Trendscape: A Digital Marketing Update

June 19, 2024

Who the heck is this guy?

Tourism Industry since 2003

Former Marketing Director for the Fargo CVB

Speaker at National, Regional & State Conferences

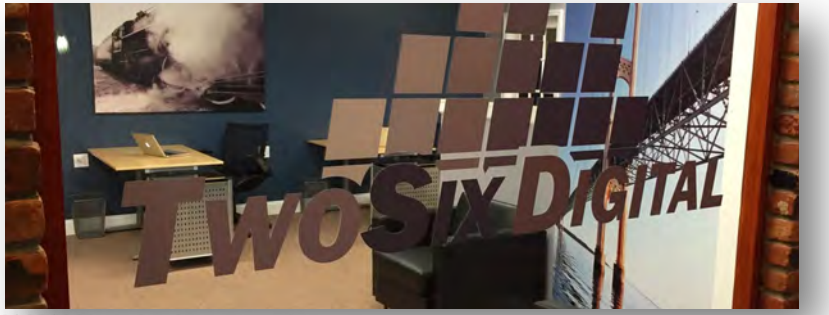
Director of Education & Strategy at TwoSix Digital

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

TwoSix Digital

and let us know how we can tailor our efforts to meet your needs.

WHO WE WORK WITH

TwoSix Digital

Marketer

RoughMaps

Social Media
is a really good
marketing tool.

TwoSix Digital

Everybody is doing it!

ALERT

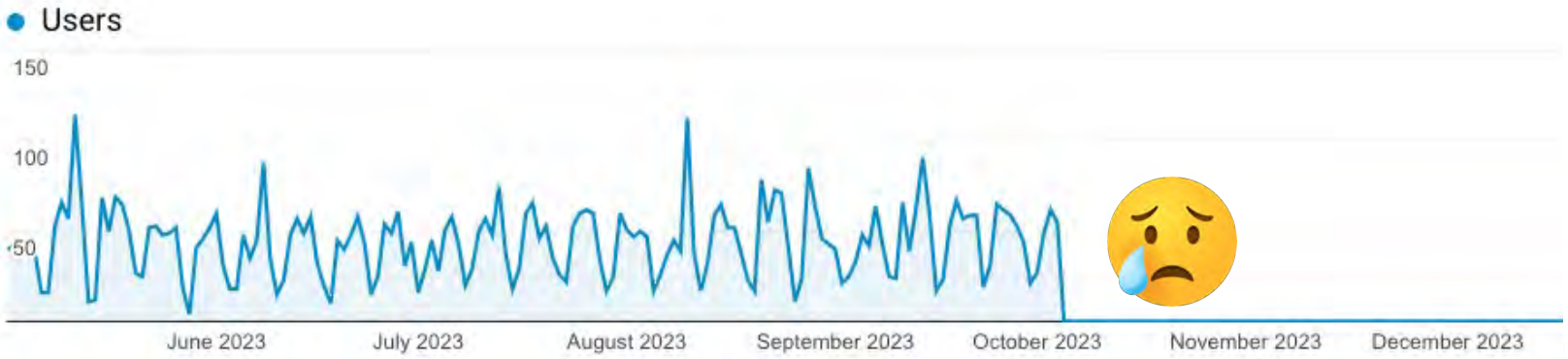
Google Analytics 4

Google
Marketer
MakeAGIF.com

Install GA4 NOW!

July 1, 2023

Google Analytics 4 is our next-generation measurement solution, and it's replacing Universal Analytics. On **July 1, 2023**, standard Universal Analytics properties will stop processing new hits. Mar 16, 2022



TwoSix Digital

DATA

TwoSix Digital

Legend

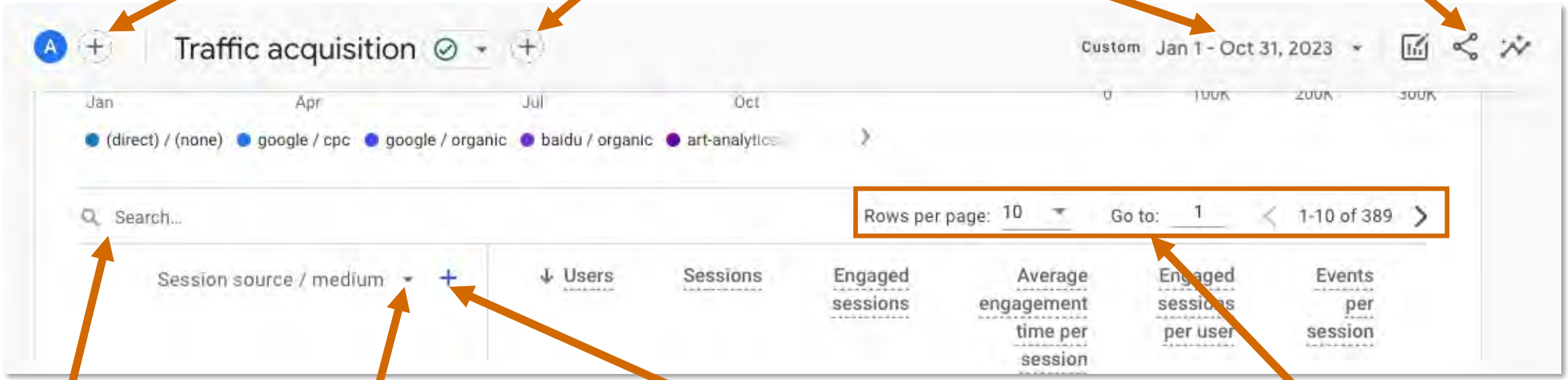
GA4

Comparisons

Filters

Date

Share / Download



Search

Dropdown

"Secondary Dimension"

Table Navigation

TwoSix Digital

Fix Your Website

As page load time goes from:

1s to 3s the probability of bounce **increases 32%**

1s to 5s the probability of bounce **increases 90%**

1s to 6s the probability of bounce **increases 106%**

1s to 10s the probability of bounce **increases 123%**

TwoSix Digital

PageSpeed Insights

twosixdigital.com

Analyze

Make your web pages fast on all devices

CHECK OUT

What's new

Documentation

Learn about Web Performance

https://pagespeed.web.dev/

TwoSix Digital

Diagnose performance issues

Performance	Accessibility	Best Practices	SEO
81	76	100	100

81

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

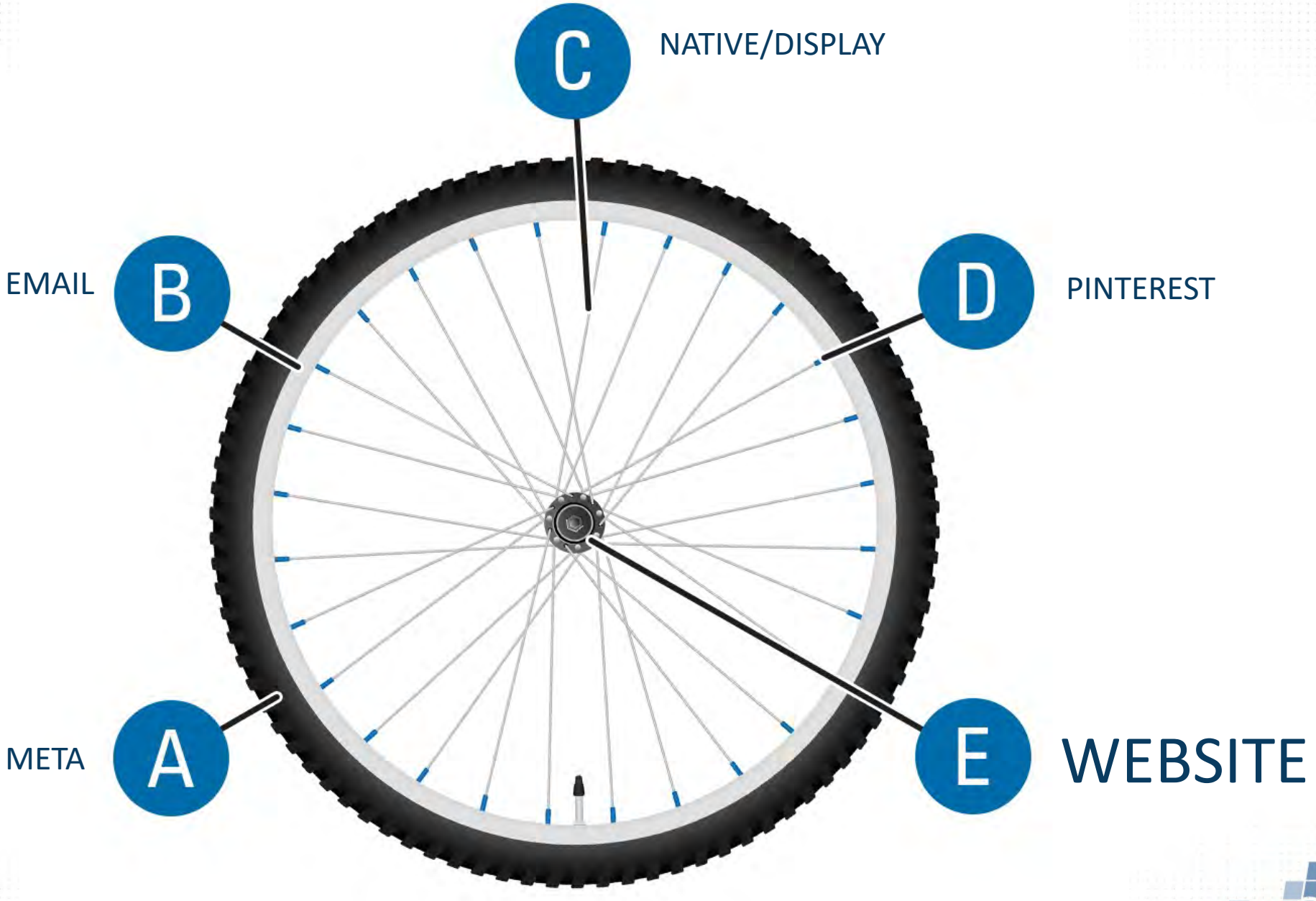
▲ 0–49 ■ 50–89 ● 90–100

METRICS

Expand view

● First Contentful Paint
1.8 s

■ Largest Contentful Paint
2.9 s


C
NATIVE/DISPLAY
EMAIL
B
D
PINTEREST
META
A
E
WEBSITE

#LandingPages

TwoSix Digital

Sand Dune Cross Country Ski Trail

This set of trails are about 11 miles west of St. Ignace, and offer many different levels of challenge to Cross Country Skiers. As the name implies the trails move through the sand dunes of northern Michigan all along the coast of Lake Michigan, clocking in at about 7.6 miles of trail for the most advanced trail, and about 1.5 miles for the easiest. Groomed for classic style cross country skiing, the advanced trails are full of steep climbs, and sharp turns though hard wood forests, while the easiest trails are the perfect place for beginners to learn and start. The Sand Dune Cross Country Ski Trail has ample parking and an outhouse available for use at the Trailhead. Click **here** for more information and **here** for Ski Trail Condition Reports.

Visitors Guide

Order [illegible] Guide today or view online.

SHOW ME MORE

Pine Bowl Pathway

The Pine Bowl Pathway is 5.9-mile loop of snowshoeing and cross-country skiing through the wilderness of the Lake Superior State Forest. The trails are groomed weekly, and are open year-round, and are well known for their great cross-country skiing opportunities. Click **here** for a map and trail head.

Sign Up For Our Newsletter

[illegible] for our newsletter and rece[illegible] seasonal editions.

REGISTER FOR NEWSLETTER

INTERRUPTERS

TwoSix Digital

Hocking Hills Tourism Association's Privacy Policy

Hocking Hills Tourism Association (HHTA) treats your privacy and any of your information with care.

We provide the Privacy Statement to inform our users how we handle any information you share with us digitally and through print.

Personal Information Collection

While using our website, reading our newsletters, forms or other digital communications, you are not required to provide personal information. However, we may ask you to provide such information while using certain features or to better our guest services. This could include contact information, name, address, email, phone number, demographic information, information about your travel interests, etc.

Personal Information Uses

Hocking Hills Tourism Association treats any identifiable information or analytics as strictly confidential. We do not make information available to third parties unless otherwise requested by you, your company or by public law, government inquiry, litigation or dispute resolution.

HHTA may use information provided voluntarily to inform users about offerings that may be of interest, to improve content and products, such as the newsletter, and marketing research.

Before Advertising, be sure to have a privacy policy linked on your website!

TIP: Go “borrow” a privacy policy from one of your competitors if you don’t already have one.

TwoSix Digital

Do it.

THE NEXT
BIG
THING

What Is Web Accessibility?

Web Content Accessibility Guidelines (WCAG)

How To Make Your Website Accessible And Avoid A Lawsuit

TwoSix Digital

The Americans With Disabilities Act (ADA) gathers all of the standards under Title II and Title III requirements, where:

- **Title II** requires all state and local governments, as well as governmental entities, to receive federal funding to provide access to their programs, services, or activities to people with disabilities
- **Title III**, which are guidelines that prohibit "places of public accommodations such as restaurants, hotels, movie theaters, museums, and hospitals from disability-based discrimination."

TwoSix Digital

Not complying with the ADA website requirements puts you at risk of a LAWSUIT. the number of lawsuits has increased over the past few years, and small to medium-sized businesses are currently some of the common victims.

The Only Constant is

“For the times they are a-changin’.”

[adult swim]
SEBBEN & SEBBEN
Social Media
Organic Reach
155.04
$US DOLLARS
1200
1100
1000
900
800
700
600
500
400
300
200
100
0
9:00
10:00
11:00
12:00
1:00
2:00
3:00
4:00
5:00
6:00

PAID FIRST MENTALITY

TwoSix Digital

“There is really no excuse for someone to see your content who doesn’t want your product”

Dan Slagen, SVP, Nanigans

TwoSix Digital

Elon Musk Says that Paid Social Media Will Become 'The Only Social Media That Matters'

Published March 27, 2023

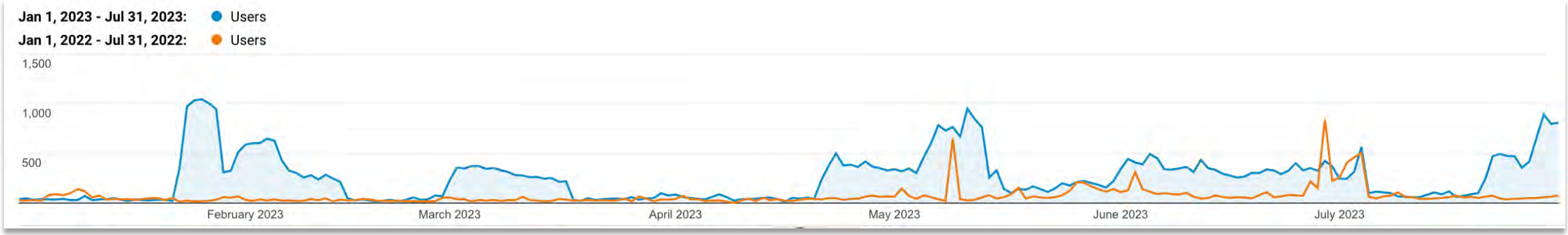
By Andrew Hutchinson
Content and Social Media Manager

TwoSix Digital

ALWAYS ON

TwoSix Digital

Organic
Paid
400K
300K
200K
100K
0
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec



Direct Advertising Buy on Meta: $8,500

$1,200 per month

$300 per week

TwoSix Digital

ROI

Return on Investment

TwoSix Digital

Don’t be a Walter.

TwoSix Digital

Stop blaming Mark Zuckerberg.

TwoSix Digital

I am a
changed
man.

Simple Setup
Effective Targeting
Great for reaching locals
Budget is scalable

TwoSix Digital
May 29 at 4:05 PM ·

We are so thrilled to welcome our newest team member, Emma Herrle! 😘 Emma comes from a background in the tourism industry that will allow her to be a great Digital Marketing Strategist here at TwoSix Digital! 🎯

Join us in welcoming Emma to the team and click below to read more about her! 👇

TWOSIXDIGITAL.COM

TwoSix Digital Welcomes Newest Team Member, Emma Herrle

Please join us in welcoming our newest team member, Emma Herrle, to the...

Boost this post to reach up to 4301 more people if you spend $98. **Boost post**

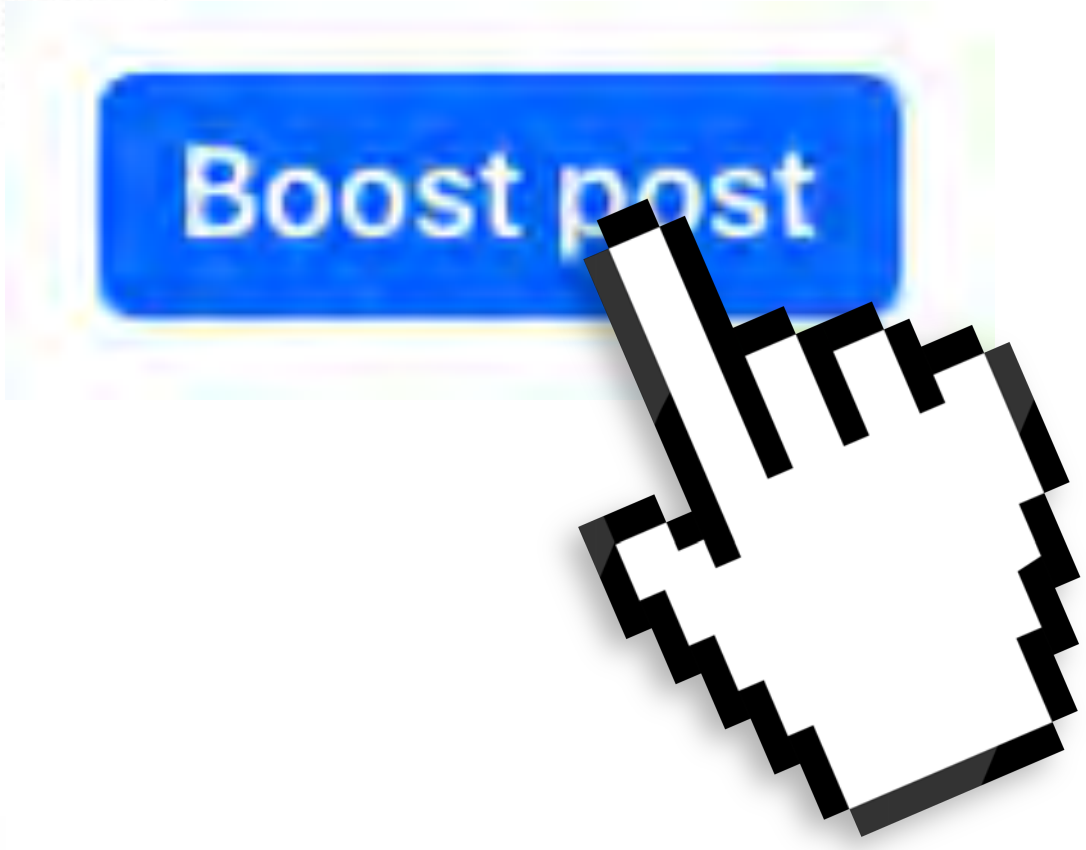
TwoSix Digital

To boost a Facebook post on your classic or new Page:

1. Switch into your Facebook Page.
2. Find the post you want to boost.
3. Select **Boost post**. You can find it at the bottom right of your post. **Note**: If you are unable to select **Boost post**, boosting may be unavailable for this post.
4. **Goal**: Choose the results you'd like to see from your ad. You can let Facebook select the most relevant goal based on your settings, or choose a goal manually.
5. Fill in the details for your ad. We'll automatically use images and text from your post, but you can choose the following details:

    - **Audience**: Choose a recommended audience or create a new audience based on specific traits. **Note**: If your ad is part of a Special Ad Category, your audience options may be limited.
    - **Total budget**: Select a recommended budget or provide a custom budget.
    - **Duration**: Select one of the suggested time frames or provide a specific end date.
    - **Payment method**: Review your payment method. If you need to, you can change or update your payment method.

1. When you're done, select **Boost post now**.



Boost post

Goal

What results would you like from this ad?

Automatic

Let Facebook select the most relevant goal based on your settings.

Change

Advantage+ creative

Leverage Facebook's data to automatically deliver different ad creative variations to people when likely to improve performance.

Button

Button label
Learn more

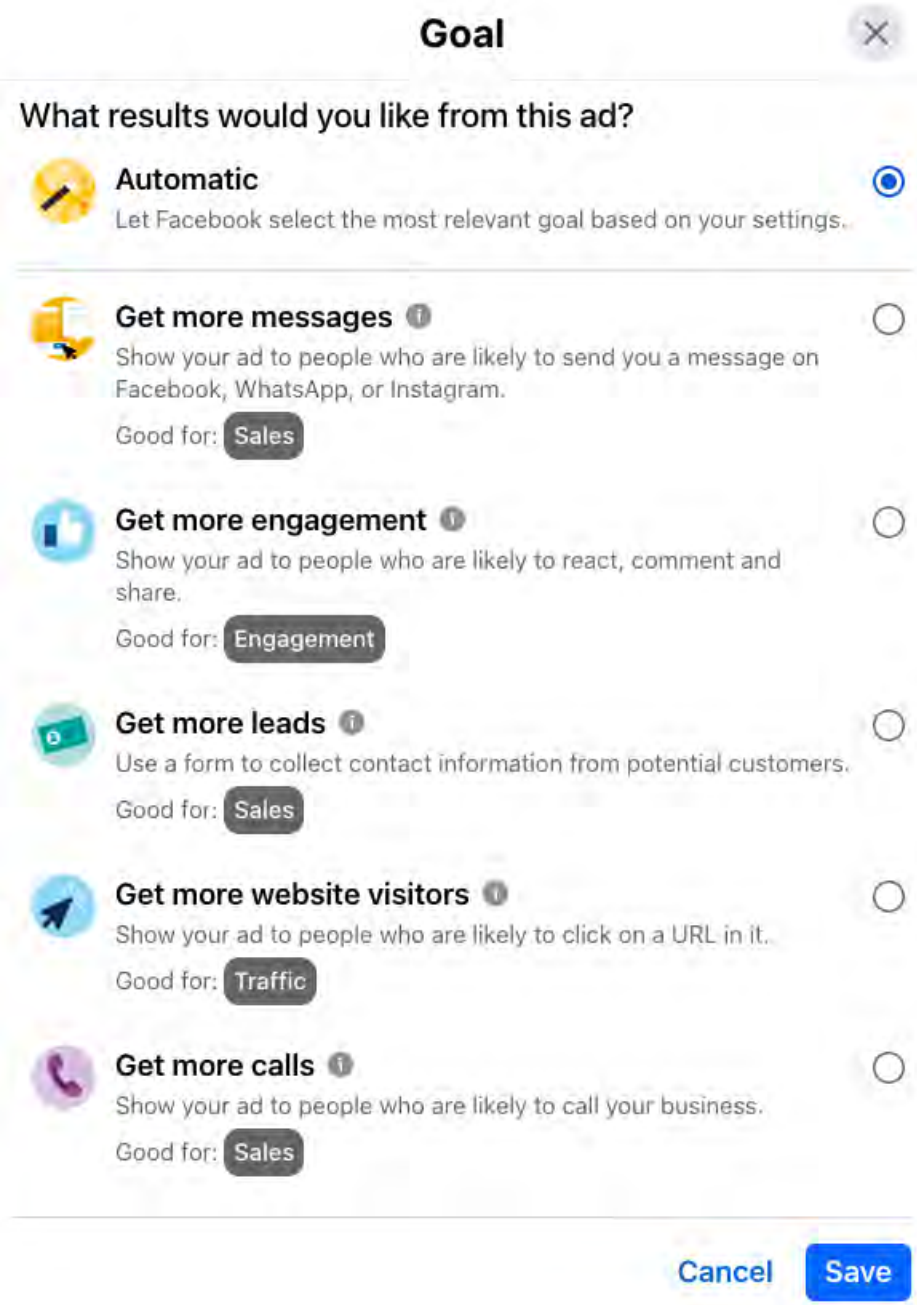
Button destination
Website

Special Ad Category

Is this ad about employment?

What we consider an employment ad

Based on your page category, we recommend selecting Employment as the Special Ad Category to help prevent an ad rejection.



What are your goals?

Get more website visitors

Show your ad to people who are likely to click on a URL in it.

Good for: Traffic

Get more engagement

Show your ad to people who are likely to react, comment and share.

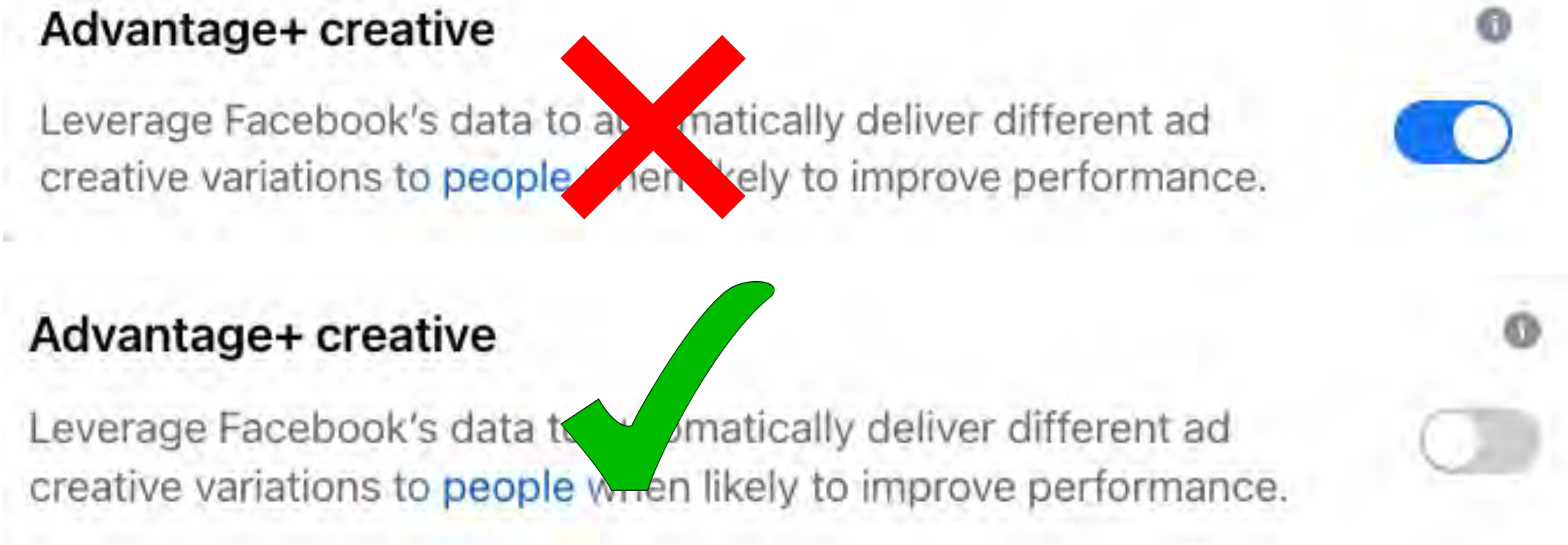
Good for: Engagement

Get more leads

Use a form to collect contact information from potential customers.

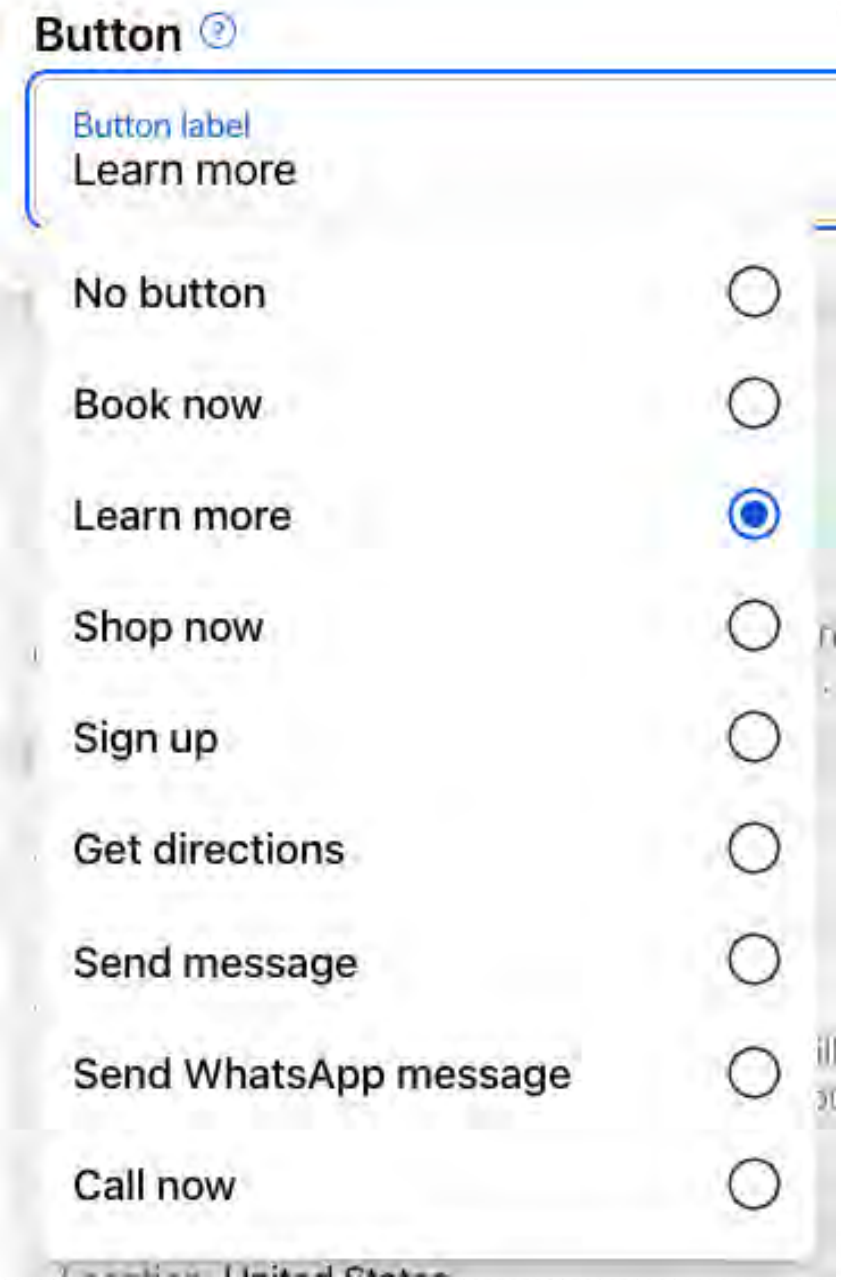
Good for: Sales

TwoSix Digital



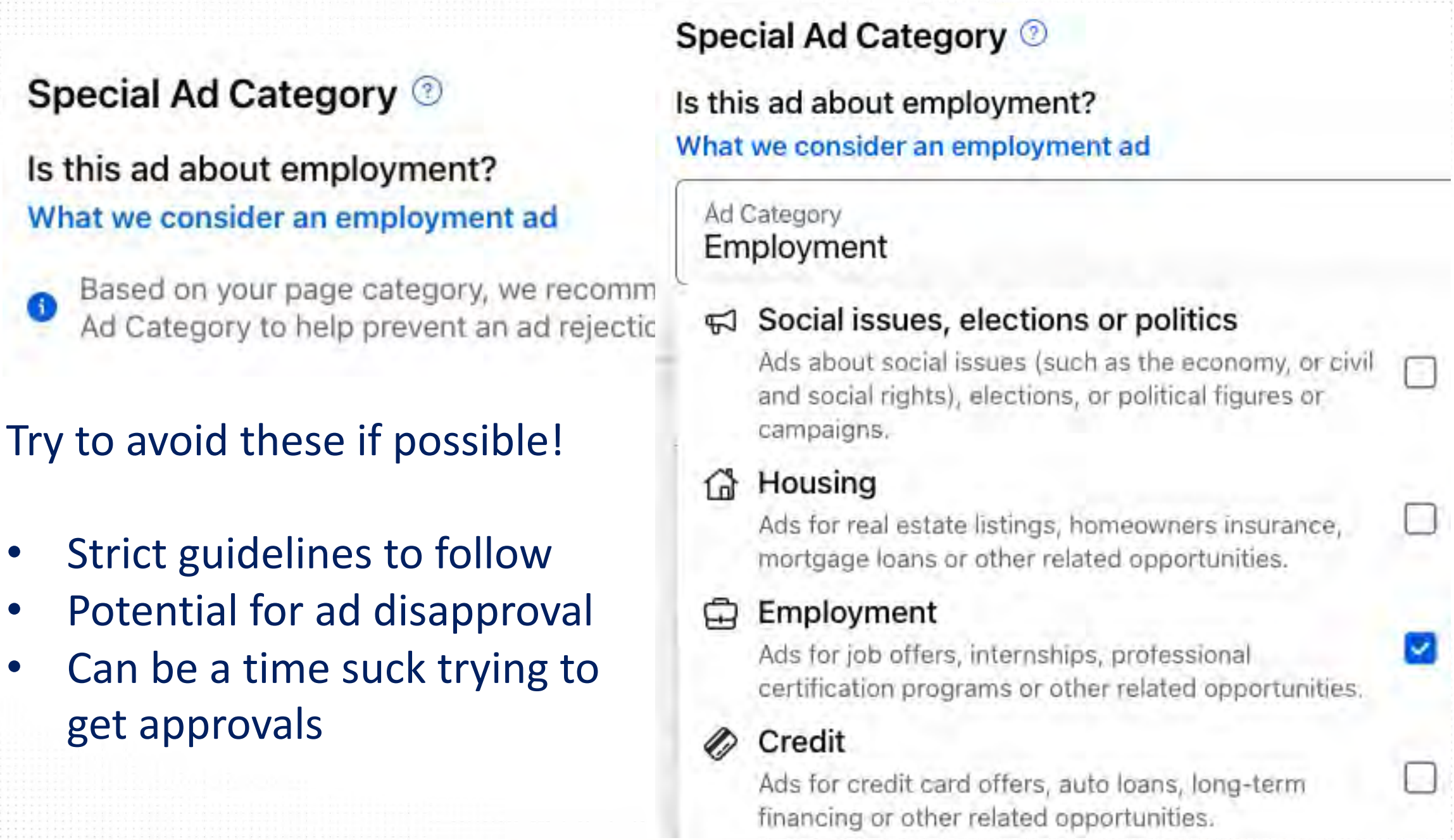
Turn this off.

TwoSix Digital



What do you want the user to do?

TwoSix Digital



Try to avoid these if possible!

- Strict guidelines to follow
- Potential for ad disapproval
- Can be a time suck trying to get approvals

Audience

Who should see your ad?

Advantage audience

This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

Audience details

Location: United States
Age: 18 - 65+

Advantage detailed targeting will now be applied

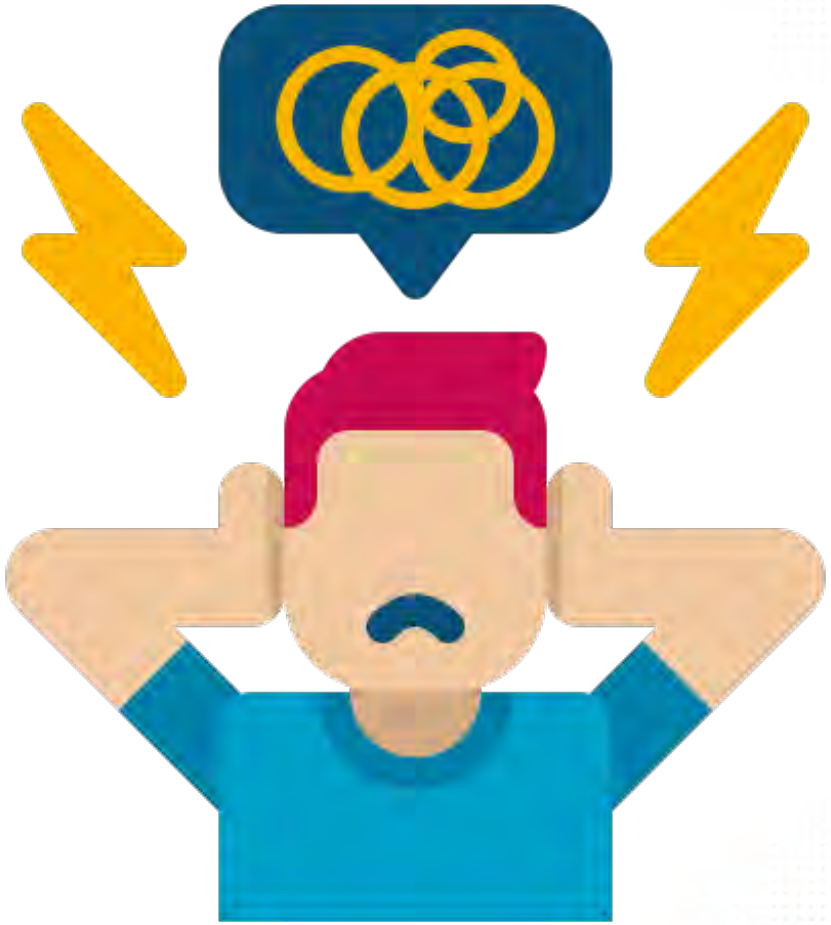
People you choose through targeting

People who like your Page

People who like your Page and people similar to them

People in your local area

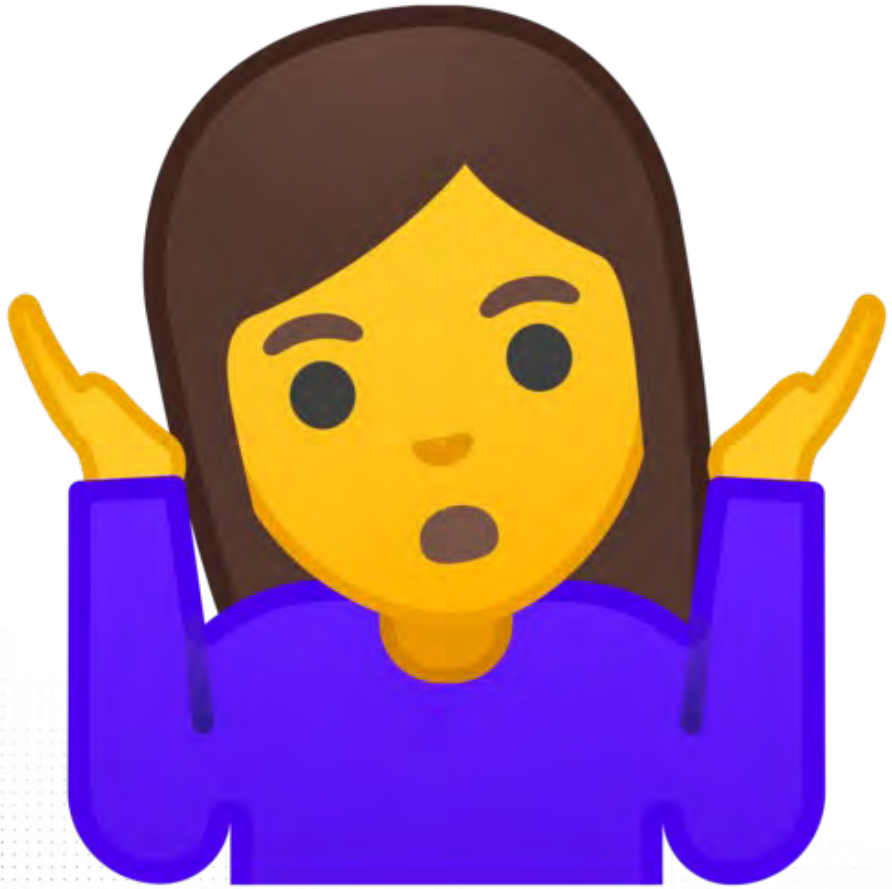
Create new



TwoSix Digital

Advantage audience

This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.



It’s new.
Give it a try!

TwoSix Digital

People who like your Page

Audience details

Page like custom audience: A p custom audience is an ad targeting option that lets you find your existing a ce among people who are on Facebook
Location: United States: Brigh (+1 i) Michigan
Age: 18 - 65+

People who like your Page and people similar to them

Audience details

Pagelike lookalike: A page like looka audience is a group of people who are likely to be interested in your busin because they're similar to your best existing customers.
Location: United States: Brighton (+10 mi) Michigan
Age: 18 - 65+

TwoSix Digital

WHAT IS A LOOKALIKE?

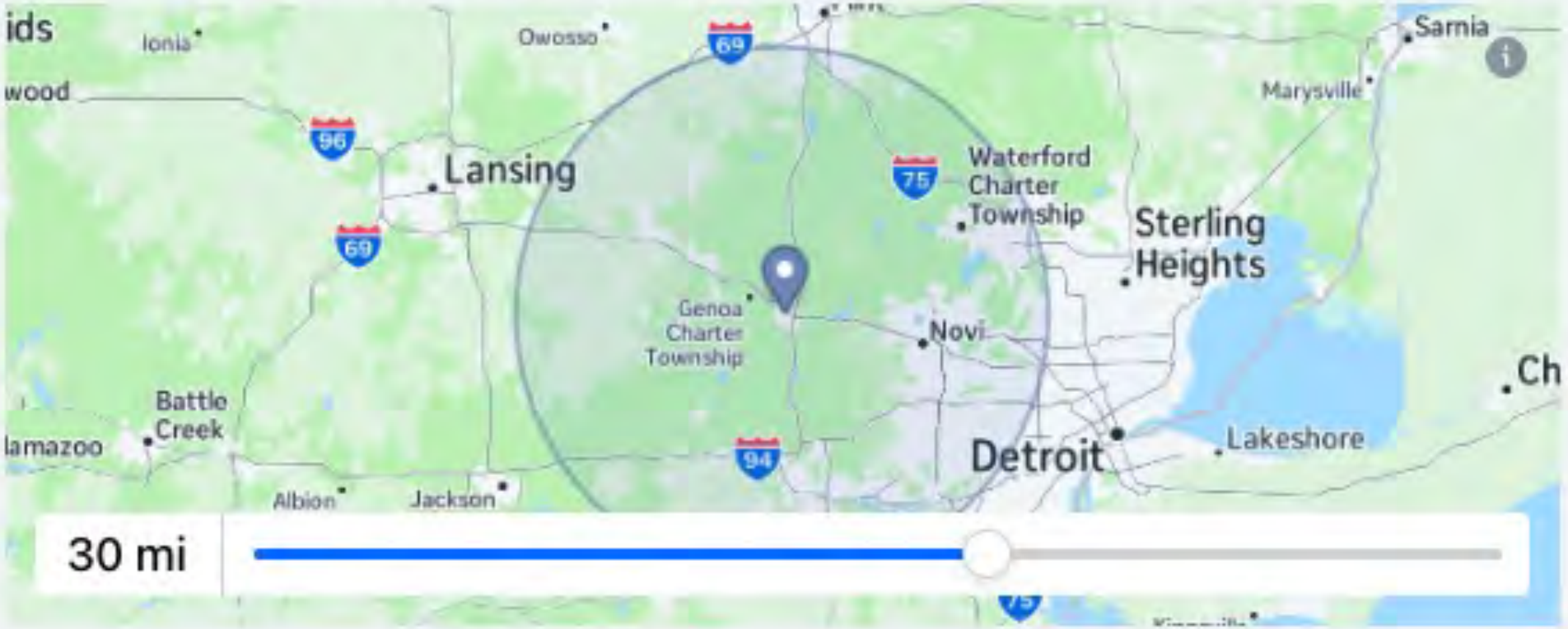
TwoSix Digital

People in your local area

Audience details

Location: United States: 209 W Main St, Brighton (+30 mi) Michigan
Age: 18 - 65+

Estimated audience size: 2.1M - 2.4M



TwoSix Digital

TwoSix Digital

People you choose through targeting

Audience details

Location: United States

Age: 18 - 65+

Edit audience

Select the location of people you want to reach with your ad.

Gender

All | Men | Women

Age

18 — 65+

Selecting an audience under 21 in certain locations may limit your targeting options or pause your ads. Learn more

Locations

Locations
Type to add more locations

United States

United States ×

Detailed targeting

Your ad will be shown to people who match at least one of the following interests.

Detailed targeting — Browse →

For advanced targeting features, go to Ads Manager.

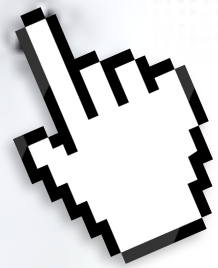
Audience definition

Your audience selection is fairly broad.

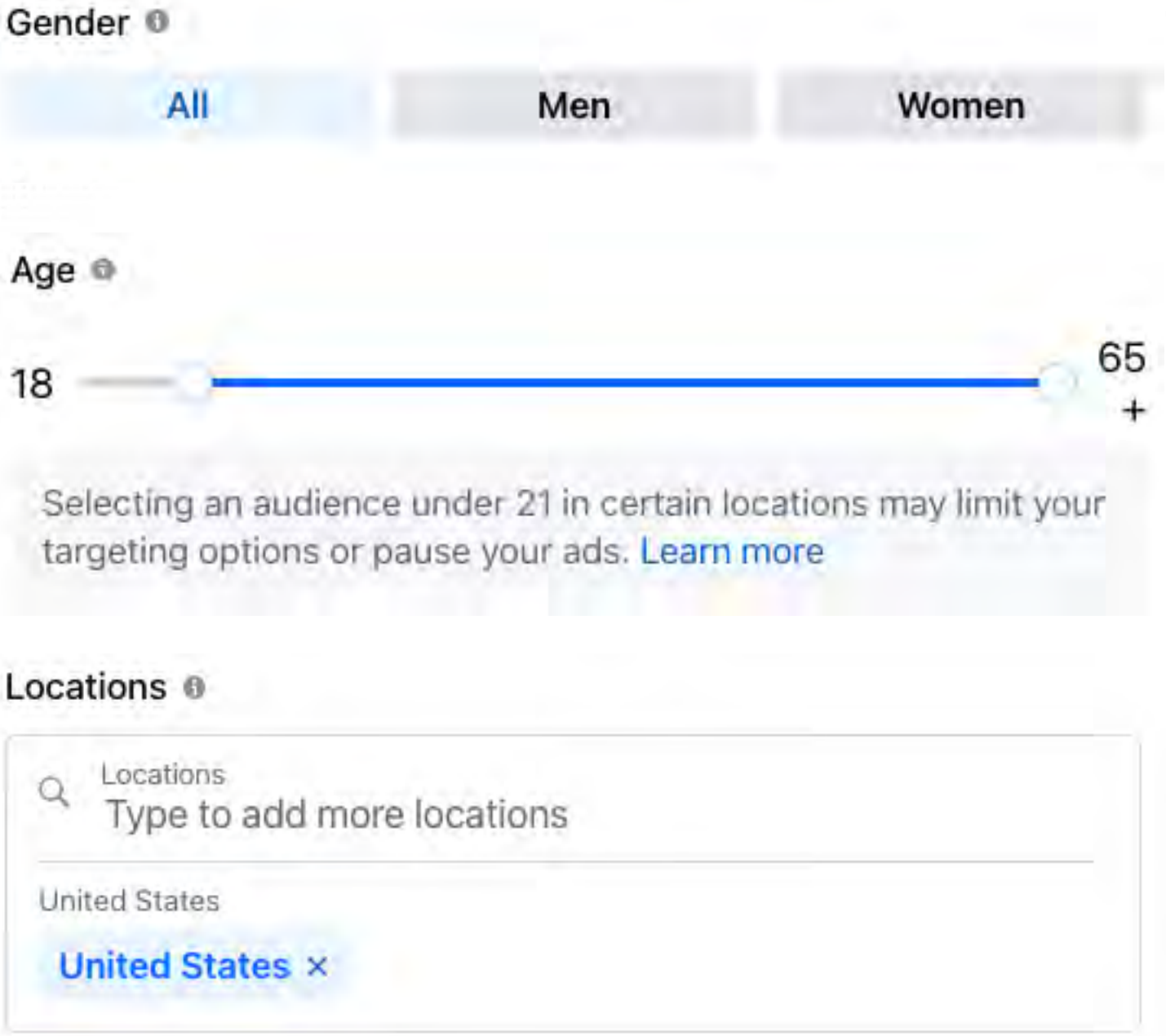
Specific — Broad

Estimated audience size: 240.5M - 283M

Cancel

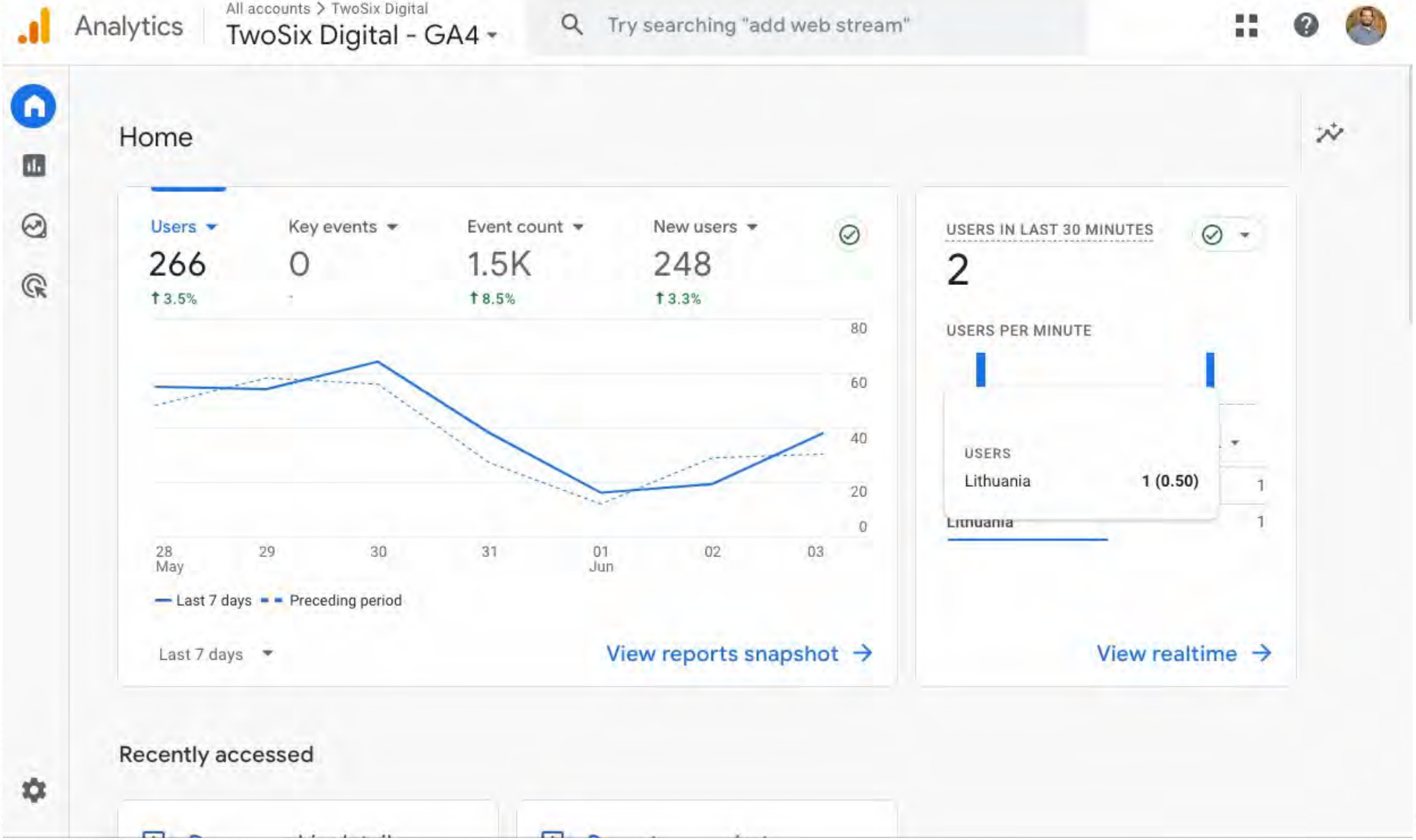


TwoSix Digital



Use Google Analytics to ensure your assumptions are accurate!

TwoSix Digital

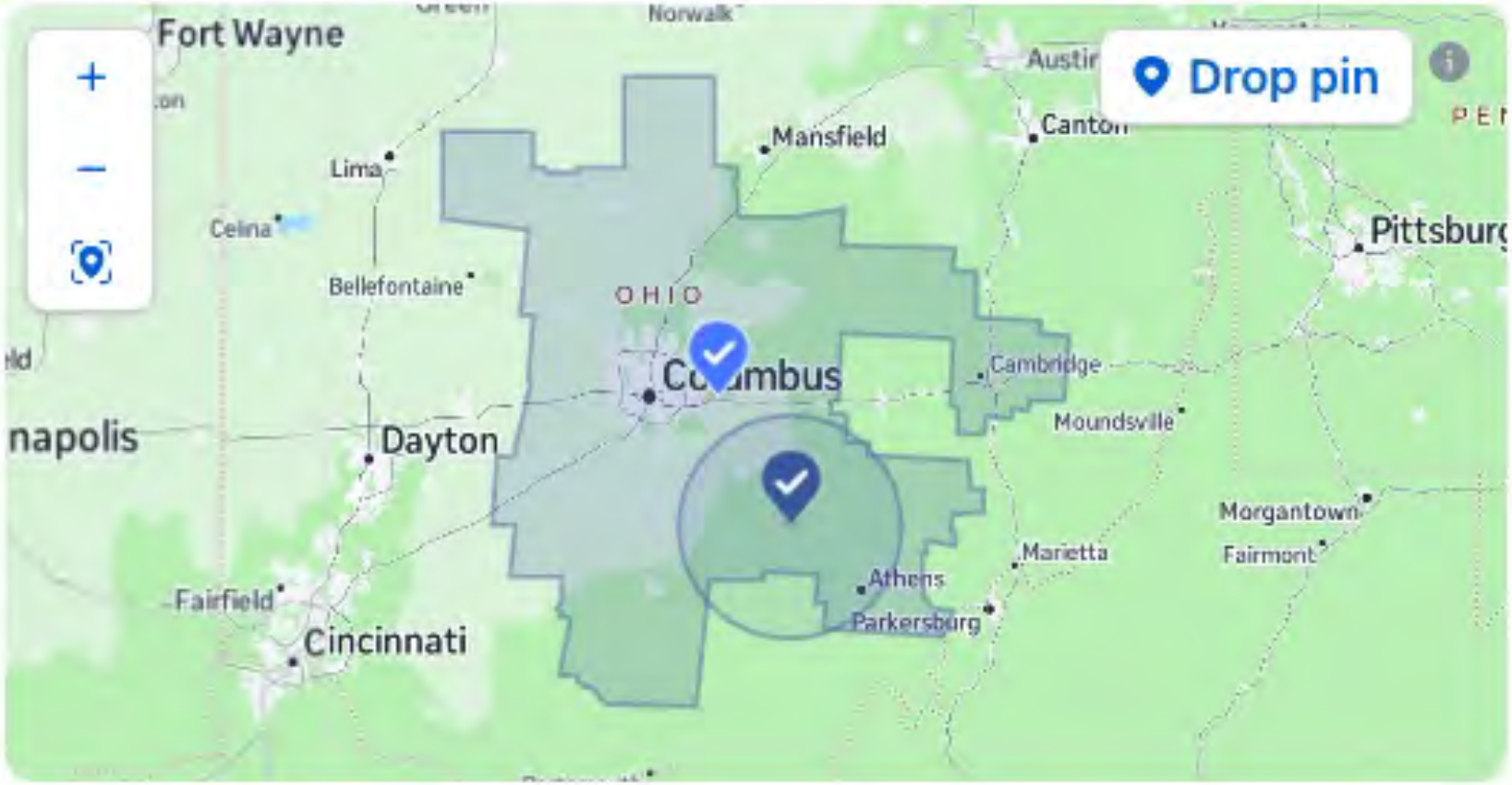

Analytics
All accounts > TwoSix Digital
TwoSix Digital - GA4
Try searching "add web stream"
Home
Users
266
↑ 3.5%
Key events
0
Event count
1.5K
↑ 8.5%
New users
248
↑ 3.3%
80
60
40
20
0
28 May
29
30
31
01 Jun
02
03
Last 7 days
Preceding period
Last 7 days
View reports snapshot
USERS IN LAST 30 MINUTES
2
USERS PER MINUTE
USERS
Lithuania
1 (0.50)
1
1
View realtime
Recently accessed

Locations

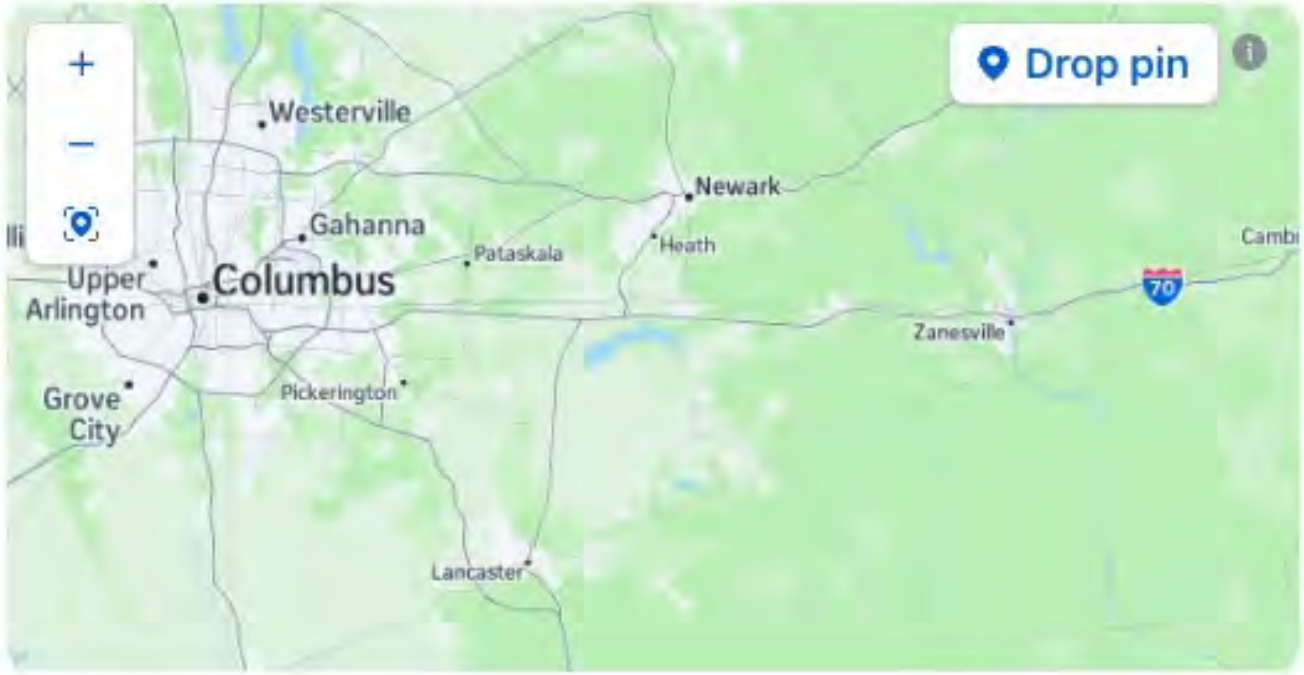
Type to add more locations

United States

Logan + 25 mi × Columbus, OH, DMA® ×



TwoSix Digital



Detailed targeting

Your ad will be shown to people who match at least one of the following interests.

Detailed targeting Browse →

For advanced targeting features, go to Ads Manager.

Audience definition

Audience definition is unavailable.

TwoSix Digital

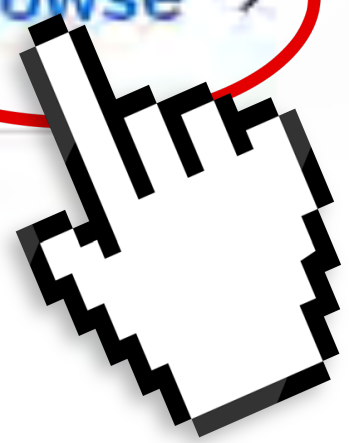
Detailed targeting

Your ad will be shown to people who match at least one of the following interests.

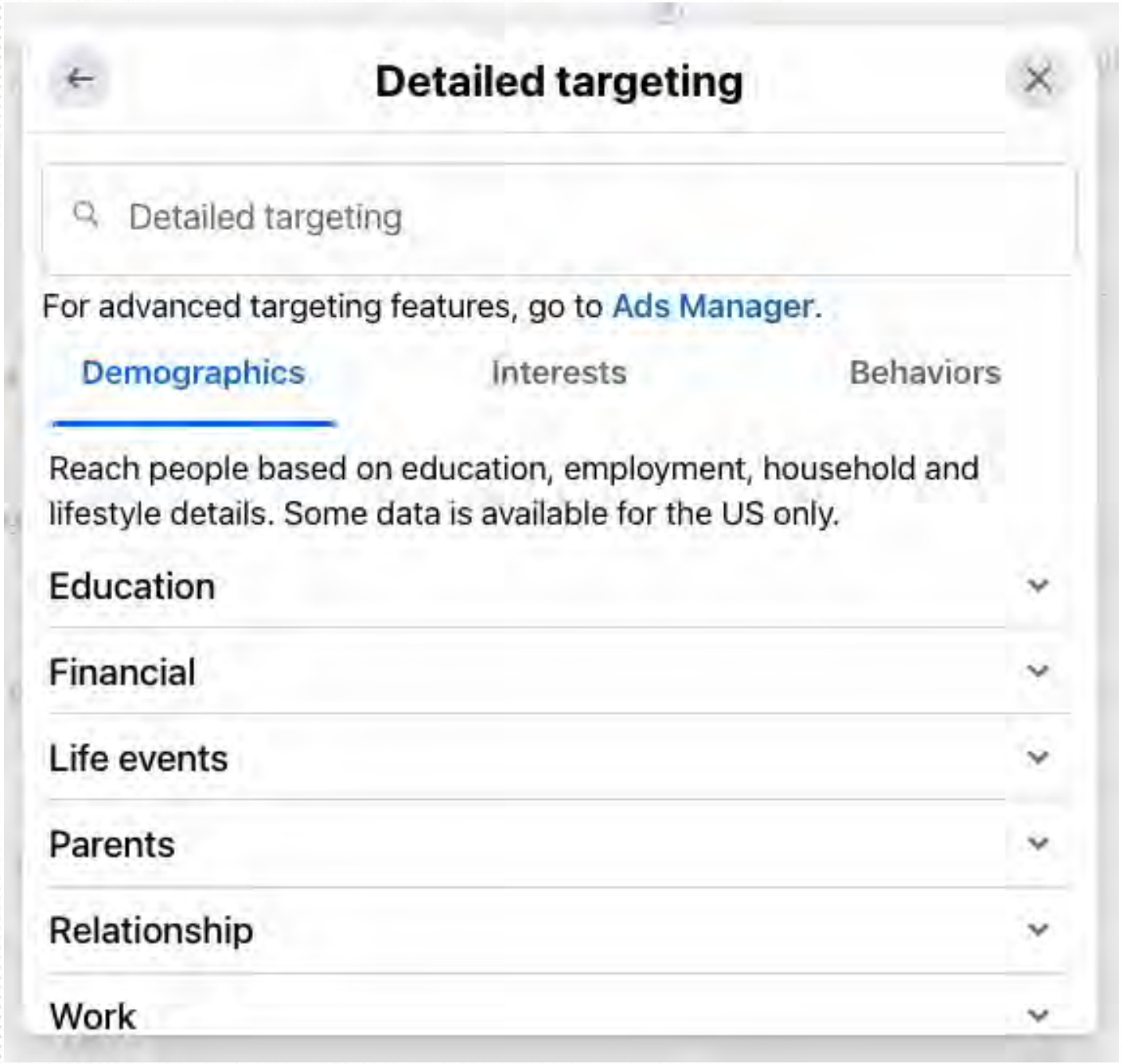
Detailed targeting

Browse →

For advanced targeting features, go to Ads Manager.

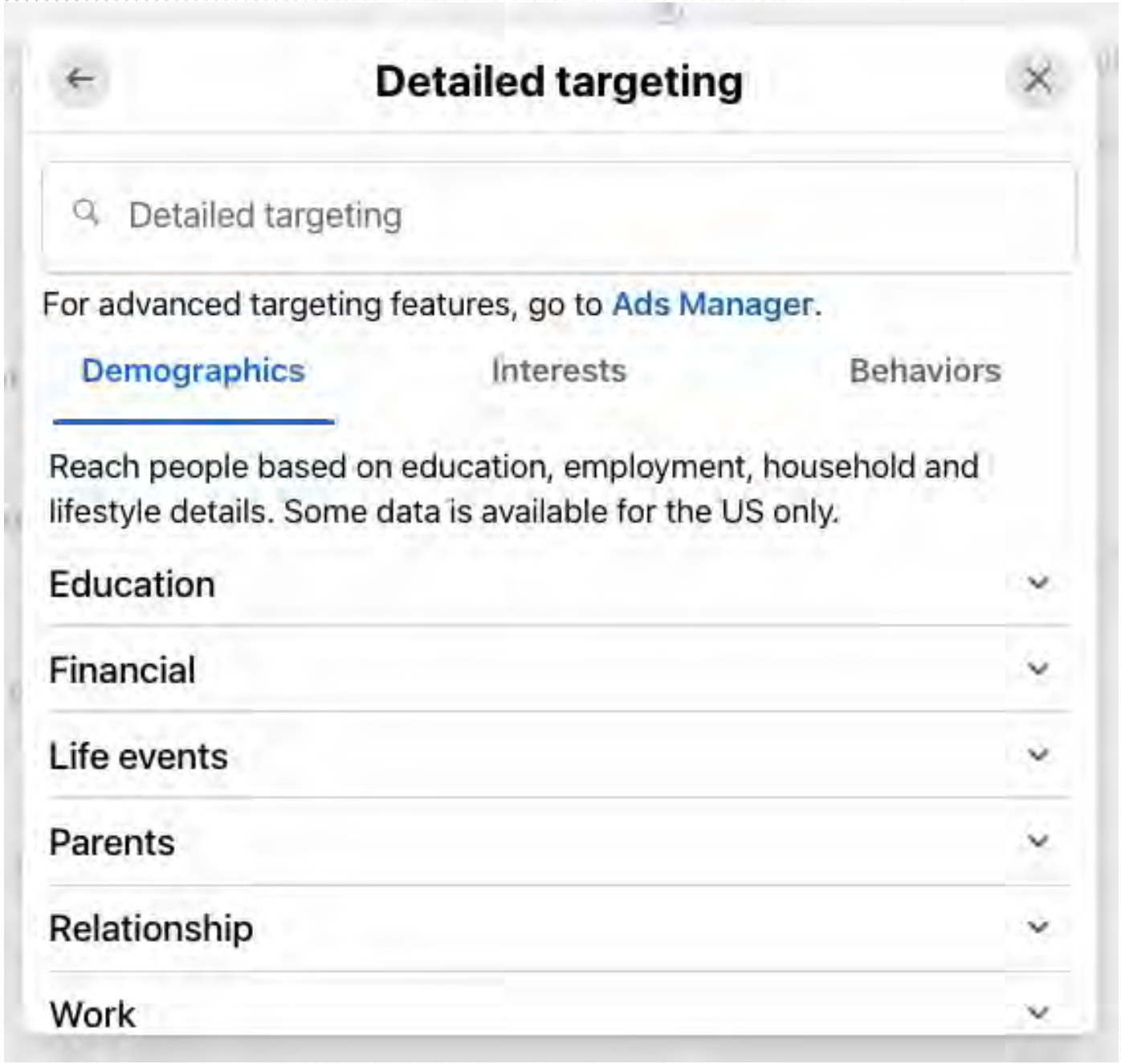


TwoSix Digital



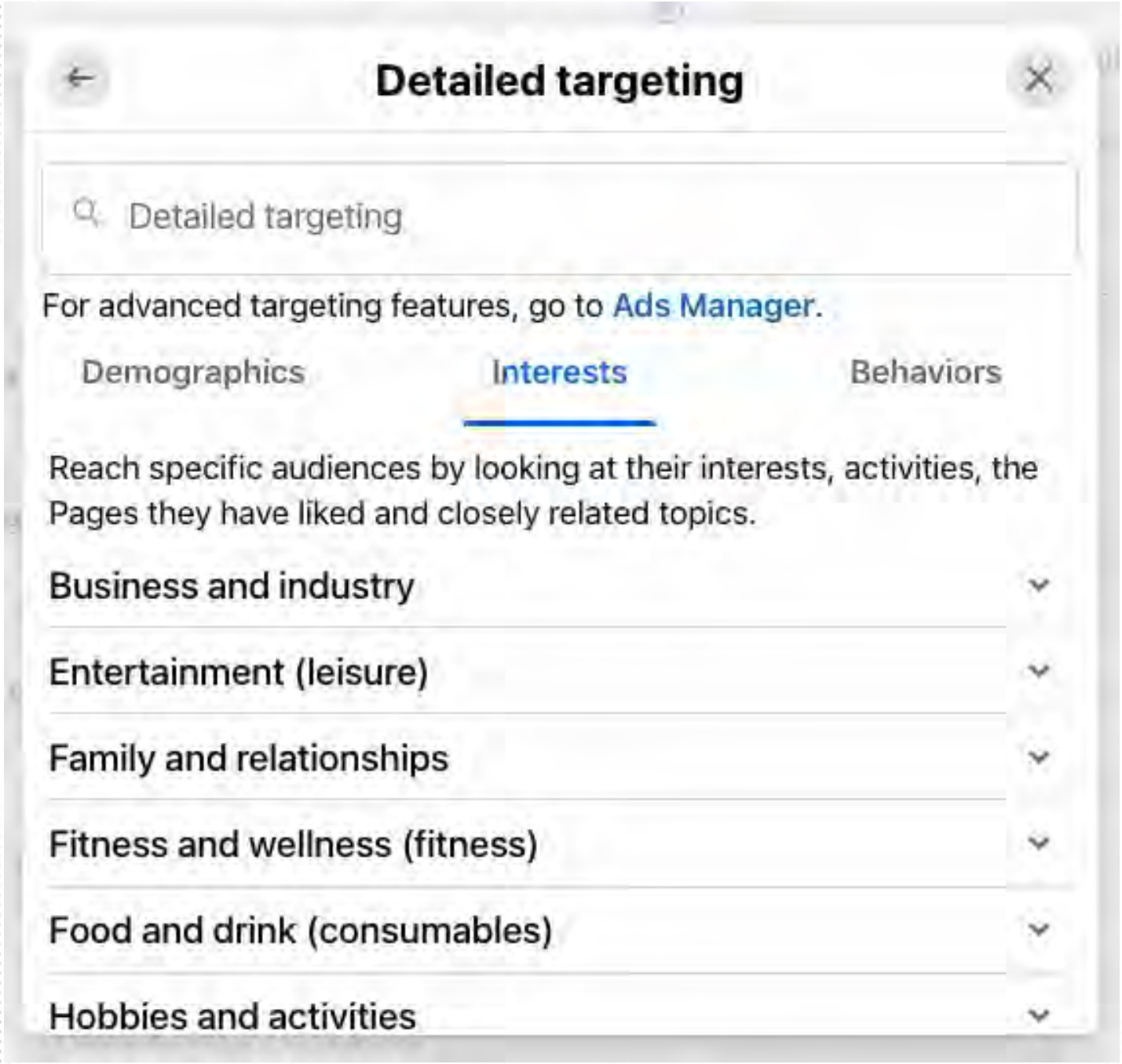
Demographics

TwoSix Digital



Behaviors

TwoSix Digital



Interests

TwoSix Digital

Duration

Days
7

End date
Jun 12, 2024

Budget

Country, currency
US, USD

Change

Estimated 3.7K - 10.6K Accounts Center accounts reached per day

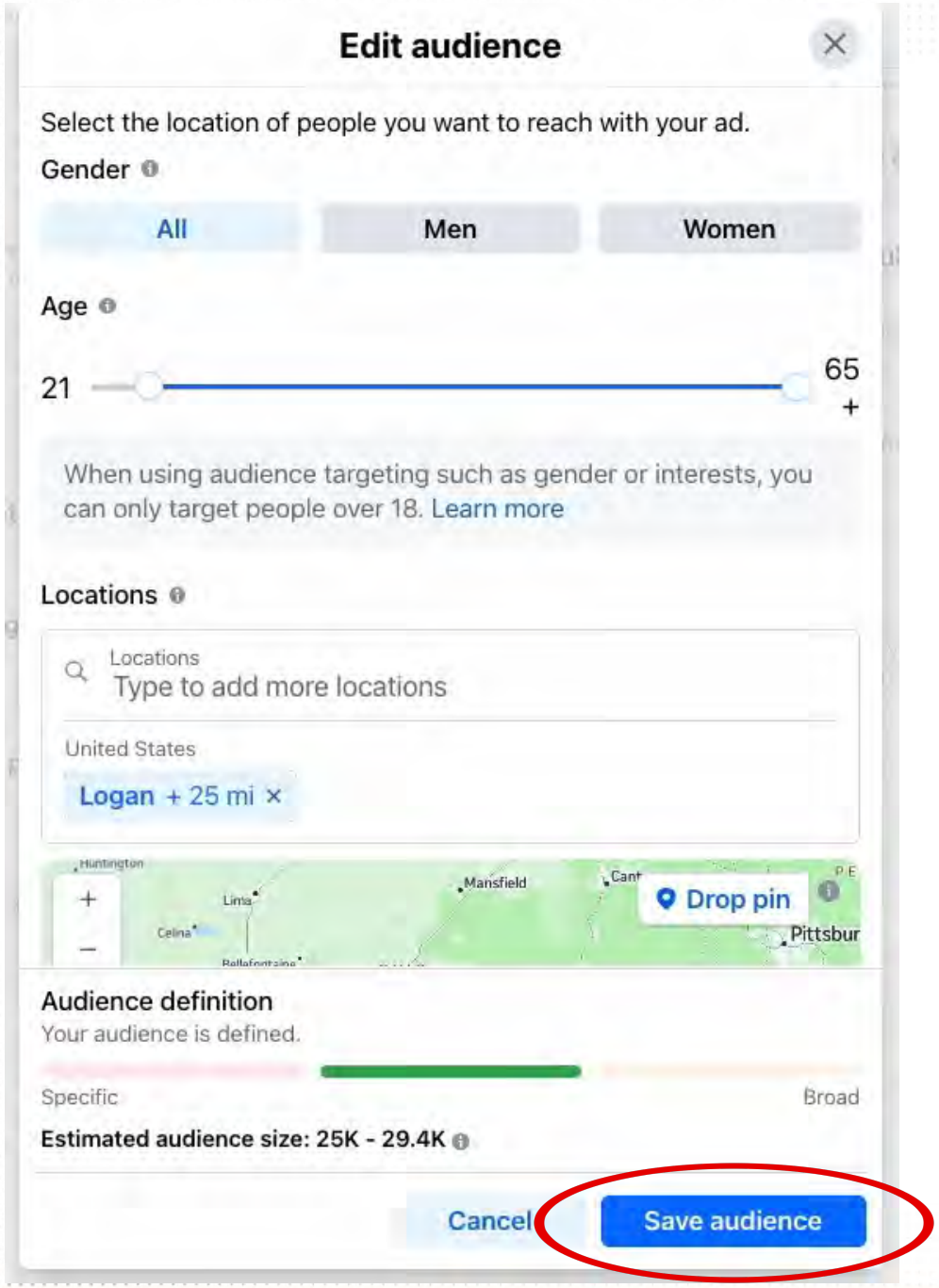
$91.00

$1.00 $500.00

Similar businesses typically spend **$91.00** and are able to get **217 link clicks**.

TwoSix Digital

Placements
Recommended
Advantage+ placements
Let us maximize your budget across Facebook, Messenger, Instagram and Meta Audience Network to help show your ad to more people.



Final Ad Setup

Don’t forget to save your audience!

TwoSix Digital

Estimated daily results

Accounts Center accounts reached 2.2K - 6.3K

Payment summary

Your ad will run for 7 days.

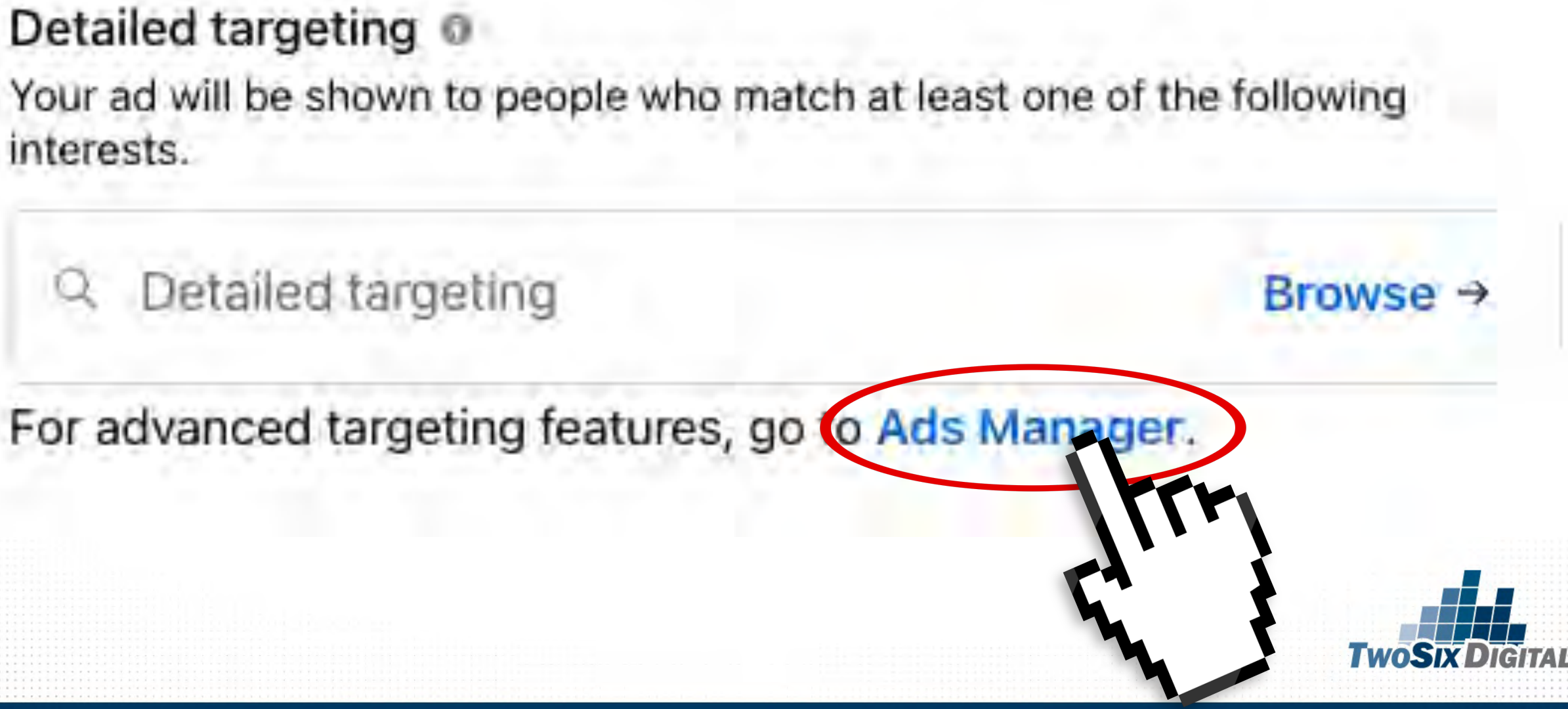
Budget	$98.00 USD
Total amount	$98.00 USD

We use data about you and your ad account to assess eligibility for and to provide you with more ads billing and spending options.
Learn more

Take it with a grain of salt.

TwoSix Digital

Advanced Setup Options in Part II



You can make this as simple or as complicated at you want.

TwoSix Digital

LETTING THE ADS DO THE WORK

BASIC THINGS TO REMEMBER

TwoSix Digital

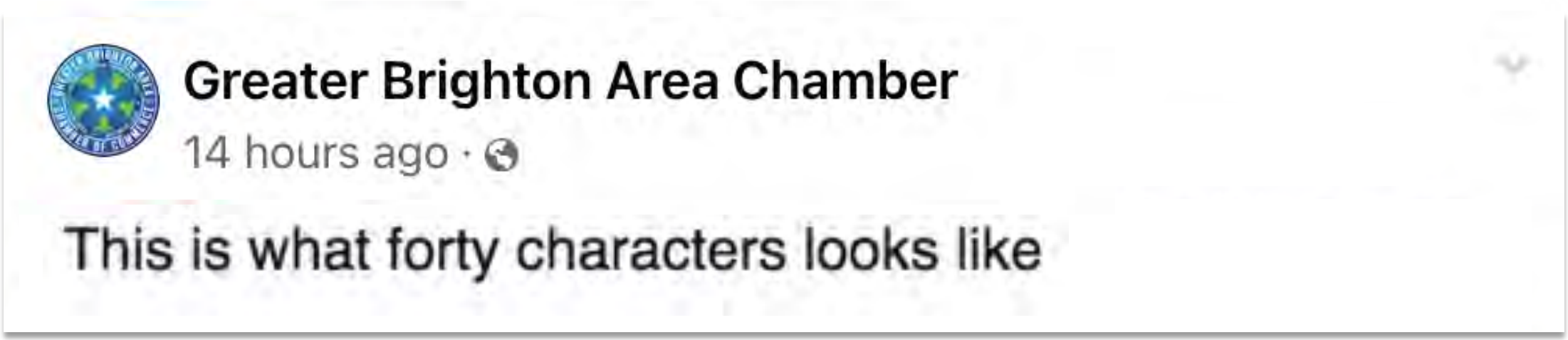
SCHEDULE AND PREPARE FOR COMMENTS!

Be Engaged.
That’s the whole point of social media.

101

TwoSix Digital

Best Practices: Post Length



Ideal length for a post is 40 characters.

Less is more.

TwoSix Digital

Use Directional Language In Your Posts

TwoSix Digital

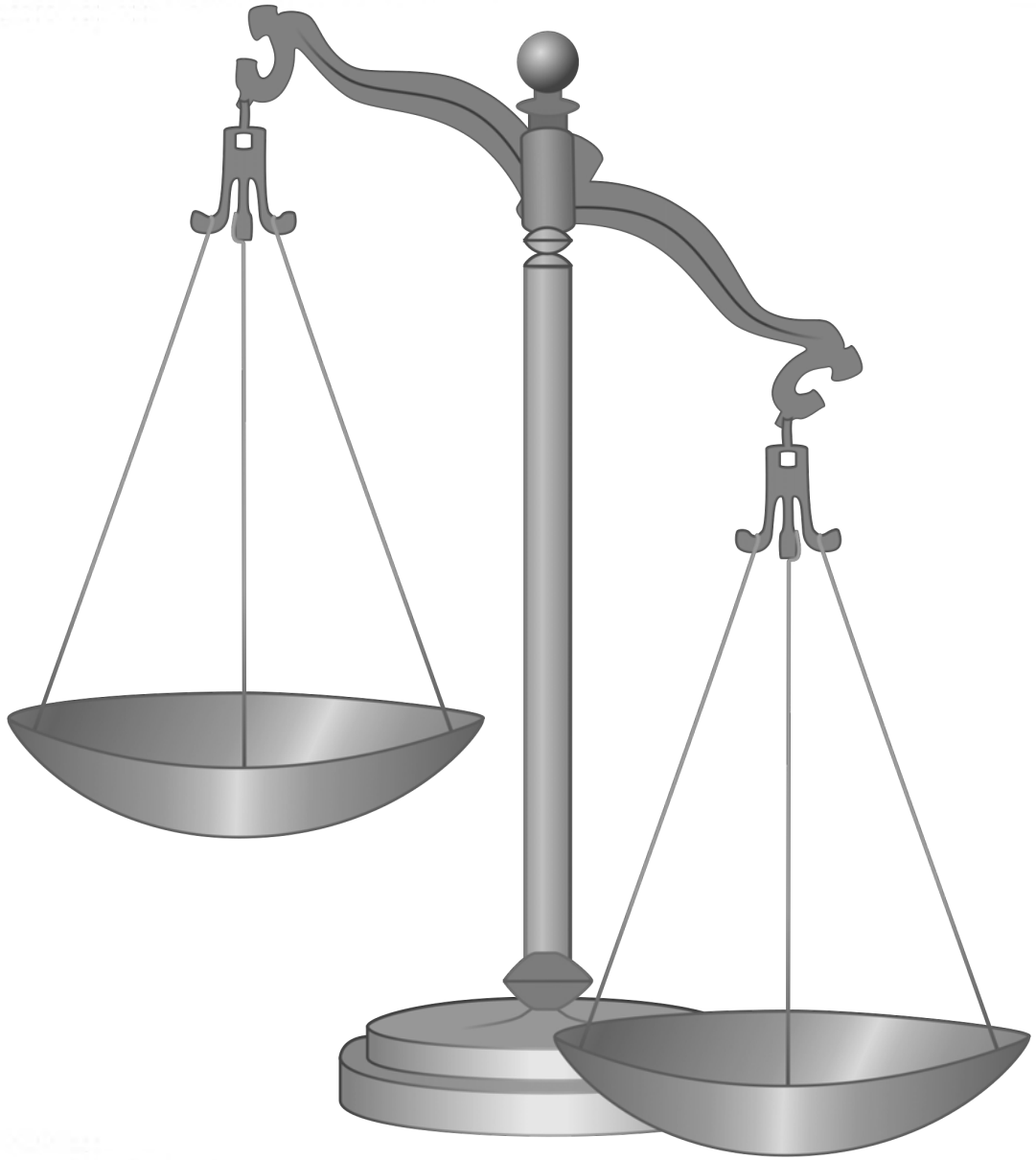
TEASE

TwoSix Digital

EMOJIS FOR THE WIN

TwoSix Digital

How much should I spend?



TwoSix Digital

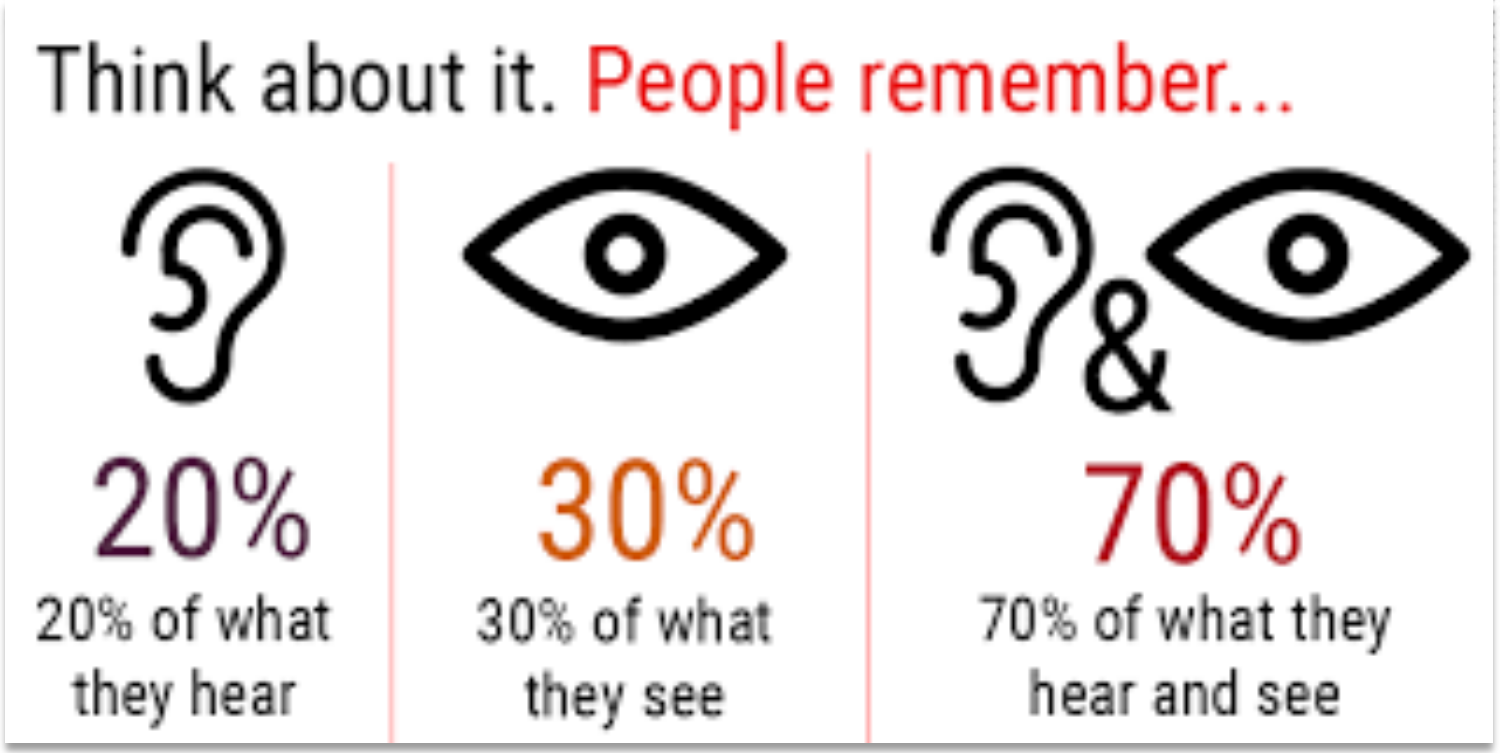
“Budget is often a barrier for smaller groups, for smaller businesses. Having one super highly produced, polished, cinematic thing that’s 30 seconds long might not be as valuable as something you can shoot [consistently] with your phone.”

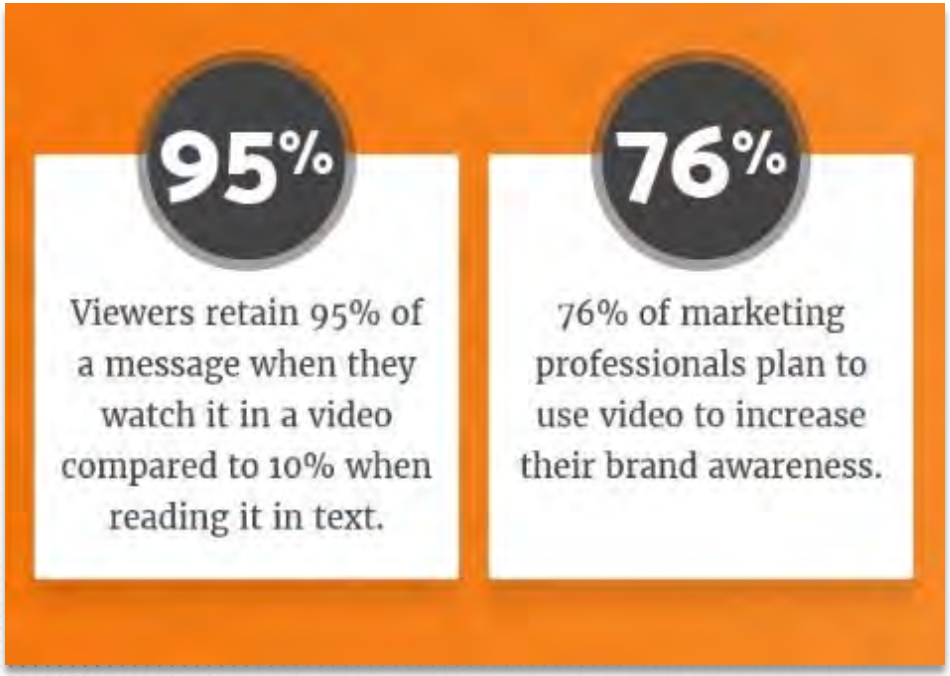
— University of Iowa Researcher Clarity Guerra

TwoSix Digital

1:03/2:56
Like
Comment
Share

Narration Matters





Videos get far more views and engagement than simple photo posts on social media. In fact, social video generates 1200% more shares than text and image content combined.

TwoSix Digital

“Perfect is the enemy of good content creation on TikTok”

– Kyle Shields, TikTok

TwoSix Digital

The Keys to a Great Ad

1) ALIGNMENT OF MESSAGE
2) ALIGNMENT OF IMAGE
3) ALIGNMENT OF AUDIENCE
4) LANDING PAGE OPTIMIZATION

TwoSix Digital

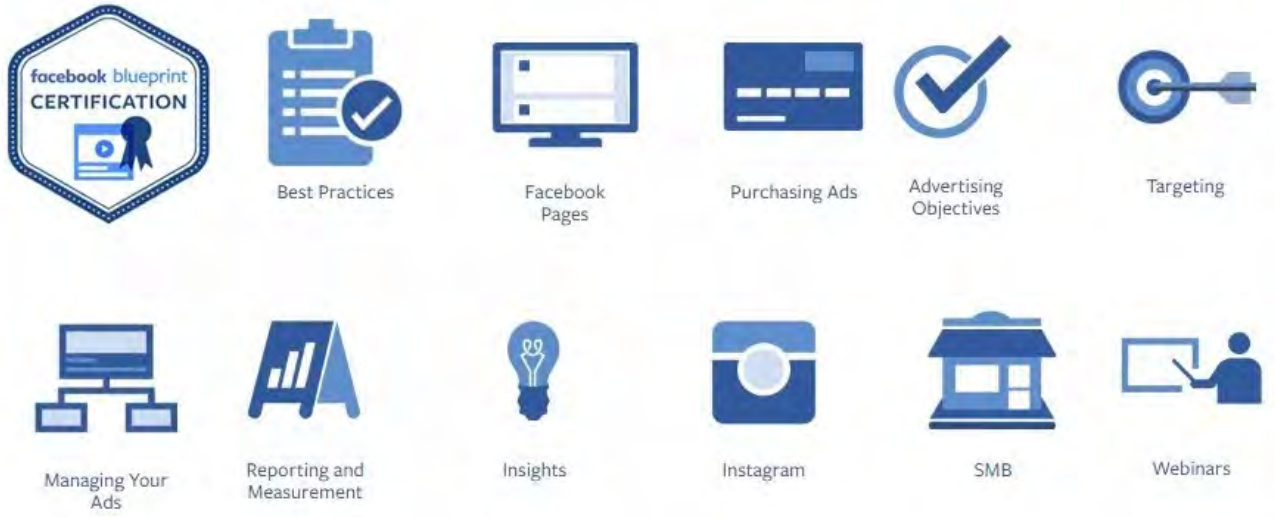
BE INTERESTING
BE HELPFUL
BE USEFUL

TwoSix Digital

STOP HOPING

TwoSix Digital

facebook blueprint



TwoSix Digital

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

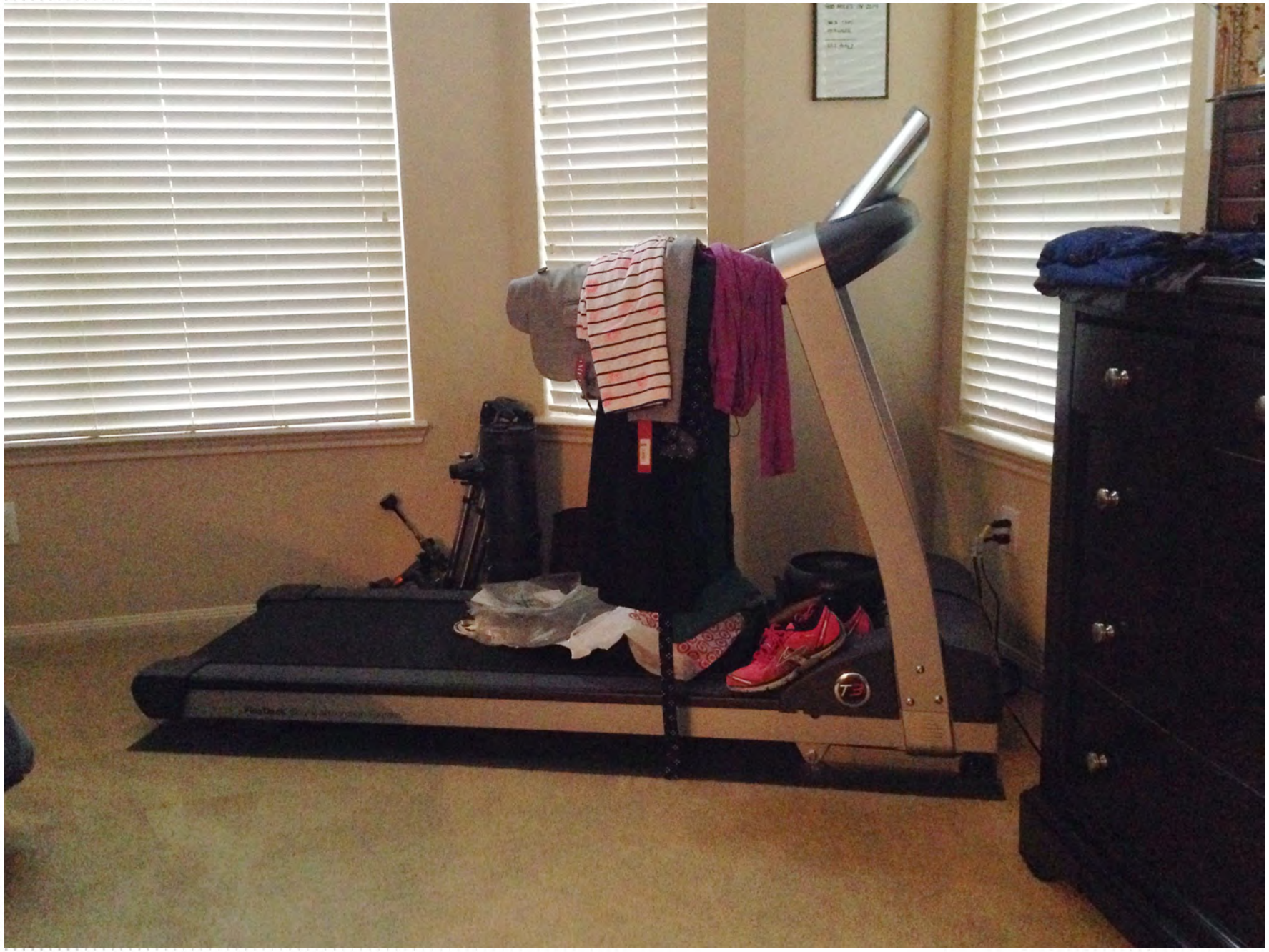
Log out

Seriously.

TwoSix Digital

YOU JUST HAVE TO
GET STARTED

TwoSix Digital



USE THE TOOLS

TwoSix Digital

RY.

SAVING TIME & CREATING EFFICIENCIES!

TwoSix Digital

AI Marketing Prompt

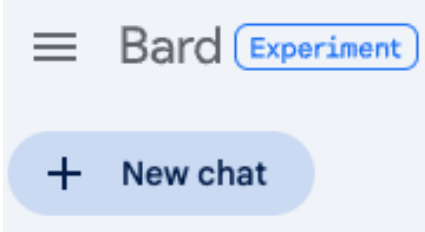
"In a minute I am going to ask you to write some copy for my business.
This will include blog posts, social media captions, short form video scripts, and sales emails. Before we begin I want you to fully understand my business and customers. Ask me at least 20 questions about my business, customers, audience, and anything else you need in order to complete the tasks to the best of your ability."

Executive Director
Colton Trout
Bay Area Houston CVB

visit bay area HOUSTON

Before you begin:

Get the AI informed to provide you with the best results by using this initial prompt.



Create new chats for each exercise.

Remember that these are conversations that can build off inputs and results. The more AI has to consider in generating responses.

TIP: Consider making individual Chats for key destination verticals that you can use over and over! That way you're not starting from zero.

TwoSix Digital

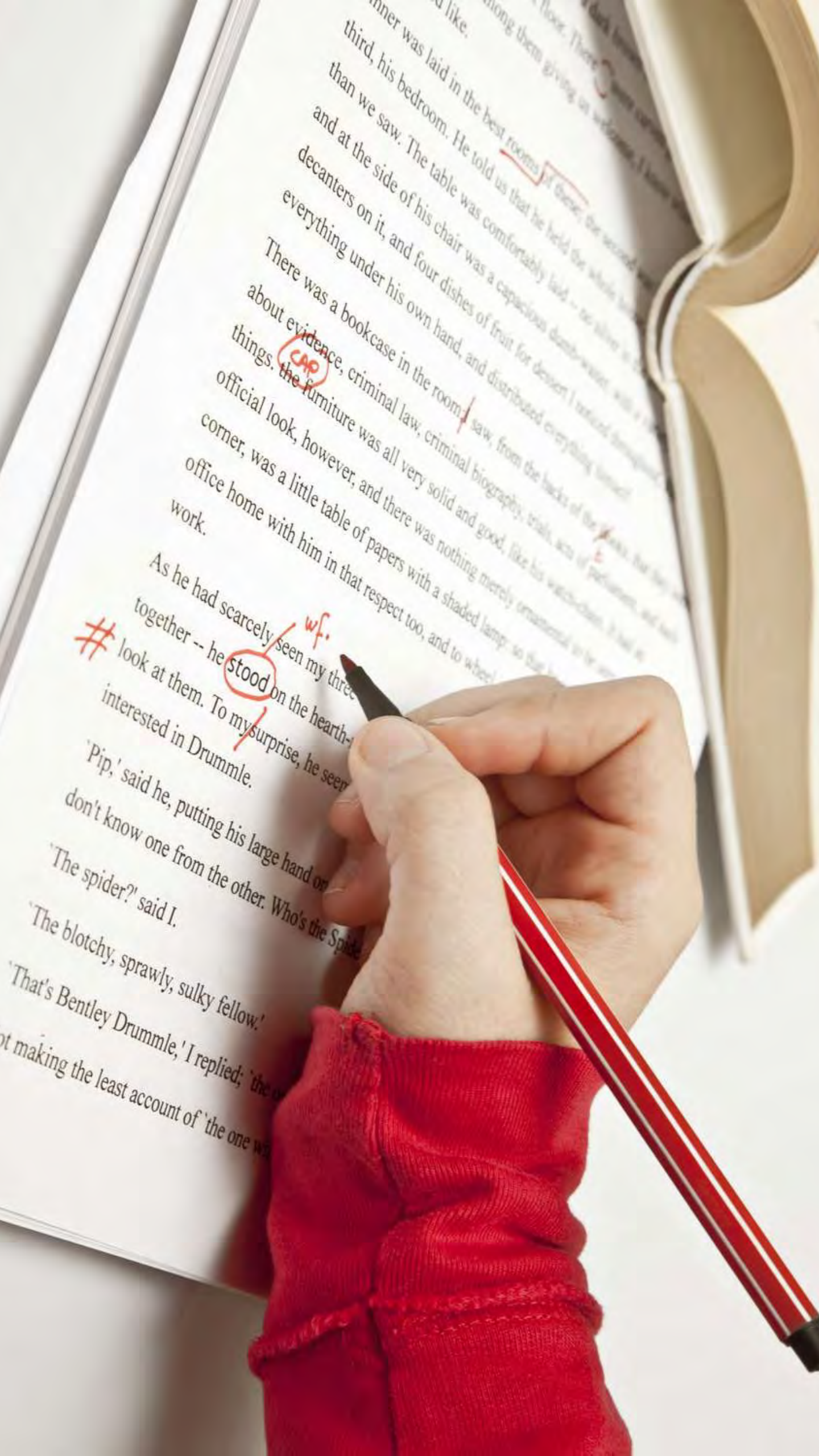
I am a meeting planner who is seeking to write some how to articles for my clients. Before we begin, I I'd like you to ask me 5 questions so that you can better understand my business, my clients, and my goals.

1. **What types of meetings do your clients typically hold?** (e.g., conferences, board meetings, training sessions)
2. **What are some common challenges your clients face when planning meetings?** (e.g., staying on budget, finding the right venue, managing logistics)
3. **What is the level of experience your clients have with meeting planning?** (e.g., beginners, intermediate, advanced)
4. **What is your preferred format for these how-to articles?** (e.g., blog posts, checklists, infographics)
5. **What are your main goals for these articles?** (e.g., educate clients, attract new clients, establish yourself as an expert)

By understanding your business, clients, and goals, I can tailor the "how-to" articles to be more relevant and helpful to your specific audience.

TwoSix Digital

TwoSix Digital


third, his bedroom. He told us that he held the whole
than we saw. The table was comfortably laid -- as
and at the side of his chair was a capacious dumb-waiter, with a
decanters on it, and four dishes of fruit for dessert. I noticed
everything under his own hand, and distributed everything himself.
There was a bookcase in the room I saw, from the backs of the
about evidence, criminal law, criminal biography, trials, acts of parliament, and
things. The furniture was all very solid and good, like his
official look, however, and there was nothing merely ornamental in the
corner, was a little table of papers with a shaded lamp, so that
office home with him in that respect too, and to whom
work.
As he had scarcely seen my three
together -- he stood on the hearth-
look at them. To my surprise, he seem
interested in Drummle.
'Pip,' said he, putting his large hand on
don't know one from the other. Who's the Spide
'The spider?' said I.
'The blotchy, sprawly, sulky fellow.'
'That's Bentley Drummle,' I replied; 'the
ot making the least account of 'the one wh

Just ask.

TwoSix Digital

VIRTIME

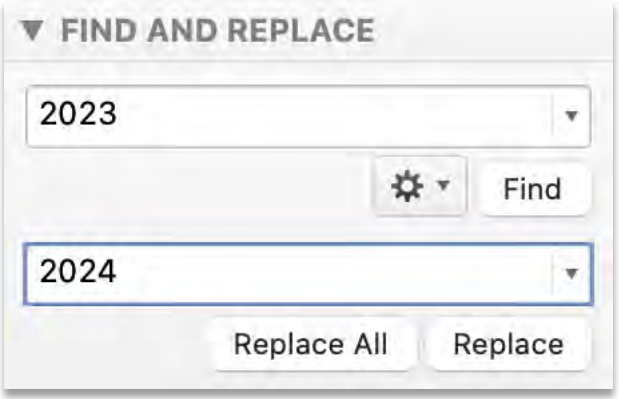
Trumbull County Tourism Bureau, Inc.
2023 Business & Marketing Plan

Who We Are
Trumbull County Tourism is the official Destination Marketing Organization for Trumbull County, OH, and is the leader in developing, promoting, marketing, and protecting Trumbull County's travel industry. We promote Trumbull County's experiences through its attractions, museums, historical sites, cultural arts, outdoor activities, shopping opportunities, and dining and entertainment venues to the traveling public.

- We're an Ohio non-profit organization (not a county department) and a 170c1 IRS designation, also called an instrumentality of government
- We're committed to promoting Trumbull County as an attractive travel destination and enhancing its public image by creating positive economic growth for the County.
- It's directed by a volunteer board comprised of 10 civic and business leaders from throughout the County who are individual or organizational members of the TCTB.
- It is supported by a full-time staff of three, a part-time staff of one, and several volunteers.

History
The Trumbull County Tourism Bureau, Inc. was formed in 2006 by Trumbull 100 to:

- Encourage economic development of Trumbull County, Ohio, by promoting travel and establishing the County as an attractive and flourishing destination in Northeast Ohio.
- Publicize various natural attractions, recreational and cultural activities, entertainment, shopping, unique historic sites, lodging, and noted restaurants to serve visitors and organizations visiting the County.
- Seek out events and points of interest deserving public attention and analyze the motivation of present visitors to determine how best to attract new visitors to the County.



TwoSix Digital

You already have it…

TwoSix Digital

Export Word documents to PowerPoint presentations

Word Web App

Have you ever wished you could easily transform an existing Word document into a great PowerPoint presentation? If so, the wait is over!

Requirements

- A stable internet connection
- Word for the web
- A text-only Word for the web document

TwoSix Digital

Trumbull County Tourism Bureau, Inc.2023 Business & Marketing Plan

TwoSix Digital

What is Bandwidth?

Unlimited Uses!

TwoSix Digital

Start putting in some reps.

DON’T FORGET…

TwoSix Digital

IT WILL DESTROY THE WORLD
EVENTUALLY.

The Sun Will Come Out
Tomorrow

HOPE

IS NOT A

STRATEGY

TwoSix Digital

IF YOU NEVER TRY
YOU'LL NEVER KNOW

TwoSix Digital

Persevere

SIGN UP TO THE E-NEWSLETTER

Here's how to play the long game with your digital campaign! View this email in your browser

TwoSix Digital

This Month in the TwoSix E-Newsletter:

Brian V. Matson
brian@twosixdigital.com