DIGITAL MARKETING TIPS & TACTICS FOR ONGOING SUCCESS

TwoSix Digital

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

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Who We Are

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

40+ Years of combined tourism industry experience

Headquartered in Brighton, Michigan

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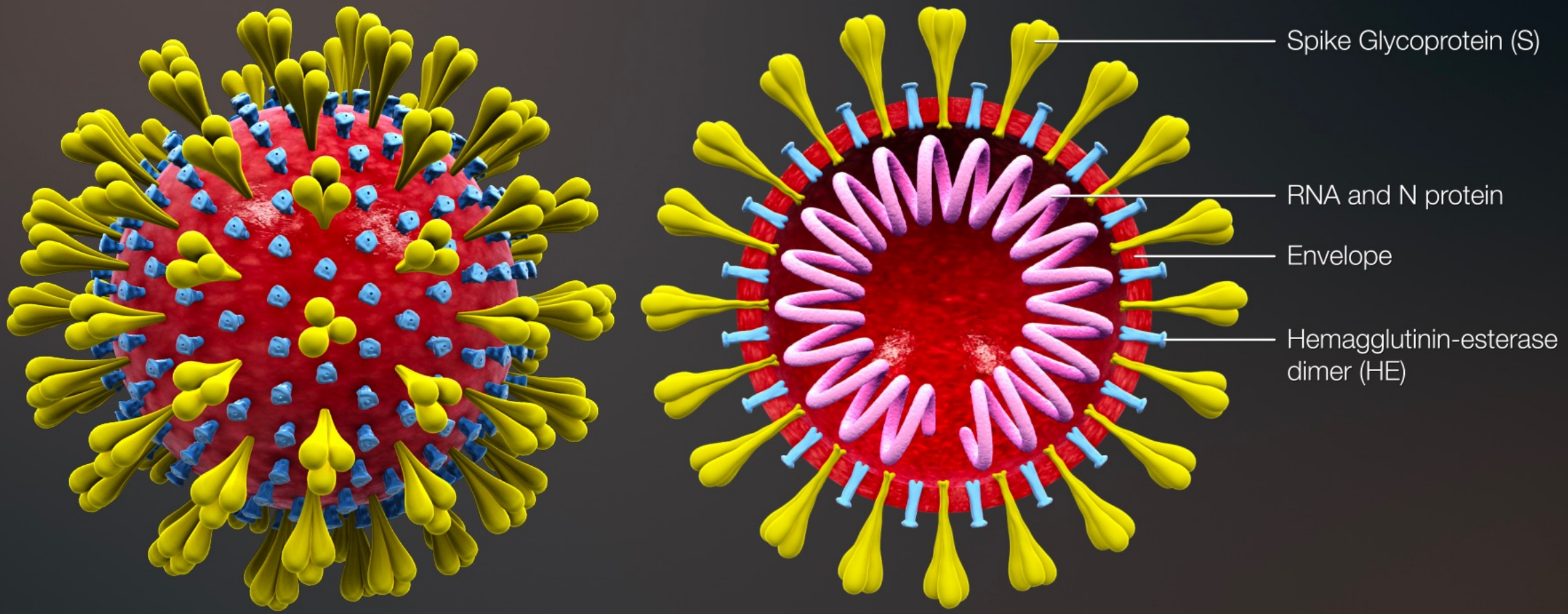
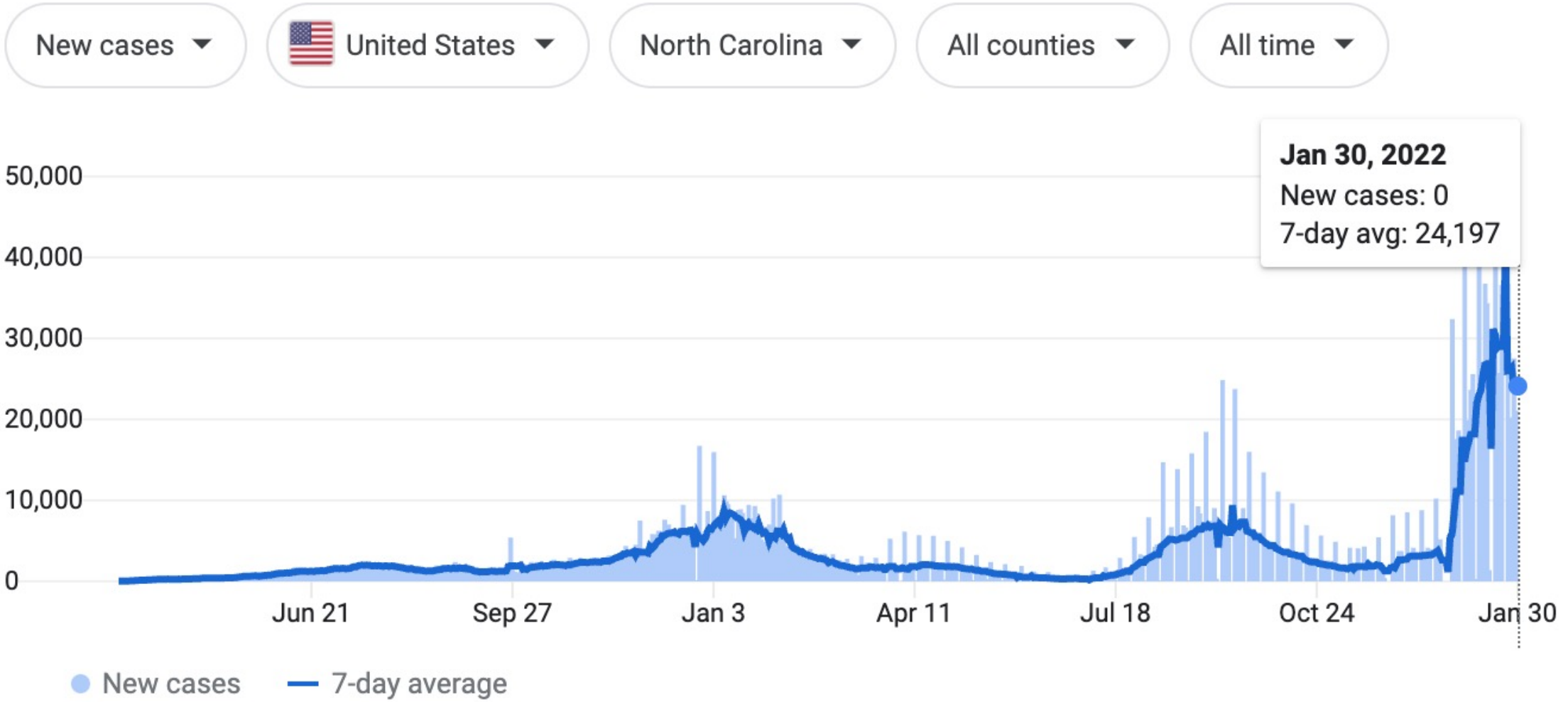
WHO WE WORK WITH


Spike Glycoprotein (S)
RNA and N protein
Envelope
Hemagglutinin-esterase dimer (HE)



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Can this be done now?

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NOW IS THE TIME TO BE

STRATEGIC

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101

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FIX YOUR WEBSITE

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SEARCH
SOCIAL
YOUR WEBSITE
NATIVE/ DISPLAY
EMAIL MARKETING

#LANDINGPAGES

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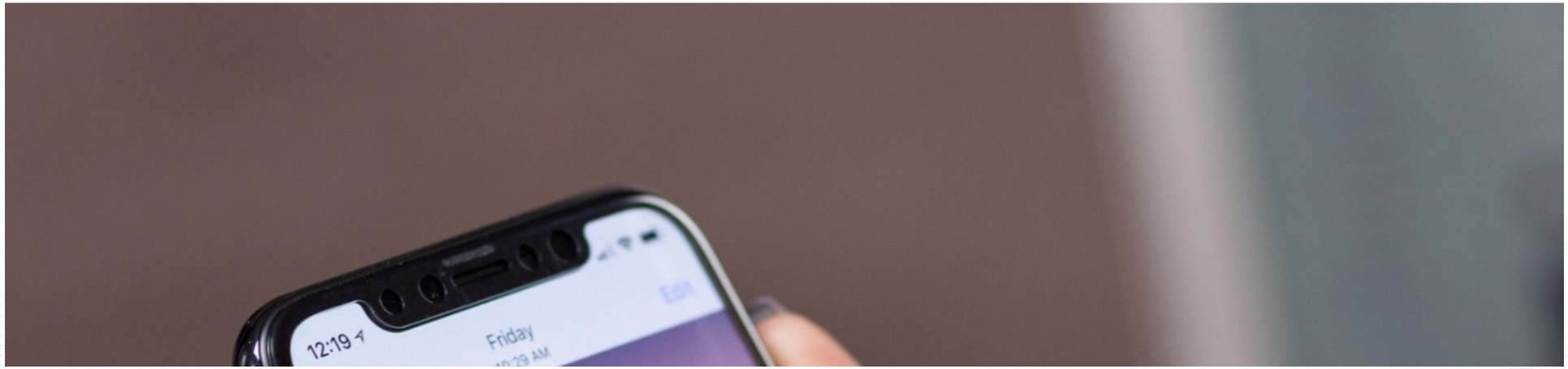
Site Not Mobile Friendly? You Can Kiss Your Google Rankings Goodbye

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

Jaeden K. Schafer Follow



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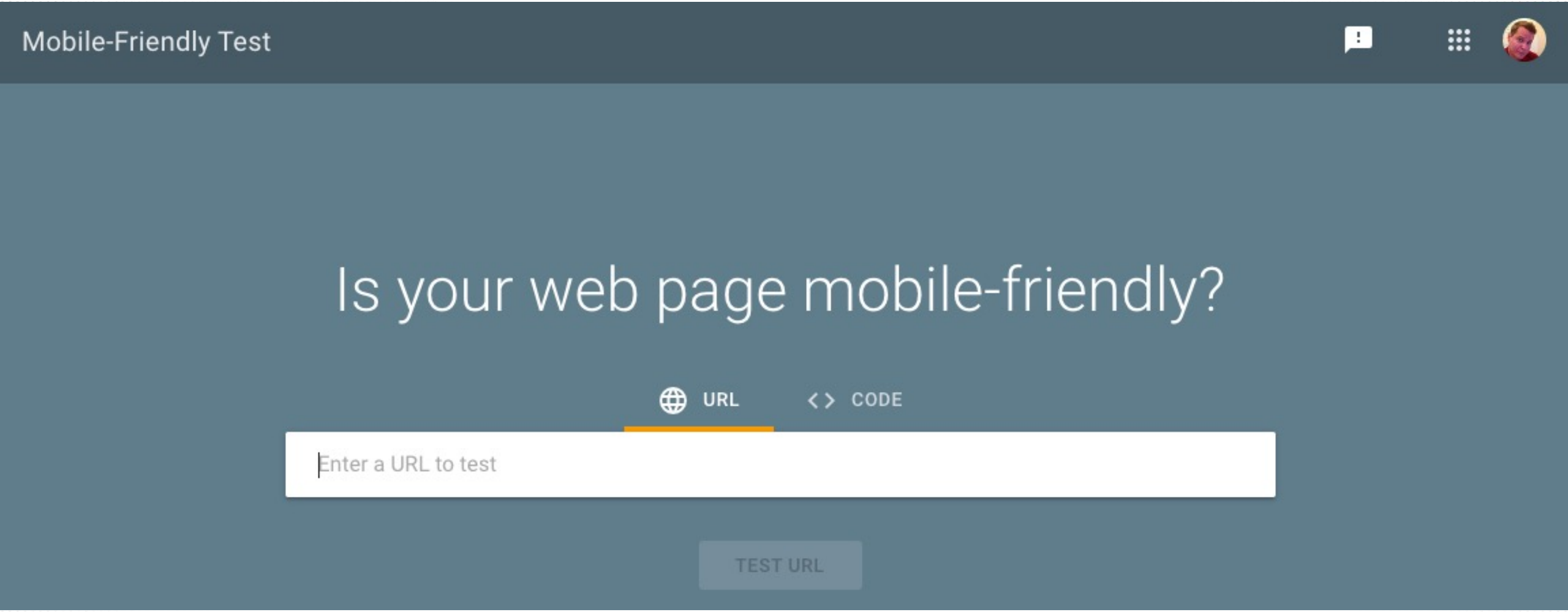
Mobile-Friendly Test
Is your web page mobile-friendly?
URL
CODE
Enter a URL to test
TEST URL

START USING SOCIAL MEDIA AS A LEGITIMATE MARKETING TOOL

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THE 5 RULE

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

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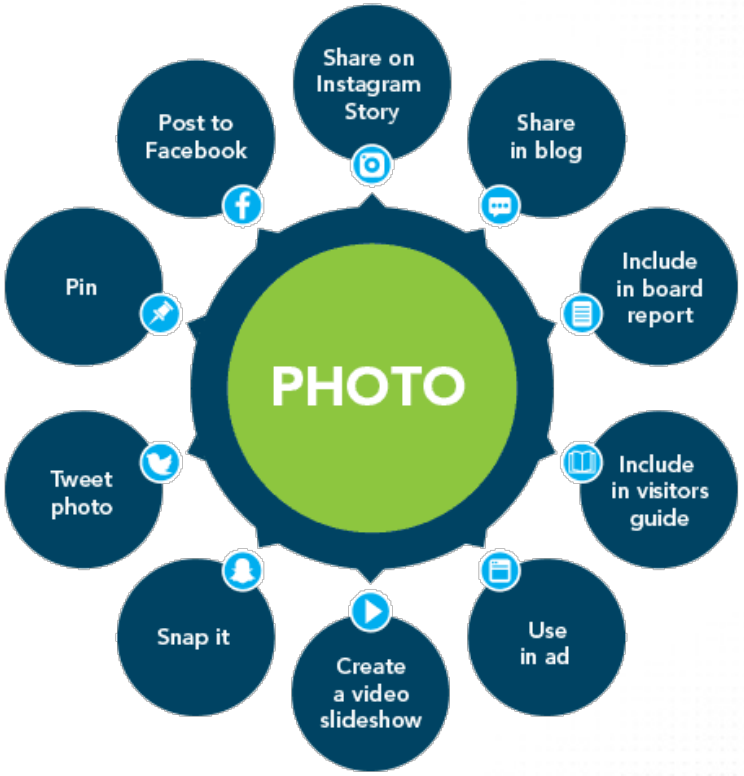
PICK 5

PICK 5

PICK 5



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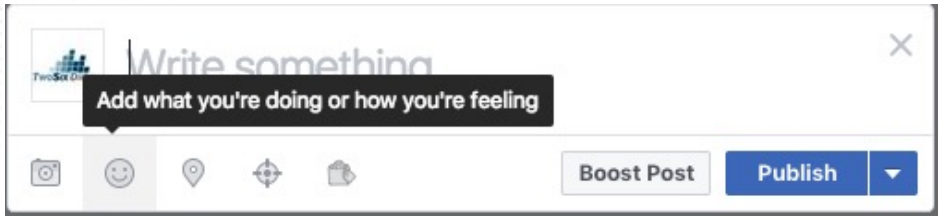
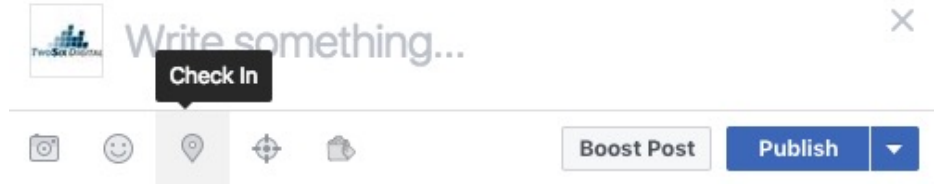
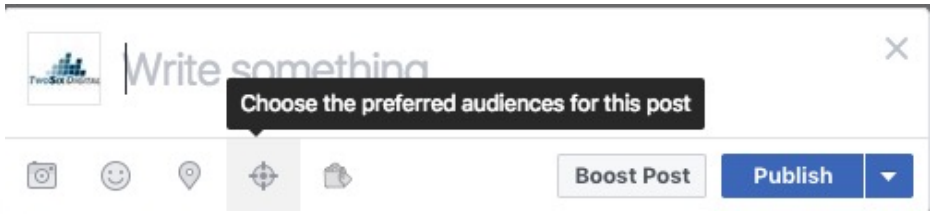
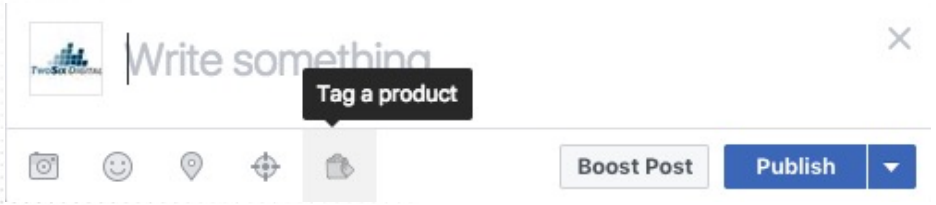
facebook

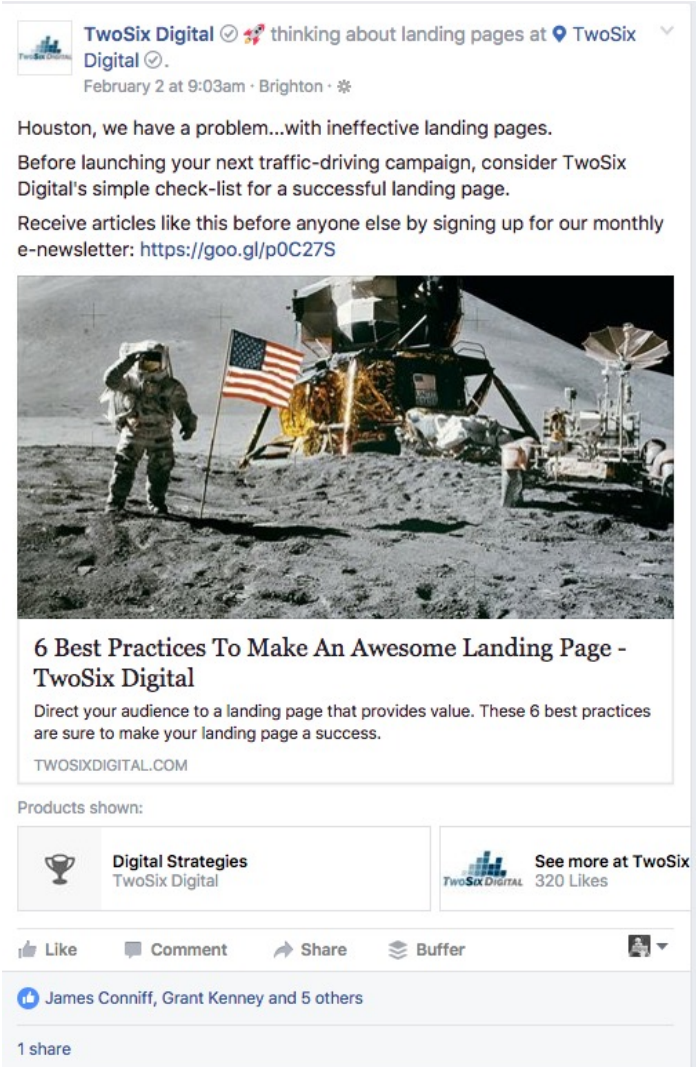
FACEBOOK FUNDAMENTALS











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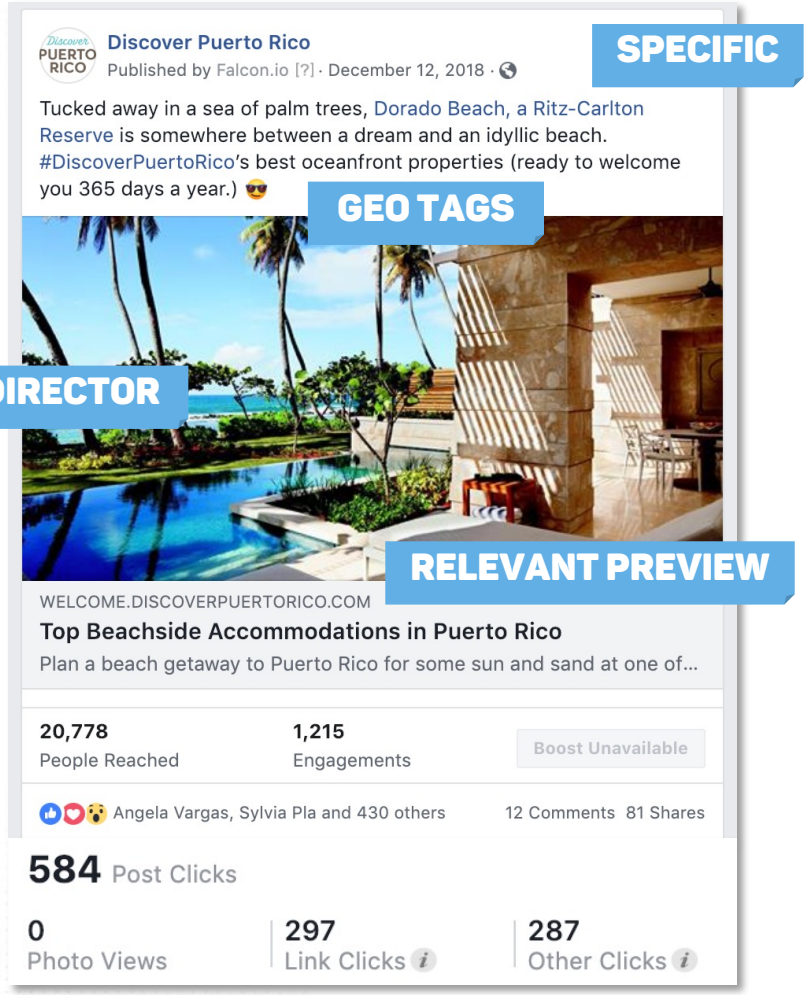
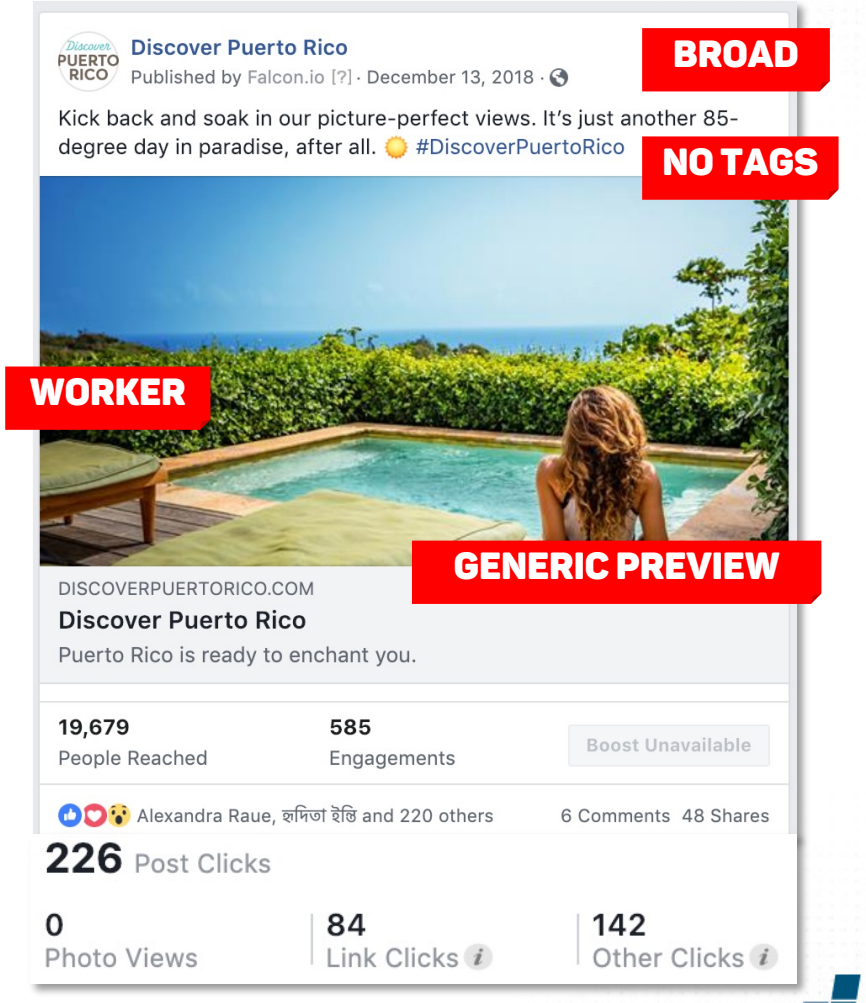
CONTENT INSIGHTS



V
S



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TEASE

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Use Directional Language In Your Posts

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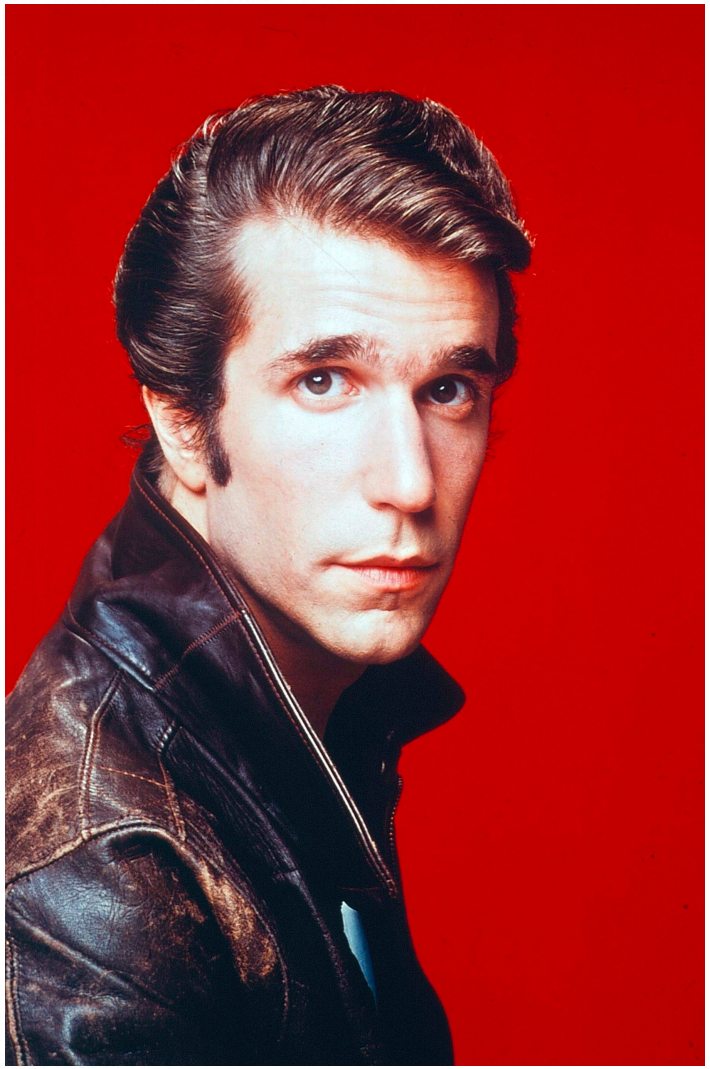
DRIVE TRAFFIC

linktree



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

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JUST MAKE YOUR OWN WEBPAGE

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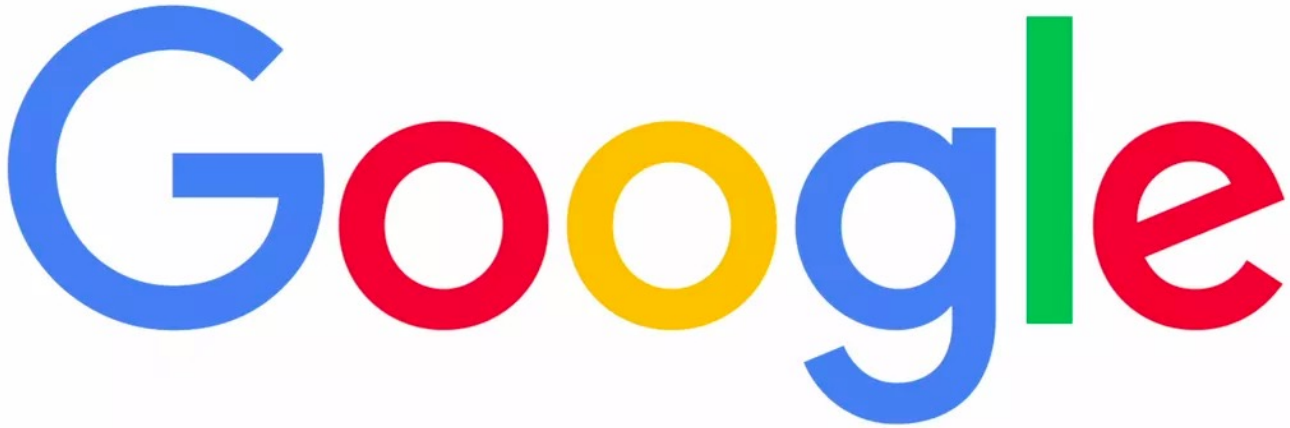
ONLINE REVIEWS



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USE THEM!

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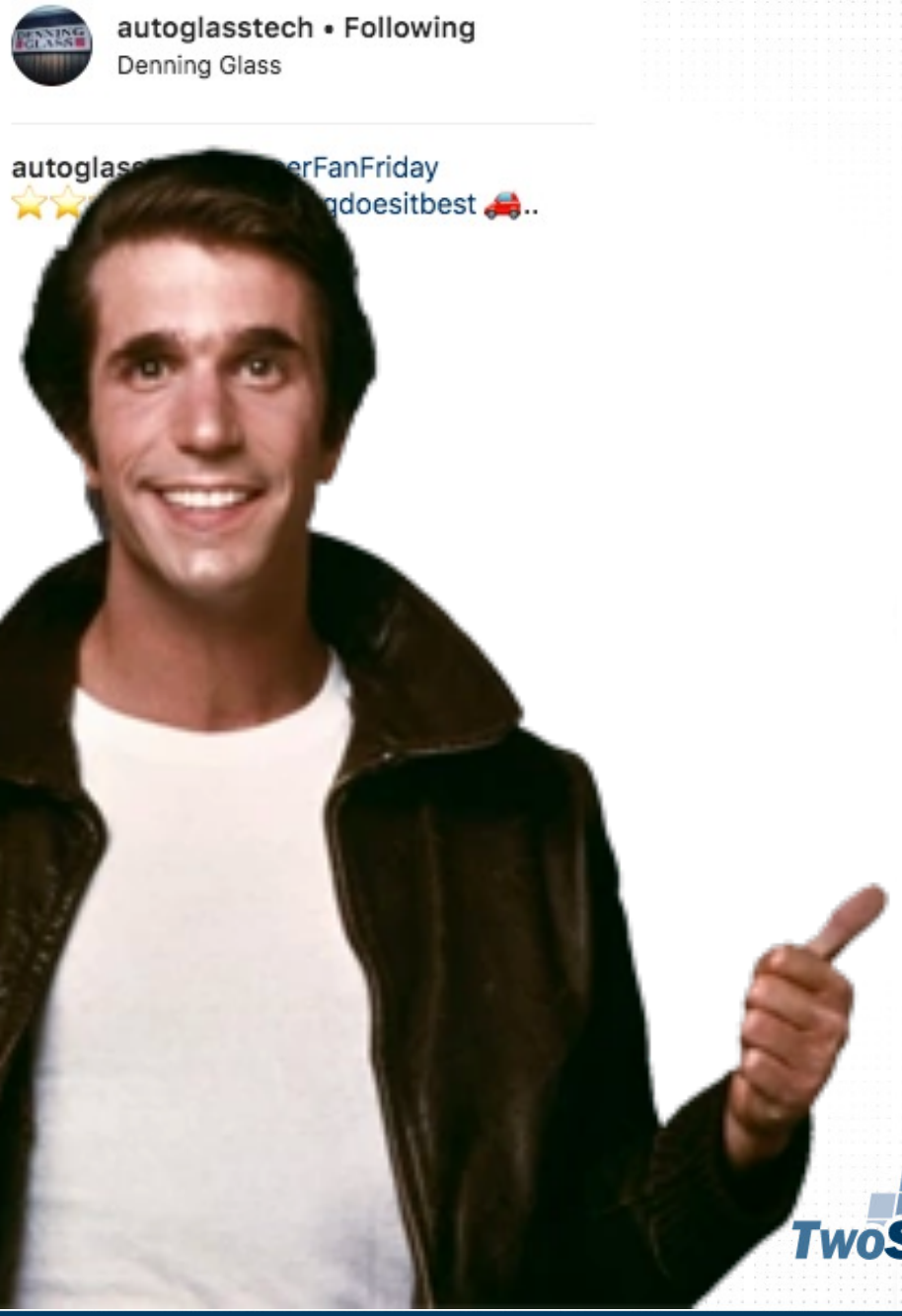

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North Carolina Aquarium on Roanoke Island

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 Hea...
Read more

Suggested duration

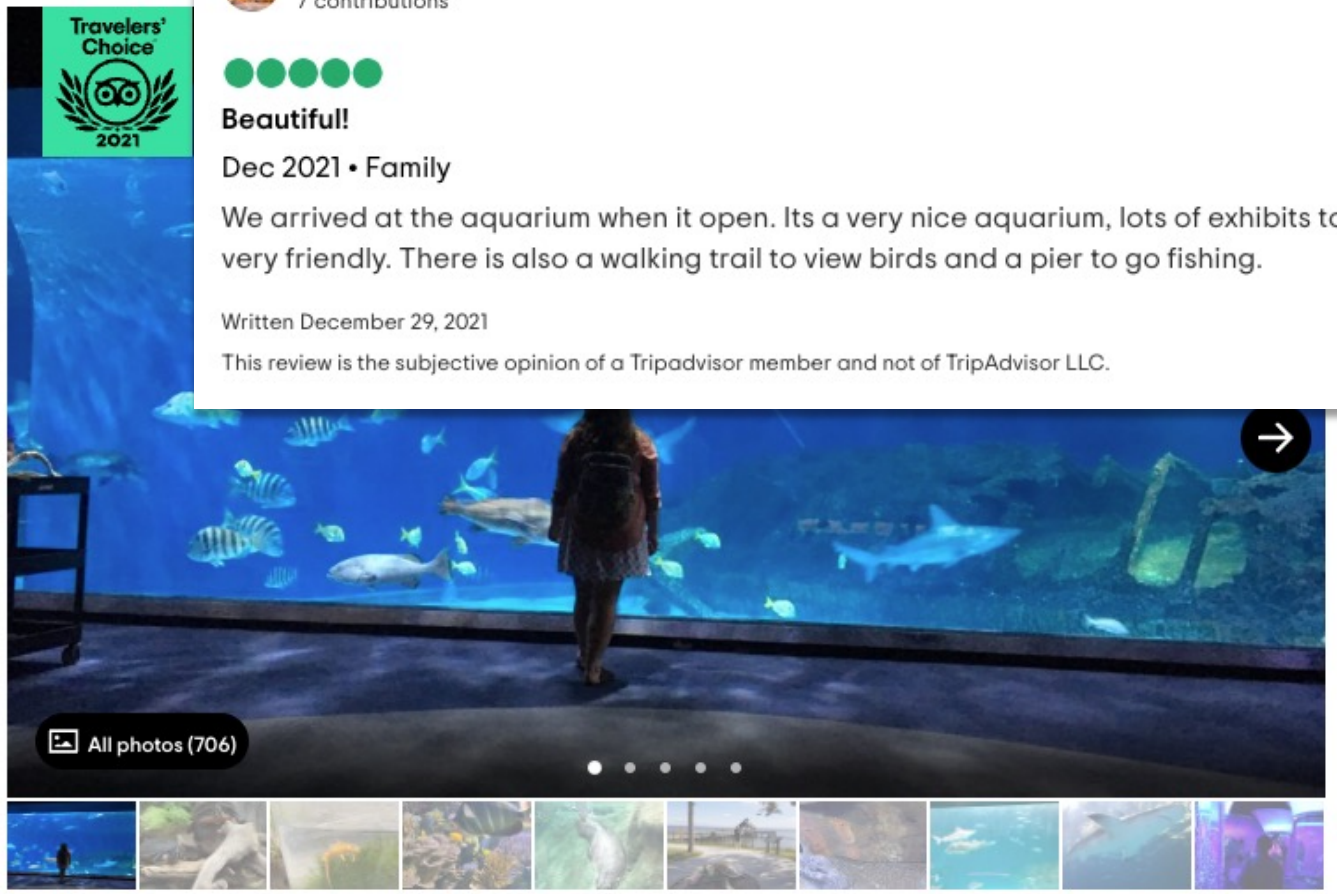
2-3 hours

Features animals

Learn more about animal welfare in tourism

Suggest edits to improve what we show.

Improve this listing



Daisy
7 contributions

0

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.

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Just Ask

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BUILD AN ACTUAL CALENDAR

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Photo by Nik Mock Images

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

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LASER MENTAL FOCUS

CodeRevolution

Bonus Tip

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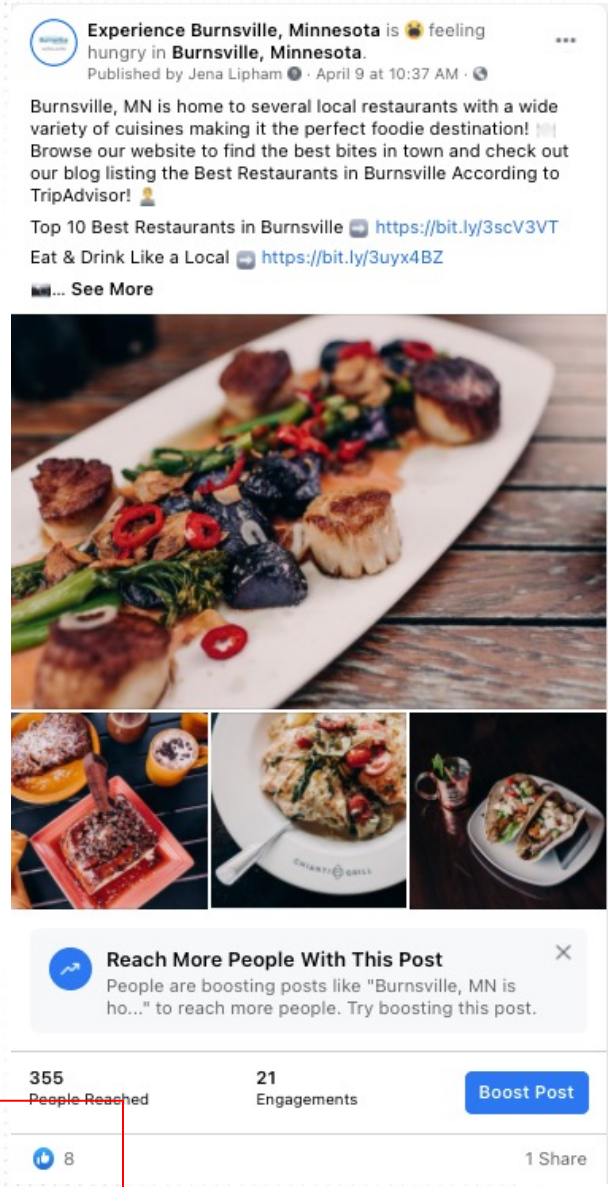
Invite Likes



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Bonus Tip

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

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EMOJIS FOR THE WIN

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Increase Facebook Likes by 57%

Increase Facebook Comments & Shares by 33%

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Search Emojipedia

eg heart arrow beach music laugh birthday

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WORK
HARD
SMART

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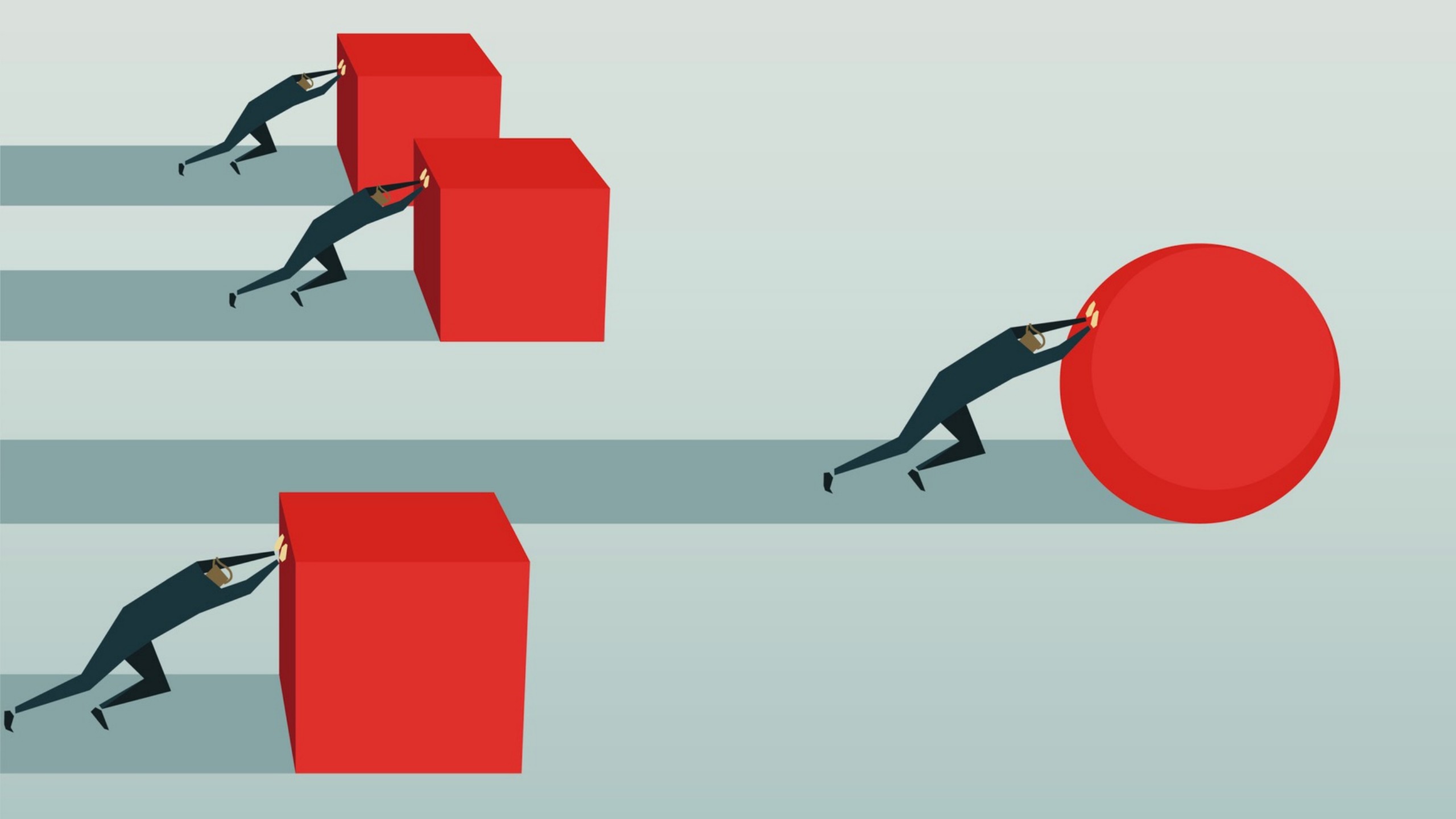

STOP

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medicalnewstoday.com

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

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ORGANIC SCHEDULES

VS

PAID SCHEDULES

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PAID
ORGANIC
ORGANIC

PAID FIRST

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DID YOU KNOW?

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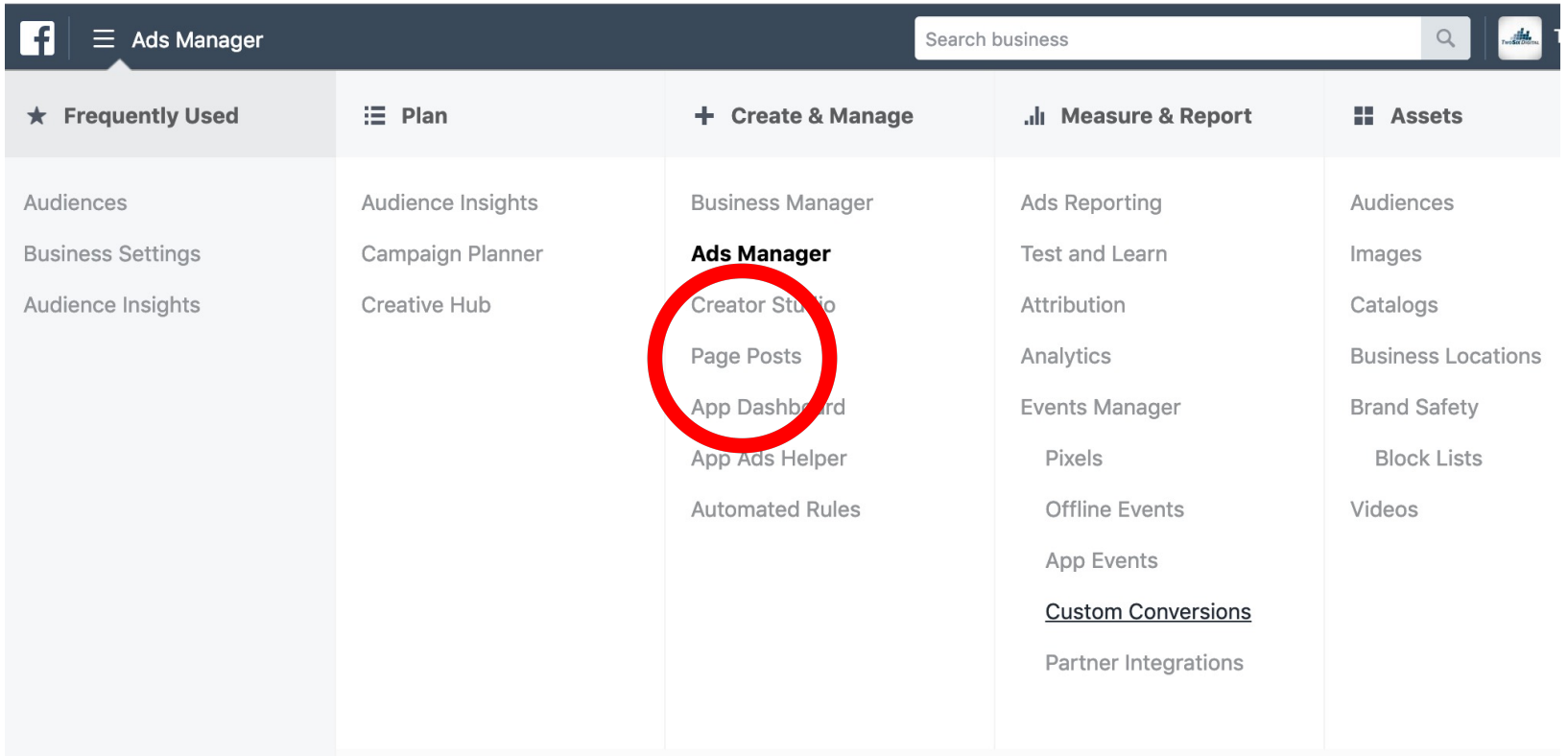

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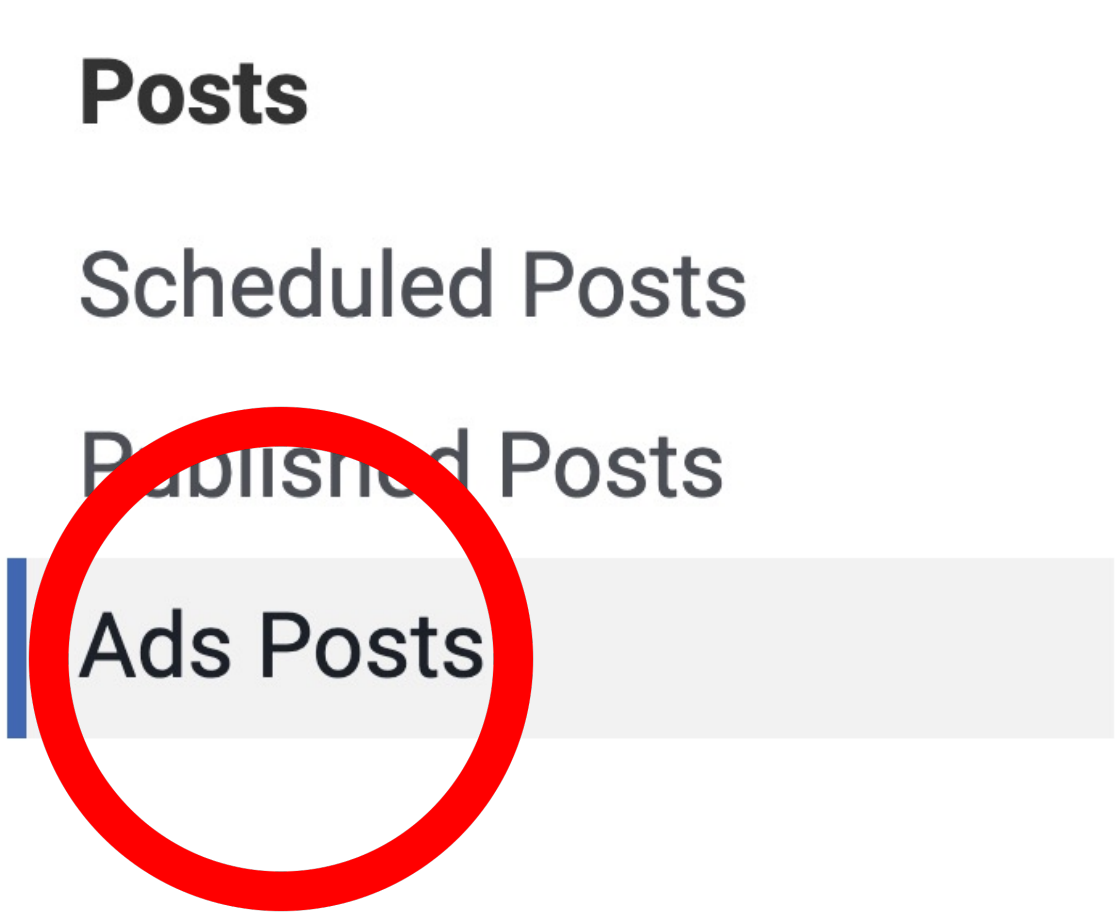
Posts
Scheduled Posts
Published Posts
Ads Posts

	Looking for a quiet getaway for two? Enter...	10156890660561378	Public
	Sign up for a change to win a FREE getaway in...	10156890660196378	Public
	Sign up for a change to win a FREE getaway in...	10156890659951378	ublic
	Looking for a quiet getaway for two? Enter...	10156890659671378	Public
	Looking for a quiet getaway for two? Enter...	10156890644511378	Public
	Looking for a quiet getaway for two? Enter...	10156890644116378	Public

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Ads Posts

Search...

Actions

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

Posts		Privacy	Reach
This Sunday is our last day!...	29	Public	0
This Sunday is our last day!...	1133068320162403	Public	0
This Sunday is our last day!...	1133068260162409	Public	0
This Sunday is our last day!...	1133068040162431	Public	1
This Sunday is our last day!...	1133067743495794	Public	0

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PLEASE SIR
I WANT SOME MORE

STOP
HOPING

ALWAYS ON

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HOW?

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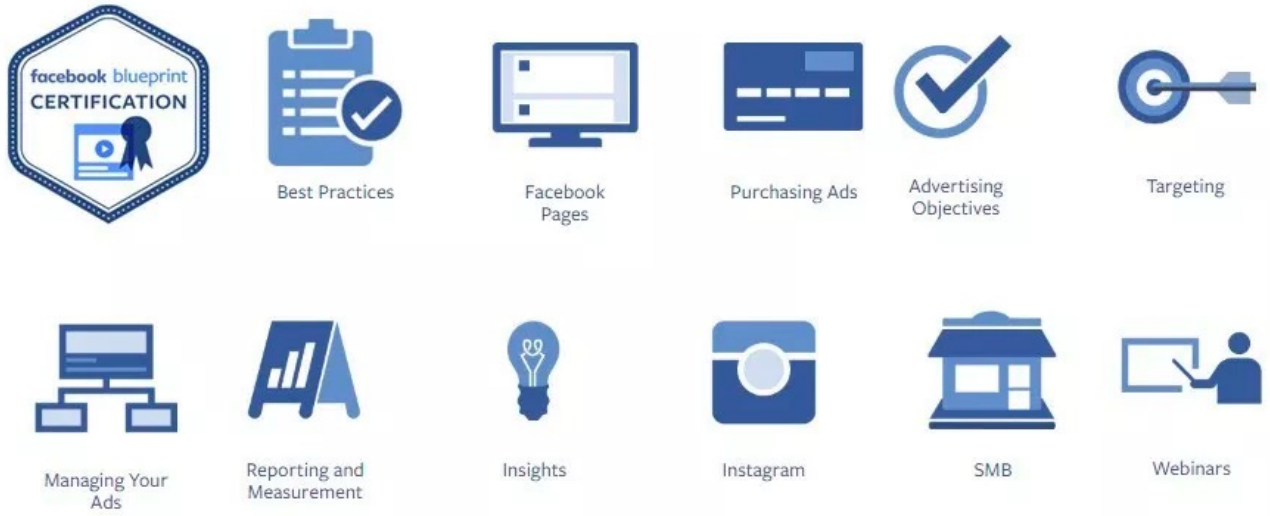
facebook blueprint



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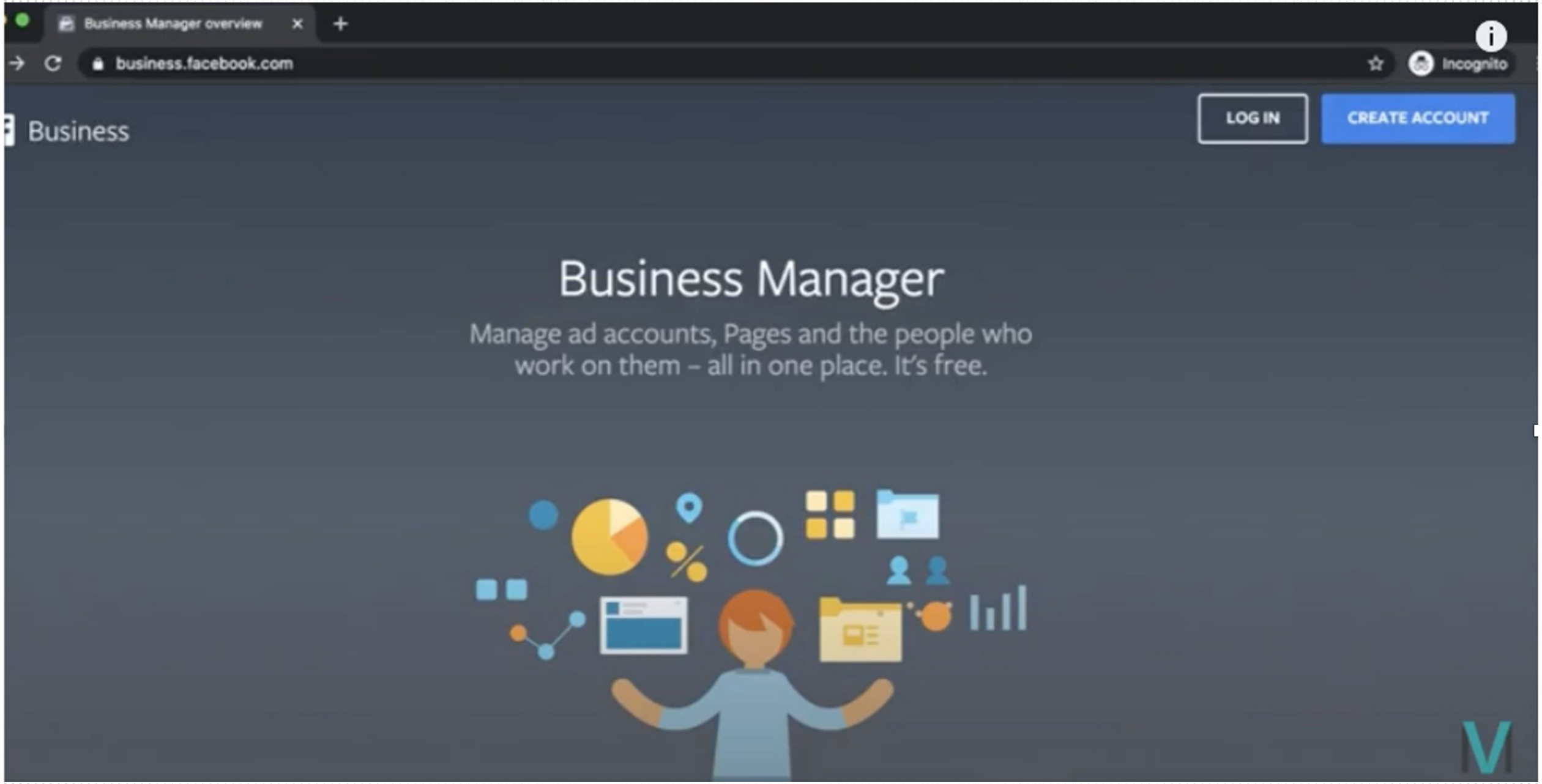
Business Manager overview
business.facebook.com
Incognito
Business
LOG IN
CREATE ACCOUNT
Business Manager
Manage ad accounts, Pages and the people who work on them – all in one place. It's free.

✅ Facebook Business Manager
Facebook Ad Account
Creating Audiences
Sharing Audiences

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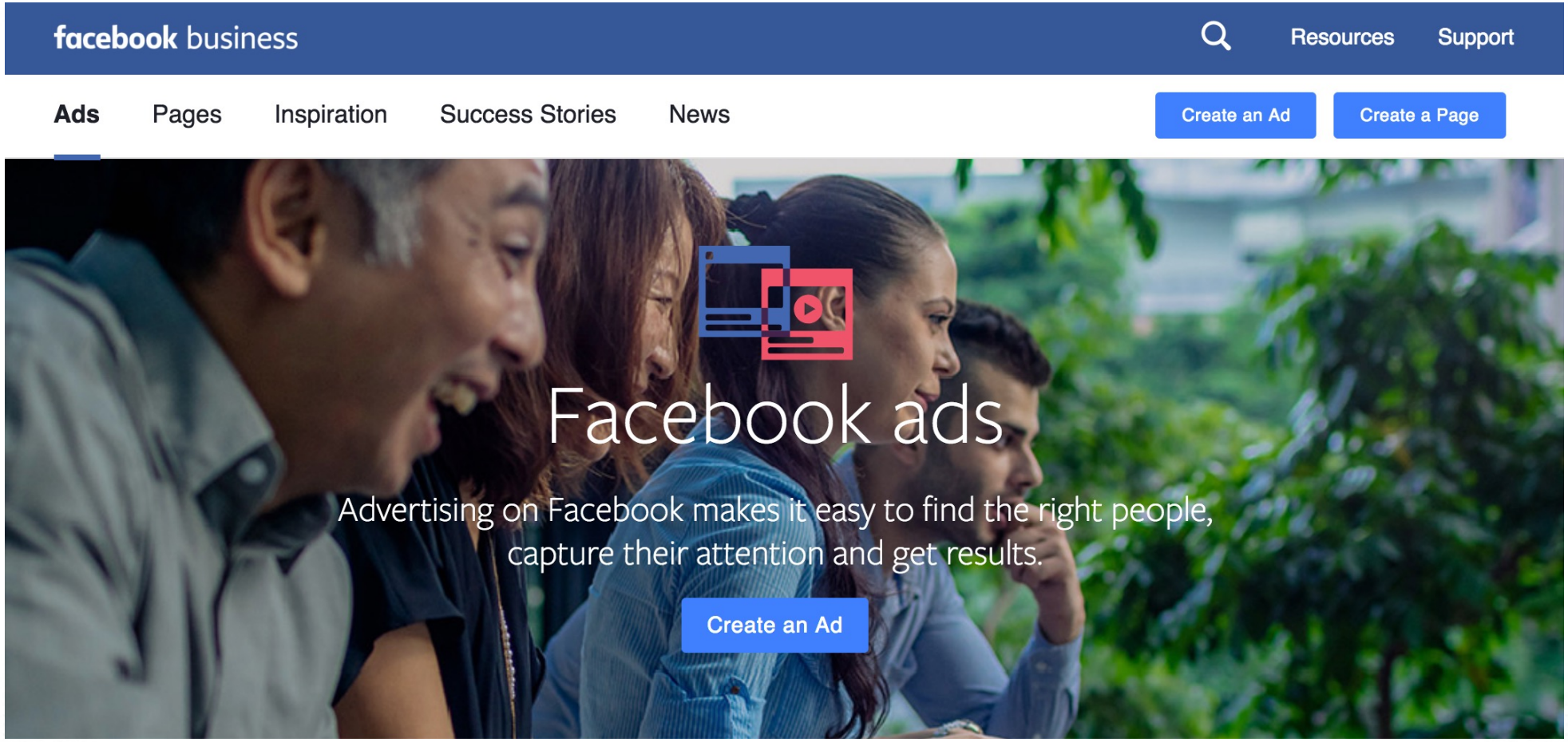
USE A FACEBOOK ADS ACCOUNT



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Facebook Ads
Ad Accounts

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

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ARE YOU USING THE PIXEL?

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Facebook Píxel

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.

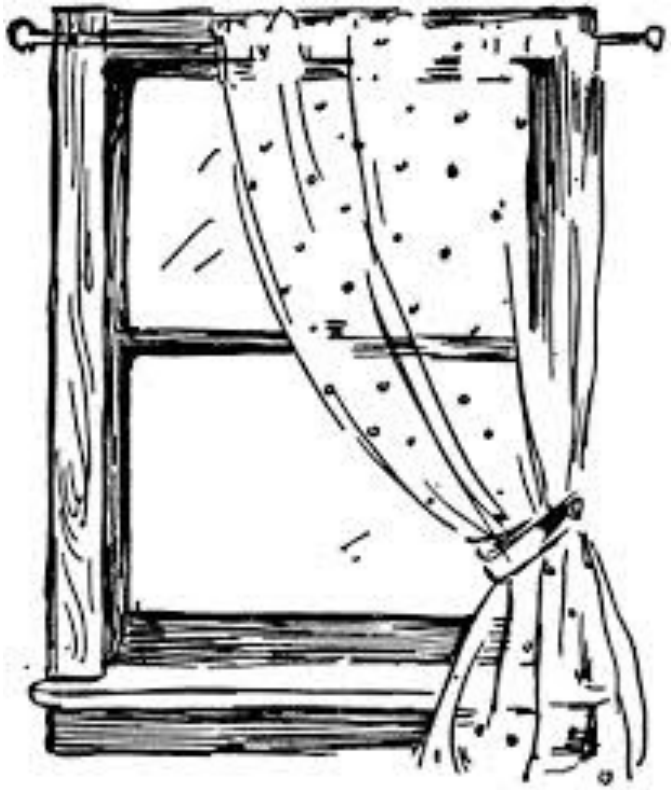
App Activity
Create a list of people who launched your app or game, or took specific actions.

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



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ARE YOU USING THE PIXELS?

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Google AdWords

YouTube

Customer Match Audiences

twitter

Tailored Audiences

Pinterest

Actalike Audiences

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HOW?

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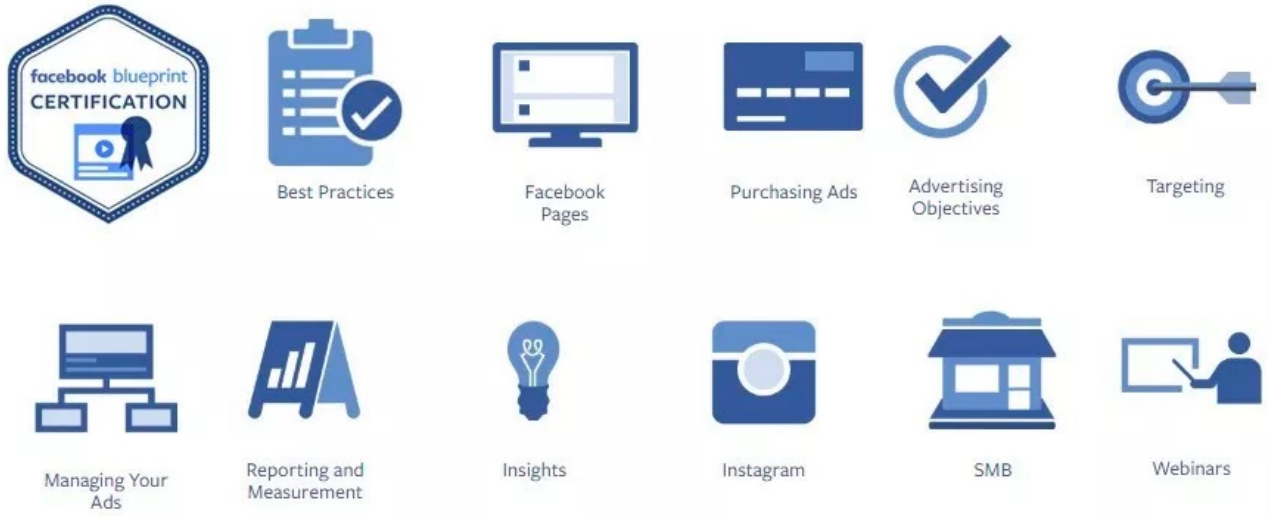
facebook blueprint



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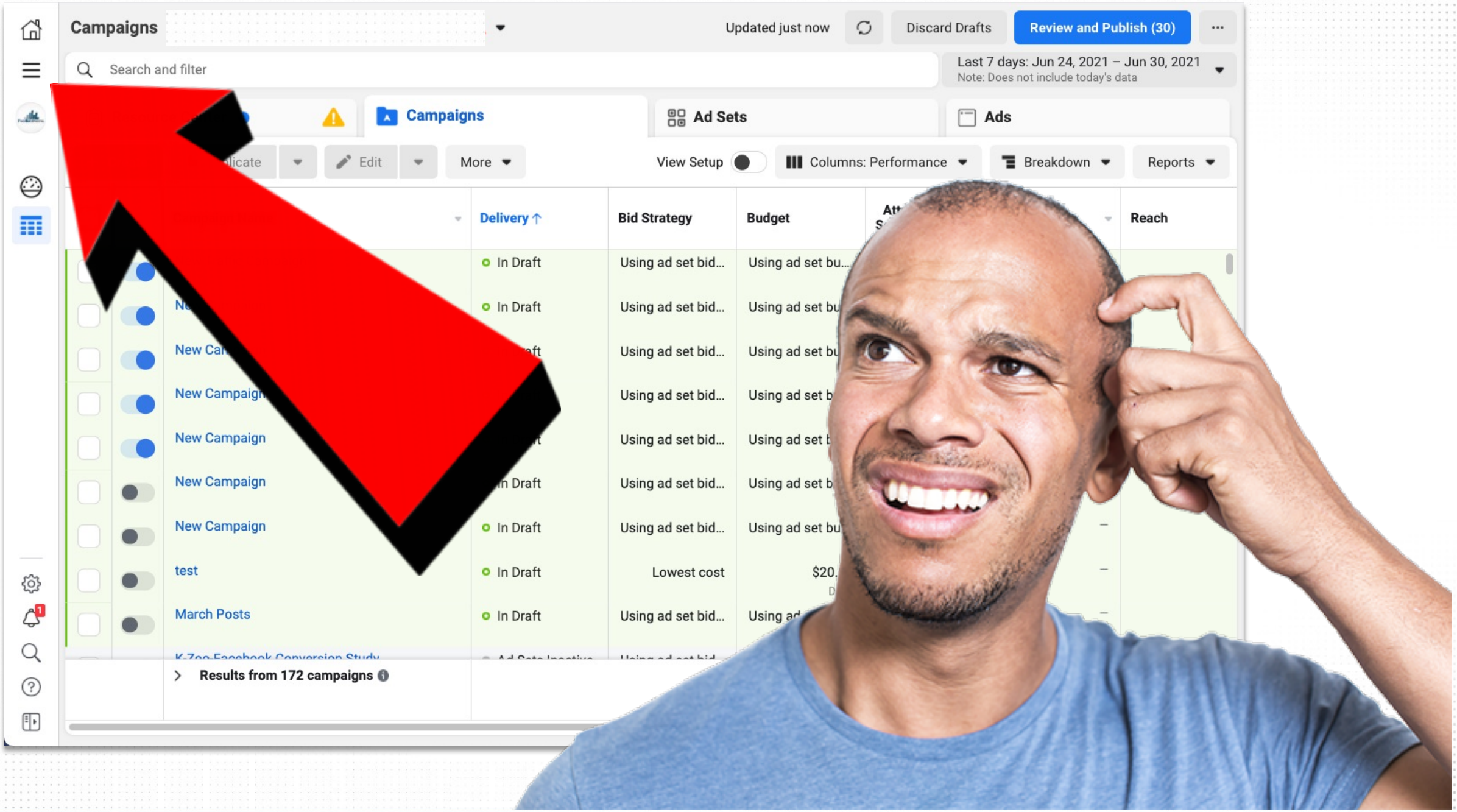
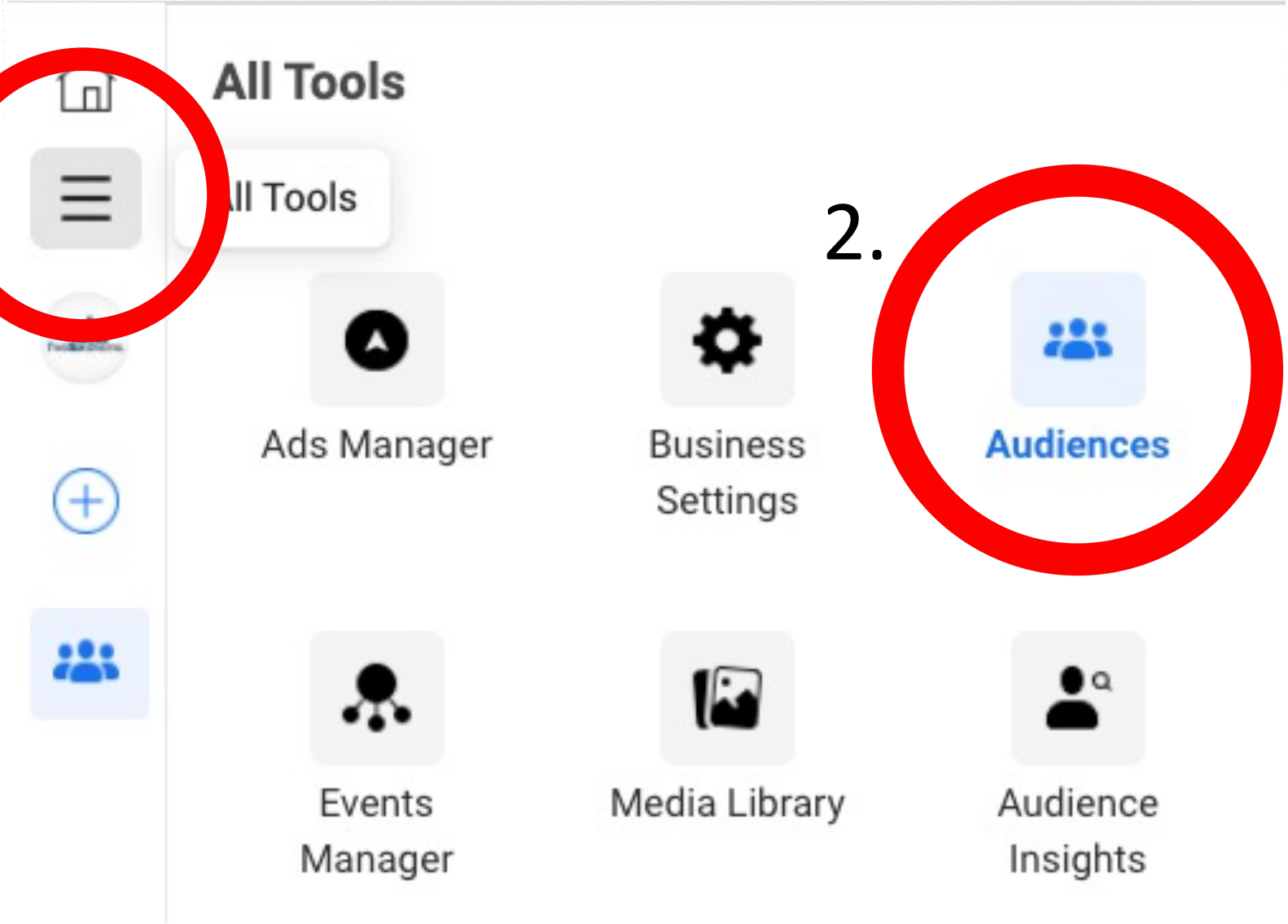
HOW?

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
Edit
More
View Setup
Columns: Performance
Breakdown
Reports
Delivery
Bid Strategy
Budget
Reach
In Draft
Using ad set bid...
New Campaign
test
Lowest cost
March Posts
Results from 172 campaigns

1.



2.

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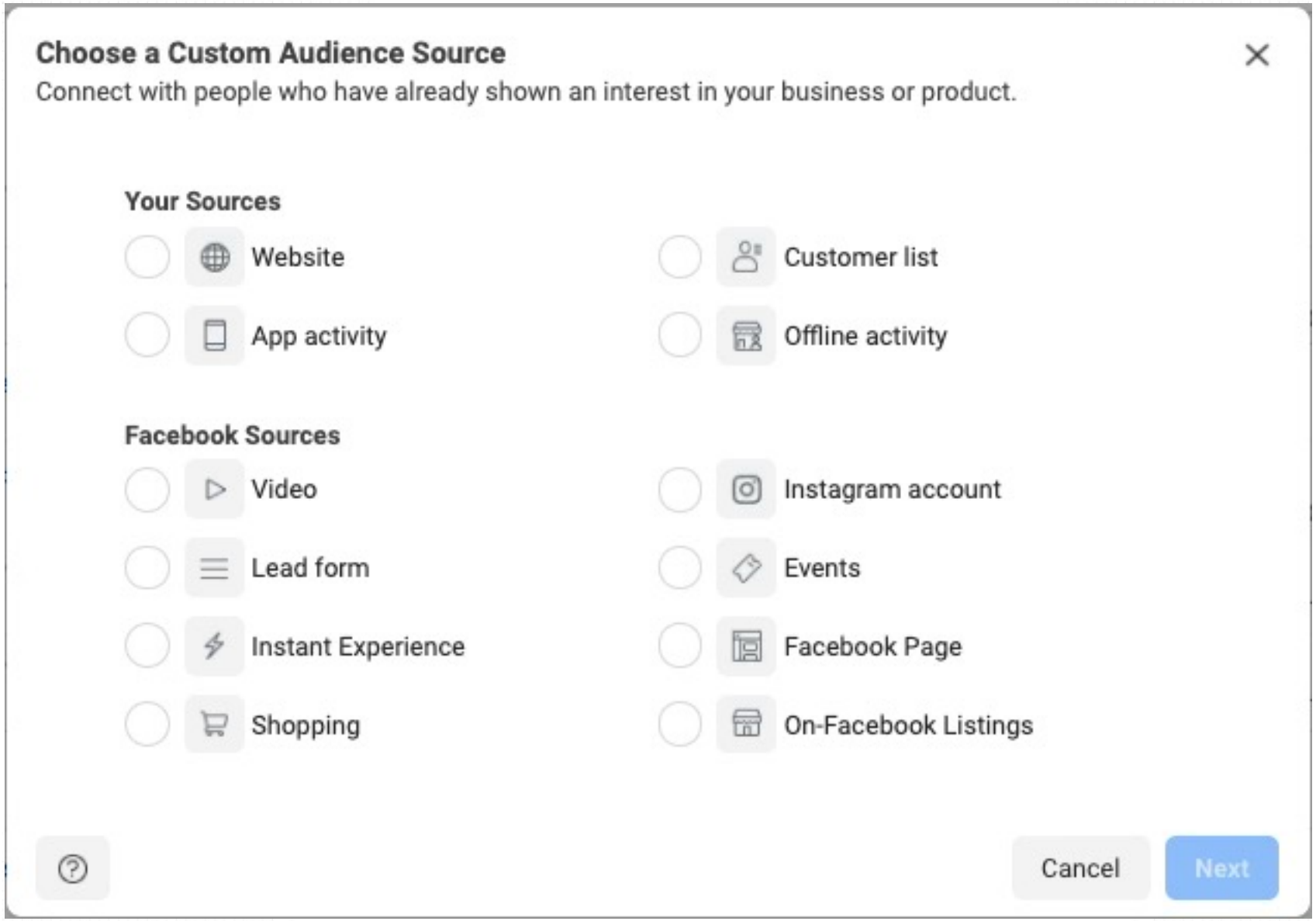

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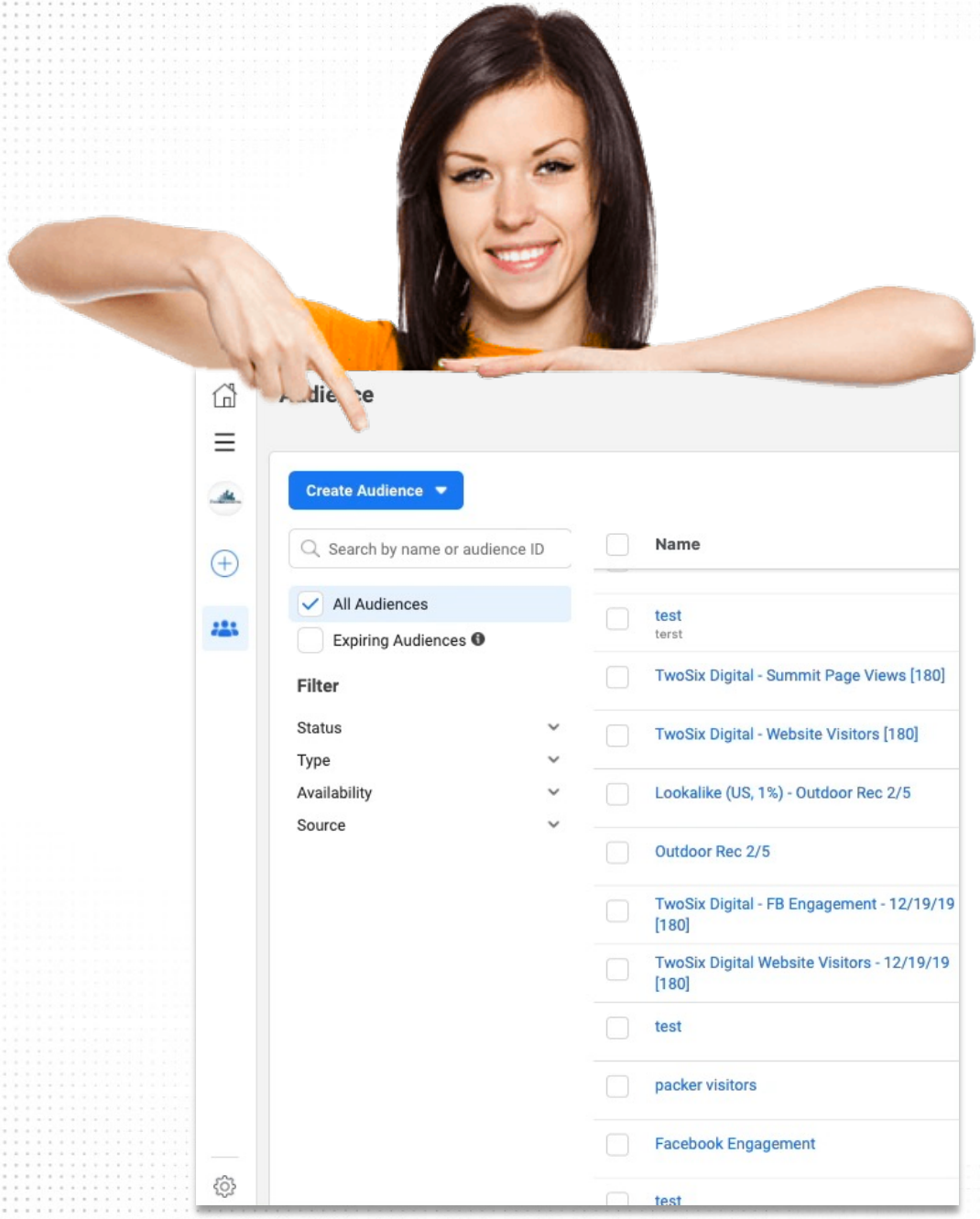

HIT THE BIG BLUE BUTTON

SELECT THE OPTION:
"CUSTOM AUDIENCE"

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Billy Mays
But wait there's more!
SANDSTRÖM

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.

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SUCCESS!

Create Audience | Filters | Customize Columns | Create Ad

Name	Type
Lookalike (US, 1%) - Test	Lookalike Custom Audience:Test
Test	Custom Audience Engagement - Video

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

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GLOBAL AVERAGES

CPC: $.68

CTR: .9%

CPM: $7.09

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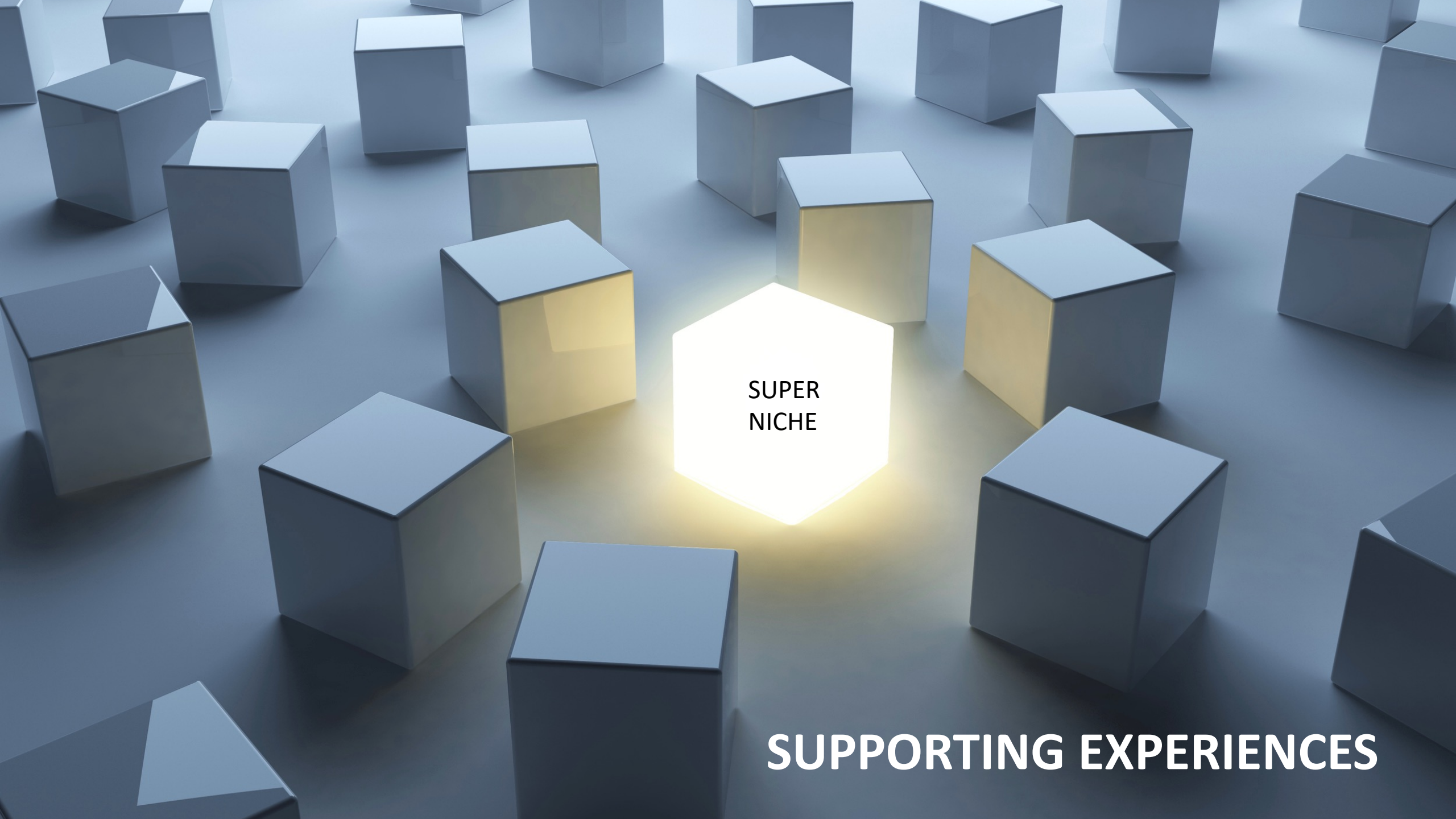
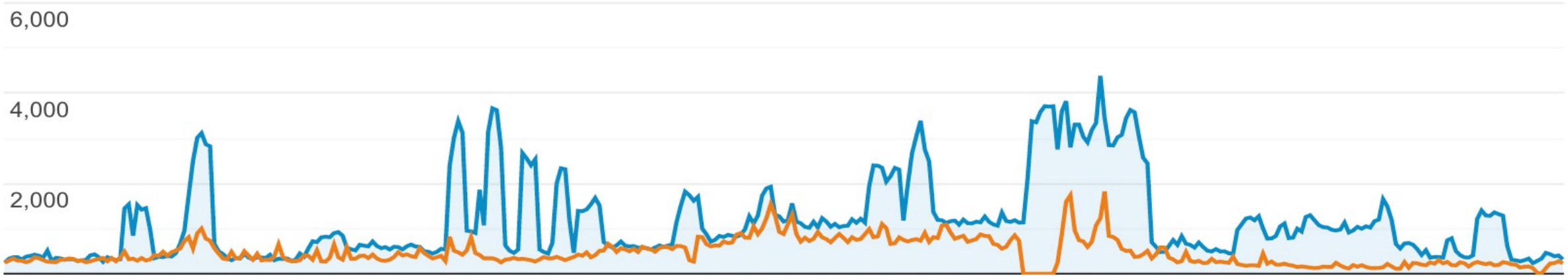


SUPPORTING EXPERIENCES

Question: Where do you start?

Answer: One Paid Promo Per Month



Users

156.83%

358,393 vs 139,546

New Users

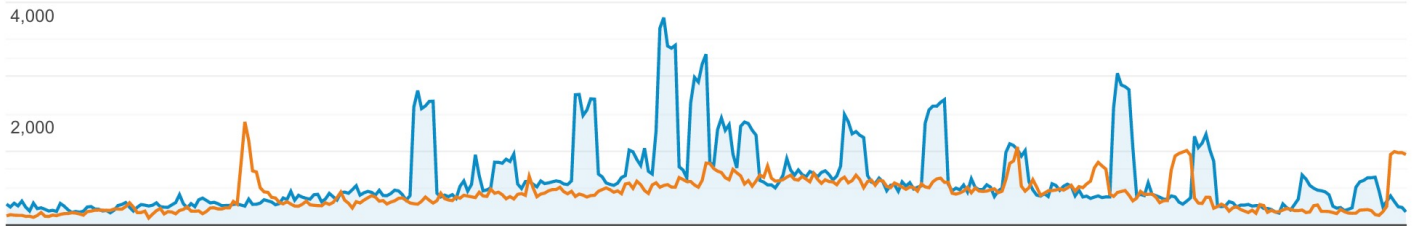
159.36%

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

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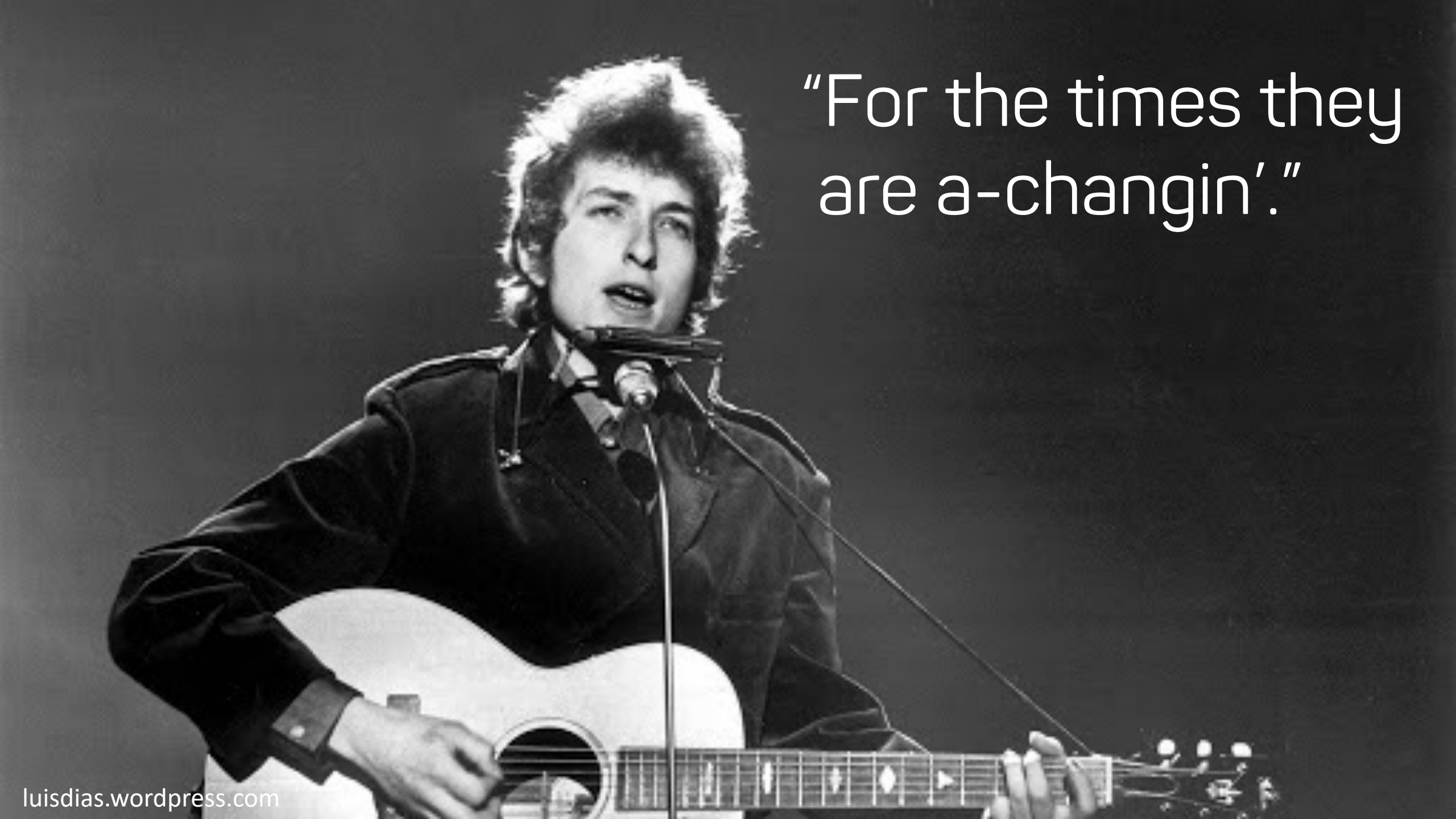
ALERT

Marketer

RoughMaps


“For the times they are a-changin’.”

Google
Adweek

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

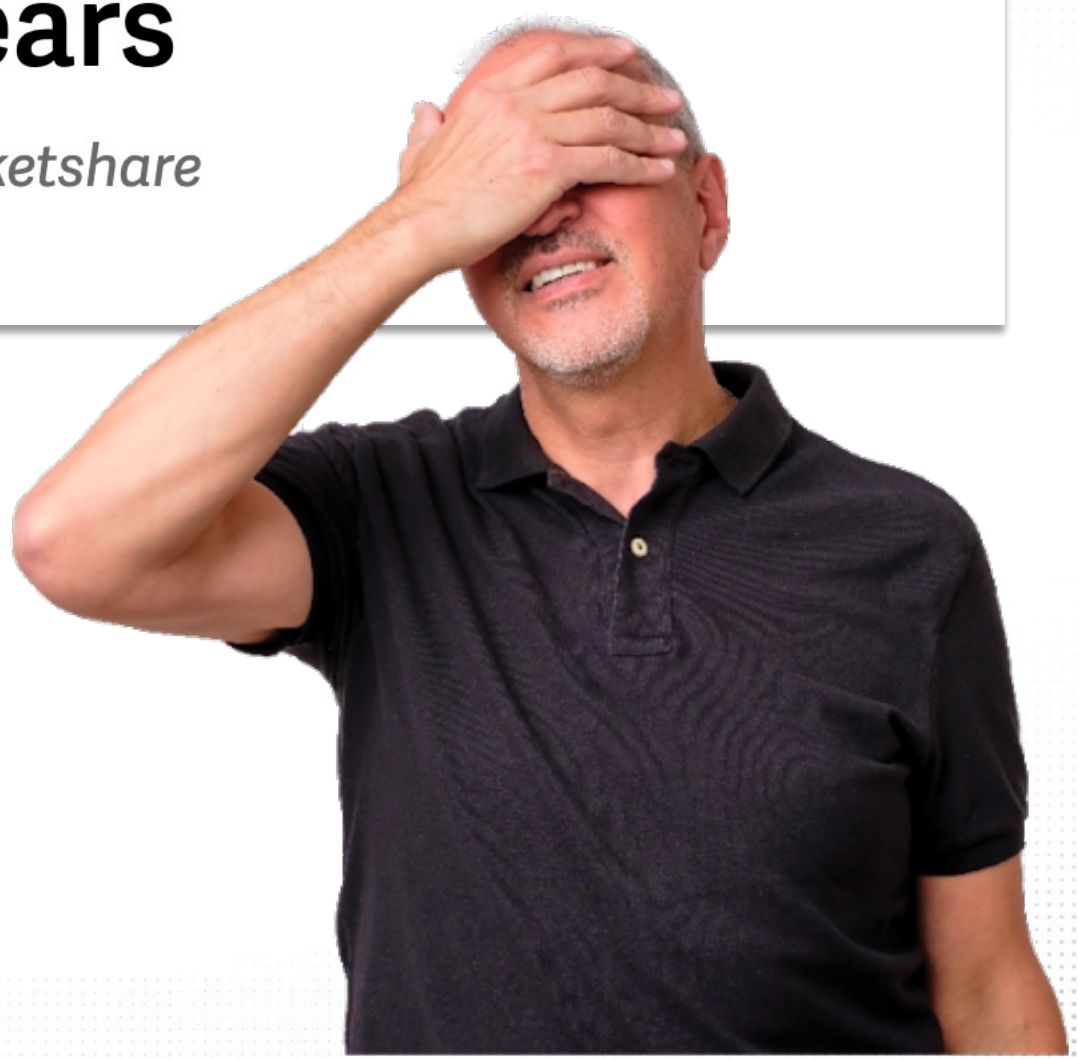
Google wants to kill third-party cookies. Here's why that could be messy

Share on Facebook Share on Twitter

ABC Science By technology reporter Ariel Bogle

Updated Tuesday at 00:30

First posted Monday at 14:30

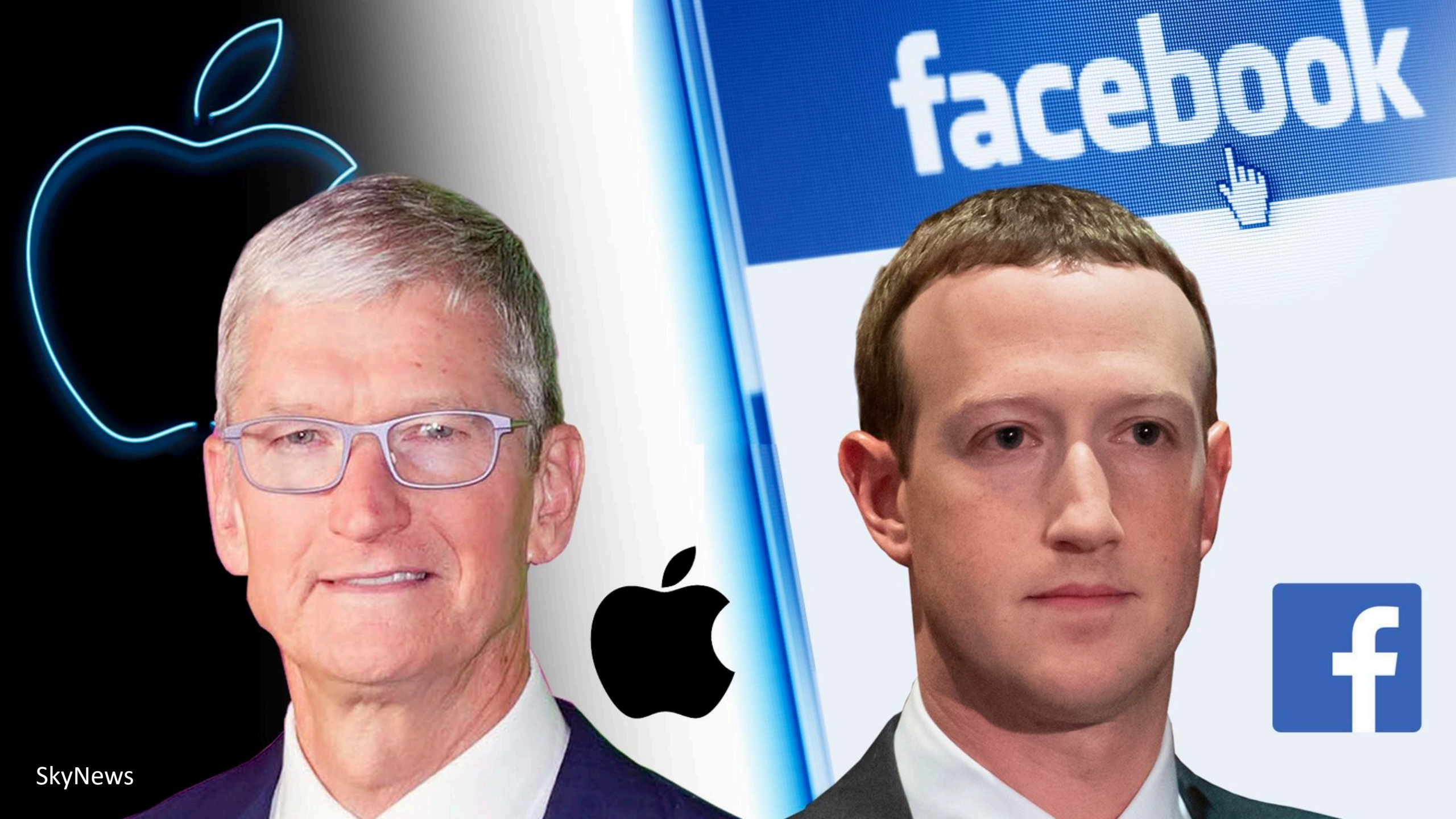


What does it mean?

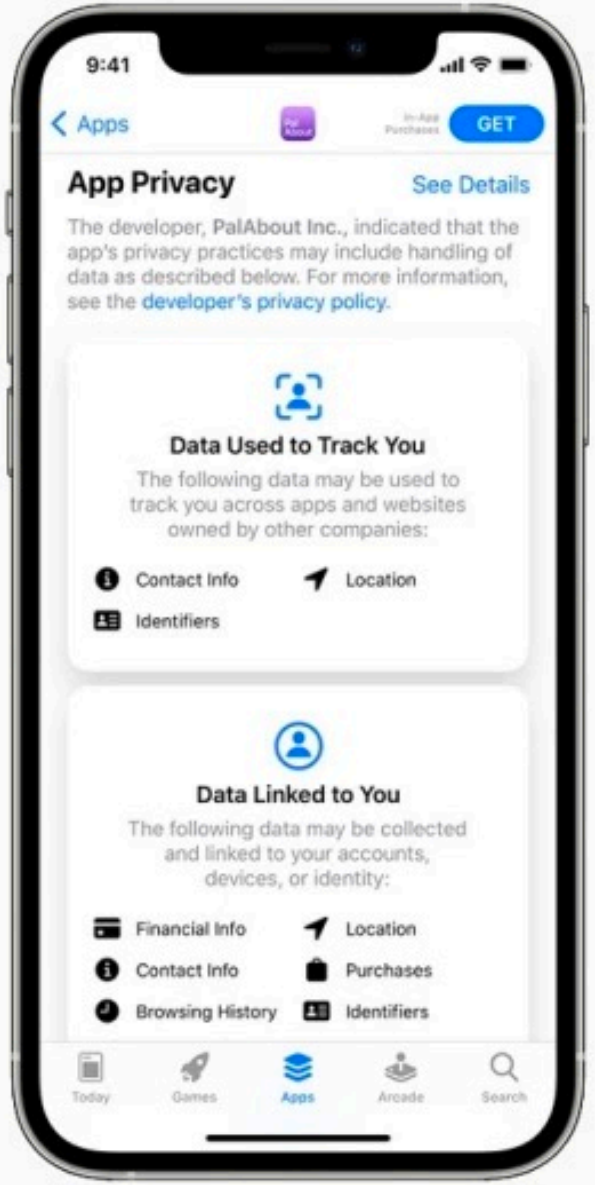
Our ability to retarget website users will be greatly reduced in the coming months.

Google
Marketer

Wait!
There's More.
Baking Soda


facebook
SkyNews

Privacy



The Verge

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.

cnet CNET

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

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Marketer
sdvoice.info

What does it mean?

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

Wait!
There's More.
Baking Soda

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

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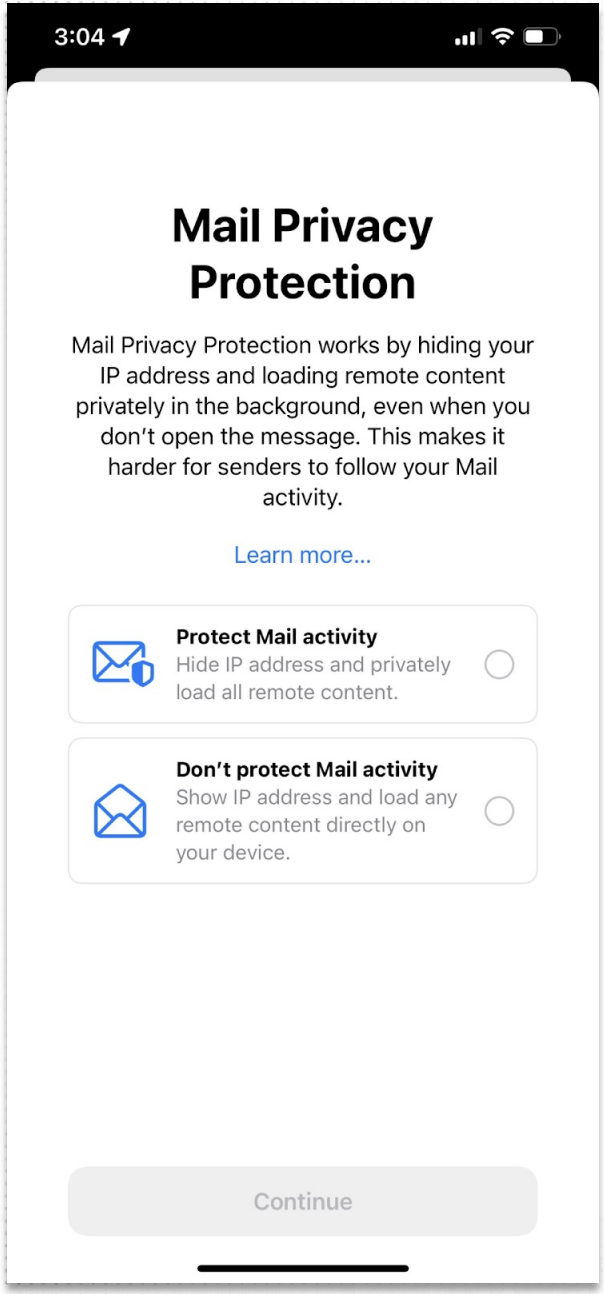

1. Open rates will likely increase but are no longer reliable

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.

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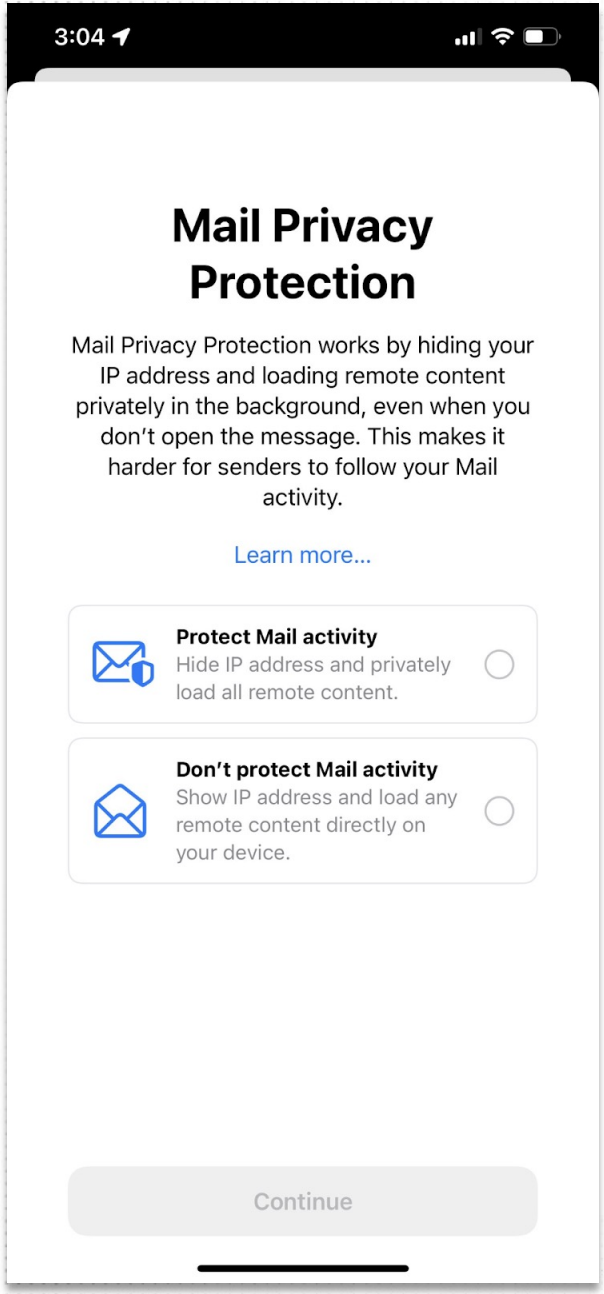

3. Open rate-powered email features will become less reliable

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.

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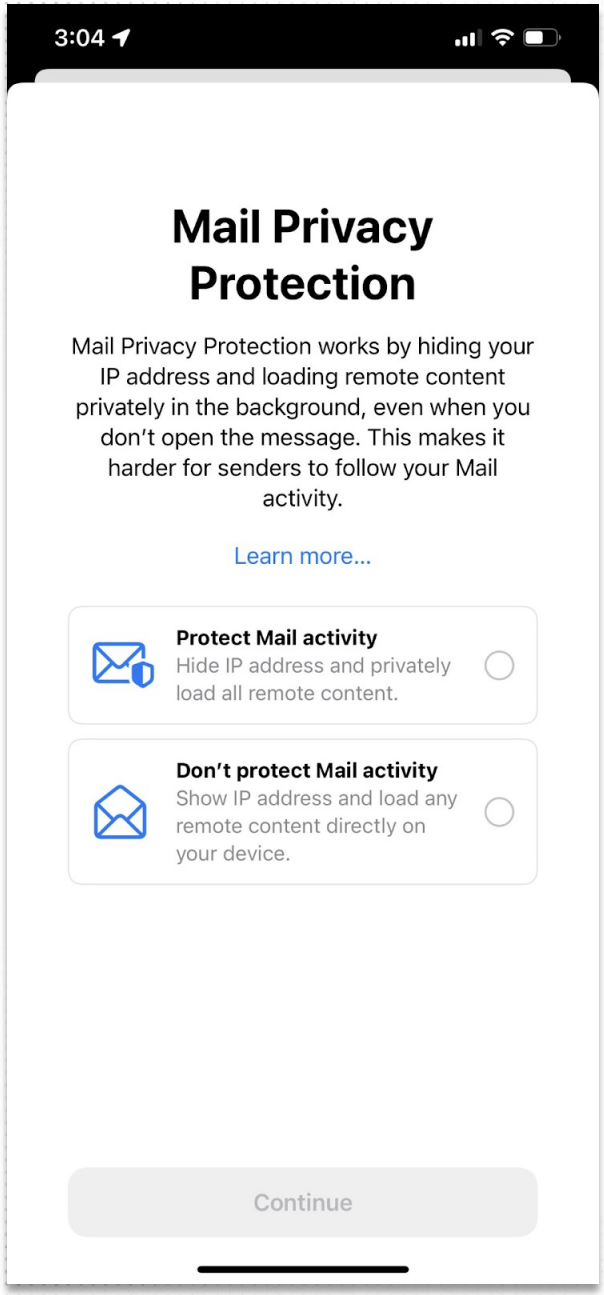

4. Individual user data (like location, time opened, etc.) from Apple Mail users will no longer be available to email marketers

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.

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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.

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DON'T CALL IT A COMEBACK
I'VE BEEN HERE FOR YEARS
made on imgur

It’s Time to LEVERAGE Your Email Lists

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!

GAYLORD MICHIGAN USA All Outdoors

Stay Healthy, Fr

While we would LOVE to see you in our northern Michi
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GAYLORD, MICHIGAN

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.

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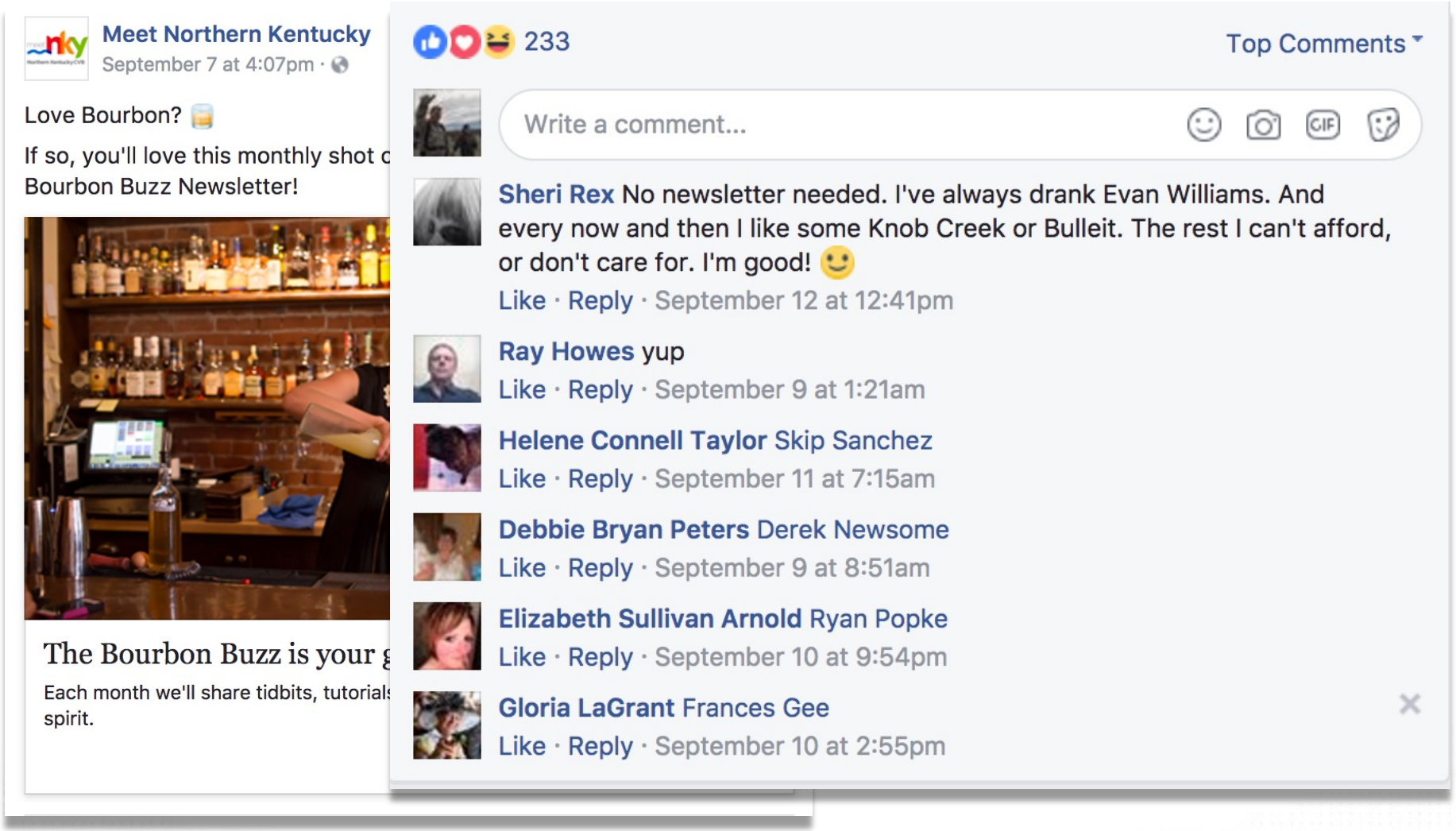
LEAD AD



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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

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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.

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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 THE MANIFEST

"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

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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

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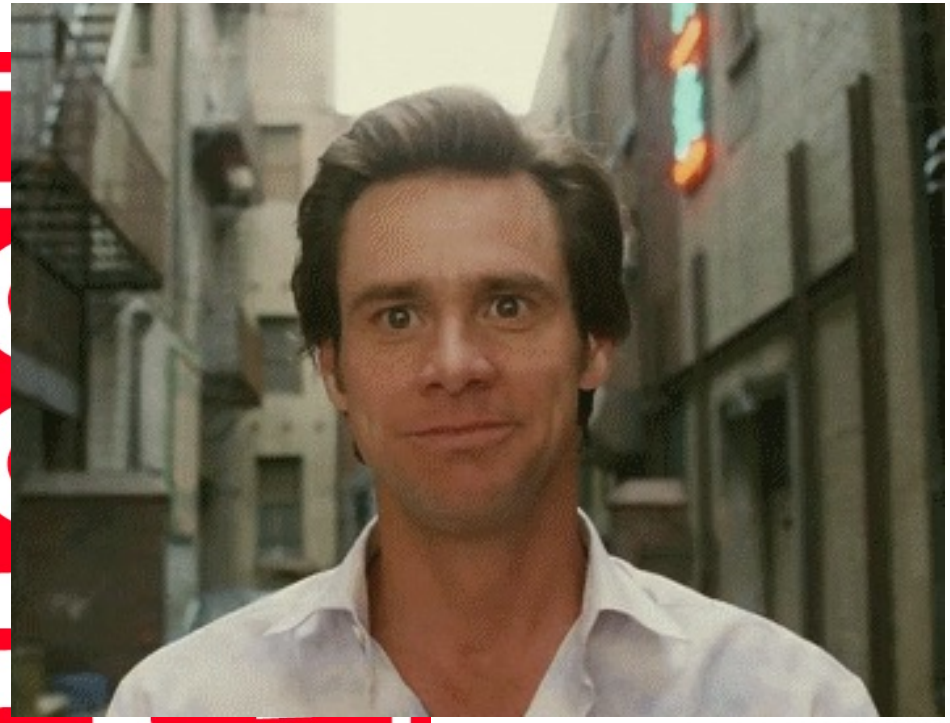
What does the consumer want?



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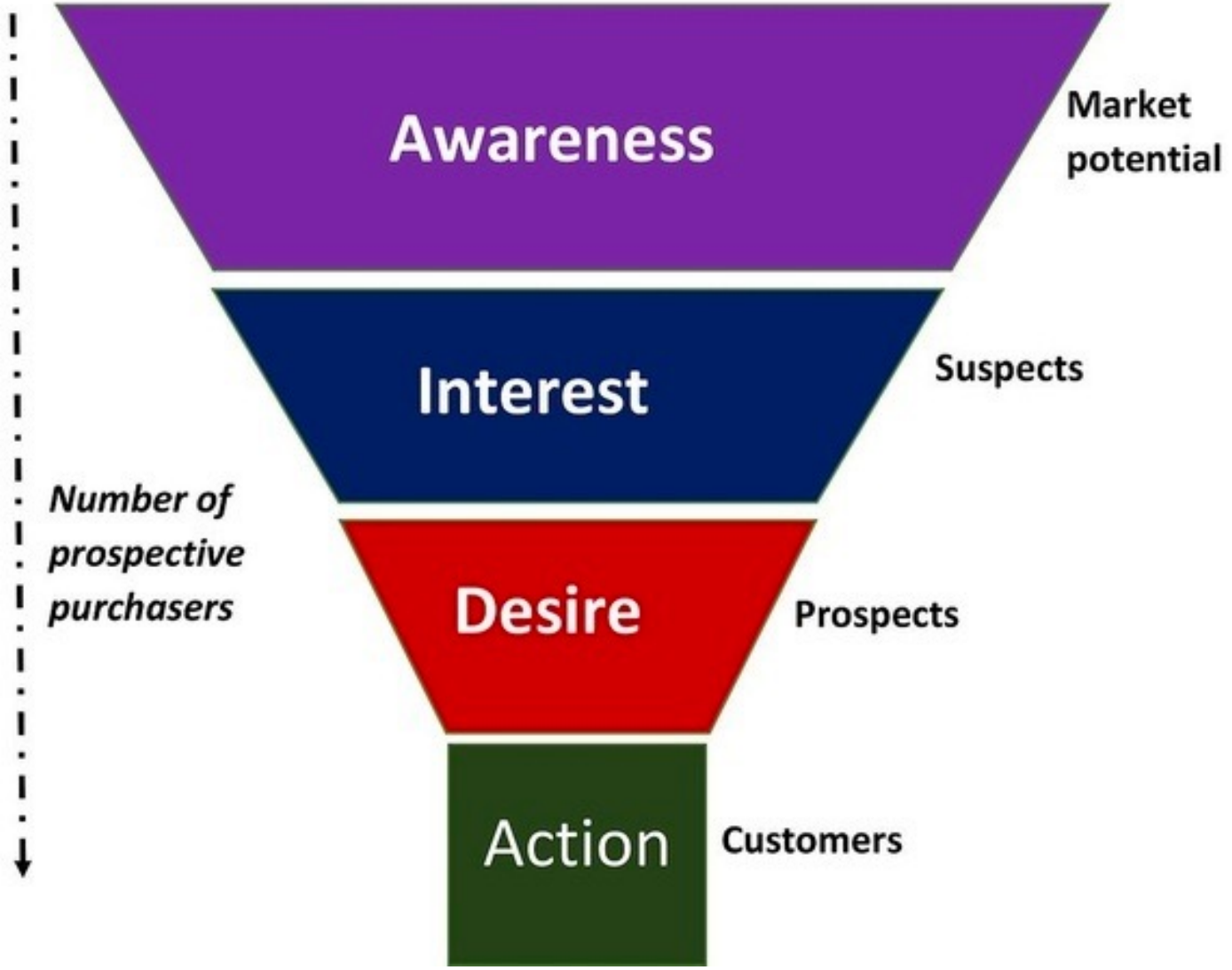
MakeAGIF.com

The Purchase Funnel



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STOP HOPING

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COOPERATIVE DATA

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co·op·e·ti·tion

/kōˌäpəˈtiSH(ə)n/

noun

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

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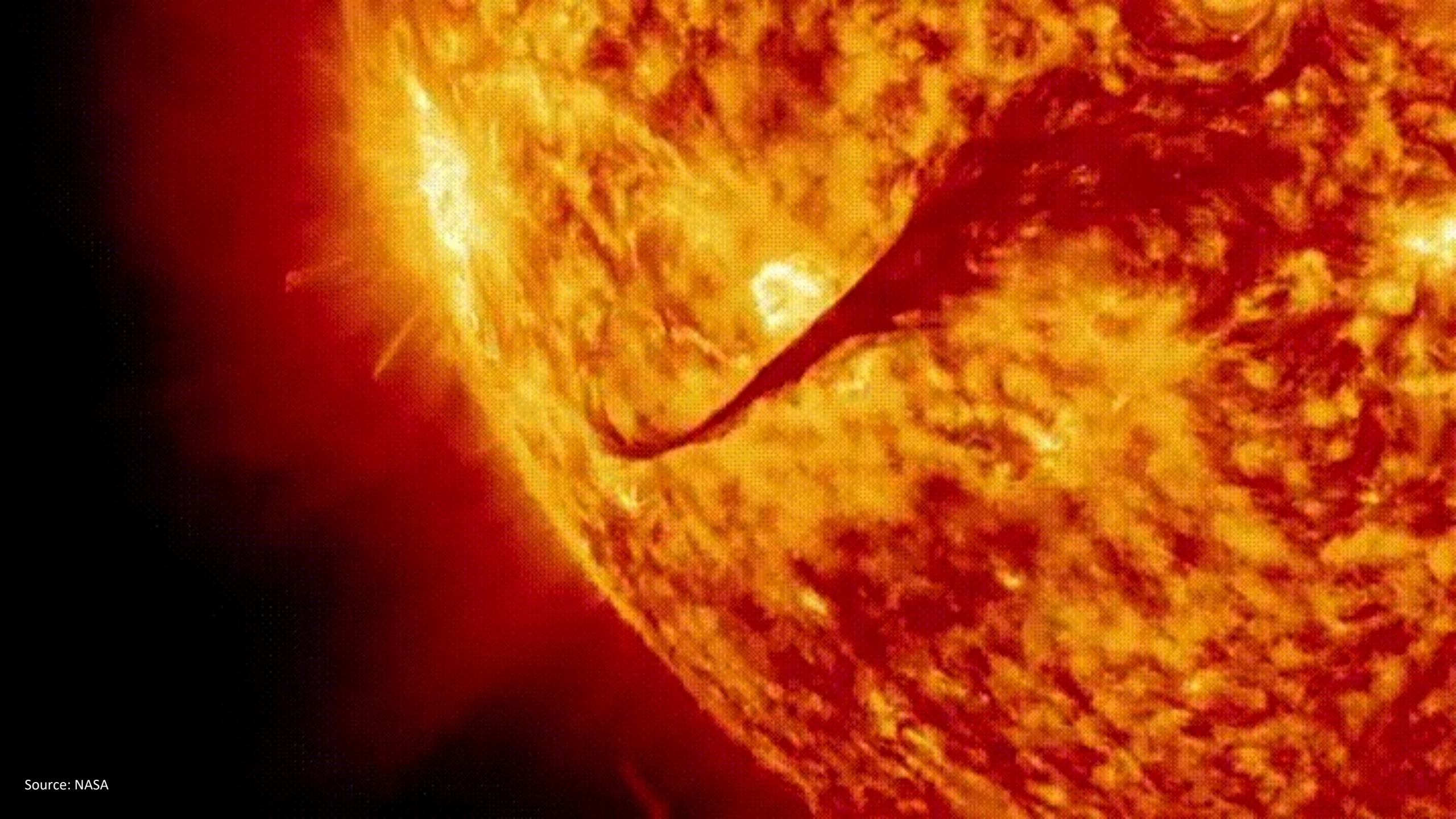

Source: NASA

CVB
Partners
& Locals

"COOPERATIVE DATA"

GAME CHANGER

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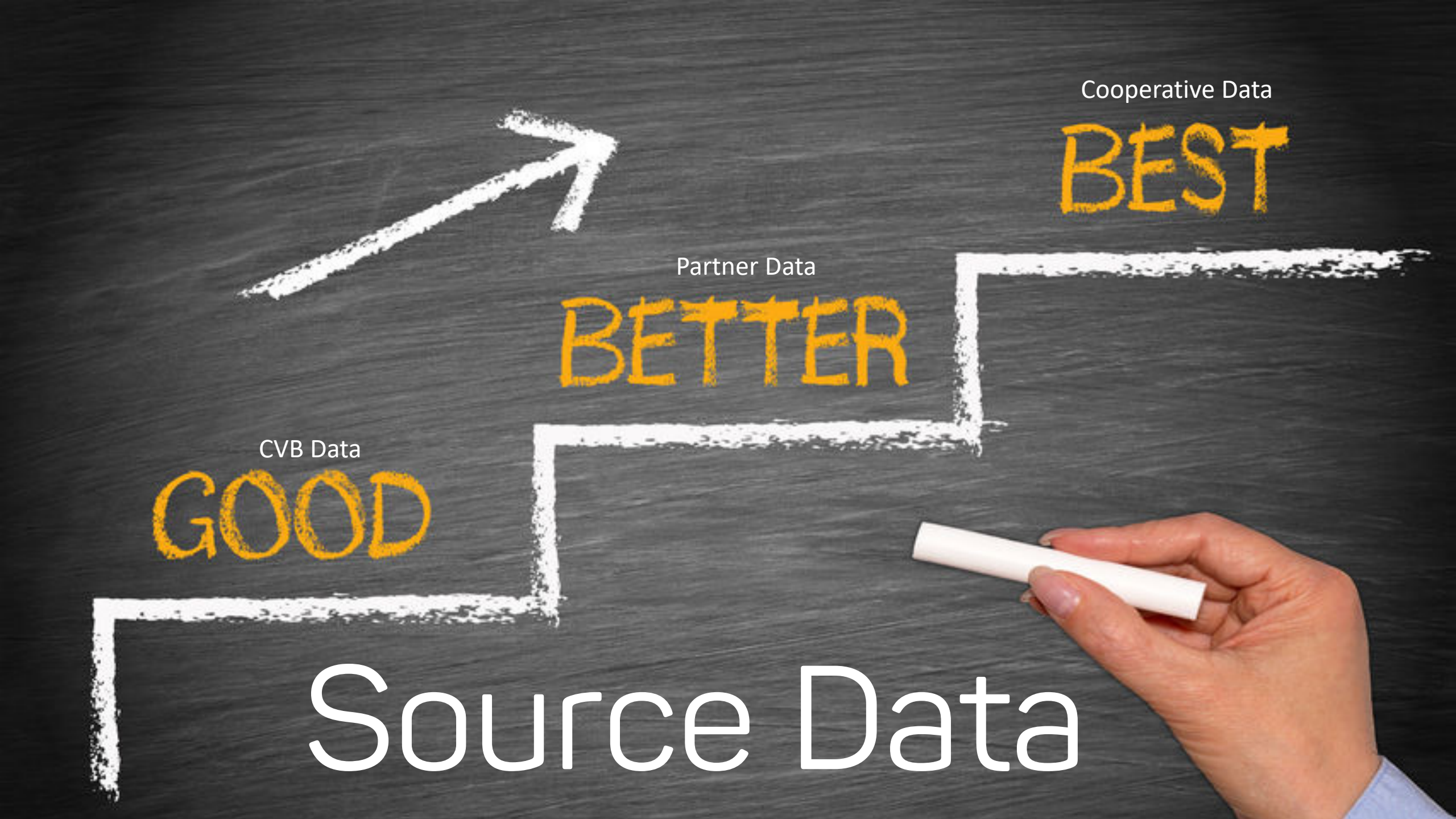
Cooperative Data
BEST
Partner Data
BETTER
CVB Data
GOOD
Source Data

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

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It can go the other way too!

Website and Email
Custom Audiences

CVB

Shared

Shared

Shared

Cooperative Data-Driven Campaigns

Cooperative Data-Driven Campaigns

Cooperative Data-Driven Campaigns

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Or partners can collaborate amongst themselves

Website and Email
Custom Audiences

Website and Email
Custom Audiences

CVB

Shared

Shared

Shared

Website and Email
Custom Audiences

Cooperative
Data-Driven
Campaigns

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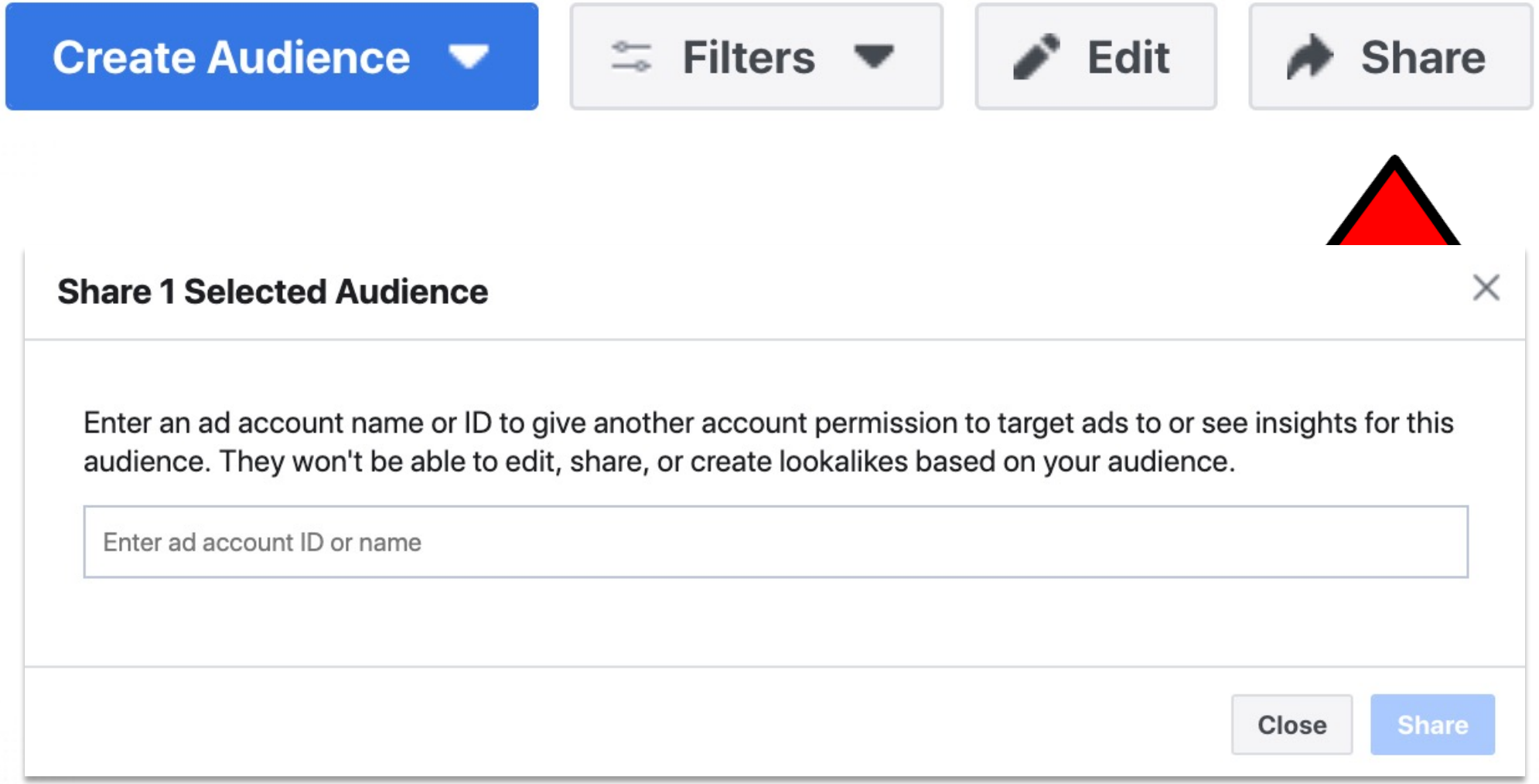
CVB Ads
Manager
Custom
Audiences
Partner
Ads
Manager

HOW?

Sharing Audiences



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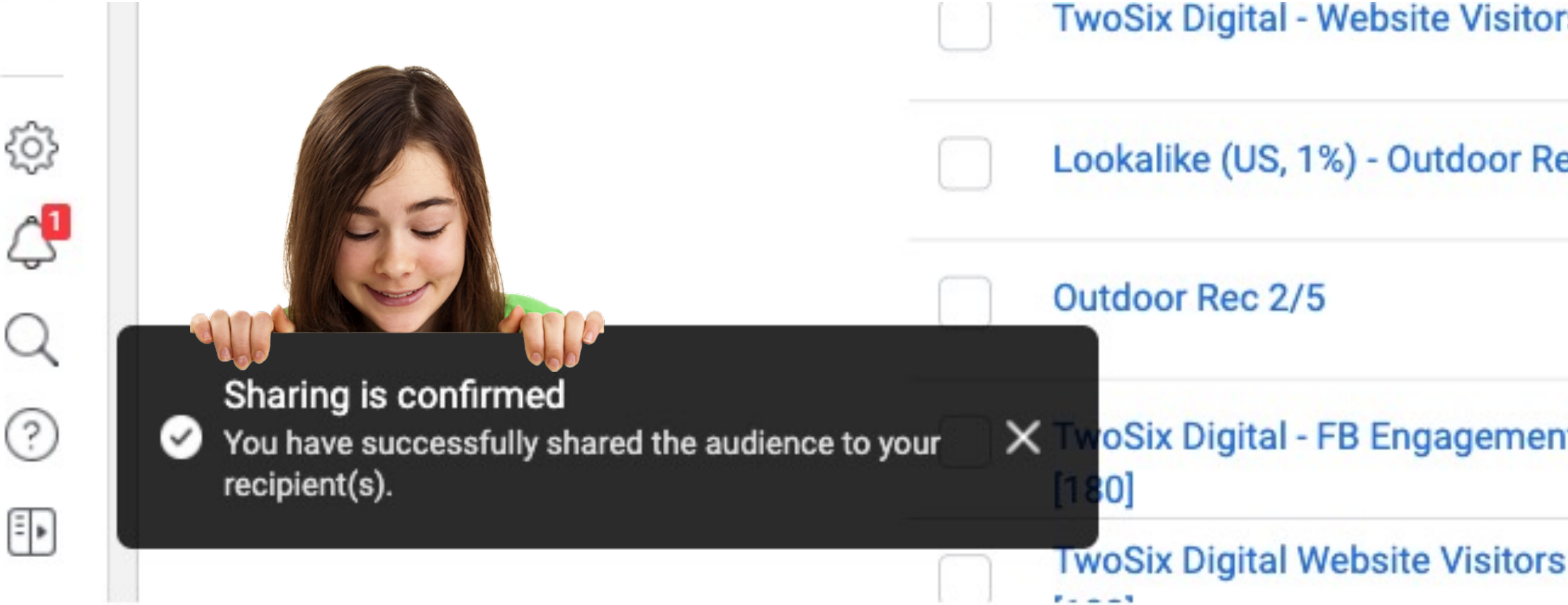
SUCCESS!


TwoSix Digital - Website Visitors
Lookalike (US, 1%) - Outdoor Rec
Outdoor Rec 2/5
TwoSix Digital - FB Engagement -
[180]
TwoSix Digital Website Visitors -
Sharing is confirmed
You have successfully shared the audience to your recipient(s).

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

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CVB
PARTNERS

just imagine!!!

COOPETITION

TwoSix Digital

STOP HOPING

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HOW?

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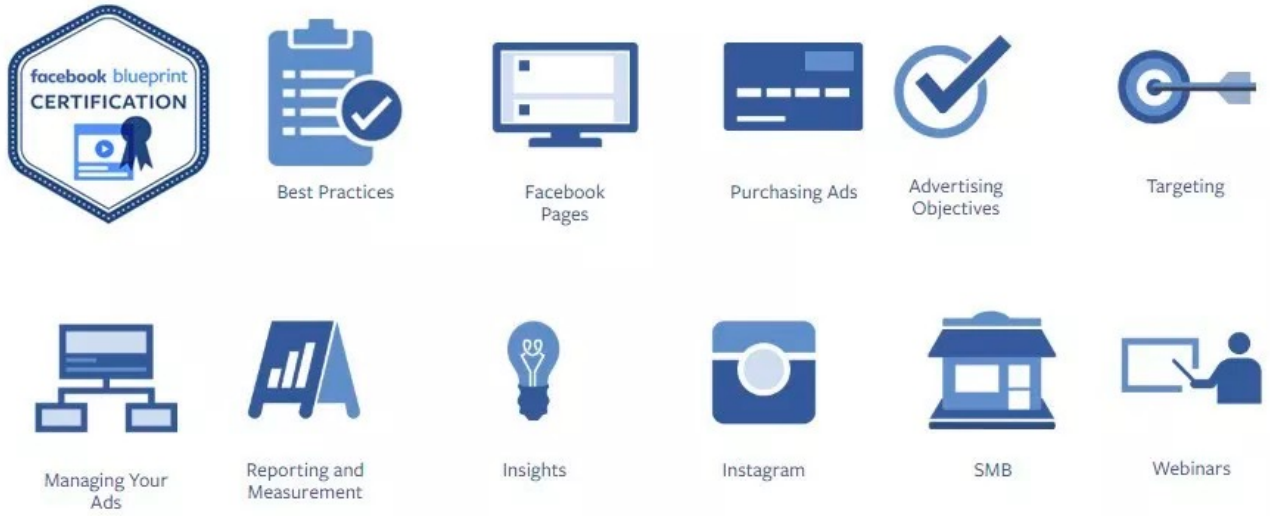
facebook blueprint



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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

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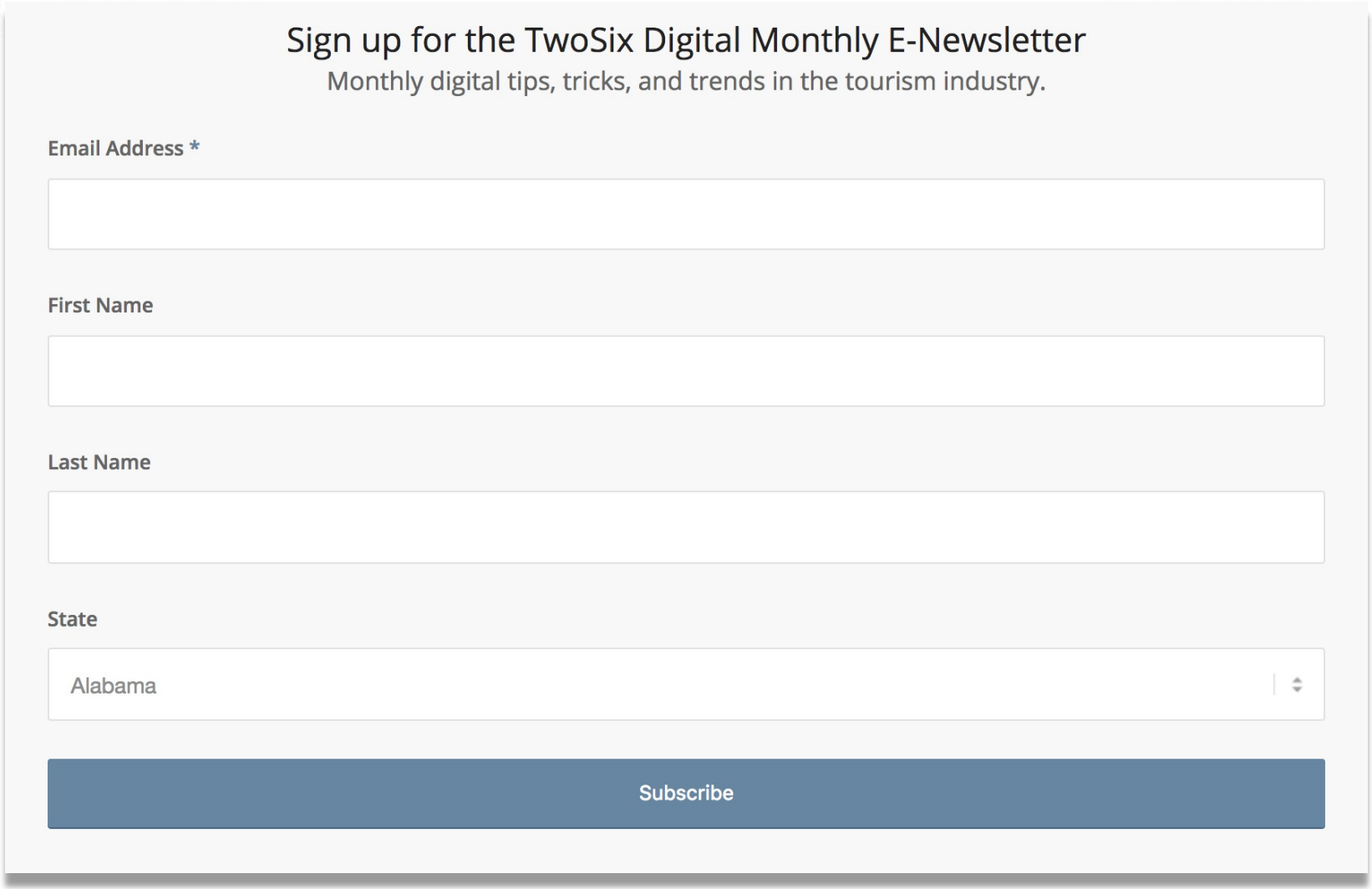
IF YOU NEVER TRY
YOU'LL NEVER KNOW



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