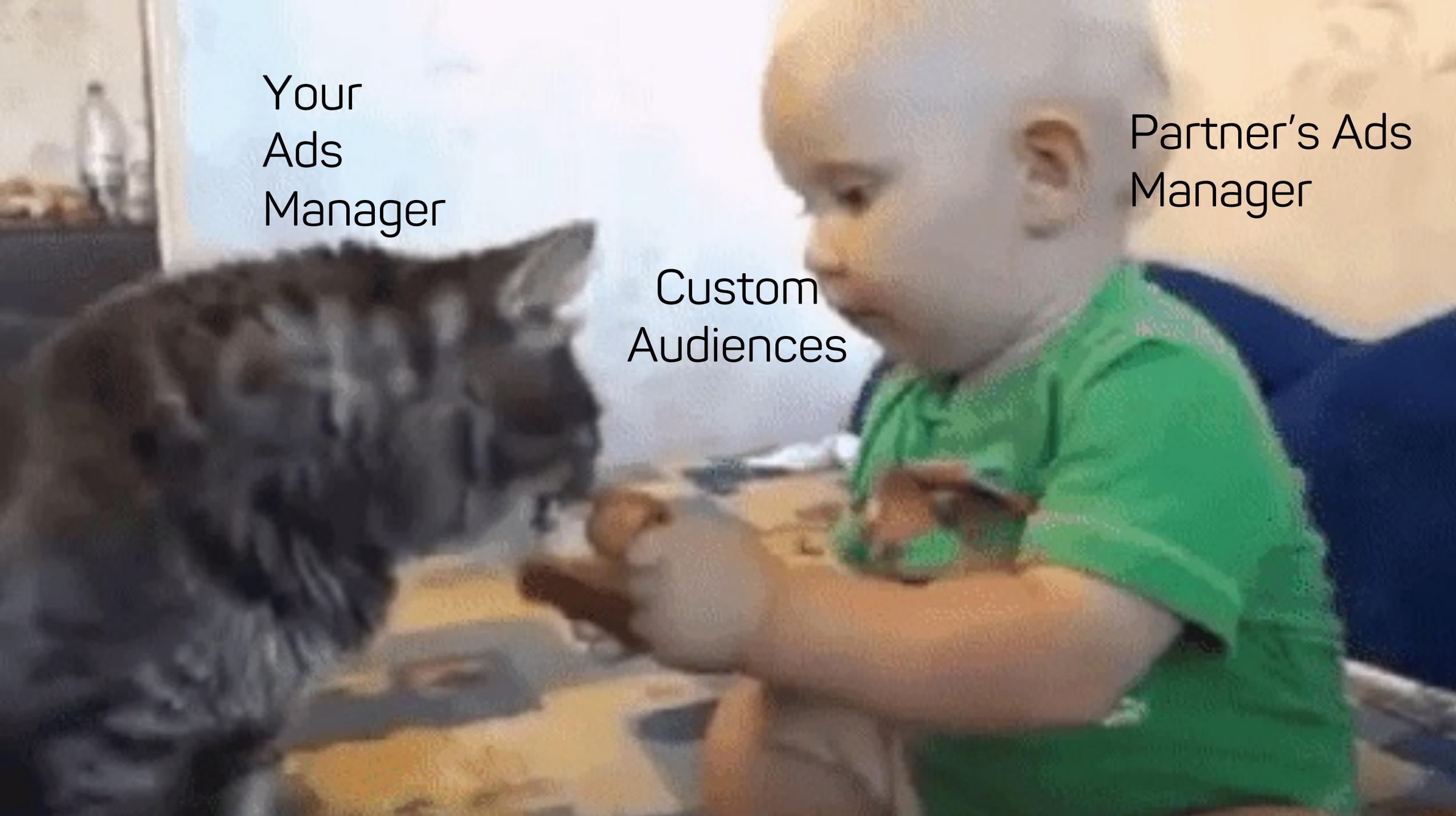
# Or partners can collaborate amongst yourselves



Your  
Ads  
Manager

Partner's Ads  
Manager

Custom  
Audiences





IT ALL STARTS WITH

**YOU!**

# *Create High Value Audiences*

# RETARGETING



# Facebook Custom Audiences



## Create a Custom Audience



### How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or prospects who have interacted with your business on Facebook or other platforms.



#### Customer File

Use a customer file to match your customers and prospects with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.



#### Website Traffic

Create a list of people who visited your website or took specific actions using Facebook Pixel.



#### App Activity

Create a list of people who launched your app or game, or took specific actions.



#### Offline Activity UPDATED

Create a list of people who interacted with your business in-store, by phone, or through other offline channels.

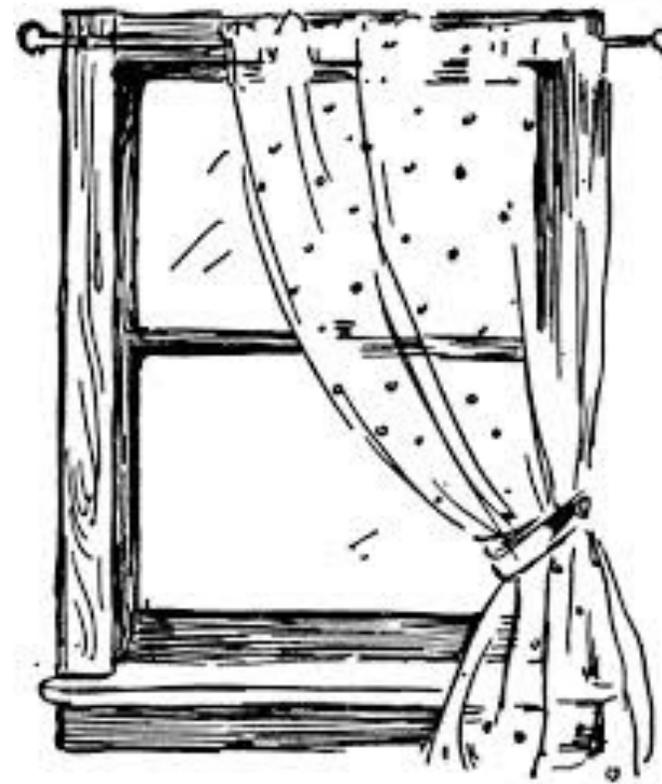


#### Engagement UPDATED

Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

Cancel



# CUSTOMER FILE

Actions ▾

like  
Unamo

### Create a Custom Audience

**Customer file**

-  **Add customers from your own file or copy and paste data**  
Use your customers' information to match them with people on Facebook.
-  **Import from MailChimp**  
Import email addresses directly from this third-party connection by providing your login credentials.

**Customer file with lifetime value (LTV)**

-  **Include LTV for better performing lookalikes** NEW  
Use a file with LTV to create a lookalike more similar to your most valuable customers.

Back

OWNED  
DATA

# LEAD AD



Meet Northern Kentucky

September 7 at 4:07pm · 🌐

Love Bourbon? 🍷

If so, you'll love this monthly shot of bourbon  
Bourbon Buzz Newsletter!



The Bourbon Buzz is your guide to

Each month we'll share tidbits, tutorials and deta  
spirit.

✓ Sign Up

👍❤️😄 233

Top Comments ▾



Write a comment...



**Sheri Rex** No newsletter needed. I've always drank Evan Williams. And every now and then I like some Knob Creek or Bulleit. The rest I can't afford, or don't care for. I'm good! 😊

Like · Reply · September 12 at 12:41pm



**Ray Howes** yup

Like · Reply · September 9 at 1:21am



**Helene Connell Taylor** Skip Sanchez

Like · Reply · September 11 at 7:15am



**Debbie Bryan Peters** Derek Newsome

Like · Reply · September 9 at 8:51am



**Elizabeth Sullivan Arnold** Ryan Popke

Like · Reply · September 10 at 9:54pm



**Gloria LaGrant** Frances Gee

Like · Reply · September 10 at 2:55pm



# LEAD AD

## Form Preview



 Meet Northern Kentucky

### Sign up for the Bourbon Buzz

Each month we'll share some of the best articles on Kentucky's native spirit, a "neat" tip on a new trend and some love for our NKY Bourbonism.

Cheers!

**SIGN UP!**



 Meet Northern Kentucky

Sign up by providing your info below.

Email

Enter your answer.

First name

Enter your answer.

Last name

Enter your answer.

Zip code

Enter your answer.

By clicking Submit, you agree to send your info to Meet Northern Kentucky who agrees to use it according to their privacy policy and the above Terms. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#). [Meet Northern Kentucky will not share or sell your information.](#)

Back

Submit

## Form Preview



 Meet Northern Kentucky

Thanks, you're all set.

Your info has been sent to Meet Northern Kentucky. Tap below to visit Meet Northern Kentucky.

**View Website**

## Newsletter Signup

\* indicates required

Would you like to receive our e-newsletter? \*

- Yes, send me email updates on what's happening in Fargo-Moorhead.
- No, thank you.

By signing up, you agree to receive emails from Visit Fargo-Moorhead.

You may unsubscribe at any time by clicking on the unsubscribe link at the bottom of our emails. [Questions?](#)

Email Address \*

First Name

Last Name

City \*

State \*

Postal Code \*

Country \*

What would you like to receive information about?

- Festivals & Events
- Whats New in F-M
- Arts & Theater
- Deals & Discounts
- Family Fun
- Music & Concerts
- Sports & Outdoors
- Breweries, Wineries, Distilleries

**SUBSCRIBE**



Meet Northern Kentucky

September 7 at 4:07pm · 🌐

Love Bourbon? 🍷

If so, you'll love this monthly shot of bourbon goodness. [Bourbon Buzz Newsletter!](#)



The Bourbon Buzz is your guide to Kent

Each month we'll share tidbits, tutorials and details relating to the spirit.

Form Preview



Meet Northern Kentucky

Thanks, you're all set.

Your info has been sent to Meet Northern Kentucky. Tap below to visit Meet Northern Kentucky.

[View Website](#)





DO YOU KNOW  
ABOUT THEM  
PIXELS?

A red-tinted, grainy image of a globe, possibly a satellite or weather map, with the word "ALERT" overlaid in large, white, bold, sans-serif capital letters at the bottom center. The globe shows some faint outlines of continents and a grid of latitude and longitude lines. The overall appearance is that of a low-resolution, high-contrast scan or a stylized graphic.

**ALERT**

# Google to 'phase out' third-party cookies in Chrome, but not for two years

*The browser battles are about privacy more than marketshare*

By Dieter Bohn | @backlon | Jan 14, 2020, 11:00am EST

**ABC NEWS**

Just In Politics World Business Analysis Sport **Science** Health Arts Fact Check

Science

Space Nature Hum

## Google wants to kill third-party cookies. Here's why that could be messy

[Share on Facebook](#) [Share on Twitter](#) [Print](#) [Email](#) [More](#)

**ABC Science** By technology reporter [Ariel Bogle](#)

Updated Tuesday at 00:30

First posted Monday at 14:30

Google is extending the deadline for the death of the **cookie until late 2023**, a step that follows international regulatory and advertising industry pressure about the search giant's alternative proposals and dominance across the digital advertising sector. Jun 25, 2021

**AW** Adweek

### Google Updates Cookie Crackdown Timeline

Explore what's next in cross-channel measurement, the new era of TV streaming, brand safety, privacy, first-party data and more with tech ...

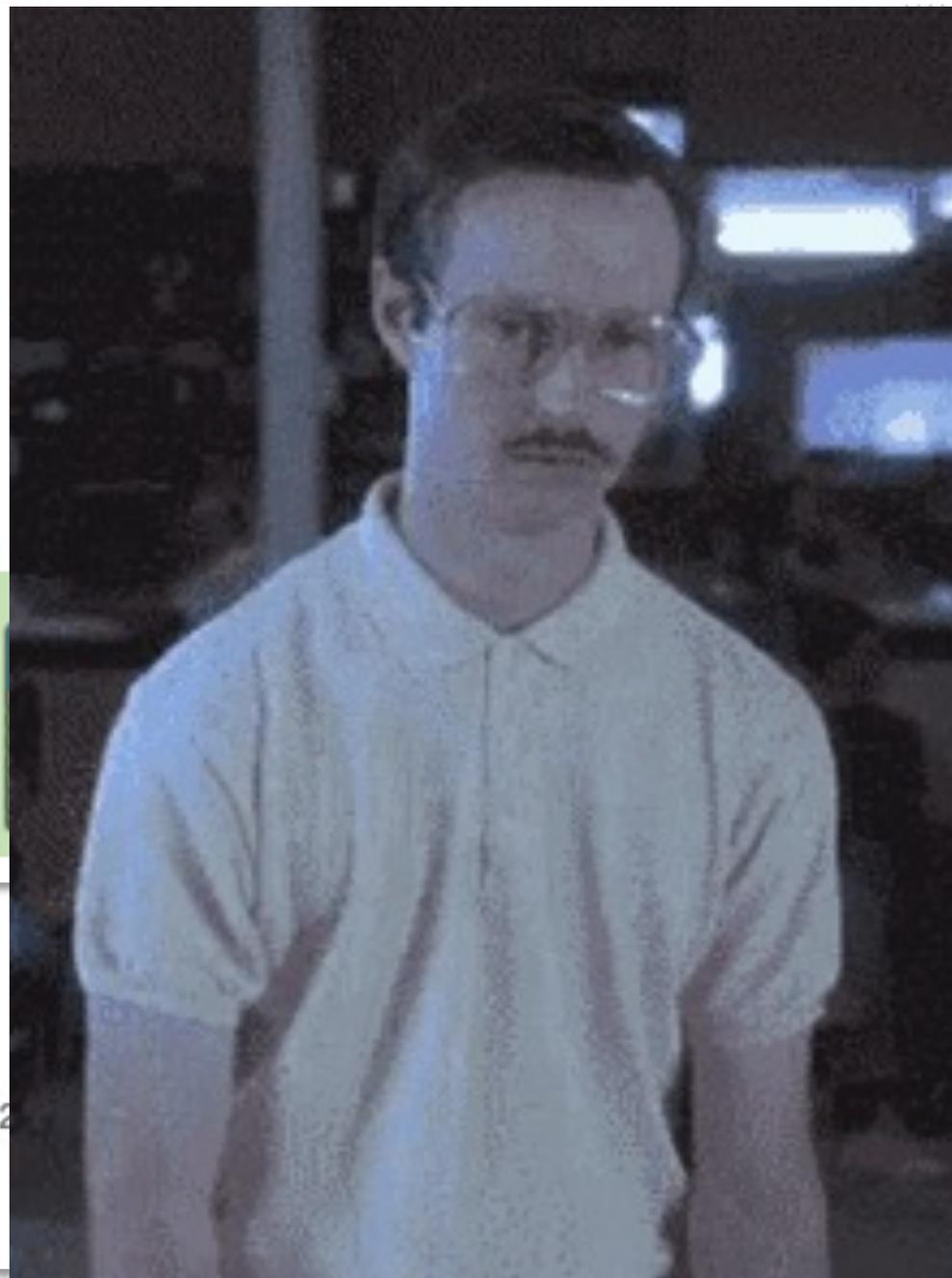
3 days ago

**m** Mondaq

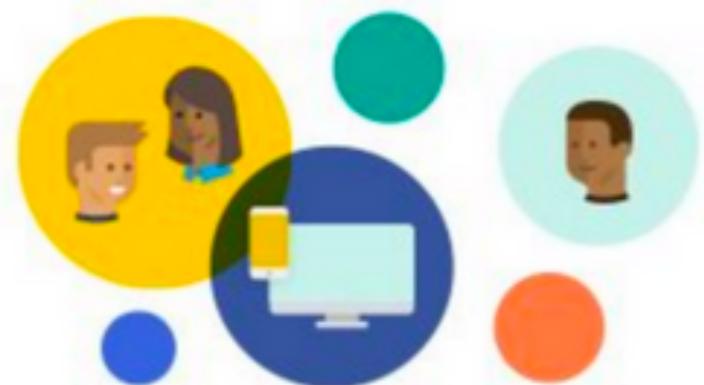
### Google Extends Phase-Out Timeline For Third-Party Cookies ...

Although Google originally planned to remove third-party cookie support by early 2022, the new deadline for late 2023 represents Google's ...

3 weeks ago



# Facebook Pixel





People on  
Your Website



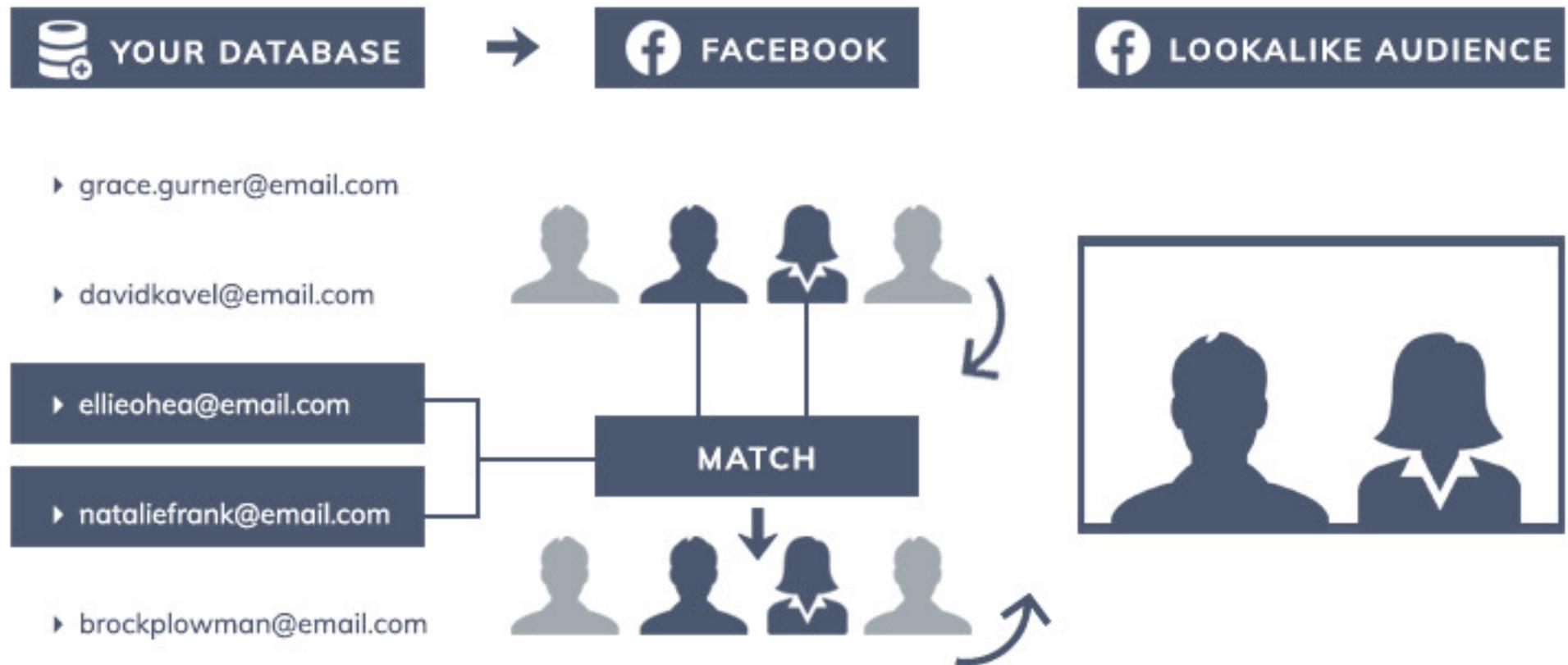
Website Custom  
Audience (WCA)



People on  
Facebook

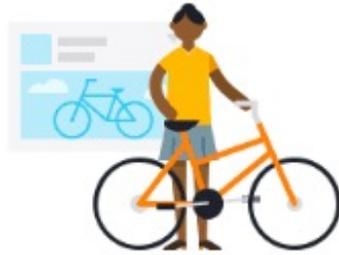


# HERE'S HOW IT WORKS



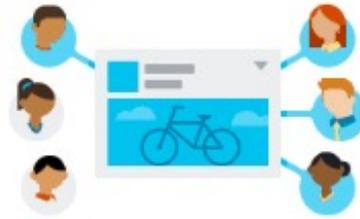
## Create a Facebook Pixel

Add the Facebook pixel to your website to measure the impact of your ads. Unlock powerful solutions in Facebook advertising.



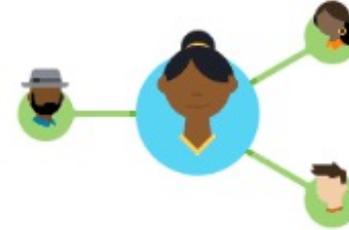
### Track Website Activities

Understand the actions people take after seeing your ads. Track conversions and measure your return on advertising.



### Improve Your Return on Advertising

Facebook will automatically deliver ads to people more likely to take action, based on conversion data from your website.



### Reach New and Existing Customers

Show ads to people based on the actions they take on your website. Create lookalike audiences to reach people similar to your best customers.

Create a Pixel

# INSTALL IT

## Create and Install a Facebook Pixel

Before you begin:

You need a website for your business.

You must be able to update your website's code or be able to contact someone who does.

Go to [Events Manager](#).

Click *Connect Data Sources* and select *Web*.

Select *Facebook Pixel* and click *Connect*.

Add your *Pixel Name*.

Enter your website URL to check for easy setup options.

Click *Continue*.

### Connect Website Activity Using Pixel



#### Track Website Conversions Using Pixel

Add the pixel code to your website to run conversion campaigns, build advanced reporting and custom retargeting. The pixel is a snippet of code that securely receives information from a website. [Learn More](#)

**Pixel Name** 28

**Check your website for easy set up options**

To comply with our policies and help protect your users' privacy, don't share sensitive user information when setting up events. Visit the [Help Center](#) to learn more about sensitive data.

By continuing, you agree to the [Facebook Business Tools Terms](#).

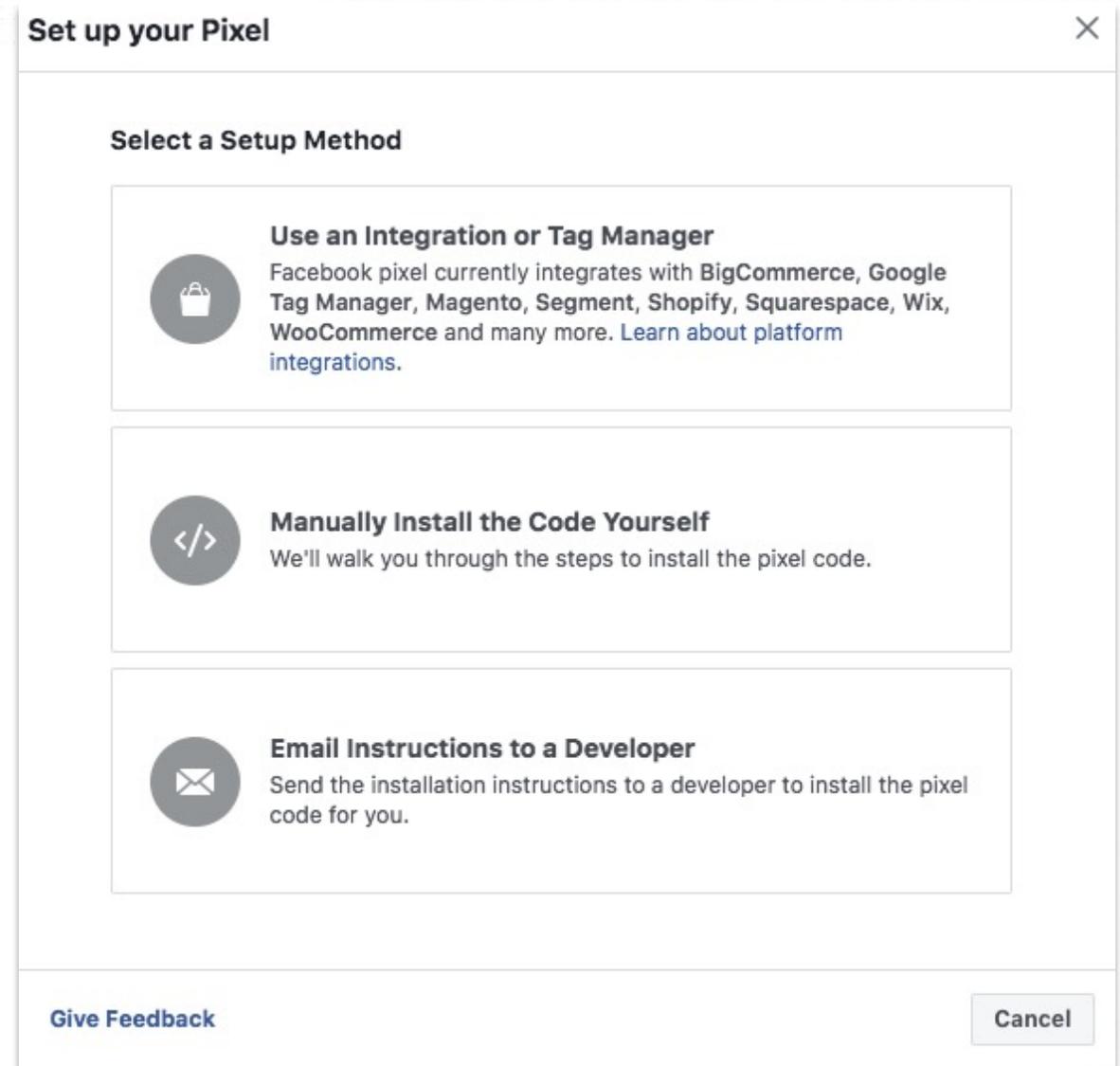
To add more than one pixel to your ad account, upgrade to [Business Manager](#).

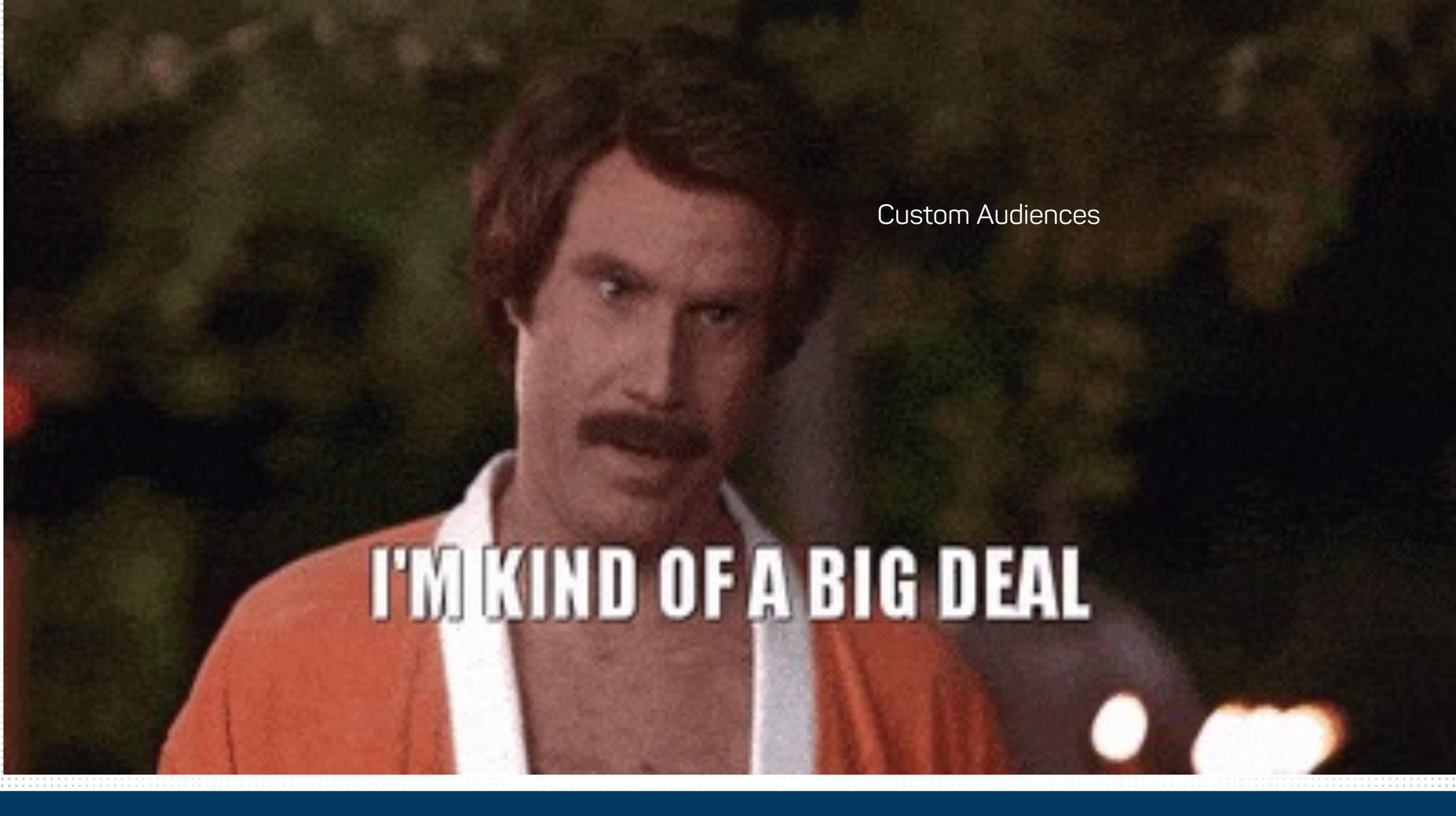
[Give Feedback](#) [Continue](#)

# Install the code!

## 3 options

Hopefully, you can simply send it to a developer.





Custom Audiences

**I'M KIND OF A BIG DEAL**

# HOW?

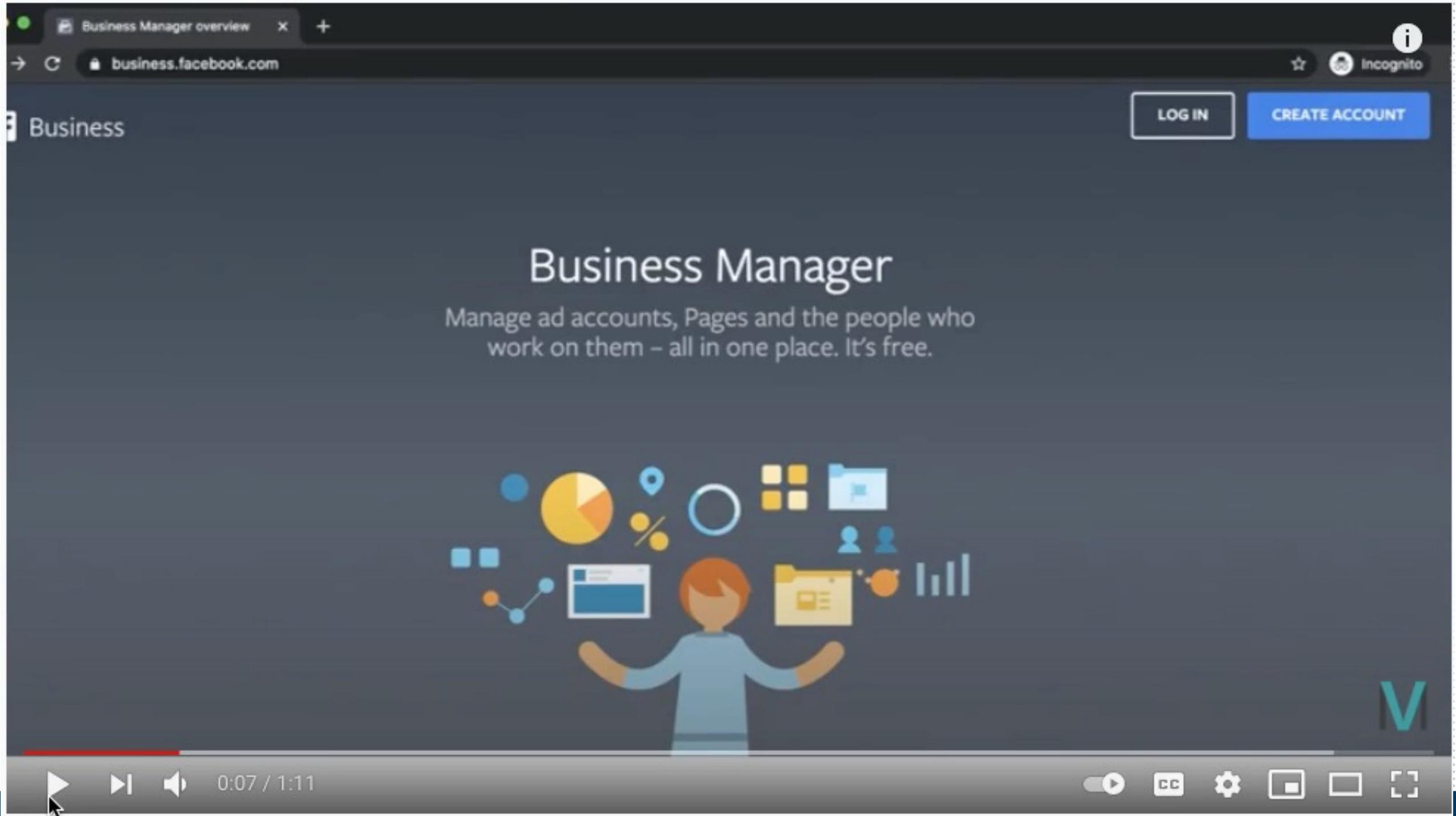
Creating a Business Manager Account



# ARE YOU USING FACEBOOK BUSINESS MANAGER



[www.business.facebook.com](http://www.business.facebook.com)



LOG IN

CREATE ACCOUNT

# Business Manager

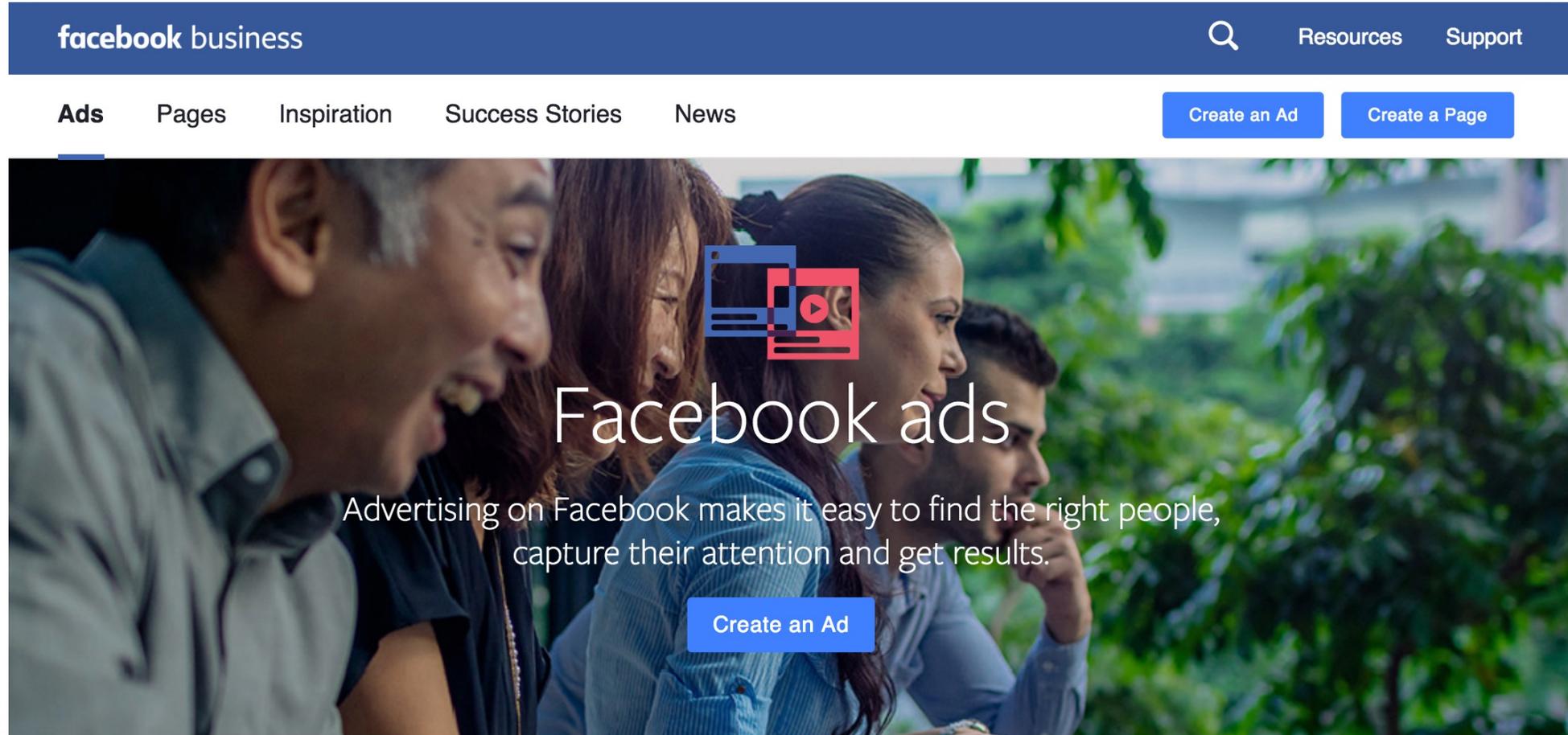
Manage ad accounts, Pages and the people who work on them - all in one place. It's free.





Facebook Business Manager  
Facebook Ad Account  
Creating Audiences  
Sharing Audiences

# USE A FACEBOOK ADS ACCOUNT



The image shows a screenshot of the Facebook Business website. At the top, there is a dark blue navigation bar with the text "facebook business" on the left, a search icon, and the words "Resources" and "Support" on the right. Below this is a white navigation bar with links for "Ads", "Pages", "Inspiration", "Success Stories", and "News". On the right side of this bar are two blue buttons: "Create an Ad" and "Create a Page". The main content area features a large banner with a background image of four people (three women and one man) looking at a laptop. Overlaid on the image is a red and blue icon representing a laptop and a play button. The text "Facebook ads" is prominently displayed in white. Below it, a white text block reads: "Advertising on Facebook makes it easy to find the right people, capture their attention and get results." At the bottom center of the banner is a blue button labeled "Create an Ad".

facebook business

Resources Support

Ads Pages Inspiration Success Stories News

Create an Ad Create a Page

Facebook ads

Advertising on Facebook makes it easy to find the right people, capture their attention and get results.

Create an Ad



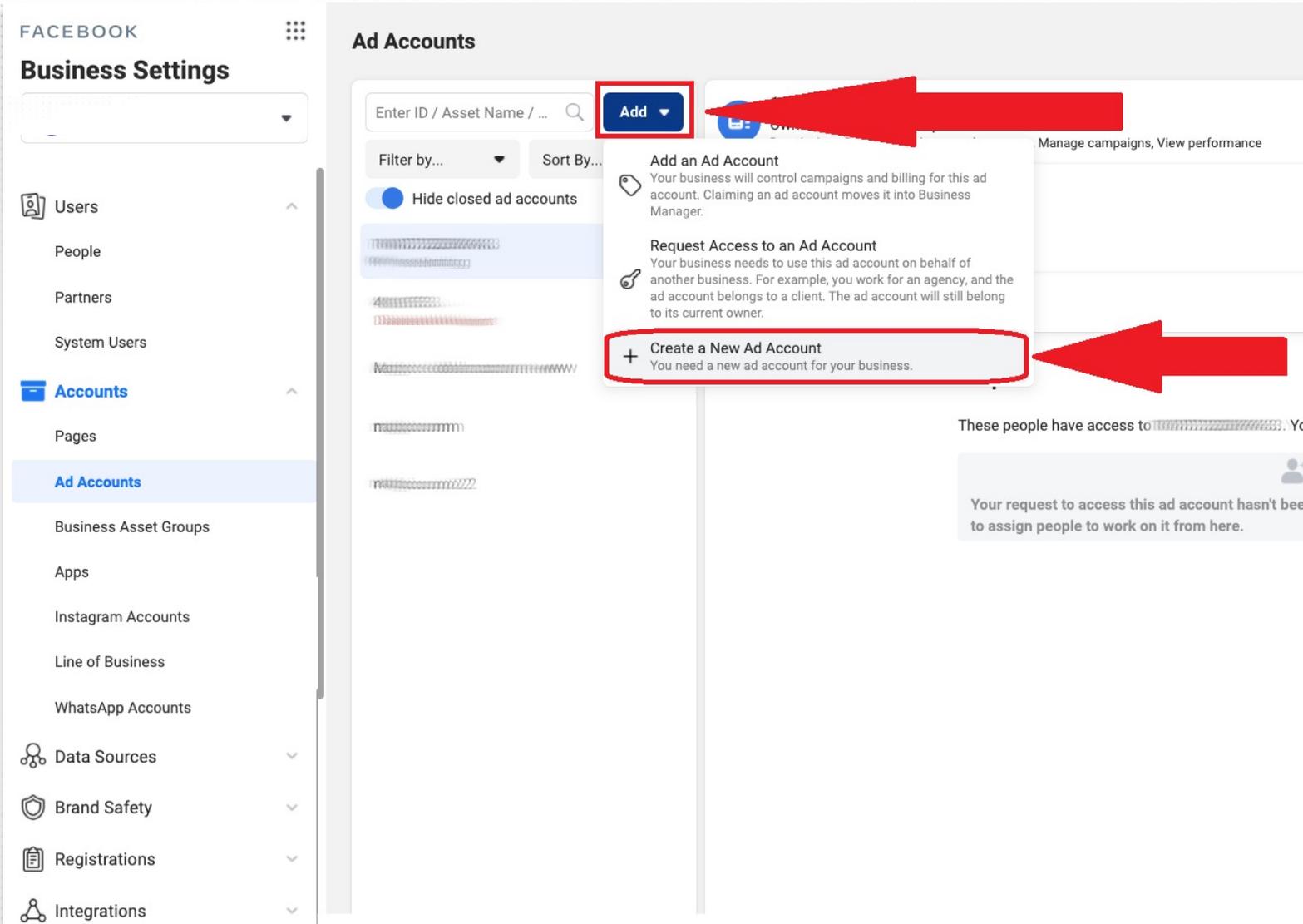
Facebook Ads

**Ad Accounts**

# HOW?

Creating a Facebook Ads Account





## *How to create a new ad account on Facebook Business Manager*

Navigate to Business Settings on the left-hand side panel of the Business Manager.

Click "Ad Accounts" under the "Accounts" tab on the menu to the left.

Click the blue "Add" button to open the dropdown menu.

Select "Create a new ad account".

## Create a New Ad Account ×

### Ad account name

Test

### Time zone

(GMT-05:00) America/New York ▼

### Currency

USD – US Dollars ▼

### Payment method

Select payment method ▼

Name your new account, and then select your time zone, currency, and payment method.

*Pay close attention when* selecting your billing currency and time zone, as you will not be able to change them once you've created your ad account.

If you change any of these two parameters, you'll need to create a new account.

## Who Will This Ad Account Be Used For



### This ad account will be used for

- My business
- Another business or client

Correctly selecting this is important - It will ensure the other business' name is displayed across Facebook when you create an ad on their behalf, including in the Why Am I Seeing This ad dialog. You may also gain access to the other business' Audience Manager features including their Custom Audience sizes and the audience overlap tool.

[Learn More](#)

Select whether you want to use this ad account for your own business or another business or client.

Then, click "Create".

## Add Payment Information



### Country and Currency

Israel, US Dollars (USD)

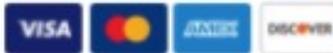
[Edit](#)

### Business and Tax Info

[Edit](#)

### Add Payment Method

Debit or Credit Card



PayPal



Facebook Ad Credit



Your payment methods are saved and stored securely.

[Terms Apply](#)

[Close](#)

[Next](#)

*How to add a new payment method to your Facebook ad account*

Enter your Facebook Ad Account Settings and select "Payment Settings".

In your Payment Settings, click on "Add Payment Method".

Select the method you'd like to add: Credit or Debit Card, PayPal, Bank account, Facebook Ad Credit

Fill in the necessary information.

Click "Next".





Facebook Business Manager



Facebook Ad Account

Creating Audiences

Sharing Audiences

# HOW?

Custom Audiences



**Campaigns** Updated just now Discard Drafts **Review and Publish (30)**

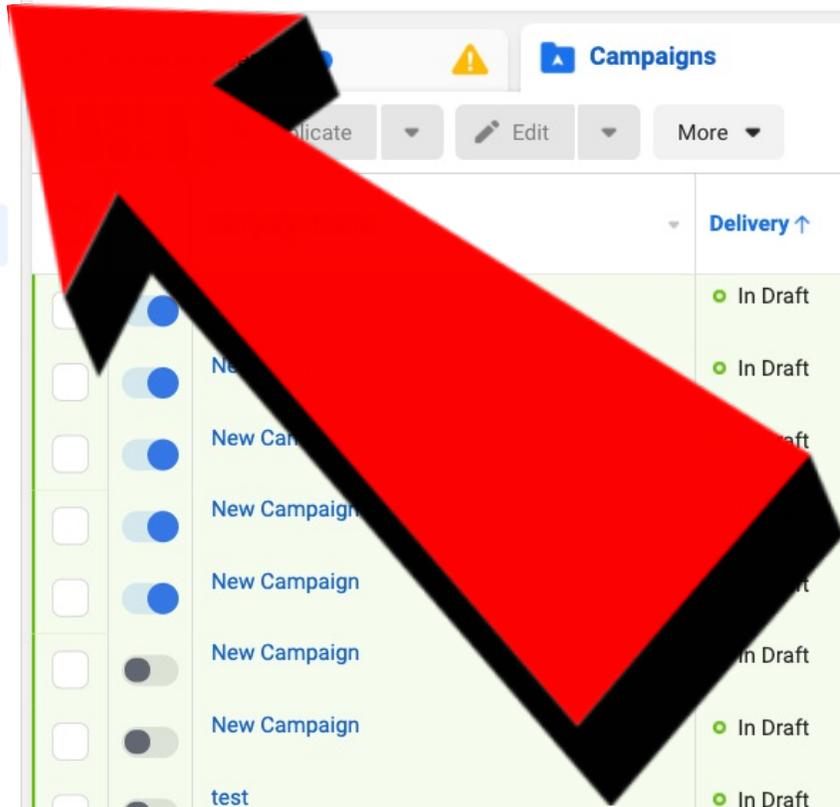
Search and filter Last 7 days: Jun 24, 2021 – Jun 30, 2021  
Note: Does not include today's data

**Campaigns** Ad Sets Ads

View Setup Columns: Performance Breakdown Reports

	Delivery ↑	Bid Strategy	Budget	Att	Reach
<input type="checkbox"/>	In Draft	Using ad set bid...	Using ad set bu...		
<input type="checkbox"/>	In Draft	Using ad set bid...	Using ad set bu...		
<input type="checkbox"/>	New Cam...	Using ad set bid...	Using ad set bu...		
<input type="checkbox"/>	New Campaign	Using ad set bid...	Using ad set b...		
<input type="checkbox"/>	New Campaign	Using ad set bid...	Using ad set b...		
<input type="checkbox"/>	New Campaign	Using ad set bid...	Using ad set b...		
<input type="checkbox"/>	New Campaign	Using ad set bid...	Using ad set b...		
<input type="checkbox"/>	test	Lowest cost	\$20.00		
<input type="checkbox"/>	March Posts	Using ad set bid...	Using ad...		

> Results from 172 campaigns ⓘ



1.



## All Tools

All Tools



Ads Manager



Business Settings



2.



Events Manager



Media Library



Audience Insights

## Choose a Custom Audience Source



Connect with people who have already shown an interest in your business or product.

### Your Sources

- Website
- App activity
- Customer list
- Offline activity

### Facebook Sources

- Video
- Lead form
- Instant Experience
- Shopping
- Instagram account
- Events
- Facebook Page
- On-Facebook Listings



Cancel

Next

# HOW?

Create Custom Audiences





A screenshot of a software interface for audience management. The interface is titled "Audience" and features a "Create Audience" button at the top. Below this is a search bar labeled "Search by name or audience ID". A list of audience options is displayed, with "All Audiences" selected. A "Filter" section on the left allows for filtering by Status, Type, Availability, and Source. The list of audience options includes:

- Name
- test
- test
- TwoSix Digital - Summit Page Views [180]
- TwoSix Digital - Website Visitors [180]
- Lookalike (US, 1%) - Outdoor Rec 2/5
- Outdoor Rec 2/5
- TwoSix Digital - FB Engagement - 12/19/19 [180]
- TwoSix Digital Website Visitors - 12/19/19 [180]
- test
- packer visitors
- Facebook Engagement
- test

# HIT THE BIG BLUE BUTTON

SELECT THE OPTION:  
"CUSTOM AUDIENCE"

# HOW?

Creating Audiences



Create Audience

Search by name or audience ID

- All Audiences
- Expiring Audiences

- Filter**
- Status
  - Type
  - Availability
  - Source

Name	Type	Size	Availability	Date Created	Audience ID
<input type="checkbox"/> test				2:26 PM	
<input type="checkbox"/> test				12/23/2020 2:17 PM	62284225
<input type="checkbox"/> TwoSix D				03/06/2020 12:48 PM	61692572
<input type="checkbox"/> TwoSix D				03/06/2020 12:13 PM	61692509
<input type="checkbox"/> Lookalike				02/05/2020 1:11 PM	61628656
<input type="checkbox"/> Outdoor F				02/05/2020 1:09 PM	61628653
<input type="checkbox"/> TwoSix D [180]				12/19/2019 11:54 AM	61539111
<input type="checkbox"/> TwoSix D [180]				12/19/2019 11:33 AM	61539070
<input type="checkbox"/> test				11/08/2019 10:00 AM	61456703
<input type="checkbox"/> packer vi	Website	Not updated		11/07/2019 10:08 AM	61454918
<input type="checkbox"/> Facebook Engagement	Custom Audience Engagement - Page	Below 1000 Not updated	Ready	09/11/2019 11:33 AM	61375658
<input type="checkbox"/> test	Custom Audience	Below 1000	Expiring	06/11/2019	61284755

### Choose a Custom Audience Source

Connect with people who have already shown an interest in your business or product.

**Your Sources**

- Website
- App activity
- Customer list
- Offline activity

**Facebook Sources**

- Video
- Lead form
- Instant Experience
- Shopping
- Instagram account
- Events
- Facebook Page
- On-Facebook Listings

?
Cancel
Next



# Billy Mays

But wait there's more!

## *WHAT ARE LOOKALIKE AUDIENCES?*



“Lookalike Audiences” are a way to reach new people who are likely to be interested in your business because they're similar to users you've already connected with.

# Audience

TwoSix Digital

Create Audience ▾

🔍 Search by name or audience ID

All Audiences

Expiring Audiences ⓘ

### Filter

Status ▾

Type ▾

Availability ▾

Source ▾

<input type="checkbox"/>	Name	Type	Size	Availability	Date Created
<input type="checkbox"/>	26-Mtnbike-Web 180 - 7/1/2021	Custom Audience Website	Pending Size Not Yet Available ⓘ	● Ready	07/01/2021 2:00 PM
<input type="checkbox"/>	Leads	Custom Audience Website	Below 1000 Not updated ⓘ	● Ready	12/23/2020 2:26 PM
<input type="checkbox"/>	test terst	Custom Audience Website	Below 1000 Not updated ⓘ	● Ready	12/23/2020 2:17 PM
<input type="checkbox"/>	TwoSix Digital - Summit Page Views [180]	Custom Audience Website	Below 1000 Not updated ⓘ	● Ready	03/06/2020 12:48 PM
<input type="checkbox"/>	TwoSix Digital - Website Visitors [180]	Custom Audience Website	2,600 ⓘ	● Ready Last edited 03/06/2020	03/06/2020 12:13 PM
<input type="checkbox"/>	Lookalike (US, 1%) - Outdoor Rec 2/5	Lookalike Audience Outdoor Rec 2/5	Not available ⓘ	● Audience not created ⓘ	02/05/2020 1:11 PM
<input type="checkbox"/>	Outdoor Rec 2/5	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 02/05/2020	02/05/2020 1:09 PM
<input type="checkbox"/>	TwoSix Digital - FB Engagement - 12/19/19 [180]	Custom Audience Engagement - Page	1,600	● Ready Last edited 12/19/2019	12/19/2019 11:54 AM
<input type="checkbox"/>	TwoSix Digital Website Visitors - 12/19/19 [180]	Custom Audience Website	2,600 ⓘ	● Ready Last edited 12/19/2019	12/19/2019 11:33 AM
<input type="checkbox"/>	test	Custom Audience Website	Below 1000 Not updated ⓘ	● Ready	11/08/2019 10:00 AM

# SUCCESS!



<input type="checkbox"/>	Name	Type
<input type="checkbox"/>	Lookalike (US, 1%) - Test	Lookalike Custom Audience:Test
<input type="checkbox"/>	Test	Custom Audience Engagement - Video

- ✓ Facebook Business Manager
- ✓ Facebook Ad Account
- ✓ Creating Audiences
- Sharing Audiences

# HOW?

Sharing Audiences





Search and filter

Today: Jul 6, 2021

Resource Center



Campaigns

Ad Sets

Ads

+ Create

Duplicate

Edit

More

View Setup

Columns: Custom

Breakdown

Reports

<input type="checkbox"/>		Campaign Name	Delivery <span>↑</span>	Bid Strategy	Budget	Attribution Setting	Results	Reach
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Traffic Campaign	<span>●</span> In Draft	Using ad set bid...	Using ad set bu...	-	-	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Campaign	<span>●</span> In Draft	Using ad set bid...	Using ad set bu...	-	-	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Campaign	<span>●</span> In Draft	Using ad set bid...	Using ad set bu...	-	-	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Campaign	<span>●</span> In Draft	Using ad set bid...	Using ad set bu...	-	-	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Campaign	<span>●</span> In Draft	Using ad set bid...	Using ad set bu...	-	-	-
<input type="checkbox"/>	<input type="checkbox"/>	New Campaign	<span>●</span> In Draft	Using ad set bid...	Using ad set bu...	-	-	-
<input type="checkbox"/>	<input type="checkbox"/>	New Campaign	<span>●</span> In Draft	Using ad set bid...	Using ad set bu...	-	-	-
<b>&gt; Results from 172 campaigns</b>						<b>Multiple Attrib...</b>	-	-



Create Audience ▼

Filters ▼

Edit

Share



### Share 1 Selected Audience



Enter an ad account name or ID to give another account permission to target ads to or see insights for this audience. They won't be able to edit, share, or create lookalikes based on your audience.

Enter ad account ID or name

Close

Share

# SUCCESS!



**Sharing is confirmed**



You have successfully shared the audience to your recipient(s).



TwoSix Digital - FB Engagement - [180]

TwoSix Digital Website Visitors -

-----

TwoSix Digital - Website Visitors

Lookalike (US, 1%) - Outdoor Rec

Outdoor Rec 2/5

TwoSix Digital - FB Engagement - [180]

TwoSix Digital Website Visitors -

-----



## Choose a Custom Audience Source



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### Facebook Sources

- Video
- Lead form
- Instant Experience
- Shopping
- Instagram account
- Events
- Facebook Page
- On-Facebook Listings

MAKE MORE!  
SHARE MORE!



Cancel

Next

- ✔ Facebook Business Manager
- ✔ Facebook Ad Account
- ✔ Creating Audiences
- ✔ Sharing Audiences

# HOW?

Facebook Blueprint



# facebook blueprint



Best Practices



Facebook Pages



Purchasing Ads



Advertising Objectives



Targeting



Managing Your Ads



Reporting and Measurement



Insights



Instagram



SMB



Webinars



facebook blueprint

## Learn new marketing skills with Facebook Blueprint.

Build your digital marketing knowledge, boost your career and add value to your company with free online training, resources and certifications.

Hello Brian!



Welcome, Brian

[Log out](#)





CVB

PARTNERS

*just imagine!!!*



# *COOPERATION*



*Create High Value  
Audiences*

+

*SHARE THEM  
WITH KEY PARTNERS*

**TAKE**  
**CONTROL**



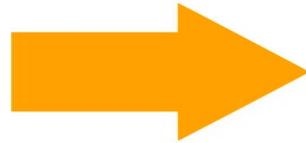


*Here's the idea!*

## Cooperative Data-Driven Campaigns



Website and Email  
Custom Audiences



Shared

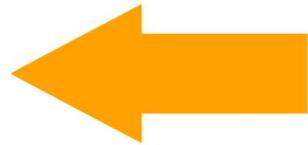


# It can go the other way too!

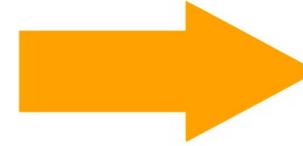


Cooperative Data-Driven Campaigns

Website and Email  
Custom Audiences



Shared



Shared



Cooperative Data-Driven Campaigns

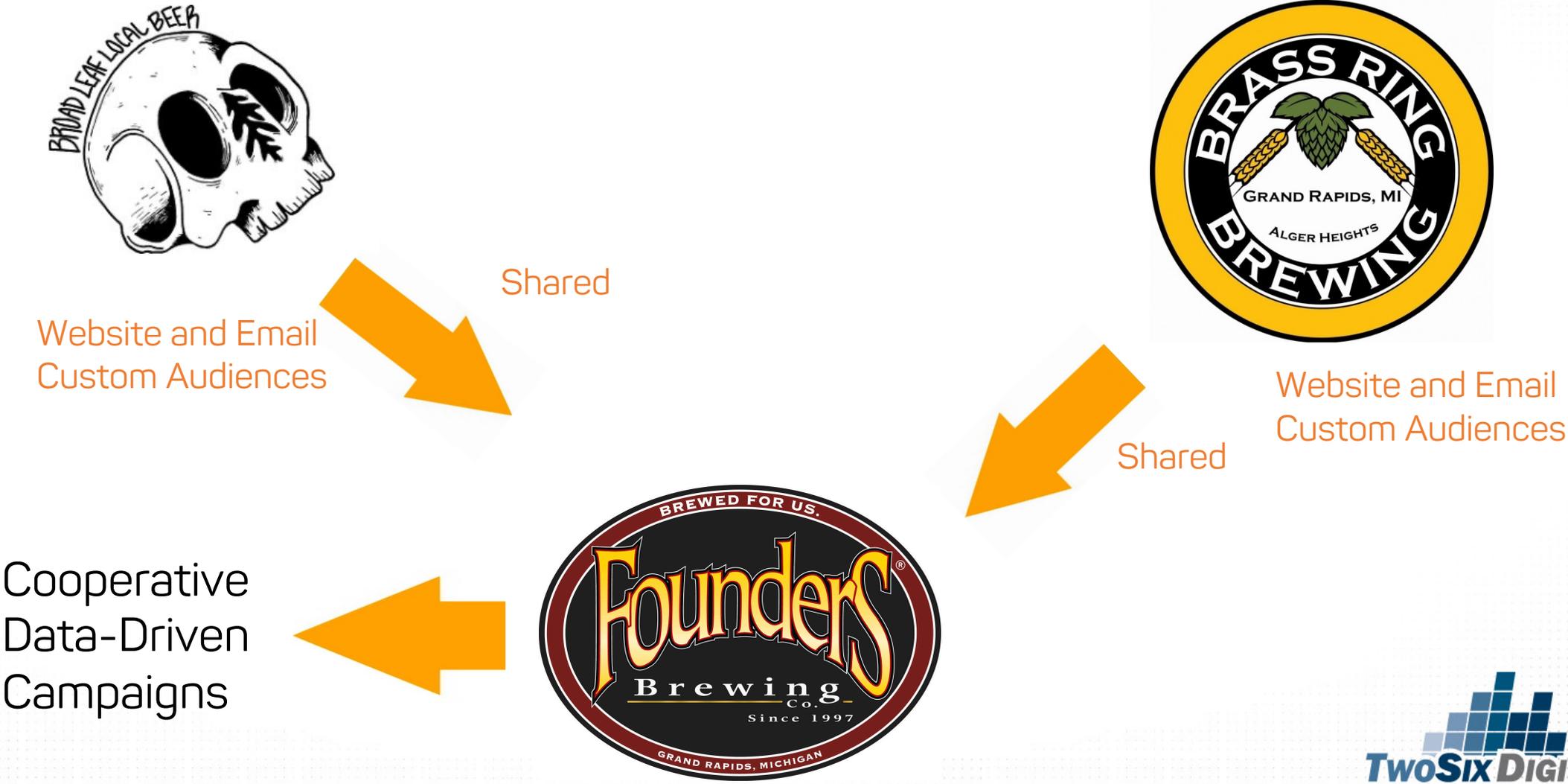


Shared



Cooperative Data-Driven Campaigns

# Or partners can collaborate amongst yourselves





# To Do List

- 1) Get on Business Manager
- 2) Link your Facebook Page to the new Business Manager
- 3) Create a Facebook Ads Account
- 4) Link your Ads Account to Business Manager

# To Do List

- 5) Create Facebook custom audiences from your email database
- 6) Install the Facebook website pixel on the site
- 7) Create Custom & Lookalike audiences from the pixel data
- 8) Share your custom and lookalike audiences with related partners
- 9) Run cooperative data paid campaigns with the new audiences



The image features a red-tinted, grainy background. In the center, there is a faint, glowing globe of the Earth. The word "ALERT" is written in large, white, bold, sans-serif capital letters across the bottom portion of the image.

**ALERT**

**Do you need a privacy policy on your website? YES!**



Privacy Policy Canadian Websites



**CALIFORNIA CONSUMER  
PRIVACY ACT (CaCPA)**

**IT'S HERE!**





# GLOBAL AVERAGES

A Solid Benchmark:

CPC: \$.63

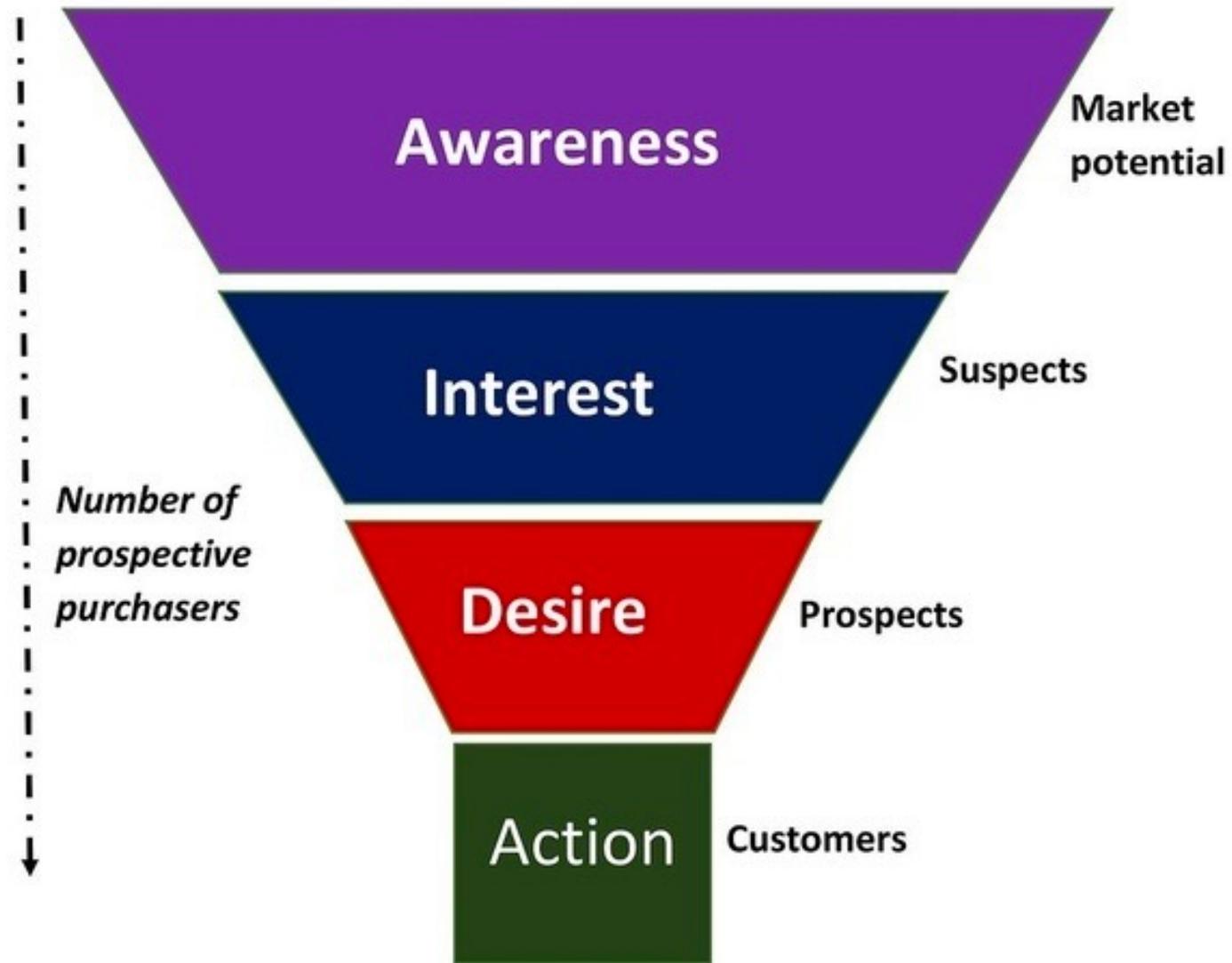
CTR: .90



nanigans

Don't forget

# The Purchase Funnel



A black and white photograph of two hands held palm-up against a dark background. The left hand has the text 'IF YOU NEVER TRY' written on its palm in three lines. The right hand has the text 'YOU'LL NEVER KNOW' written on its palm in three lines. The text is written in a simple, hand-drawn style.

IF YOU  
NEVER  
TRY

YOU'LL  
NEVER  
KNOW

**HOPE  
IS NOT A  
STRATEGY**

# Sign up for the TwoSix Digital Monthly E-Newsletter

Monthly digital tips, tricks, and trends in the tourism industry.

Email Address \*

First Name

Last Name

State

[www.twosixdigital.com/e-news/](http://www.twosixdigital.com/e-news/)





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