

DIGITAL MARKETING TIPS & TACTICS FOR ONGOING SUCCESS



February 3, 2022

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

Tweet me: @BVMATSON



Who We Are



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

40+ Years of combined
tourism industry experience



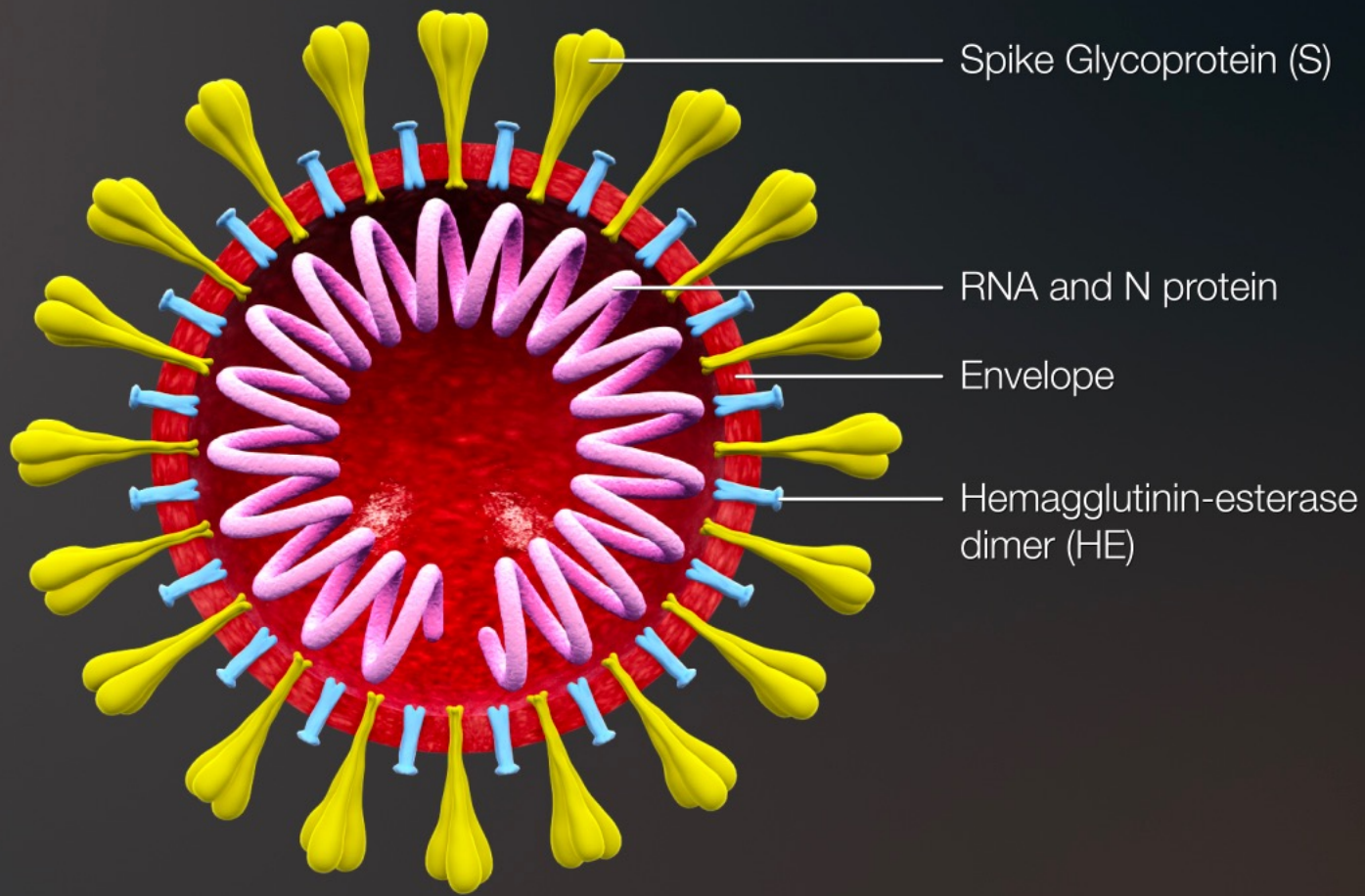
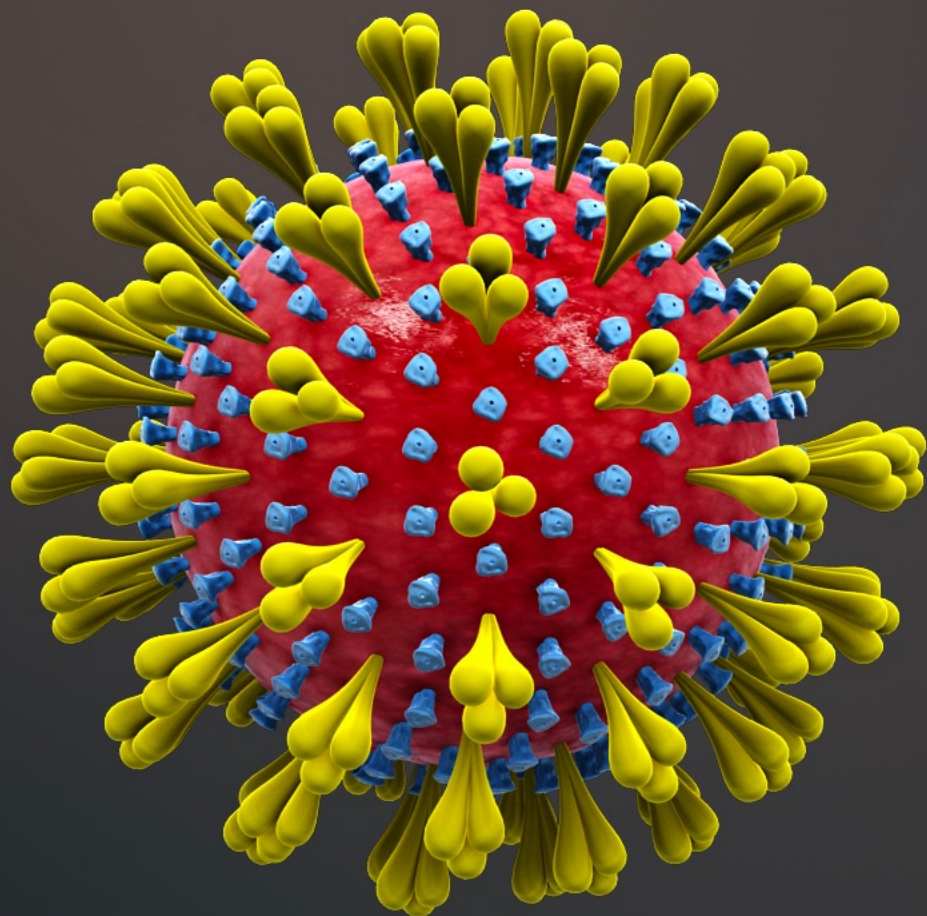
Headquartered in
Brighton, Michigan



WHO WE WORK WITH







New cases ▼

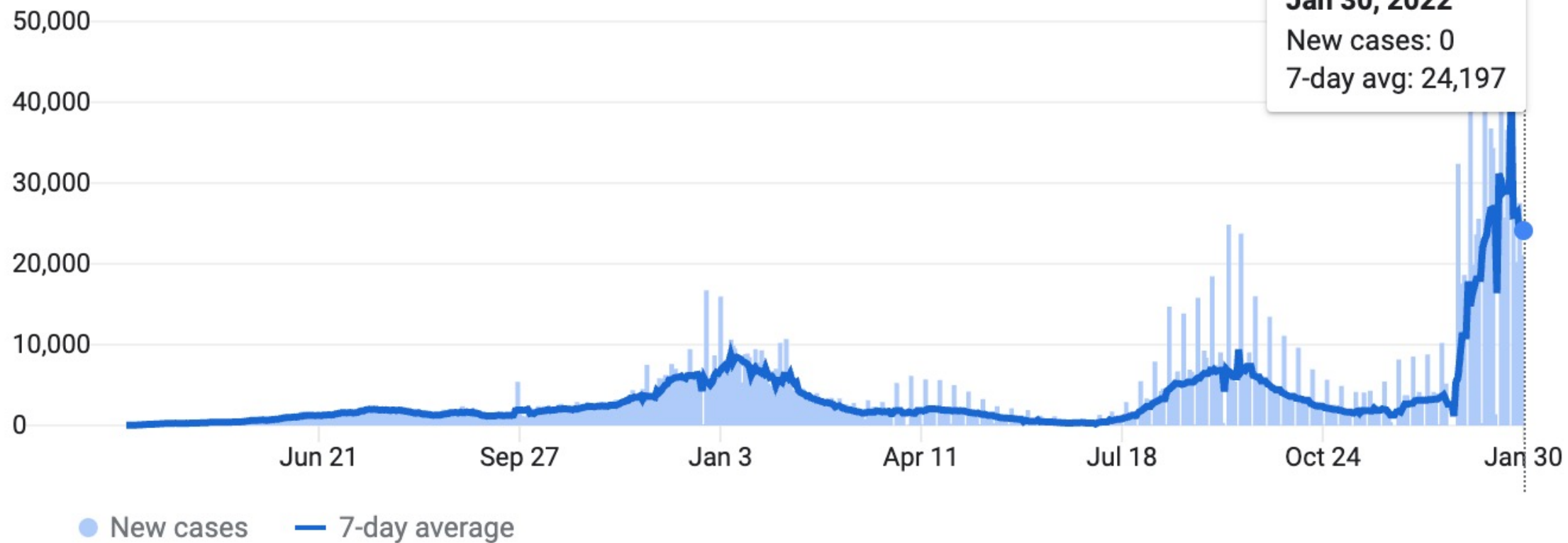


United States ▼

North Carolina ▼

All counties ▼

All time ▼





Can this be done now?

*NOW IS THE TIME TO BE
STRATEGIC*

101

FIX YOUR WEBSITE

SEARCH

SOCIAL

YOUR
WEBSITE

EMAIL
MARKETING

NATIVE/
DISPLAY



A photograph of a residential yard. In the foreground, there is a large, messy pile of brush, including many dry, tangled sticks and some green leaves. In the background, a white van is parked on a driveway. Behind the van is a light blue house with a brown door and a small window. To the right of the van is a grey brick house. A large, leafless tree stands between the houses. The sky is overcast.

#LANDINGPAGES

WIX.com

 SQUARESPACE

weebly

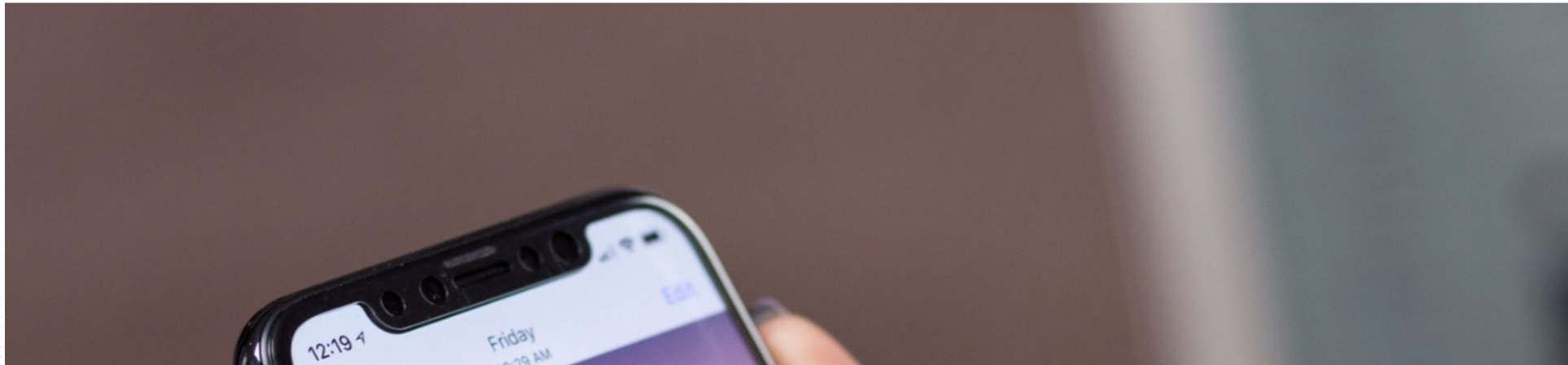
Site Not Mobile Friendly? You Can Kiss Your Google Rankings Goodbye

Google rolls out "Mobile First" indexing and how to create a mobile friendly site that Google doesn't hate



Jaeden K. Schafer

Follow





Is your web page mobile-friendly?



URL

< > CODE

Enter a URL to test

TEST URL

START USING SOCIAL MEDIA AS A LEGITIMATE MARKETING TOOL

THE 5 RULE

For every piece of content you create look for 5 ways that you can integrate, extend or amplify the message.

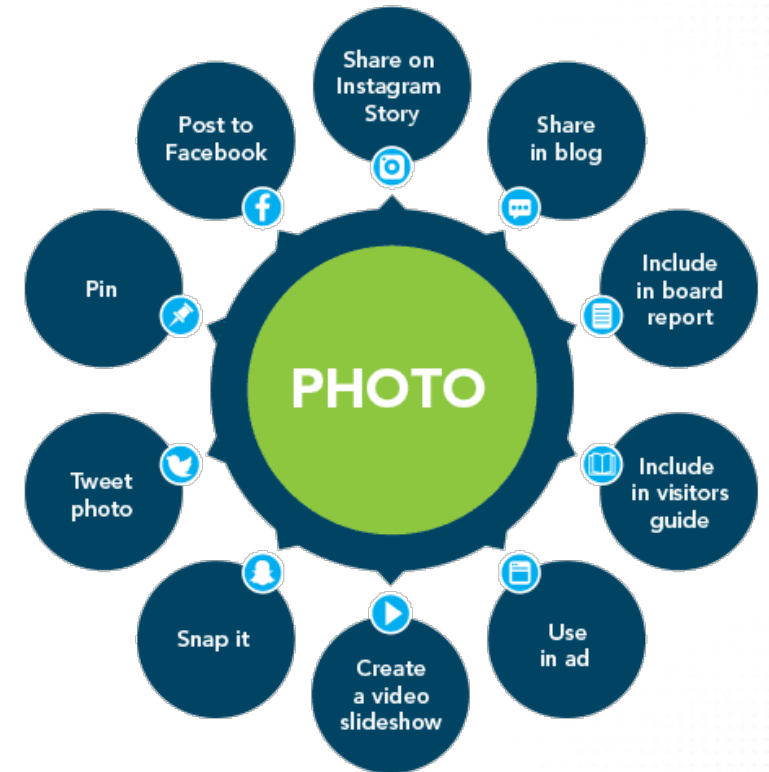
PICK 5



PICK 5



PICK 5



facebook

FACEBOOK FUNDAMENTALS

Write something

Add what you're doing or how you're feeling

Boost Post Publish

Write something...

Check In

Boost Post Publish

Write something

Choose the preferred audiences for this post

Boost Post Publish


Write something

Tag a product

Boost Post Publish


TwoSix Digital thinking about landing pages at **TwoSix Digital**.
February 2 at 9:03am · Brighton · *


Houston, we have a problem...with ineffective landing pages.
Before launching your next traffic-driving campaign, consider TwoSix Digital's simple check-list for a successful landing page.
Receive articles like this before anyone else by signing up for our monthly e-newsletter: <https://goo.gl/p0C27S>



6 Best Practices To Make An Awesome Landing Page - TwoSix Digital
Direct your audience to a landing page that provides value. These 6 best practices are sure to make your landing page a success.
TWSIXDIGITAL.COM

Products shown:

 **Digital Strategies**
TwoSix Digital

 See more at TwoSix
320 Likes

Like Comment Share Buffer

James Conniff, Grant Kenney and 5 others

1 share

CONTENT INSIGHTS

Discover Puerto Rico

Published by Falcon.io [?] · December 12, 2018 ·

SPECIFIC

Tucked away in a sea of palm trees, Dorado Beach, a Ritz-Carlton Reserve is somewhere between a dream and an idyllic beach. #DiscoverPuertoRico's best oceanfront properties (ready to welcome you 365 days a year.) 🌴

GEO TAGS

DIRECTOR

RELEVANT PREVIEW

WELCOME.DISCOVERPUERTORICO.COM

Top Beachside Accommodations in Puerto Rico

Plan a beach getaway to Puerto Rico for some sun and sand at one of...

20,778

1,215

Boost Unavailable

People Reached Engagements

👍❤️👀

Angela Vargas, Sylvia Pla and 430 others12 Comments81 Shares

584 Post Clicks

0

297

287

Photo Views Link Clicks Other Clicks

V
S

Discover Puerto Rico

Published by Falcon.io [?] · December 13, 2018 ·

BROAD

Kick back and soak in our picture-perfect views. It's just another 85-degree day in paradise, after all. 🌞 #DiscoverPuertoRico

NO TAGS

WORKER

GENERIC PREVIEW

DISCOVERPUERTORICO.COM

Discover Puerto Rico

Puerto Rico is ready to enchant you.

19,679

585

Boost Unavailable

People Reached Engagements

👍❤️👀

Alexandra Raue, रुদিতা ইন্ডি and 220 others6 Comments48 Shares


226 Post Clicks

0

84

142

Photo Views Link Clicks Other Clicks

TwoSix Digital

TEASE



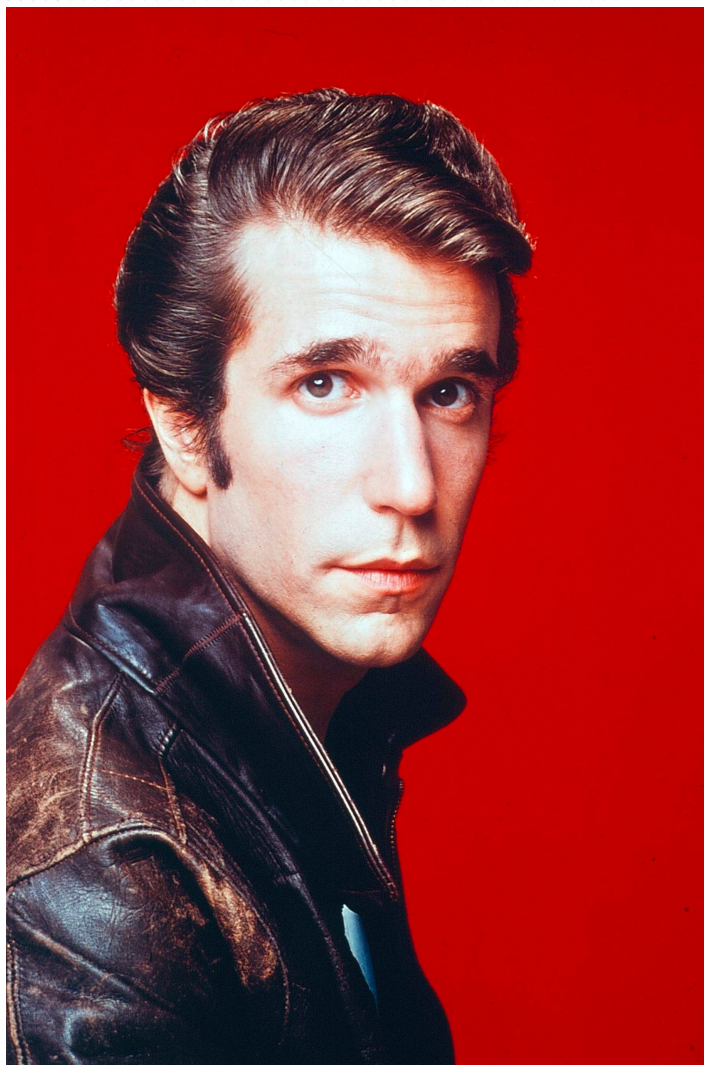
Use Directional Language In Your Posts



DRIVE TRAFFIC







Never change your bio link again.



How it works

Linktree is a free tool for optimising your Instagram traffic, whether you're a blogger, an artist or run a content platform.

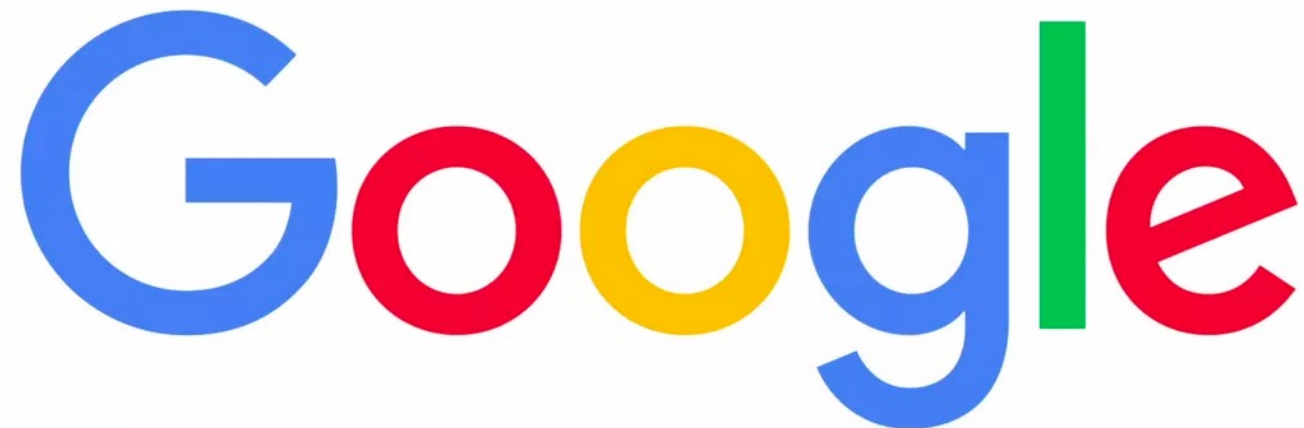
You'll get one bio link to house all the content you're driving followers to.

Let your content live longer than the feed.

[SIGN UP FREE](#)

JUST MAKE
YOUR OWN
WEBPAGE

ONLINE REVIEWS



“Reviews... they are
absolutely priceless.”

USE THEM!





Andy King reviewed Denning Glass — 5★

January 26 · 🌐

Just a quick phone call and and Denning's took care of the rest! Not to mention the comfy chair and relaxing essential oils in the waiting room, I almost took a nap! Thanks!!



Like



Comment

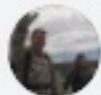


2



Denning Glass Your welcome Andy!

Like · Reply · 5w



Write a comment...



Bobbie Luckadoo reviewed Denning Glass — 5★

January 12 · 🌐

When I was about 5, I remember going to Dennings Glass to have glass for our living room table replaced. Here I am roughly 16 years later having my windshield replaced by them! Rose was kind enough to walk me through the whole process because I had never dealt with this before, and she made it all a breeze! I picked up my car within a hour and a half with impressively clean glass, and a curtesy car detailing!



Like



Comment



Share



Buffer



3



Denning Glass Our pleasure Bob! 🙌👍 2

Like · Reply · 7w



Rose Denning Thanks for the kind words Bobbie.

Like · Reply · 7w



Write a comment...





autoglasstech • Following
Denning Glass

autoglasstech • SuperFanFriday
★★★★★ ... does it best 🚗..



North Carolina Aquarium on Roanoke Island



●●●●● 1,516 • #2 of 25 things to do in Manteo • Aquariums

[Open now](#) • 9:00 AM - 5:00 PM [Visit website](#) [Call](#) [Email](#)

About

The North Carolina Aquarium on Roanoke Island was originally founded in 1976 as the North Carolina Marine Resources Center, along with our sister facilities at Pine Knoll Shores and Fort Fisher. In 1986, the three facilities were renamed Aquariums, and we were joined by Jennette's Pier in Nags Head. [Read more](#) ✓

Suggested duration

2-3 hours

🐠 Features animals

[Learn more about animal welfare in tourism](#)

✎ Suggest edits to improve what we show.
[Improve this listing](#)



 **Daisy**
7 contributions



Beautiful!

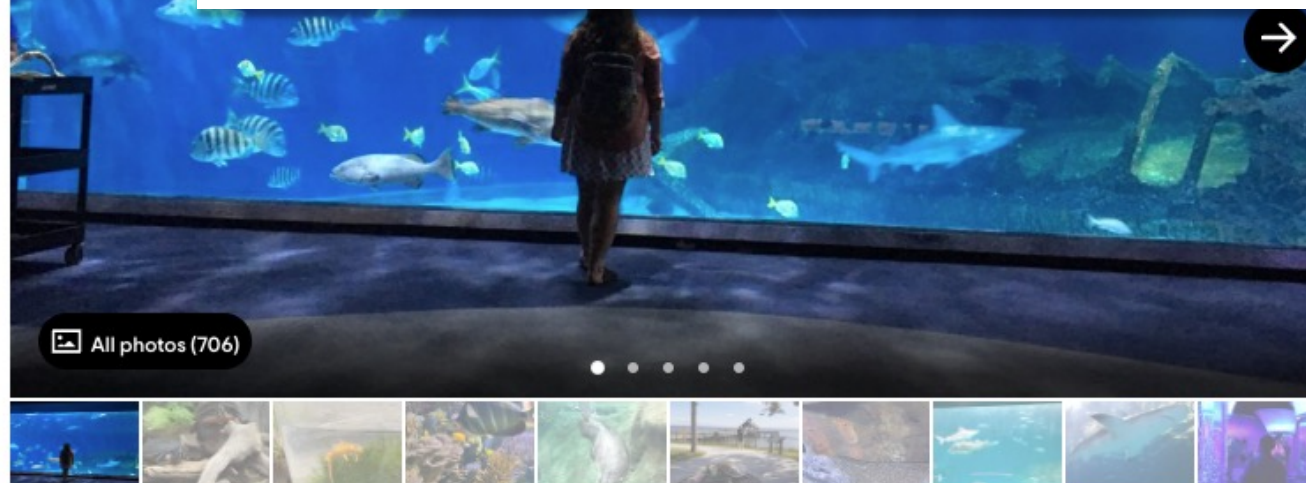
Dec 2021 • Family

We arrived at the aquarium when it open. Its a very nice aquarium, lots of exhibits to look at. Staff was very friendly. There is also a walking trail to view birds and a pier to go fishing.

Written December 29, 2021

This review is the subjective opinion of a Tripadvisor member and not of TripAdvisor LLC.

👍 0 ⋮



Just Ask





BUILD AN ACTUAL CALENDAR

CONFERENCE ROOM 101

DAILY THEMES

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
UGC +HASHTAG DAY	TIPS AND REVIEWS	ACTIVITY PROMO	HISTORY	DEAL OR SPECIAL OFFER	CTA

USE GOOGLE ANALYTICS TO DETERMINE YOUR DAILY THEMES

LASER MENTAL FOCUS



Bonus Tip

Invite Likes



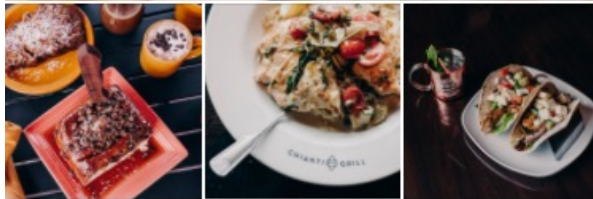
Experience Burnsville, Minnesota is 🍴 feeling hungry in Burnsville, Minnesota.

Published by Jena Lipham · April 9 at 10:37 AM · 🌐

Burnsville, MN is home to several local restaurants with a wide variety of cuisines making it the perfect foodie destination! 🍴 Browse our website to find the best bites in town and check out our blog listing the Best Restaurants in Burnsville According to TripAdvisor! 📖

Top 10 Best Restaurants in Burnsville 📖 <https://bit.ly/3scV3VT>
Eat & Drink Like a Local 📖 <https://bit.ly/3uyx4BZ>

📷... See More



Reach More People With This Post

People are boosting posts like "Burnsville, MN is ho..." to reach more people. Try boosting this post.

355

People Reached

21

Engagements

Boost Post



8

1 Share

All 73



69



3



1



Bobbe Hinsman

Liked



Karen Suber

Invite



Mark DeNio

Invite



Mary E. Runser

Liked



Regina Meadows

Invite



Gloria Wilson-Clay

Invite



Alina Boyden Phillips

Liked



Bonus Tip

**THE SINGLE
MOST BIGGEST AND
MOST IMPORTANT
DIGITAL STRATEGY
YOU WILL EVER HEAR**



EMOJIS FOR THE WIN

Increase Facebook Likes by 57%

Increase Facebook Comments & Shares by 33%





Search Emojipedia



eg

heart



arrow

beach

music



laugh

birthday





WORK
~~HARD~~
SMART



TAKE
CONTROL







TAKE
CONTROL





ORGANIC FREQUENCY

- X1 Per Day Facebook
- X1 Per Day Instagram
- 3-10 Tweets Per Day on Twitter
- Weekly Activity on Pinterest
- Weekly Activity on Review Sites
- Weekly Activity on YouTube
- X1 Blog Per Week
- X1 Email Marketing

ORGANIC SCHEDULES VS PAID SCHEDULES




ORGANIC


PAID

ORGANIC

PAID FIRST

DID YOU KNOW?

 Ads Manager









★ Frequently Used	☰ Plan	+ Create & Manage	📊 Measure & Report	📦 Assets
Audiences	Audience Insights	Business Manager	Ads Reporting	Audiences
Business Settings	Campaign Planner	Ads Manager	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

Search...		Actions ▾			
<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	

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

A young boy with light brown hair, wearing a grey sweater over a collared shirt, holds a metal bowl with both hands. He has a sad expression on his face. The background is dark and blurry, suggesting an indoor setting. The text "PLEASE SIR" is overlaid at the top in large, white, bold, sans-serif font with a black outline. The text "I WANT SOME MORE" is overlaid at the bottom in the same font style.

PLEASE SIR

I WANT SOME MORE

**STOP
HOPING**



ALWAYS ON





HOW?

facebook blueprint



Best Practices



Facebook
Pages



Purchasing Ads



Advertising
Objectives



Targeting



Managing Your
Ads



Reporting and
Measurement



Insights



Instagram



SMB



Webinars

Business

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

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

 Facebook Business Manager

 Facebook Ad Account

Creating Audiences

Sharing Audiences

ARE YOU USING THE PIXEL?

Facebook Pixel





People on
Your Website



Website Custom
Audience (WCA)



People on
Facebook

Use it NOW!
(while you can)

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.

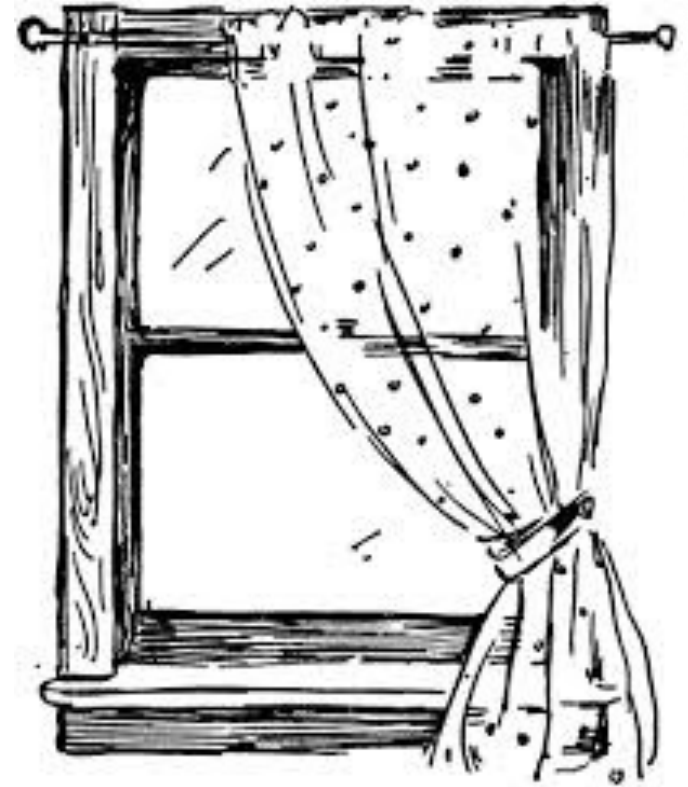


Engagement UPDATED

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



**ARE YOU USING
THE PIXELS?**





Customer Match Audiences



Tailored Audiences



Match Audiences



Actalike Audiences





HOW?

facebook blueprint



Best Practices



Facebook
Pages



Purchasing Ads



Advertising
Objectives



Targeting



Managing Your
Ads



Reporting and
Measurement



Insights



Instagram



SMB



Webinars

HOW?

Custom Audiences



Home

Menu

Facebook

Calendar

Grid

Settings

Notifications

Search

Help

More

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 S	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...		

>

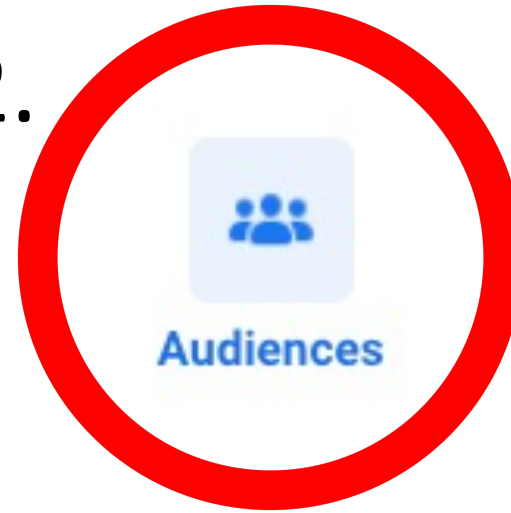
Results from 172 campaigns

A man with a beard and short hair, wearing a blue t-shirt, is shown from the chest up. He has a thoughtful expression, with his hand resting on his chin and cheek. He is looking slightly to the left. The background is the Facebook Ads interface, which is partially obscured by his image. A large red arrow with a black outline points from the bottom left towards the top right, passing over the campaign list.

1.



2.



Choose a Custom Audience Source



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

Your Sources

☐

Website

☐

Customer list

☐

App activity

☐

Offline activity

Facebook Sources

☐

Video

☐

Instagram account

☐

Lead form

☐

Events

☐

Instant Experience

☐

Facebook Page

☐

Shopping

☐

On-Facebook Listings



Cancel

Next



Audience

Create Audience ▾

Search by name or audience ID

☒ All Audiences

☐ Expiring Audiences ⓘ

Filter

Status ▾

Type ▾

Availability ▾

Source ▾

☐ 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"



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.

SUCCESS!



<div>Create Audience ▼</div> <div>Filters ▼</div> <div>Customize Columns ▼</div> <div>Create Ad</div>		
<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

GLOBAL AVERAGES

CPC: \$.68

CTR: .9%

CPM: \$7.09



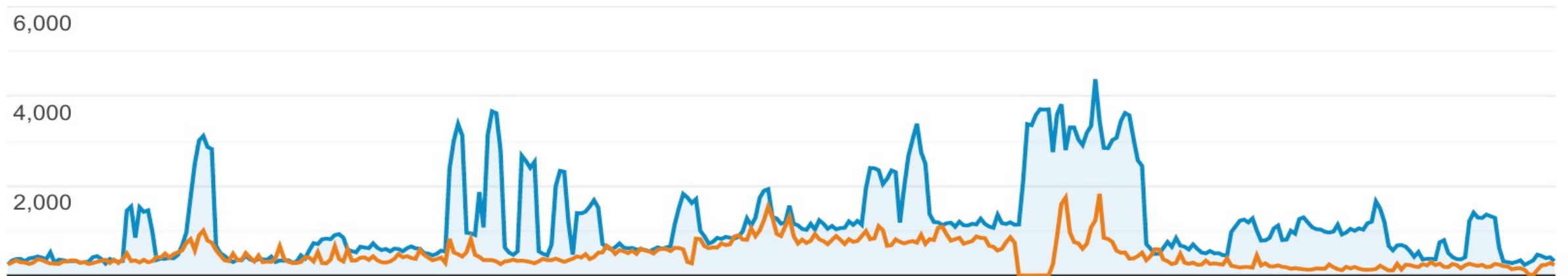


**SUPER
NICHE**

SUPPORTING EXPERIENCES

Question: Where do you start?

Answer: One Paid Promo Per Month



Users

156.83%

358,393 vs 139,546



New Users

159.36%

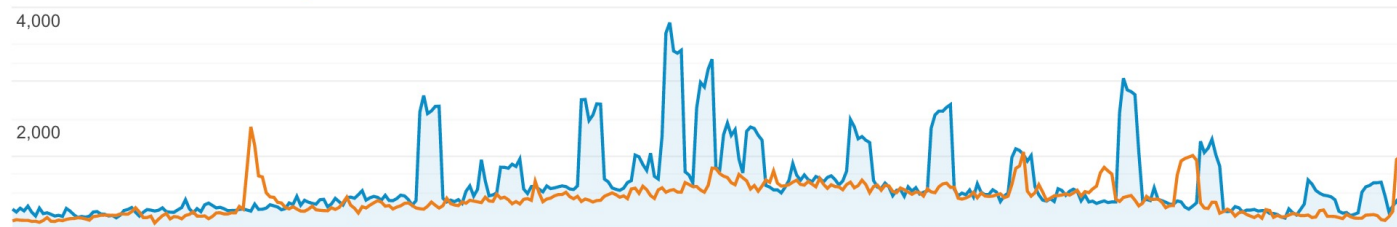
358,738 vs 138,316



Sessions

148.02%

466,269 vs 187,996



Pageviews

66.65%

913,851 vs 548,354



Users

48.26%

261,459 vs 176,351



New Users

48.88%

262,095 vs 176,049



Sessions

50.74%

334,054 vs 221,604







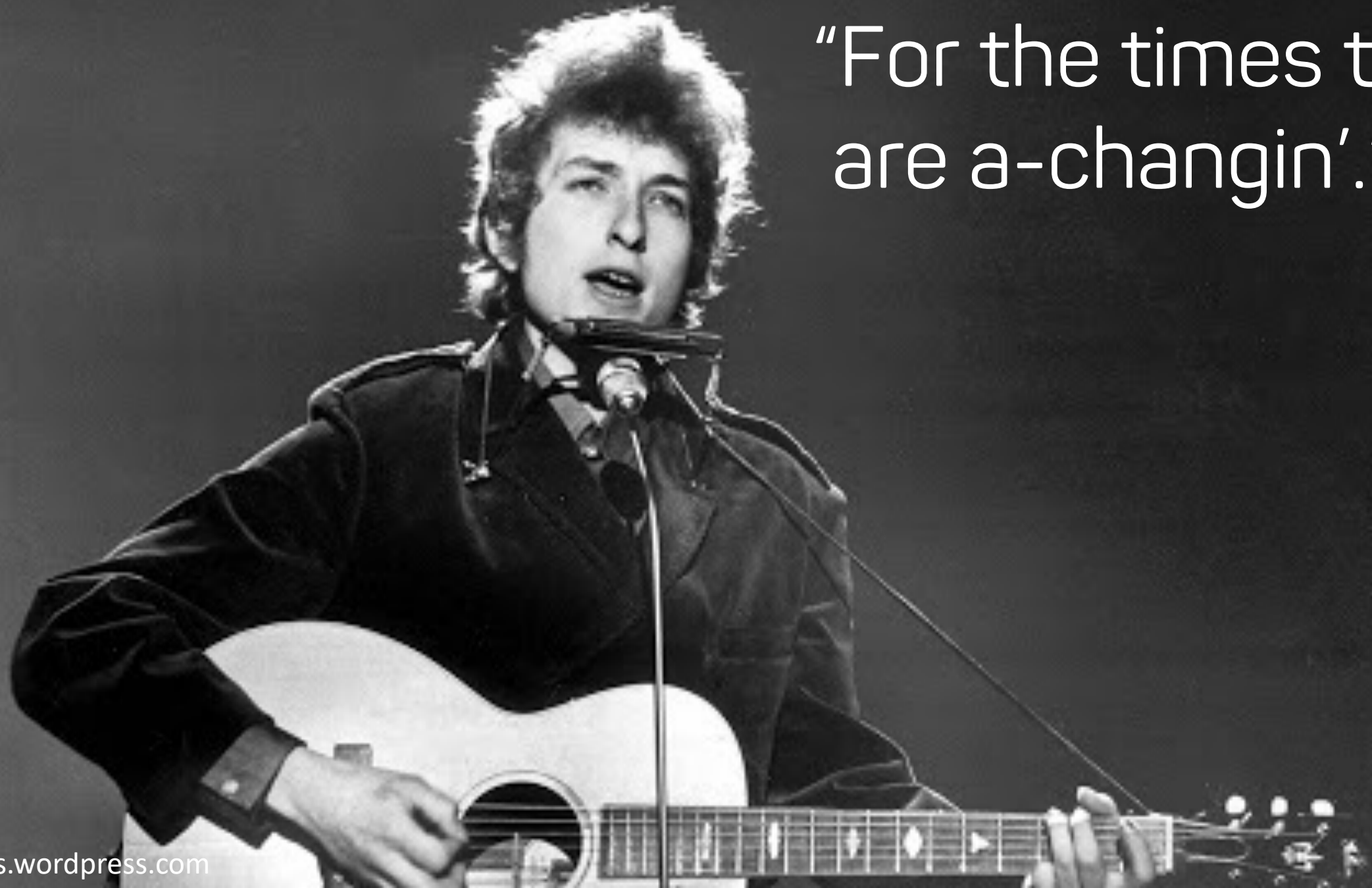
The image is a red-tinted, grainy photograph of a car's rearview mirror. The mirror is centered in the upper half of the frame, reflecting a bright, circular light source. The background is a solid, vibrant red. The word "ALERT" is written in large, white, sans-serif capital letters across the bottom half of the image.

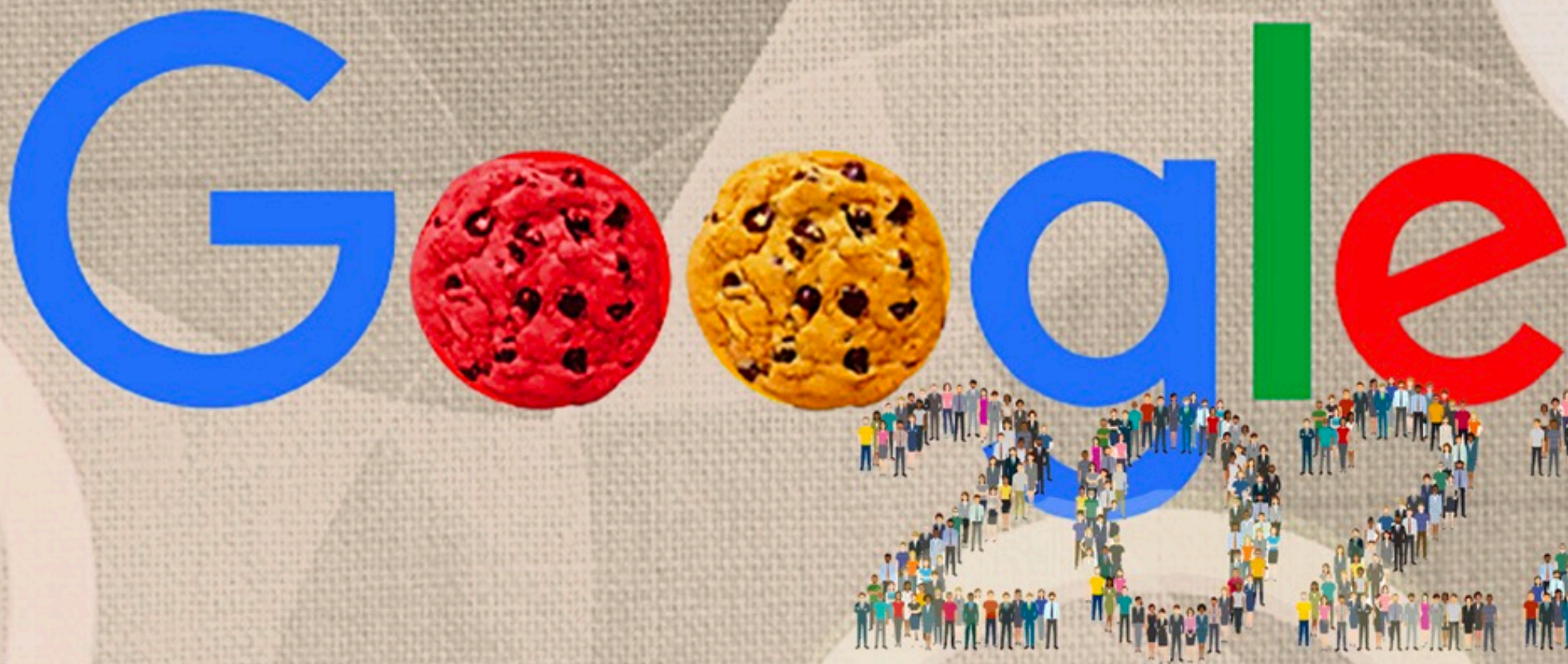
ALERT

A young boy with light brown hair is sitting on a green, textured couch. He is surrounded by a large pile of gifts. In the center is a large white box for a Nintendo Wii console. To the left of the Wii box is a large box for a Street Fighter game, and next to it is a box for Boom Blox. To the right of the Wii box is a box for Wii Play, a box for a Wii Remote, and a box for a Wii U console. In the foreground, there is a box for a dog toy, a box for a dog toy, and a box for a dog toy. A handwritten card with a blue ribbon bow is placed on the gifts, reading "A Gift for Peyton". The boy is looking at the camera with a slight smile. The background is a plain wall.

A young boy with light brown hair is sitting on a green patterned couch, surrounded by a large pile of video game boxes and accessories. The most prominent item is a large white box for the Nintendo Wii console, which he is holding across his lap. To his left is a large box for the Mario Kart Wii game, featuring a red kart. In front of him are several other game boxes, including Boom Blox, Wii Play, and a box for the game 'Bolt'. To his right, there are more game boxes, including one for 'The Legend of Zelda: Twilight Princess', and a blue Wii Remote. A handwritten card that says 'A Gift for Peyton' is also visible. The boy is wearing a light blue t-shirt and dark shorts. The background is a plain wall. The text 'Marketer' is overlaid in the top right corner, and 'RoughMaps' is in the bottom left corner.

"For the times they
are a-changin'."





APPLE

GOOGLE

WEB

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 |

ABC NEWS

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

Science

Space Nature Hum

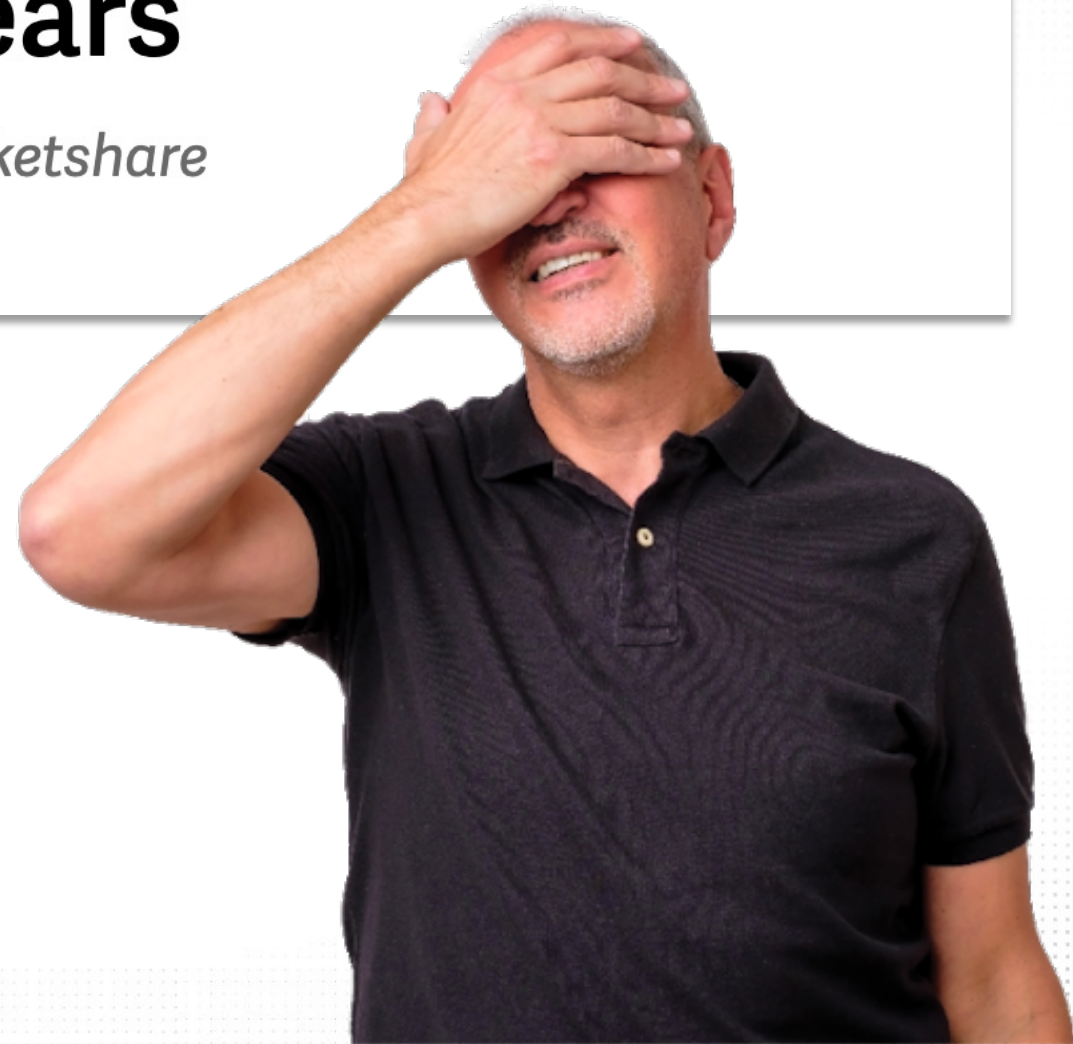
Google wants to kill third-party cookies. Here's why that could be messy

 Share on Facebook  Share on Twitter   

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

Updated Tuesday at 00:30

First posted Monday at 14:30



What does it mean?

Our ability to retarget website users will be greatly reduced in the coming months.



A young man and woman are shown from the chest up, looking upwards and to the right. The man, on the left, has short brown hair and is wearing a brown jacket over a red hoodie. The woman, on the right, has long dark hair and is wearing a blue beanie and a dark jacket. They are both looking up with expressions of interest or awe. The background is dark and out of focus.

Google

Marketer

Wait!
There's More.

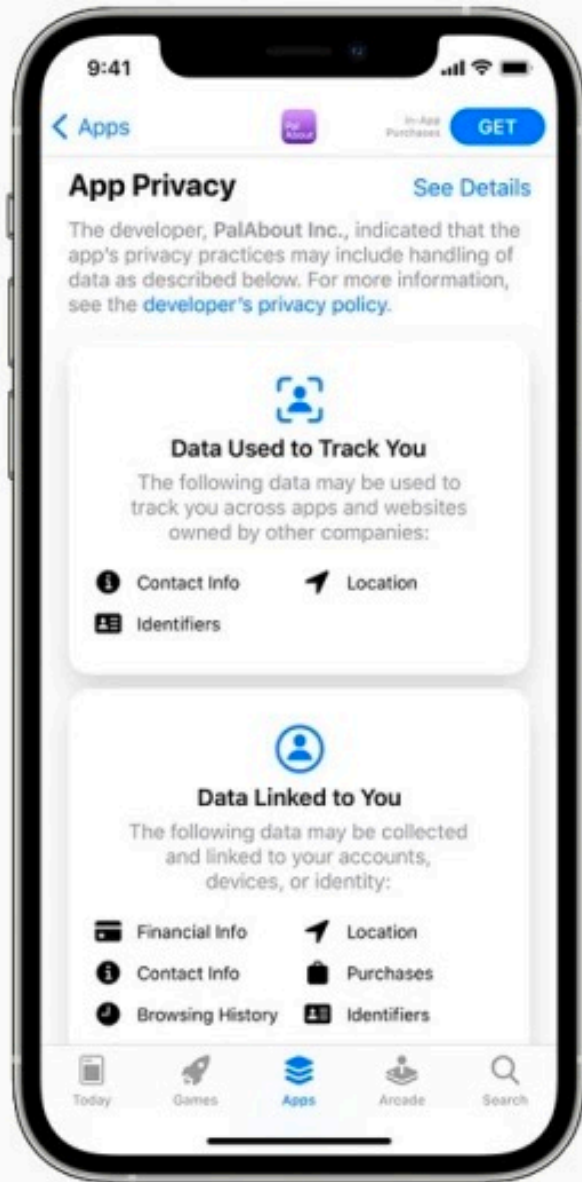




facebook







Facebook prompt will encourage ad tracking opt-in ahead of Apple's privacy push

Facebook is testing a new prompt that will ask users on iPhones and iPads for permission to be tracked across apps and websites for the ...

1 week ago



Apple's Stunning iOS 14 Privacy Move: A Game-Changer For All iPhone Users



Kate O'Flaherty Senior Contributor @ +

Cybersecurity

I'm a cybersecurity journalist.



Apple to roll out new data privacy features on next iOS 14 update

Apple will roll out a new privacy initiative in its next iOS 14 update that will require customer permission to track user data across applications owned by different ...

2 weeks ago

A man with short dark hair, wearing a grey ribbed cardigan over a dark shirt and blue jeans, is sitting on the ground against a light-colored brick wall. He is looking down with a thoughtful or somber expression, his hands resting on his knees. The lighting is soft and natural, suggesting an outdoor setting.

Marketer

What does it mean?

Custom and
Lookalike
audiences
won't be as
robust as they
once were.



Wait!
There's More.

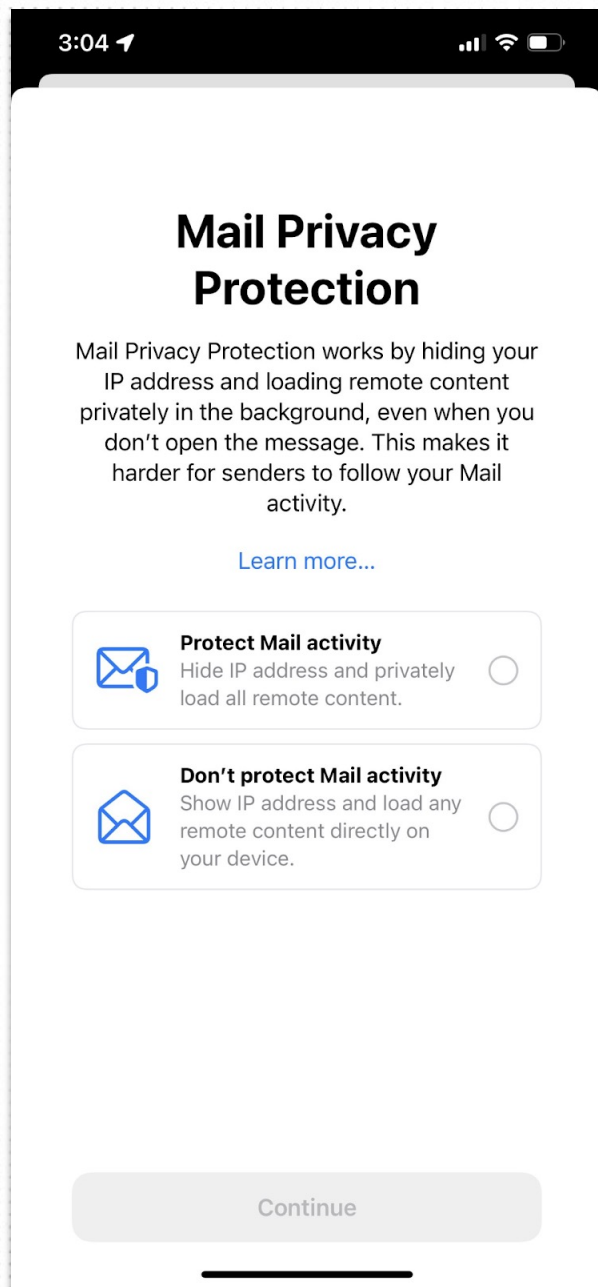


TechCrunch+

Apple is changing Mail Privacy Protection and email marketers must prepare

 [DIGITAL & SOCIAL](#) > EMAIL MARKETING

How Apple's Mail Privacy Changes Impact Email Marketing



1. Open rates will likely increase but are no longer reliable

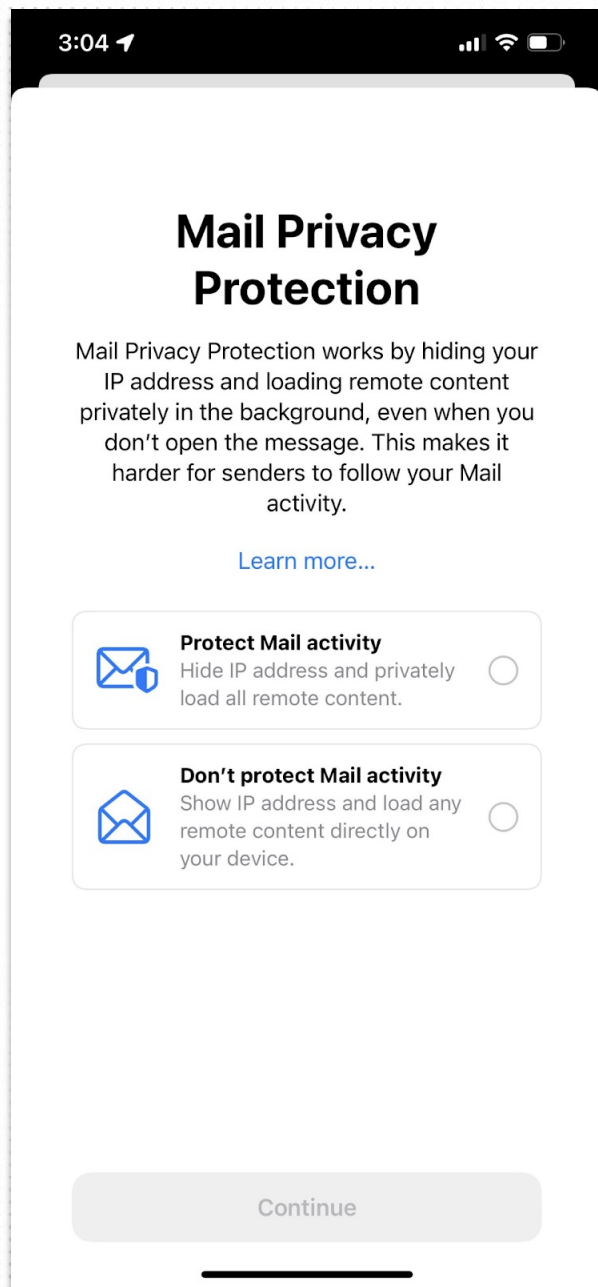
Since Apple will begin pre-loading email data regardless of whether a user actually opened an email, email open rates will become unreliable. You might see your email open rates skyrocket as a result of these changes, but those won't be actual email opens.

2. Click-to-open rates will likely decrease but are also unreliable

A [click-to-open rate](#) (CTOR) is the number of unique clicks your email receives divided by the number of unique opens. In the past, this was a favored metric for email marketers to measure how effective their content was at motivating their audience to click. However, since CTOR is a function of your email opens, Apple's new privacy changes will cause your CTOR to plummet downwards artificially. That makes CTOR a relatively unreliable metric going forward.

ADVERTISEMENT

But there is some good news! Mail Privacy Protection will *not* have an impact on your total clicks. Clicks remains a reliable way to measure the success of your email because it simply shows the total number of email recipients who clicked a link in your email. Comparing total clicks across email campaigns with a similar number of recipients is a good way to assess which campaigns are most engaging.



3. Open rate-powered email features will become less reliable

Some email marketing features that rely on email opens and other pixel data will become less reliable, as that data might not be available from half of email recipients.

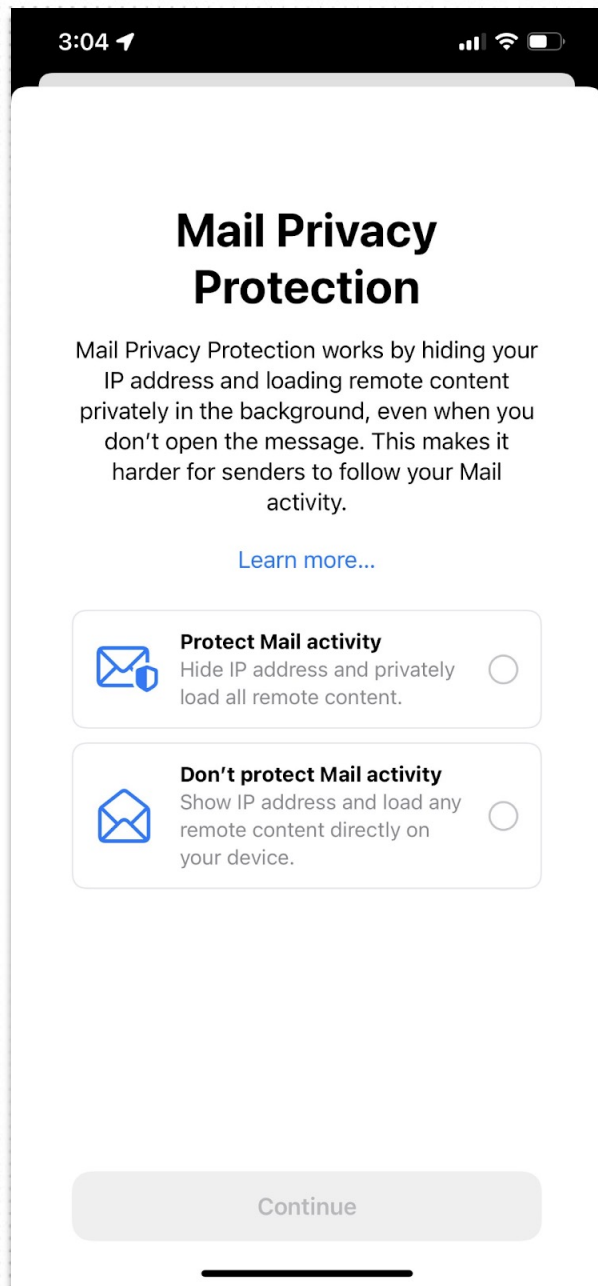
Here's how some popular email marketing features will be impacted:

Contact insights and engagement

When viewing your contact insights and email reporting, since open rates could be artificially high for about half of your subscribers, you'll likely see an unusually large number of contacts with high engagement, as contact engagement has typically been based on how often a contact opens your emails.

Email list segmentation

Some email marketers use email open data to [segment email lists](#) into "most engaged" or "least engaged" subscribers, based on how often they open emails. Since open rates are becoming unreliable, they are no longer an effective way to determine who your most engaged subscribers are for list segmentation.



4. Individual user data (like location, time opened, etc.) from Apple Mail users will no longer be available to email marketers

Since Apple is working to protect Apple Mail users' individualized data as they beef up their Intelligent Tracking Prevention, it's likely that marketers will have access to less and less information about an individual subscriber's online activity.



~~Problem~~
Solution

Owned Data

Owned data is the **data** a company obtains by nature of doing business. This kind of **data** is typically Customer Relationship Management **data**, such as the purchase history tied to app installs, email addresses, and postal addresses. **Owned data** can be a company's most valuable asset.





DON'T CALL IT A COMEBACK

I'VE BEEN HERE FOR YEARS

It's Time to LEVERAGE Your Email Lists





Stay Healthy, Friends!

While we would LOVE to see you in our northern Michigan know spring travel might not be at the top of your list. We have a few suggestions for you to stay active and healthy, whether you're in the [Gaylord](#) area or spending time close to home. Here are a few ways to enjoy being ALL OUTDOORS no matter where you may be!

GAYLORD, MICHIGAN

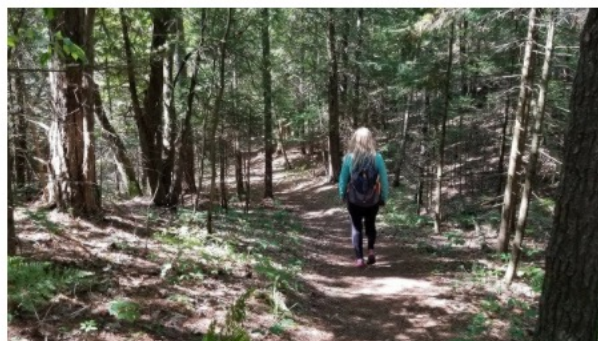
Stay Healthy, Friends!

While we would LOVE to see you in our northern Michigan paradise soon, we know spring travel might not be at the top of your list right now. We have a few suggestions for you to stay active and healthy, whether you're in the [Gaylord](#) area or spending time close to home. Here are a few ways to enjoy being ALL OUTDOORS no matter where you may be!



Biking

Many trails are clear enough for [biking](#) in some areas and riding on the pavement is always an option, too. Even if you're just out for a leisurely ride, stretching out your legs feels awesome and the fresh spring air will brighten your mood.



Hiking

Patches of snow won't deter eager hikers from hitting the trails! Spring is one of the best times to experience [hiking](#) – enjoy the sound of birds returning to the forest, the warmth of the sun on your skin and leaves starting to bud in the coming weeks.



Viewing Wildlife

And speaking of birds...now is a spectacular time to start taking in your local wildlife! Birdwatching will keep picking up over the next few weeks and critters of all shapes and sizes are starting to move around. The elk in our [City Elk Park](#) are even starting to shed their antlers.

LEAD AD



Meet Northern Kentucky
September 7 at 4:07pm · 🌐

Love Bourbon? 🍷

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



The Bourbon Buzz is your go-to
Each month we'll share tidbits, tutorials, and
spirit.

👍❤️😬 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



999.9
FINE
GOLD

NET WT
200g

999.9
FINE

GOLD

NET WT
200g

999.9
FINE

GOLD

NET WT
200g



REGULAR
EMAIL

WHY IS EMAIL MARKETING IMPORTANT?

- Consumers are dedicated to their personal email addresses and, on average, *99% of consumers check their personal email every day*
- Across home, work and mobile, the average user checks their inbox *20 times a day*.
- In the U.S. alone, more than 85% of adults read or send an email each day. In comparison, 61% of adults use social media.

WHY IS EMAIL MARKETING IMPORTANT?

- 90% of all emails sent reach the consumer's inbox, while only 2% of Facebook followers see a business' (organic) posts in their news feed.
- Email marketing can reach a consumer in a direct way that other social media platforms cannot.
- Stats courtesy of



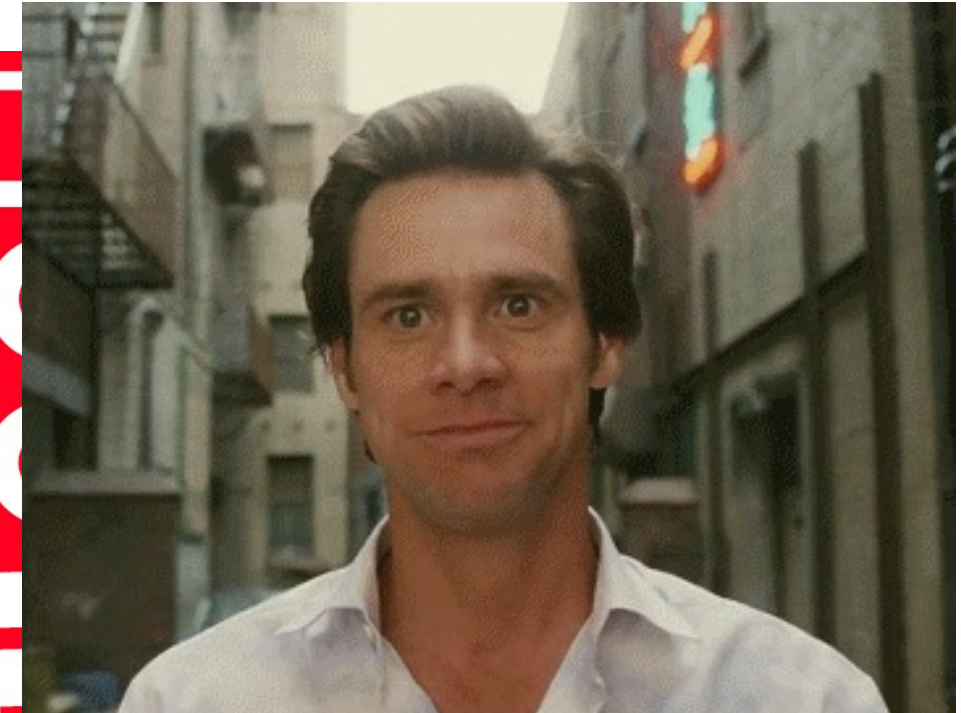
"It has the power to engage visitors to your website... reengage past [visitors], and deepen relationships with current lists so you can better serve them." **Forbes**



E-NEWSLETTER SUGGESTIONS

- Move your e-newsletter sign-up higher up on your website
- Start to segment your lists based on interests
- Create a “thank you” page after the sign-up form to provide valuable content and direction to new subscribers
- Leverage your email lists to improve the engagement with online advertising buys
- Develop a funnel for each newsletter with a specific goal
- Include deals/discounts/packages in your e-newsletters
- Single Column, mobile-friendly
- Full width photos

What does the consumer want?





MakeAGIF.com

The Purchase Funnel





STOP HOPING

COOPERATIVE DATA

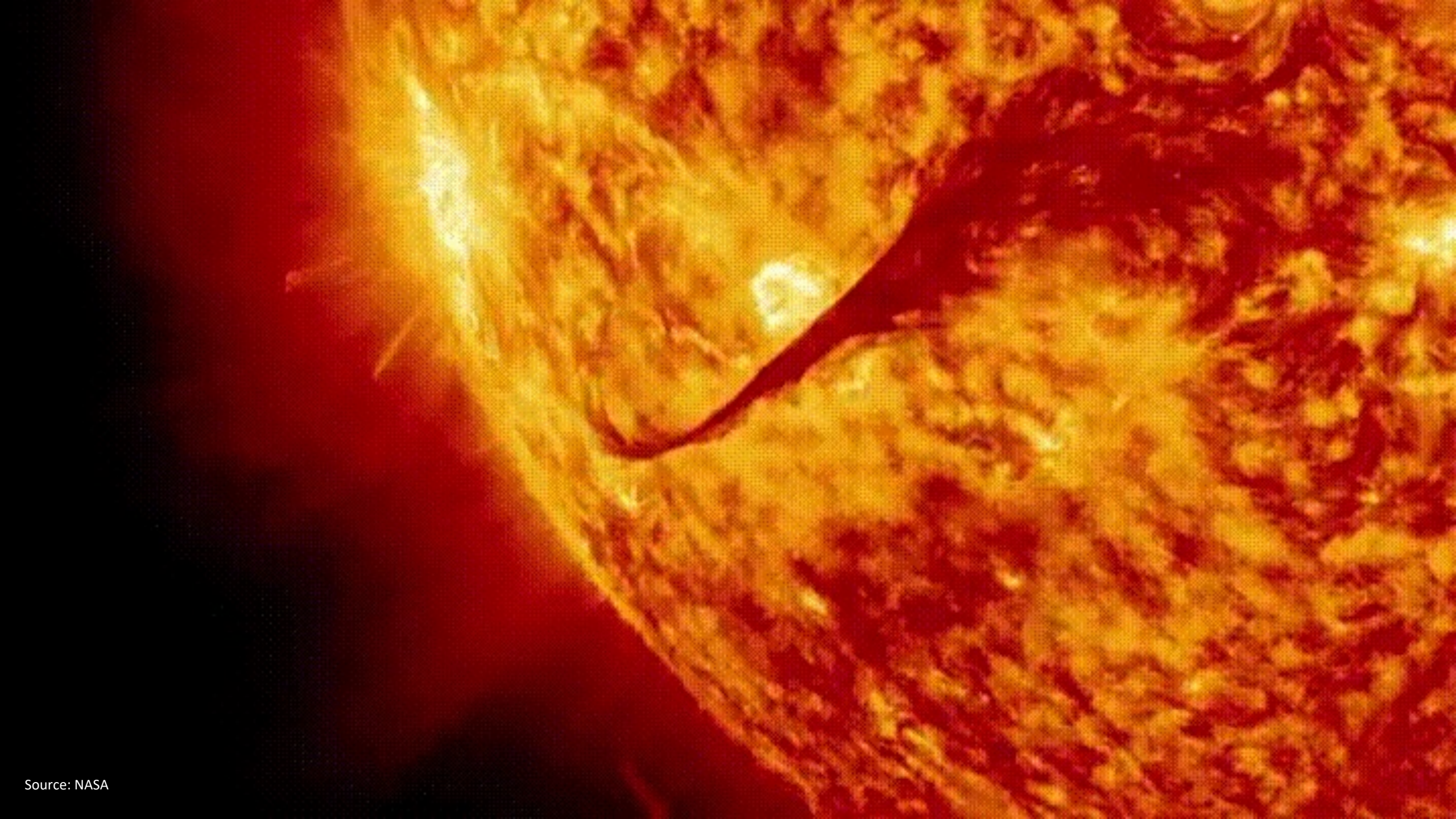


co·op·e·ti·tion

/kō,äpə'tiSH(ə)n/

noun

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



A close-up photograph of two cats sleeping together. On the left is a ginger cat with its eyes closed, resting its head against a grey cat on the right. The grey cat also has its eyes closed and is wearing a small purple collar. They are lying on a dark green, textured surface. The background is a plain, light-colored wall.

CVB

Partners
& Locals



"COOPERATIVE DATA"



GAME CHANGER

Cooperative Data

BEST

Partner Data

BETTER

CVB Data

GOOD

Source Data

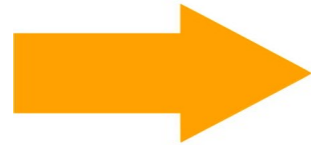


Here's the idea!

Cooperative Data-Driven Campaigns



Website and Email
Custom Audiences



Shared



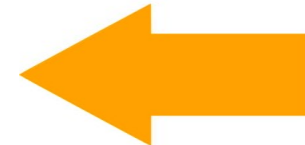
CVB



Shared



Website and Email
Custom Audiences

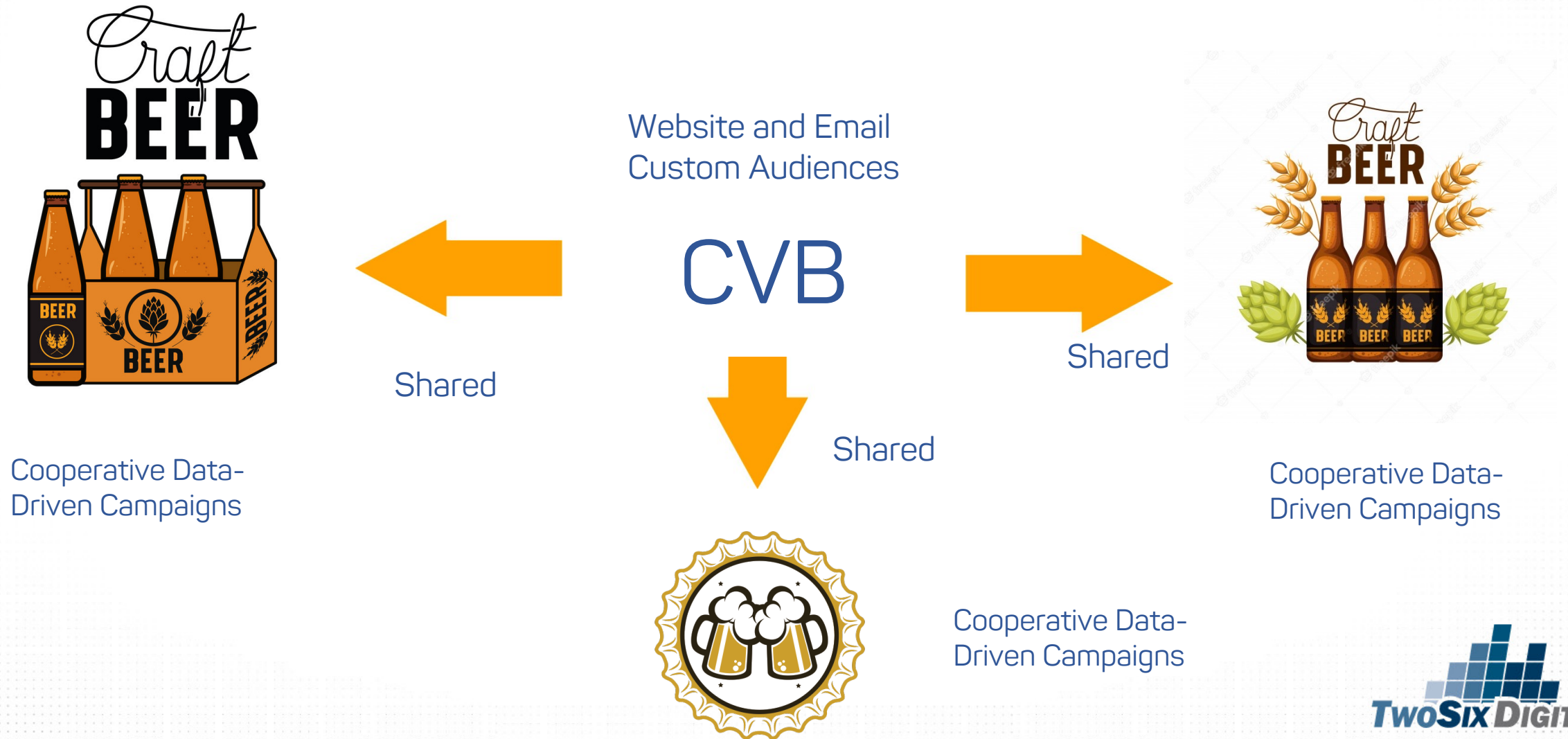


Shared

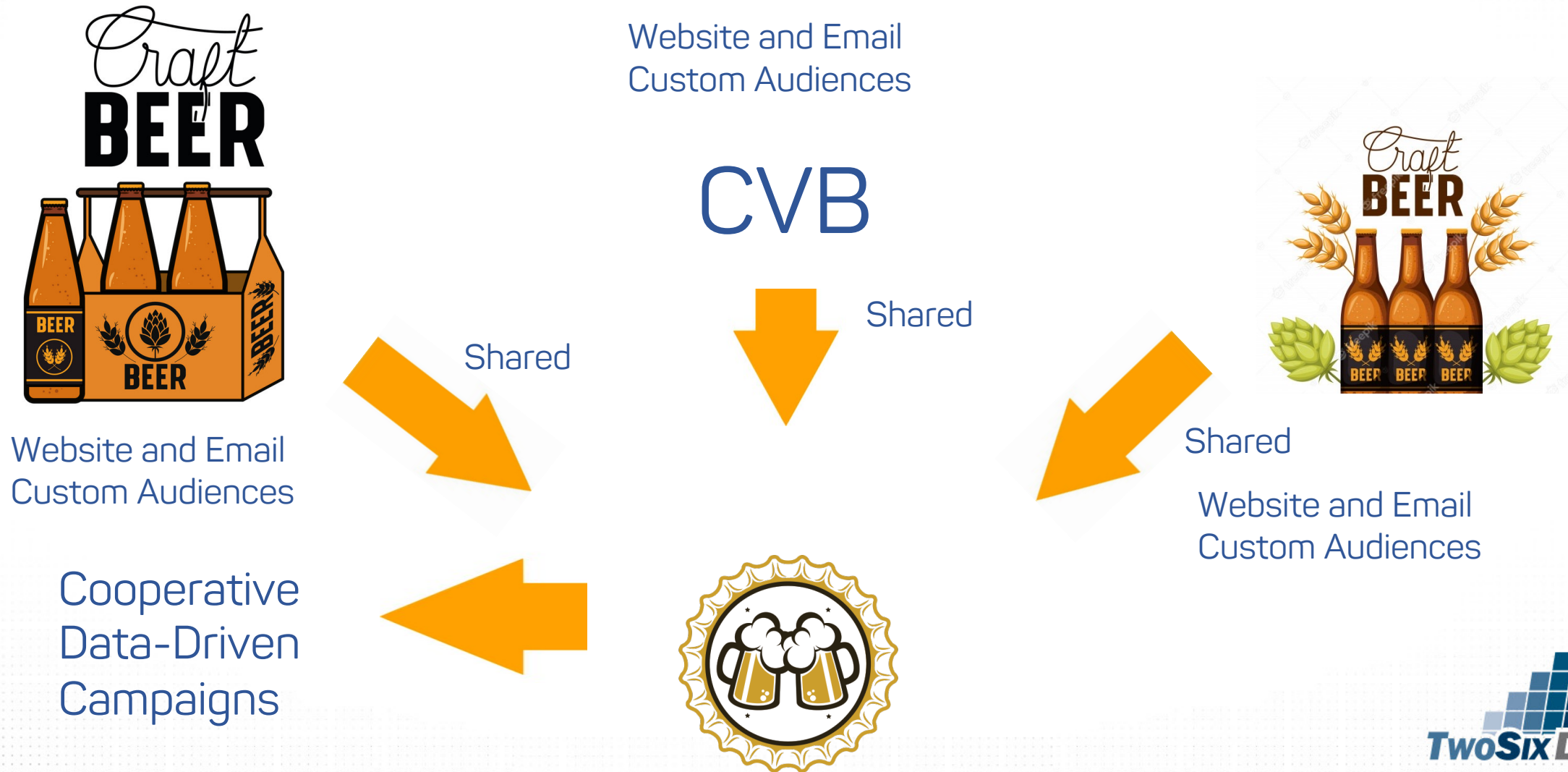


Website and Email
Custom Audiences

It can go the other way too!



Or partners can collaborate amongst themselves



A photograph of a baby with light hair, wearing a green short-sleeved shirt, sitting on a patterned rug and playing with a dark grey tabby cat. The baby is holding a small brown object in their hands. The background is a plain, light-colored wall.

CVB Ads
Manager

Custom
Audiences

Partner
Ads
Manager

WORLD'S FUNNIEST
PEOPLES



HOW?

Sharing Audiences



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 - Website Visitors



Lookalike (US, 1%) - Outdoor Rec



Outdoor Rec 2/5



TwoSix Digital - FB Engagement - [180]



TwoSix Digital Website Visitors -

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

A close-up photograph of a male cardinal with vibrant red plumage and a black face mask, perched on the right side of a nest. The nest is constructed from a messy pile of dry sticks, twigs, and dried leaves. Three young birds, likely fledglings, are positioned in the center and left of the frame. They have greyish-blue heads, reddish-brown chests, and their mouths are wide open in a begging posture. The background is a soft-focus green, suggesting a natural, wooded environment. The text 'CVB' is overlaid in the top right corner, and 'PARTNERS' is overlaid in the bottom left corner.

CVB

PARTNERS



just imagine!!!

COOPETITION



STOP HOPING



HOW?

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](#)



**HOPE
IS NOT A
STRATEGY**

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 it, and the right hand has 'YOU'LL NEVER KNOW' written on it. The text is in a bold, hand-drawn style.

IF YOU
NEVER
TRY

YOU'LL
NEVER
KNOW

Sign up for the TwoSix Digital Monthly E-Newsletter

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