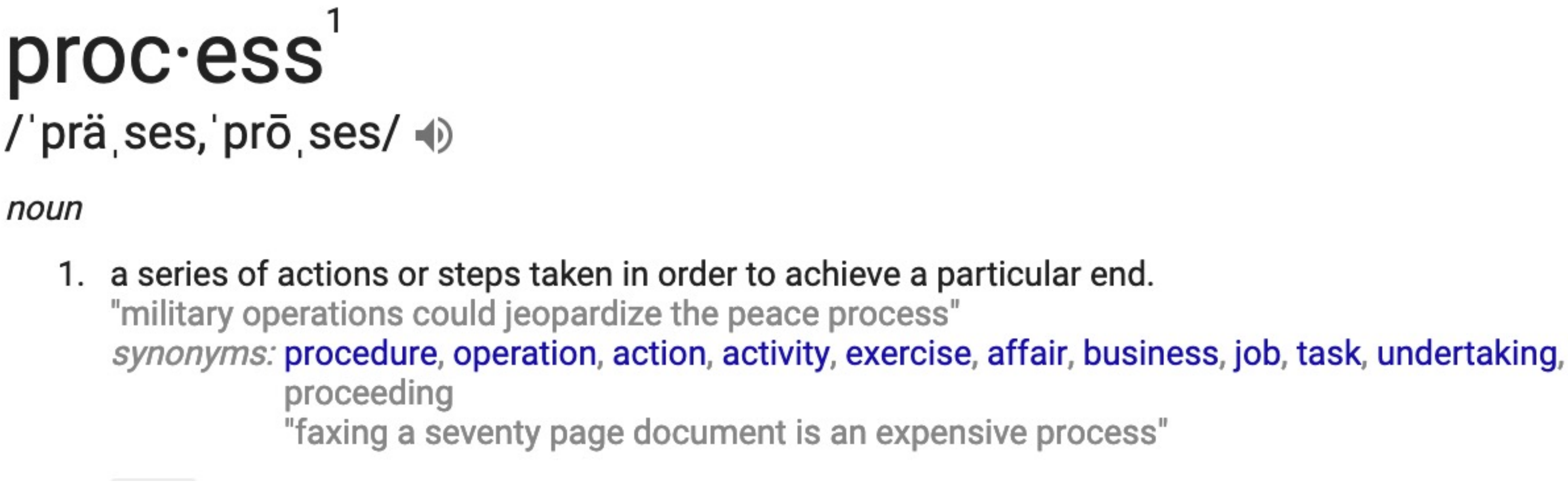
TRUMBULL COUNTY OHIO
TOURISM BUREAU

TwoSix Digital

A Guide to Content Planning

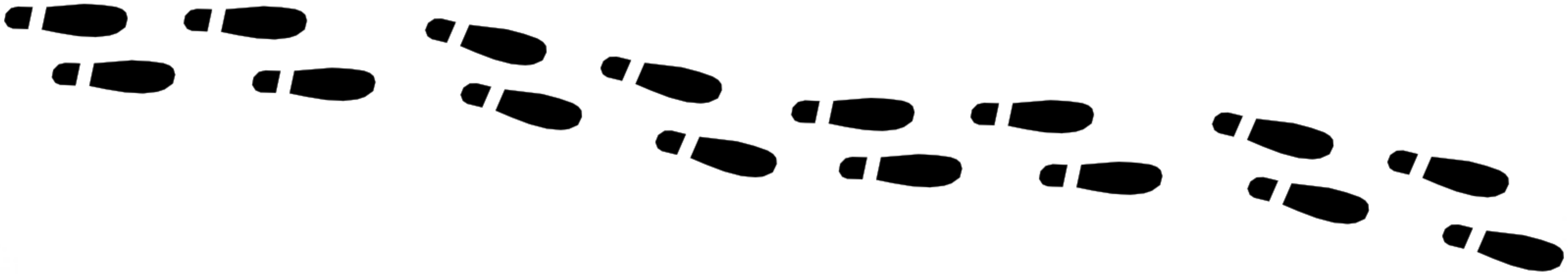


proc·ess[1]

/ˈpräˌses,ˈprōˌses/

noun

1. a series of actions or steps taken in order to achieve a particular end.
   "military operations could jeopardize the peace process"
   synonyms: procedure, operation, action, activity, exercise, affair, business, job, task, undertaking, proceeding
   "faxing a seventy page document is an expensive process"



CONTENT PLANNING BASICS

TIME TO
SHARE

8x3 =
5x9 =
4x7 =
7x10 =
2+7 =
5+9 =
2+6 =
VOCABULARY
COMMUNITY
GEOGRAPHY
LOCATION
CULTURE

1

BUILD
AN ACTUAL
CALENDAR

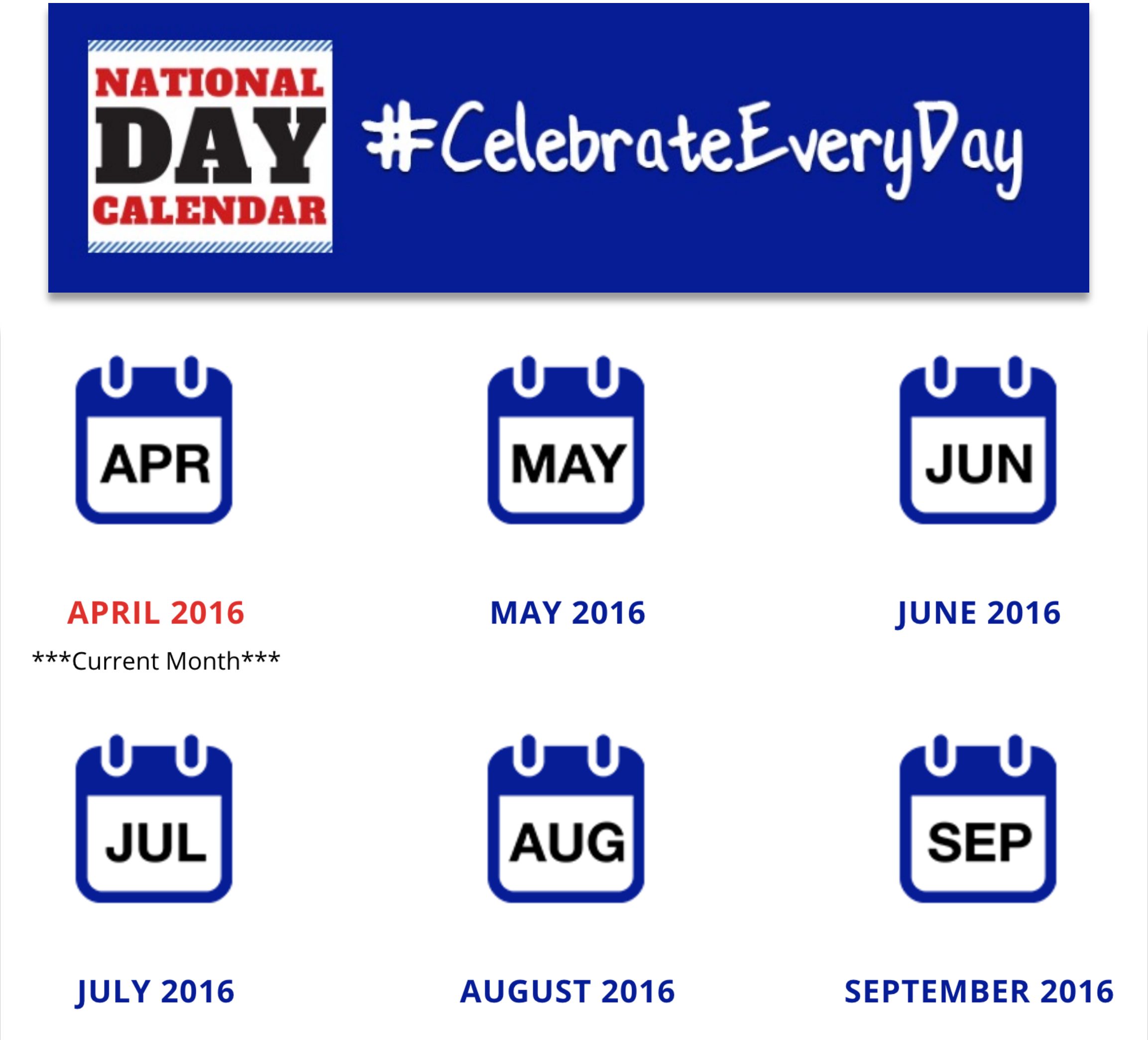
Where do I start?

HAVE A MONTHLY MEETING

Get a Calendar

Step One

www.nationaldaycalendar.com



NATIONAL DAY CALENDAR #CelebrateEveryDay

APR
APRIL 2016
Current Month

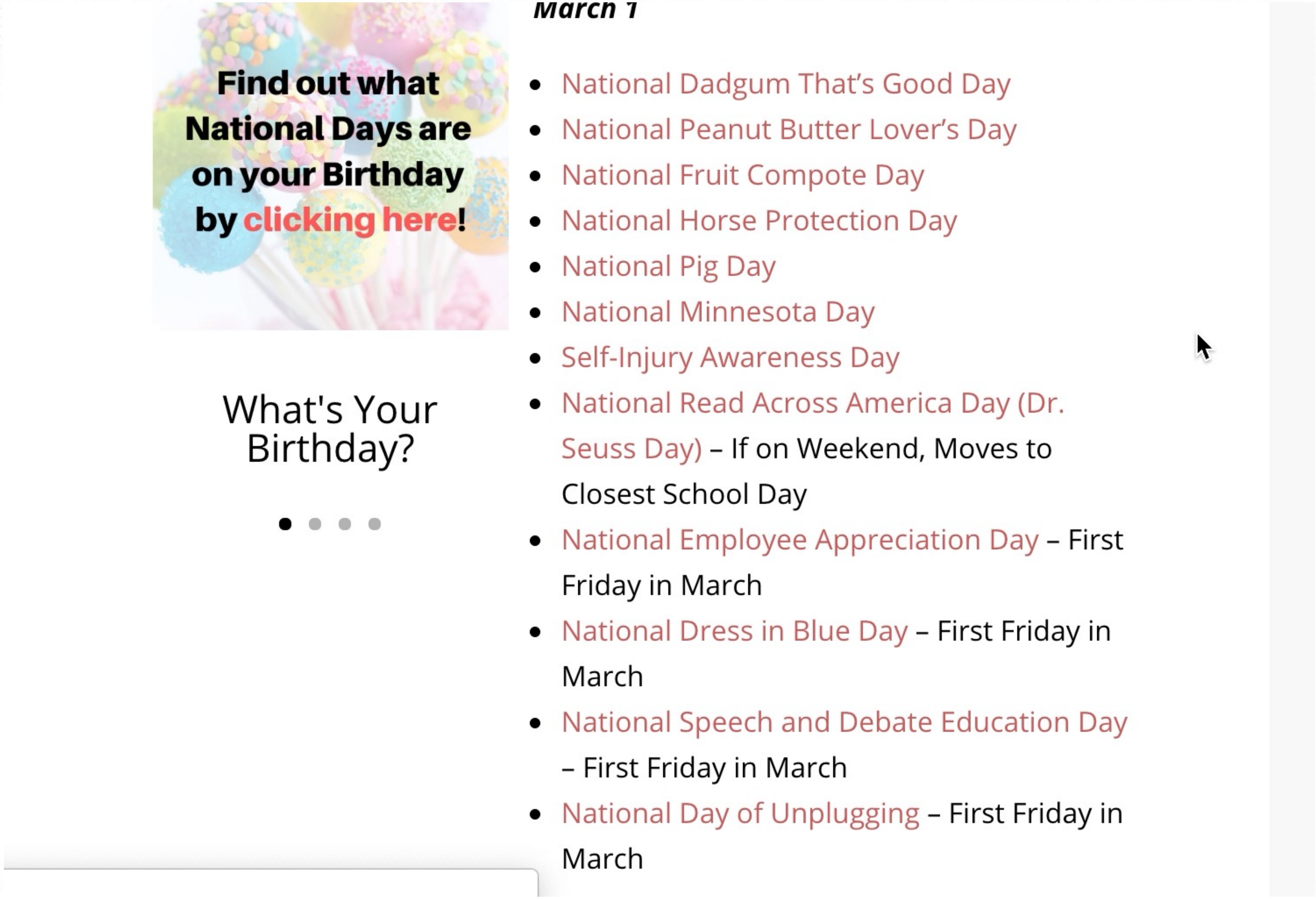
MAY
MAY 2016

JUN
JUNE 2016

JUL
JULY 2016

AUG
AUGUST 2016

SEP
SEPTEMBER 2016



March 1

Find out what National Days are on your Birthday by clicking here!

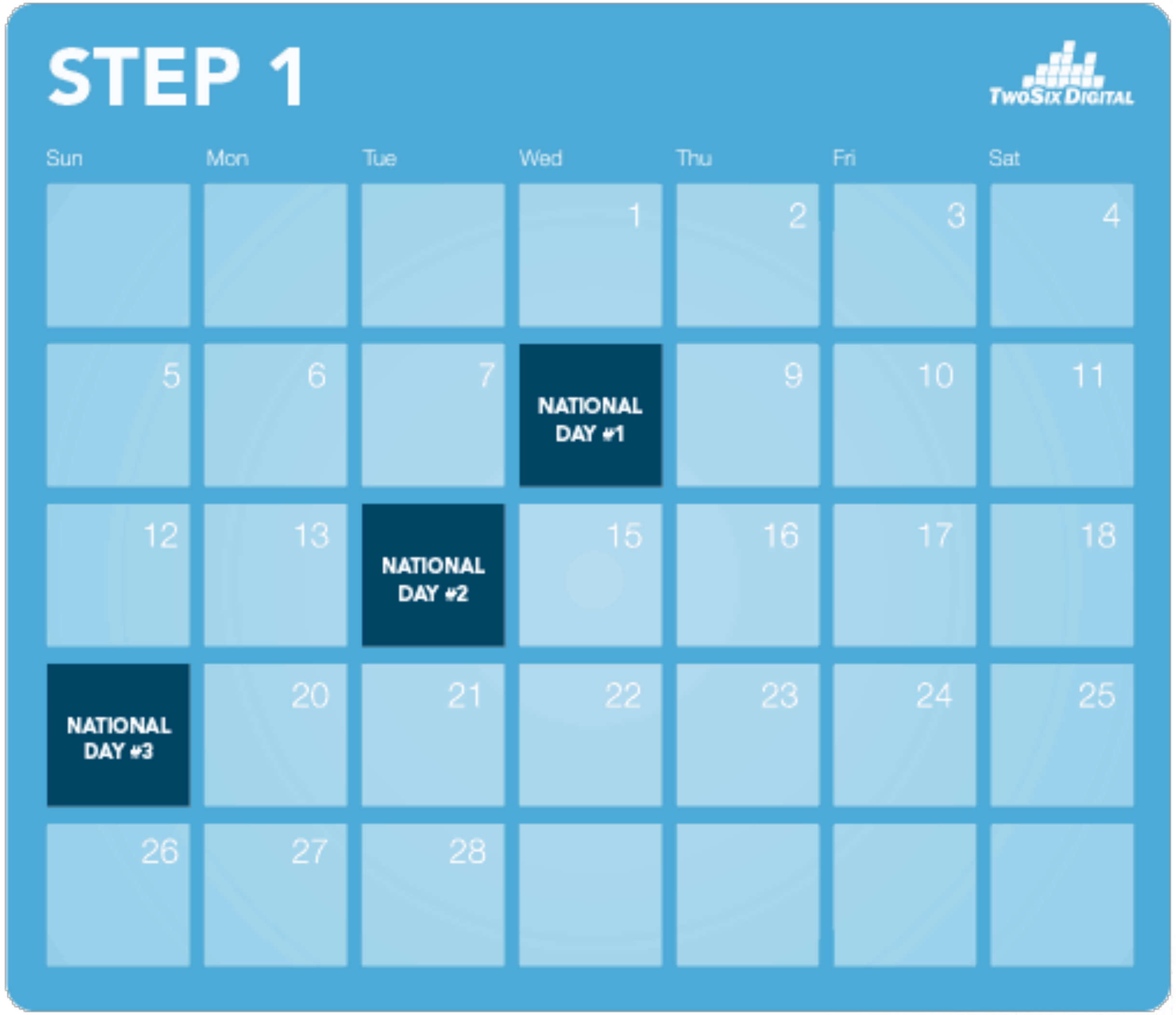
What's Your Birthday?

● ● ● ●

- National Dadgum That's Good Day
- National Peanut Butter Lover's Day
- National Fruit Compote Day
- National Horse Protection Day
- National Pig Day
- National Minnesota Day
- Self-Injury Awareness Day
- National Read Across America Day (Dr. Seuss Day) – If on Weekend, Moves to Closest School Day
- National Employee Appreciation Day – First Friday in March
- National Dress in Blue Day – First Friday in March
- National Speech and Debate Education Day – First Friday in March
- National Day of Unplugging – First Friday in March

The K.I.S.S. Content Calendar

The first step in creating your monthly content calendar is the identification of relevant national days. Look for days that "jump off the page" or ones that you can knock out of the park. National Days are typically home run posts and are a great way to seed your content calendar with some early wins!



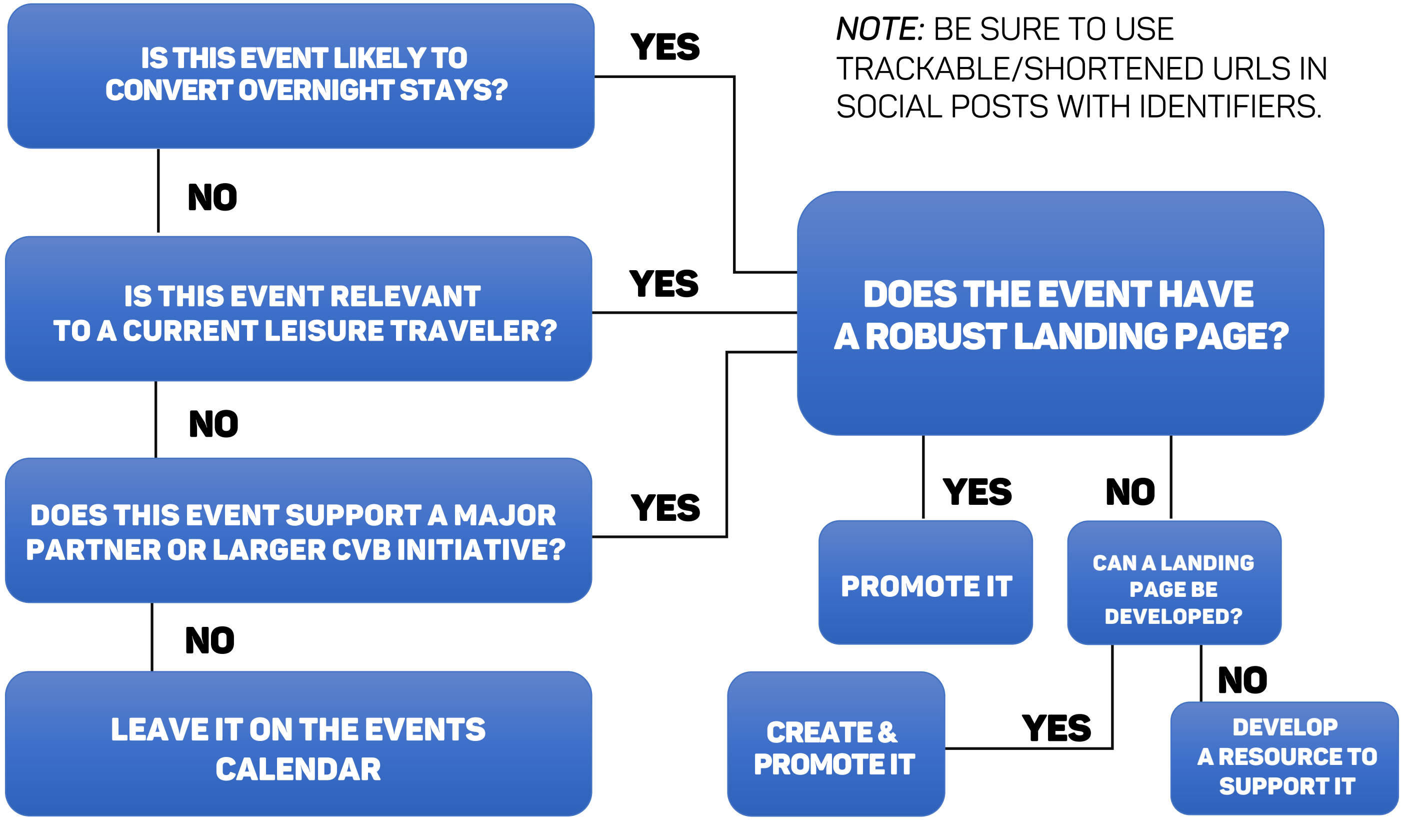
STEP 1

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	NATIONAL DAY #1	9	10	11
12	13	NATIONAL DAY #2	15	16	17	18
NATIONAL DAY #3	20	21	22	23	24	25
26	27	28				

Step Two

ADD EVENTS

SHOULD WE ADD THIS EVENT TO THE CONTENT CALENDAR?



IS THIS EVENT LIKELY TO CONVERT OVERNIGHT STAYS?

YES

NO

IS THIS EVENT RELEVANT TO A CURRENT LEISURE TRAVELER?

YES

NO

DOES THIS EVENT SUPPORT A MAJOR PARTNER OR LARGER CVB INITIATIVE?

YES

NO

LEAVE IT ON THE EVENTS CALENDAR

NOTE: BE SURE TO USE TRACKABLE/SHORTENED URLS IN SOCIAL POSTS WITH IDENTIFIERS.

DOES THE EVENT HAVE A ROBUST LANDING PAGE?

YES

PROMOTE IT

NO

CAN A LANDING PAGE BE DEVELOPED?

YES

CREATE & PROMOTE IT

NO

DEVELOP A RESOURCE TO SUPPORT IT

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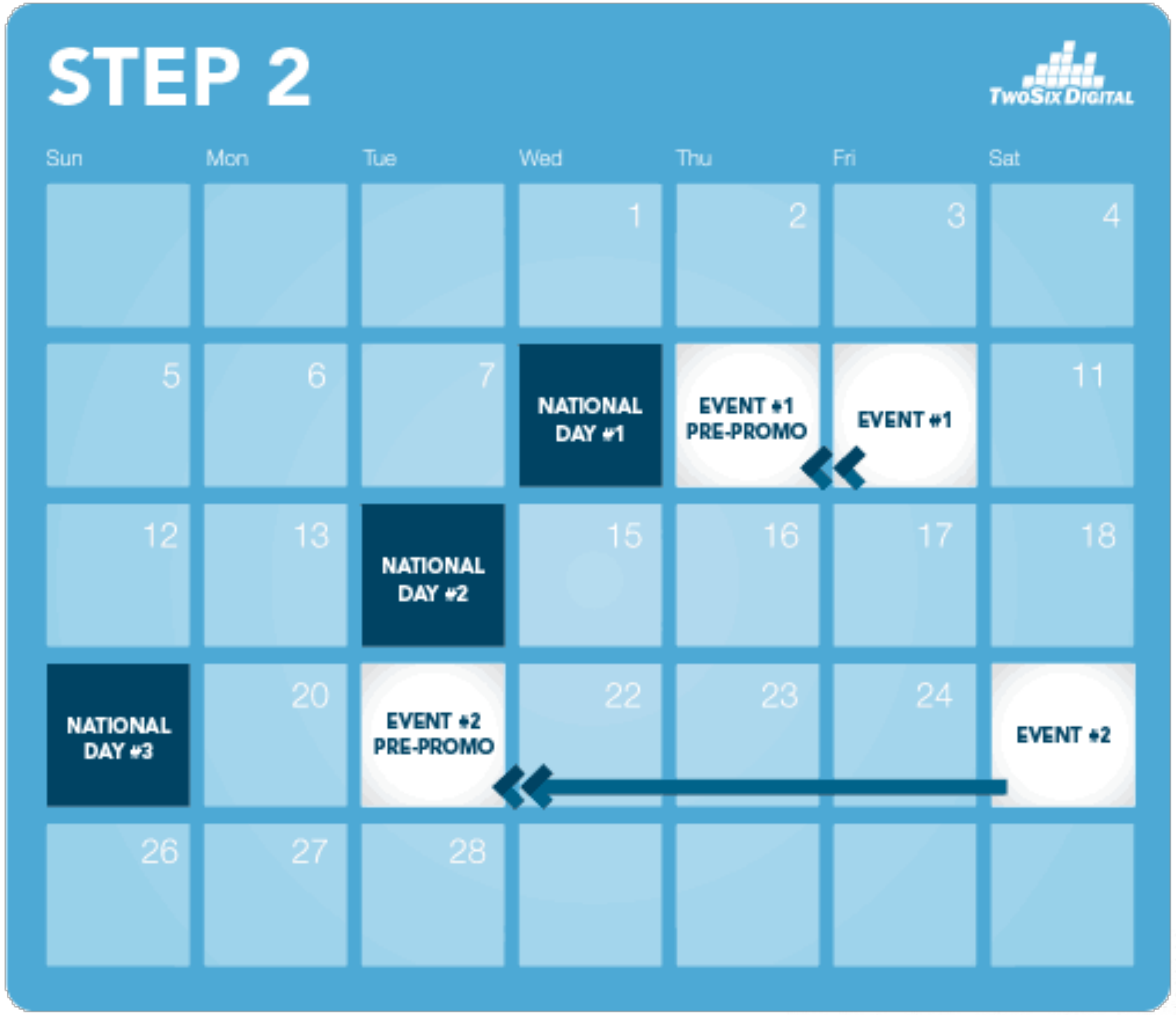
The K.I.S.S. Content Calendar

The second step is to place leisure events into the calendar. Be sure to look for events that are most likely to convert overnight stays. Be very selective with your choices. You want to promote the area as a destination for travelers, not give off the perception that you are a local community calendar. Pick solid events and you'll pique the attention of potential travelers!



STEP 2

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	NATIONAL DAY #1	EVENT #1 PRE-PROMO	EVENT #1	11
12	13	NATIONAL DAY #2	15	16	17	18
NATIONAL DAY #3	20	EVENT #2 PRE-PROMO	22	23	24	EVENT #2
26	27	28				

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Step Three

DAILY THEMES

Focused Decision-Making

Well-Rounded Storytelling

Built-In Engagement

Differentiators

HASH TAG DAY

gifbin.com
bayoffundy.com
novascotiawebcams.com

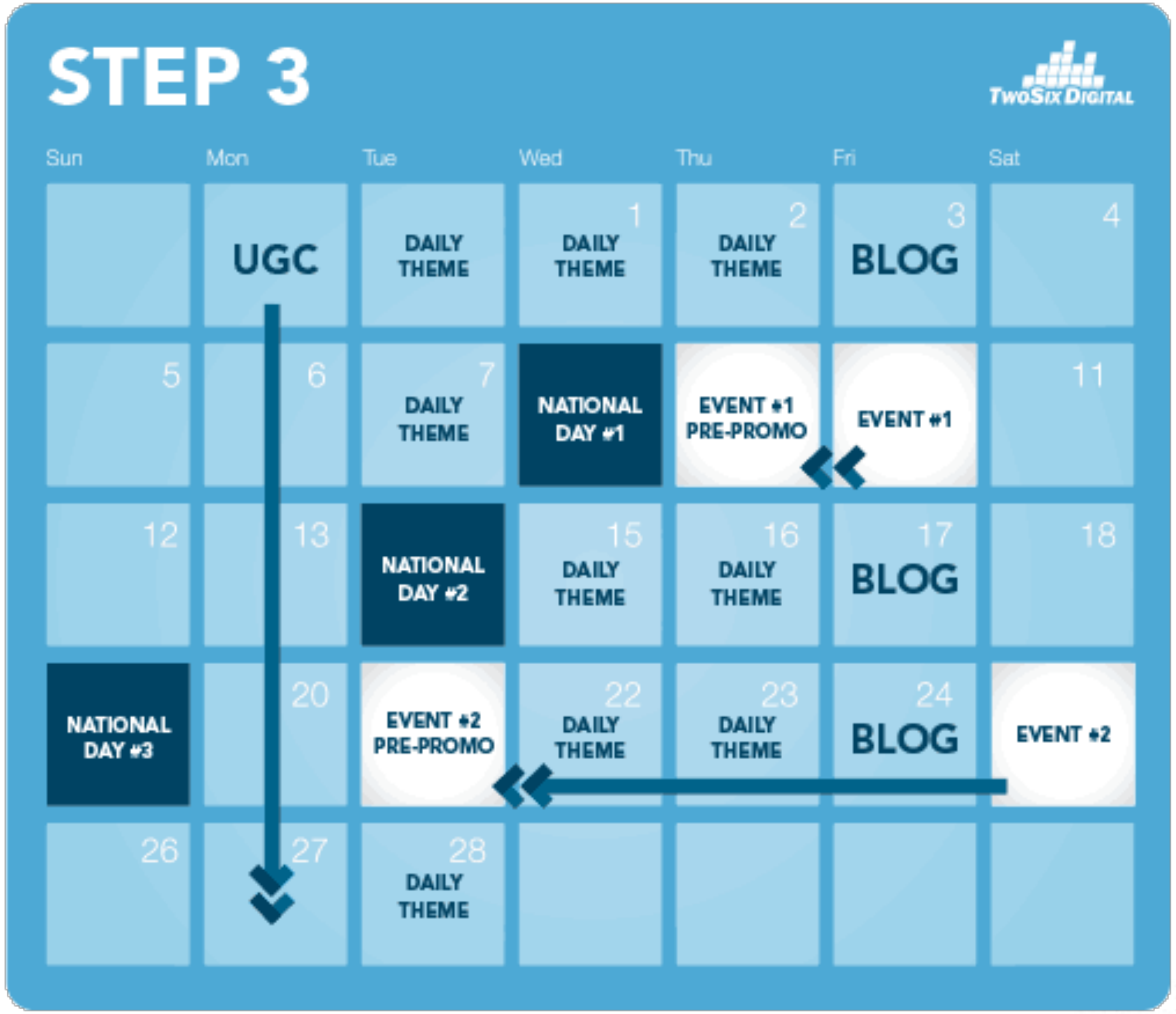
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
UGC +HASHTAG DAY	BLOG DAY	OUTDOOR REC	HISTORY	BEST KEPT SECRET	CTA

GIVE EACH DAY A THEME AND STICK TO IT

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
UGC +HASHTAG DAY	ATTRACTION	FOODIE	SHOPPING	BLOG DAY	CTA

The K.I.S.S. Content Calendar

Step three is where you literally "fill in the blanks" with the established daily themes. Keep in mind that the daily themes should represent the overall topic for your posts for an entire day, across all of your channels. Establishing these daily themes will help give you clear direction to support your key niches throughout the month.



STEP 3

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	UGC	DAILY THEME	1 DAILY THEME	2 DAILY THEME	3 BLOG	4
5	6	7 DAILY THEME	NATIONAL DAY #1	EVENT #1 PRE-PROMO	EVENT #1	11
12	13	NATIONAL DAY #2	15 DAILY THEME	16 DAILY THEME	17 BLOG	18
NATIONAL DAY #3	20	EVENT #2 PRE-PROMO	22 DAILY THEME	23 DAILY THEME	24 BLOG	EVENT #2
26	27	28 DAILY THEME				

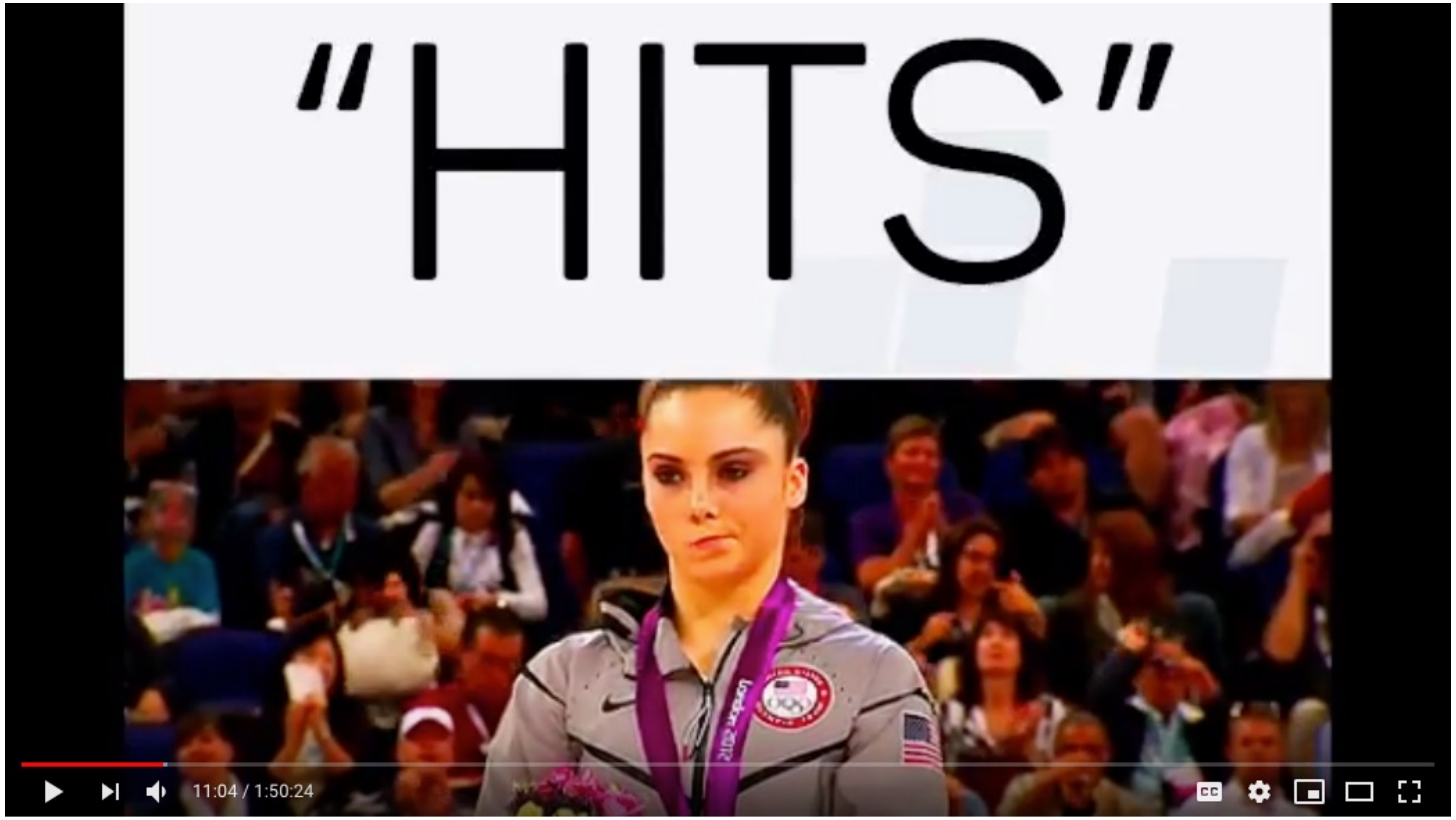
Step Four

GET REGULAR WITH YOUR BLOGS

AT LEAST
ONCE
PER WEEK

Google Analytics

FREE GOOGLE ANALYTICS WEBINAR


"HITS"
11:04 / 1:50:24
CC

bit.ly/TWOSIXGA

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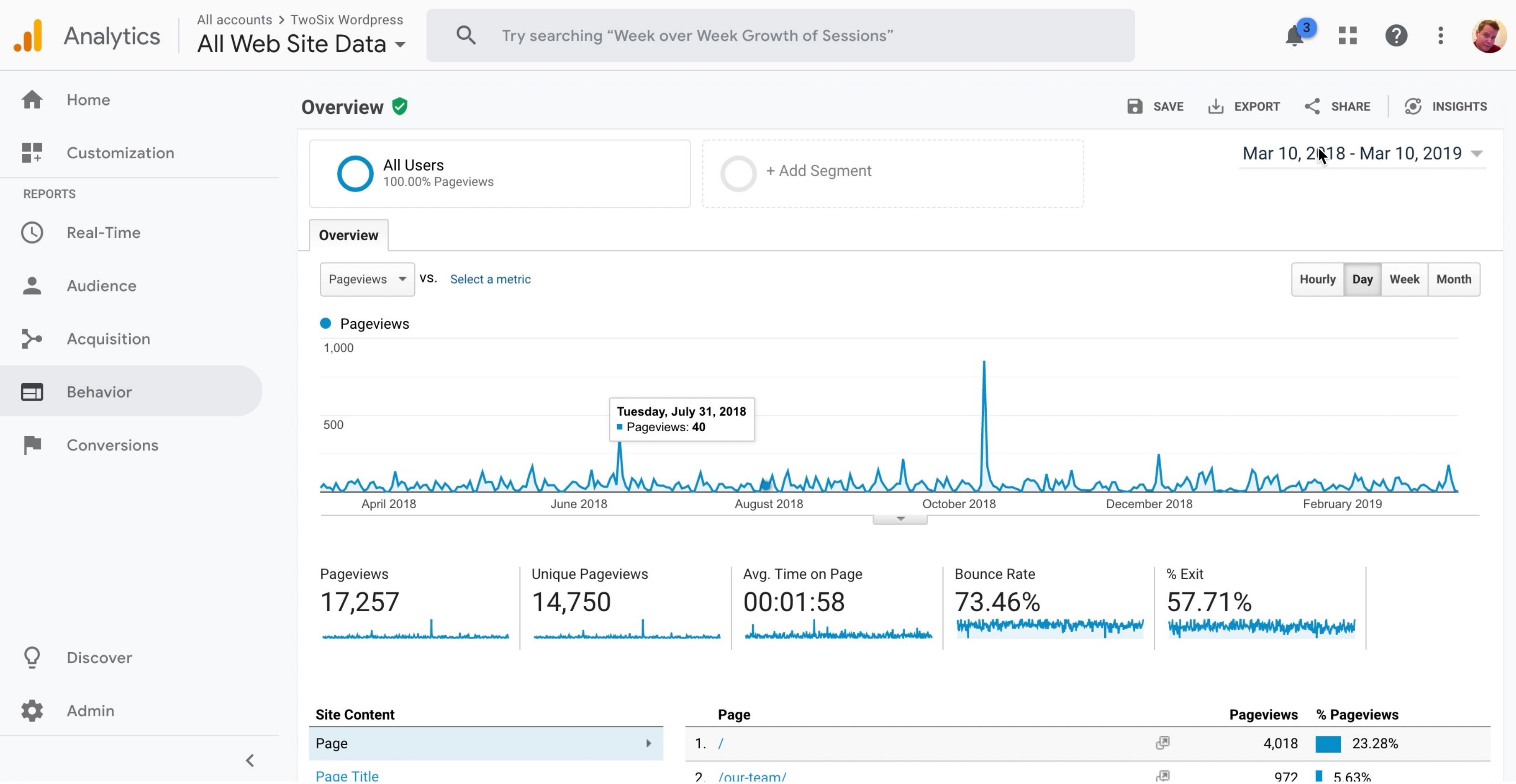
LOOK AT THE HISTORY BLOGS YOU'VE CREATED


Analytics
All accounts > TwoSix Wordpress
All Web Site Data
Try searching "Week over Week Growth of Sessions"
3
Home
Customization
REPORTS
Real-Time
Audience
Acquisition
Behavior
Conversions
Discover
Admin
SAVE
EXPORT
SHARE
INSIGHTS
+ Add Segment
Overview
Pageviews
vs.
Select a metric
Hourly
Day
Week
Month
Pageviews
1,000
500
April 2018
June 2018
August 2018
October 2018
December 2018
February 2019
Site Content
Page
Page Title

Overview

All Users
100.00% Pageviews

Mar 10, 2018 - Mar 10, 2019

Tuesday, July 31, 2018
Pageviews: **40**

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
17,257	14,750	00:01:58	73.46%	57.71%

	Page	Pageviews	% Pageviews
1.	/	4,018	23.28%
2.	/our-team/	972	5.63%

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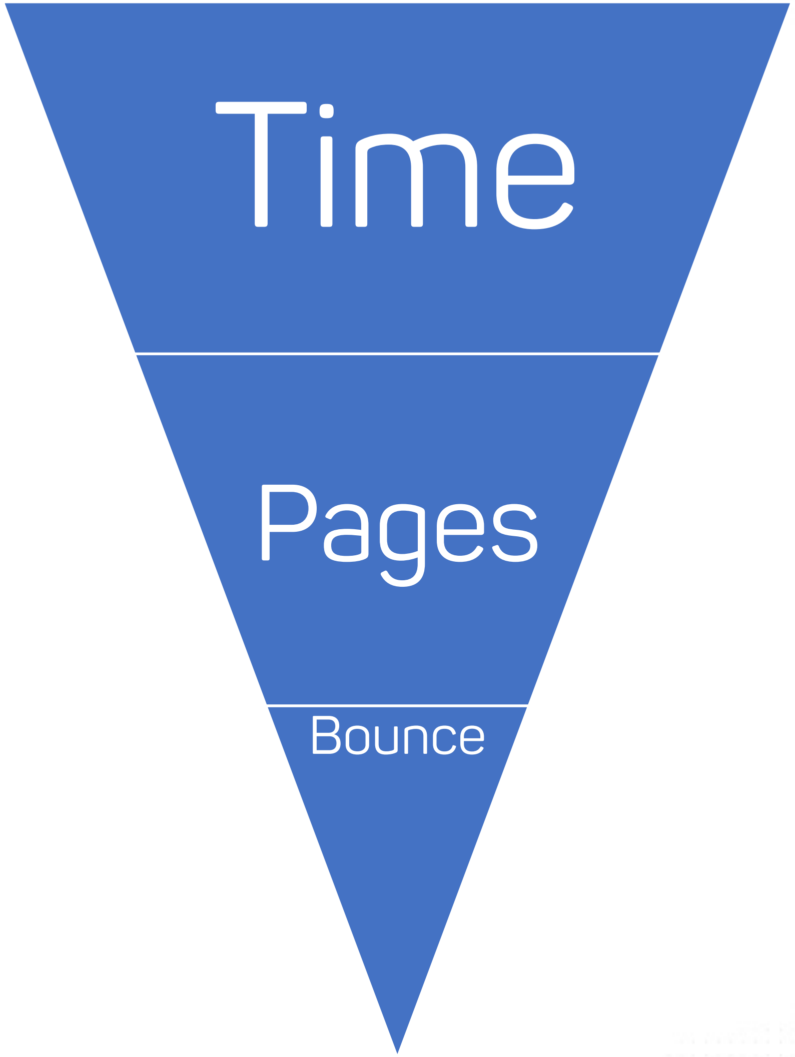
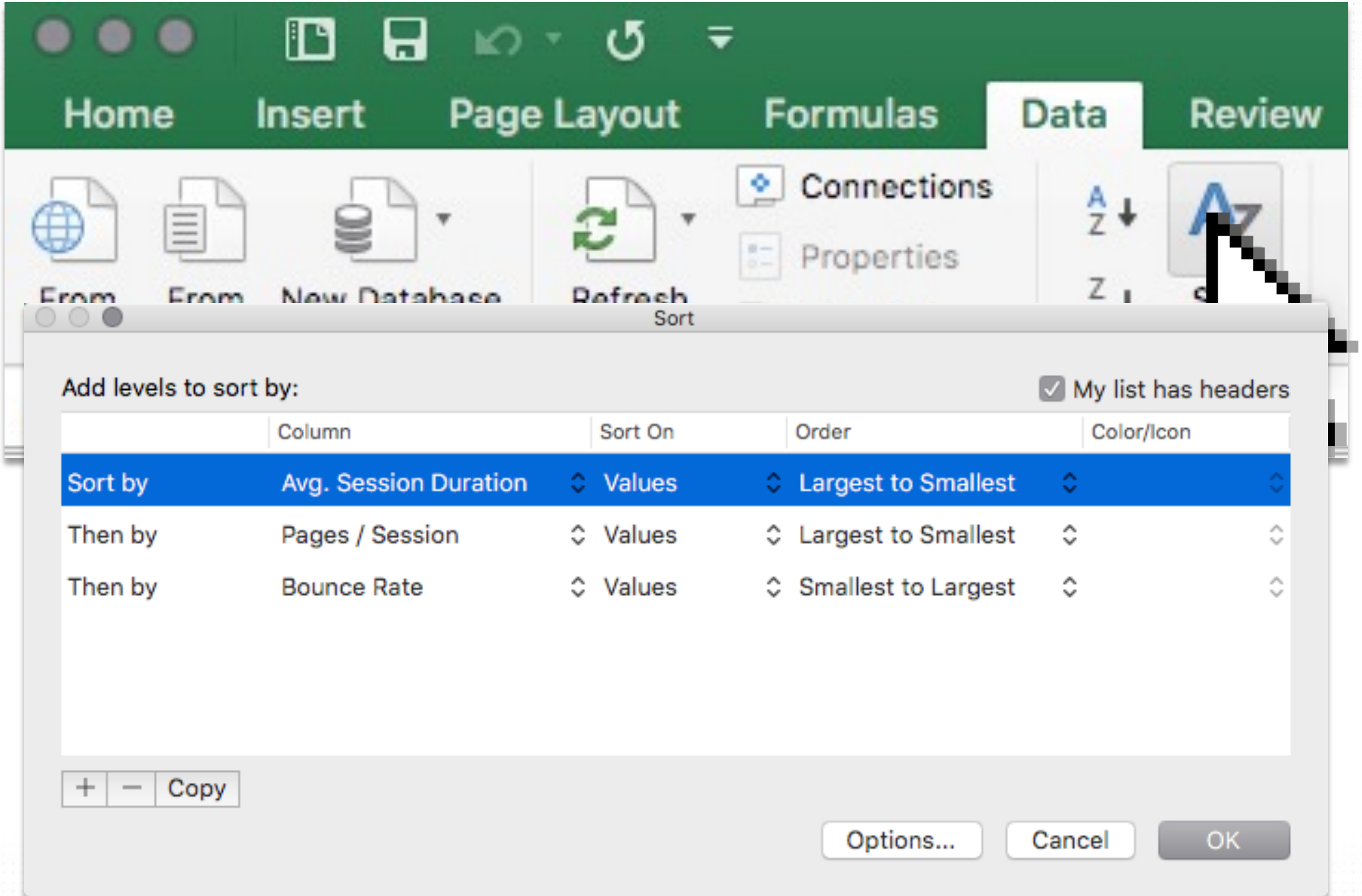
GENERALLY:

1) Time on Site

2) Pages per Session

3) Bounce Rate


Time
Pages
Bounce



Home
Insert
Page Layout
Formulas
Data
Review
From
From
New Database
Refresh
Connections
Properties
Sort

Add levels to sort by:

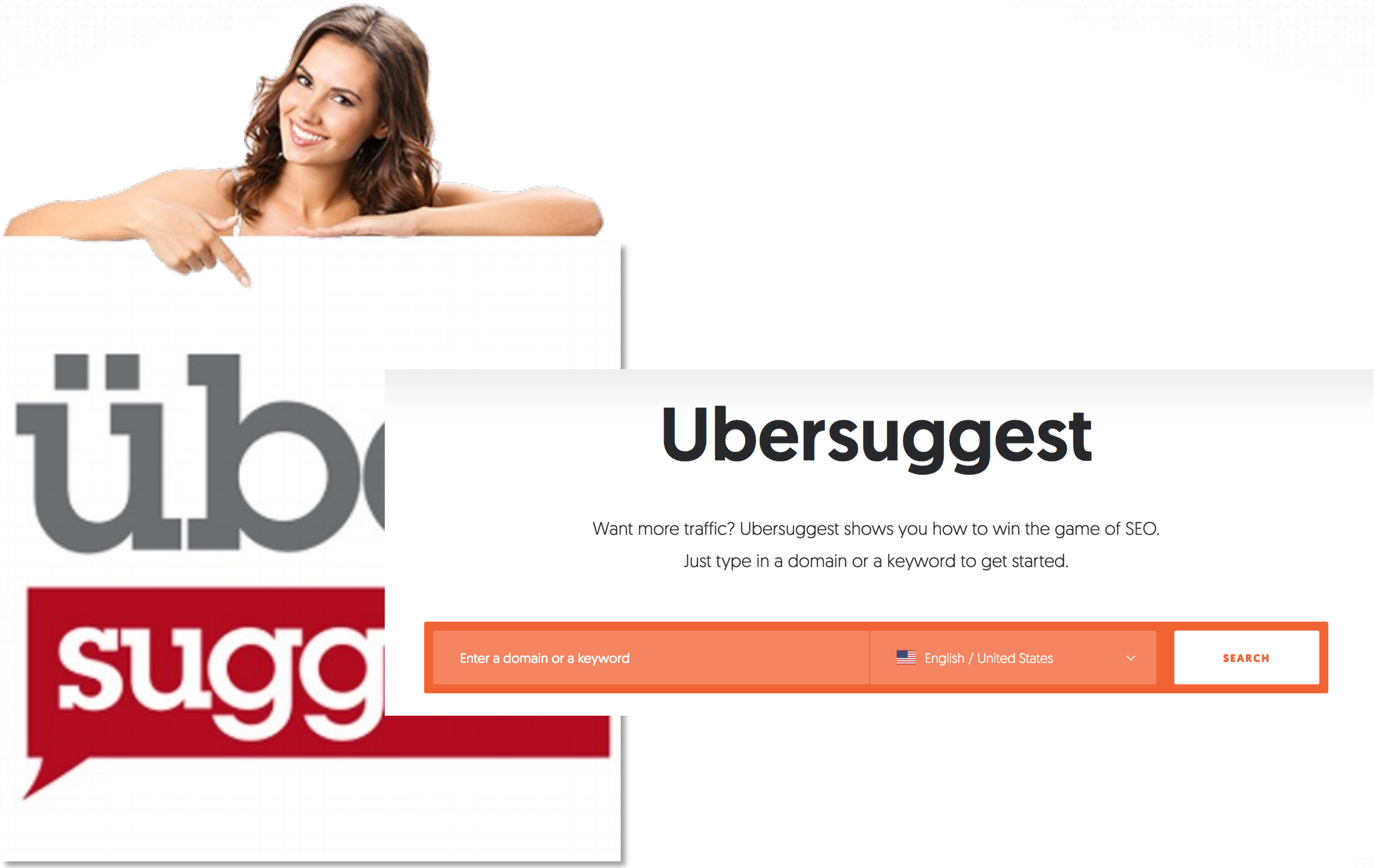
☑ My list has headers

	Column	Sort On	Order	Color/Icon
Sort by	Avg. Session Duration	Values	Largest to Smallest	
Then by	Pages / Session	Values	Largest to Smallest	
Then by	Bounce Rate	Values	Smallest to Largest	

+
−
Copy
Options...
Cancel
OK

52

~~One and Done~~



Ubersuggest

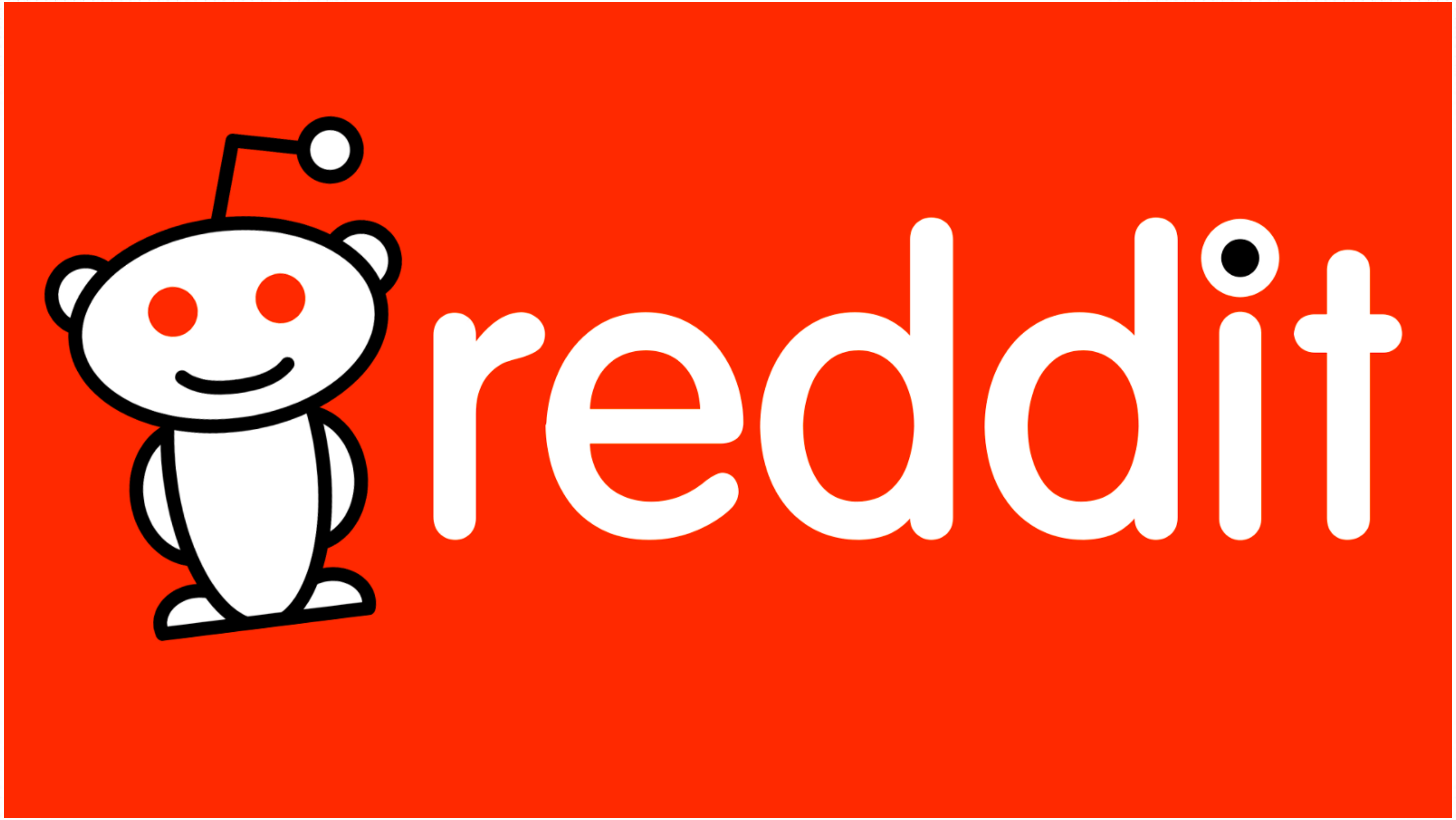
Want more traffic? Ubersuggest shows you how to win the game of SEO.
Just type in a domain or a keyword to get started.

üb
sugg
Enter a domain or a keyword
English / United States
SEARCH

KEYWORDS

- charlestown in
- charlestown in restaurants
- charlestown indiana christmas
- charlestown in state park
- new albany in
- new albany indiana
- new albany in movie theater
- new albany indiana hotels
- new albany indiana restaurants
- new albany in florist
- new albany in to louisville ky
- new albany in events
- new albany in casino
- jeffersonville in
- jeffersonville in restaurants
- jeffersonville in hotels
- jeffersonville indiana restaurants
- jeffersonville indiana news
- jeffersonville in to louisville ky
- jeffersonville in map
- jeffersonville in population
- clarksville in
- clarksville in theater
- clarksville in restaurants
- clarksville in movie theater
- ihop clarksville in
- clarksville in mall
- clarksville 5k
- southern indiana caves
- southern indiana wineries
- southern indiana casino
- southern indiana wedding venues
- southern indiana cabins

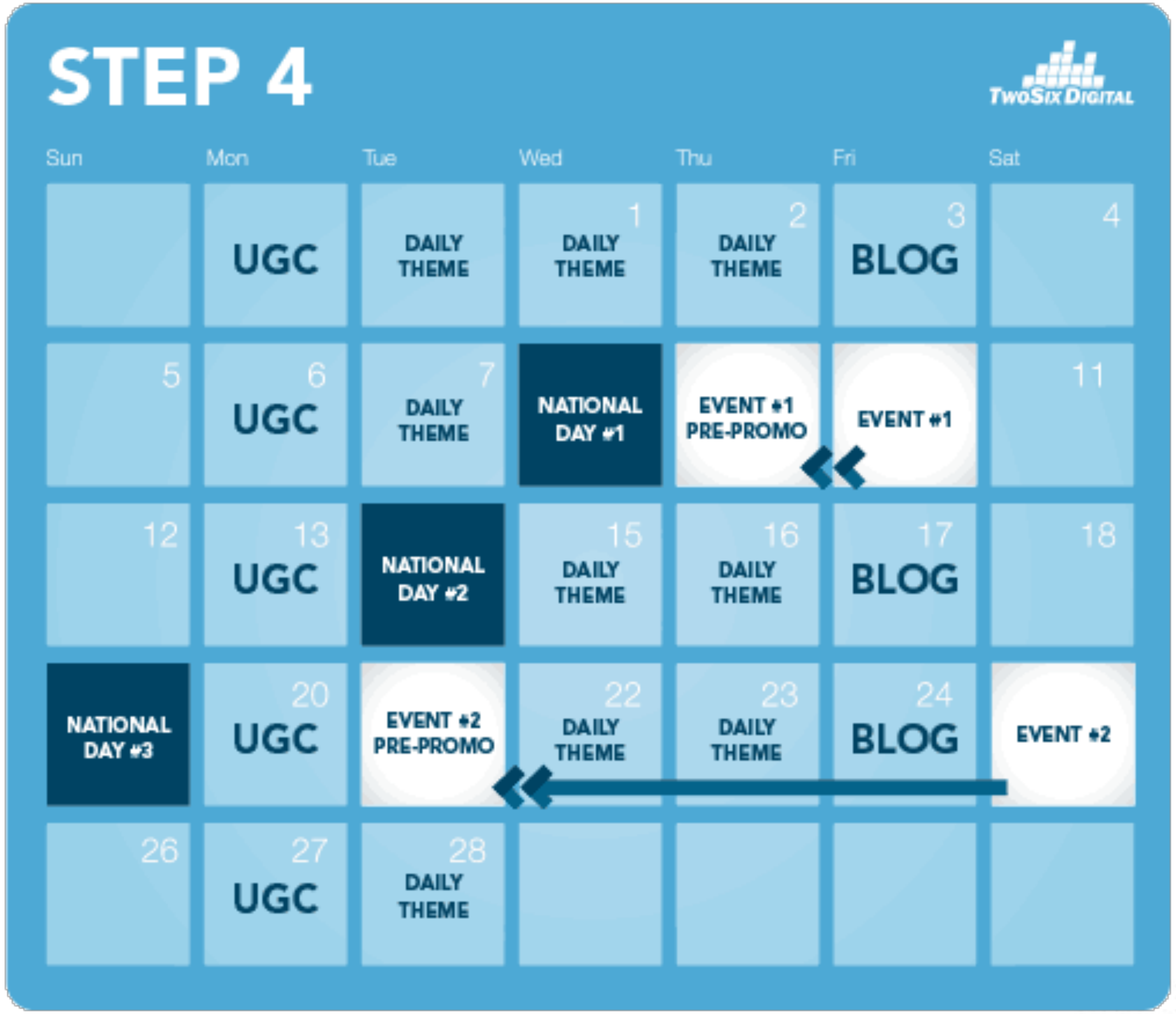
tripadvisor


reddit

CAT-GIFs.com

The K.I.S.S. Content Calendar

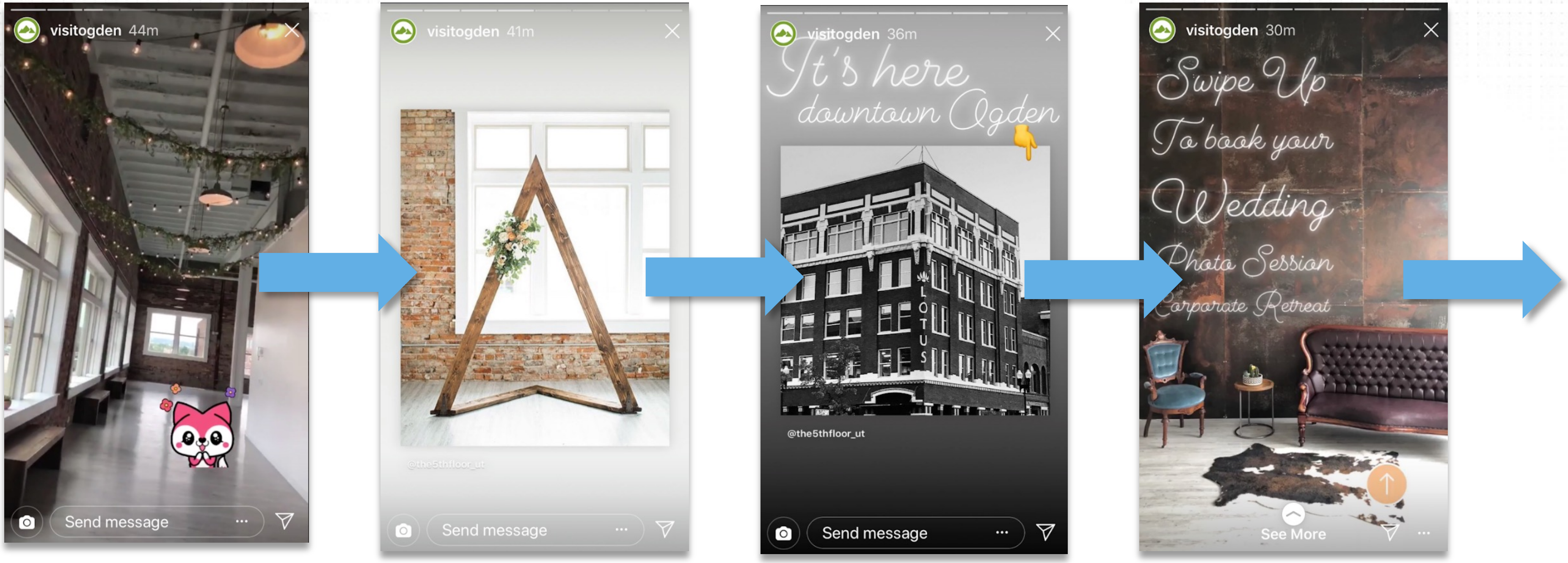
The final step is to establish blog topics for the month. Let's secure Friday as your blog day. The blogs should focus on your evergreen blogs and a recycling strategy.



STEP 4

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	UGC	DAILY THEME	1 DAILY THEME	2 DAILY THEME	3 BLOG	4
5	6 UGC	7 DAILY THEME	NATIONAL DAY #1	EVENT #1 PRE-PROMO	EVENT #1	11
12	13 UGC	NATIONAL DAY #2	15 DAILY THEME	16 DAILY THEME	17 BLOG	18
NATIONAL DAY #3	20 UGC	EVENT #2 PRE-PROMO	22 DAILY THEME	23 DAILY THEME	24 BLOG	EVENT #2
26	27 UGC	28 DAILY THEME				

OPTIONAL STRATEGY


visitogden 44m
Send message
visitogden 41m
@the5thfloor_ut
Send message
visitogden 36m
@the5thfloor_ut
LOTUS
Send message
visitogden 30m
See More

It's here downtown Ogden

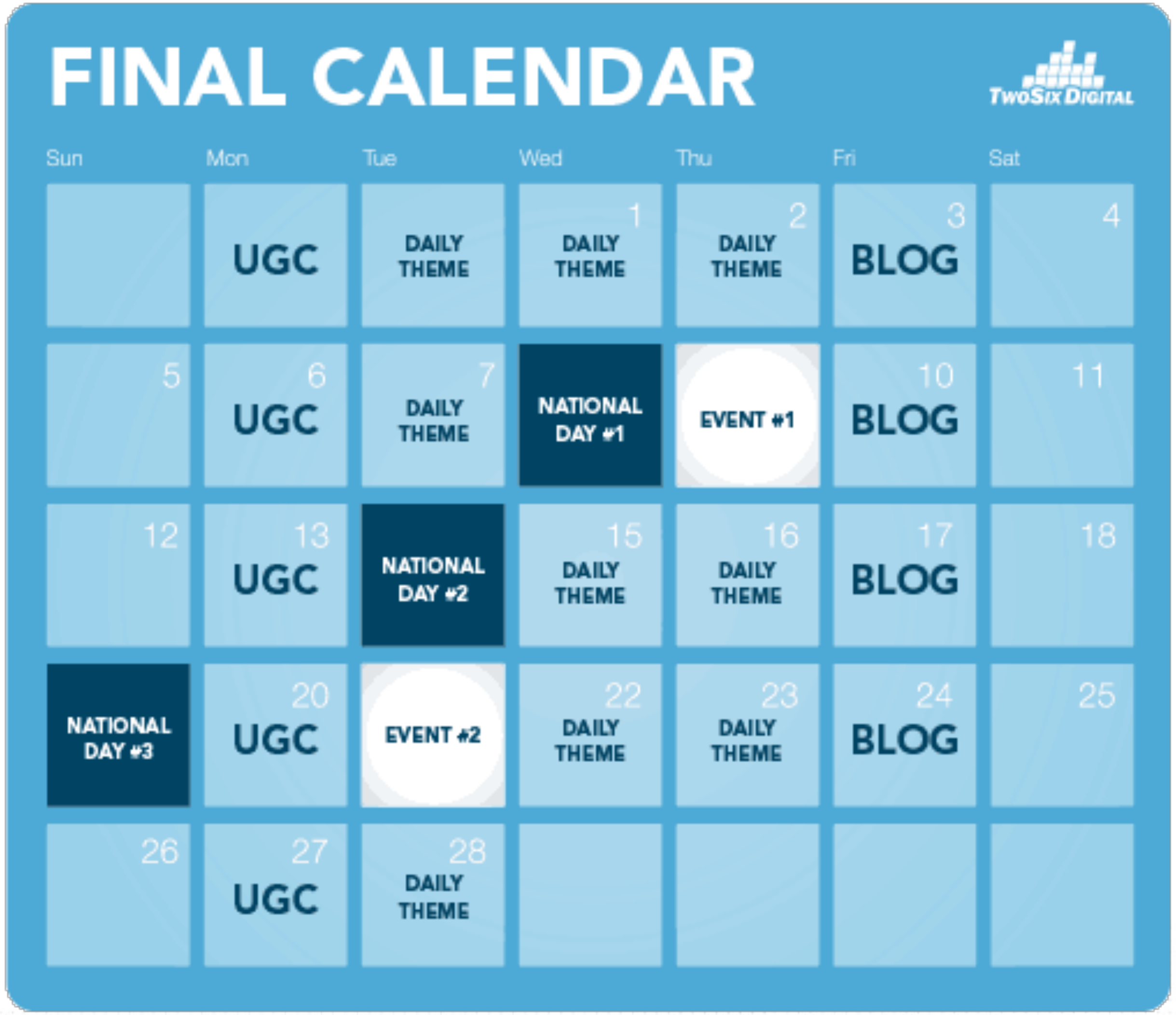
Swipe Up To book your Wedding Photo Session Corporate Retreat

SUPPORT BLOGS WITH INSTAGRAM STORIES & REELS

It’s the Final Calendar!

After completing the four steps you’ve got a content calendar to guide you throughout the next month. Just be sure to extend the story around each theme on each of your social media channels.

It’s best to have a recurring event in your calendar to remind you to work through this process each month. Having a plan will make a huge difference.



FINAL CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	UGC	DAILY THEME	1 DAILY THEME	2 DAILY THEME	3 BLOG	4
5	6 UGC	7 DAILY THEME	NATIONAL DAY #1	EVENT #1	10 BLOG	11
12	13 UGC	NATIONAL DAY #2	15 DAILY THEME	16 DAILY THEME	17 BLOG	18
NATIONAL DAY #3	20 UGC	EVENT #2	22 DAILY THEME	23 DAILY THEME	24 BLOG	25
26	27 UGC	28 DAILY THEME				

It’s done.

Recommended 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

Up to 26 Posts per week!

Leisure

Groups

Sales

Website

medicalnewstoday.com

DIGITAL MARKETERS

Actual footage of a CVB employee trying to find enough photo assets.

Get Organized

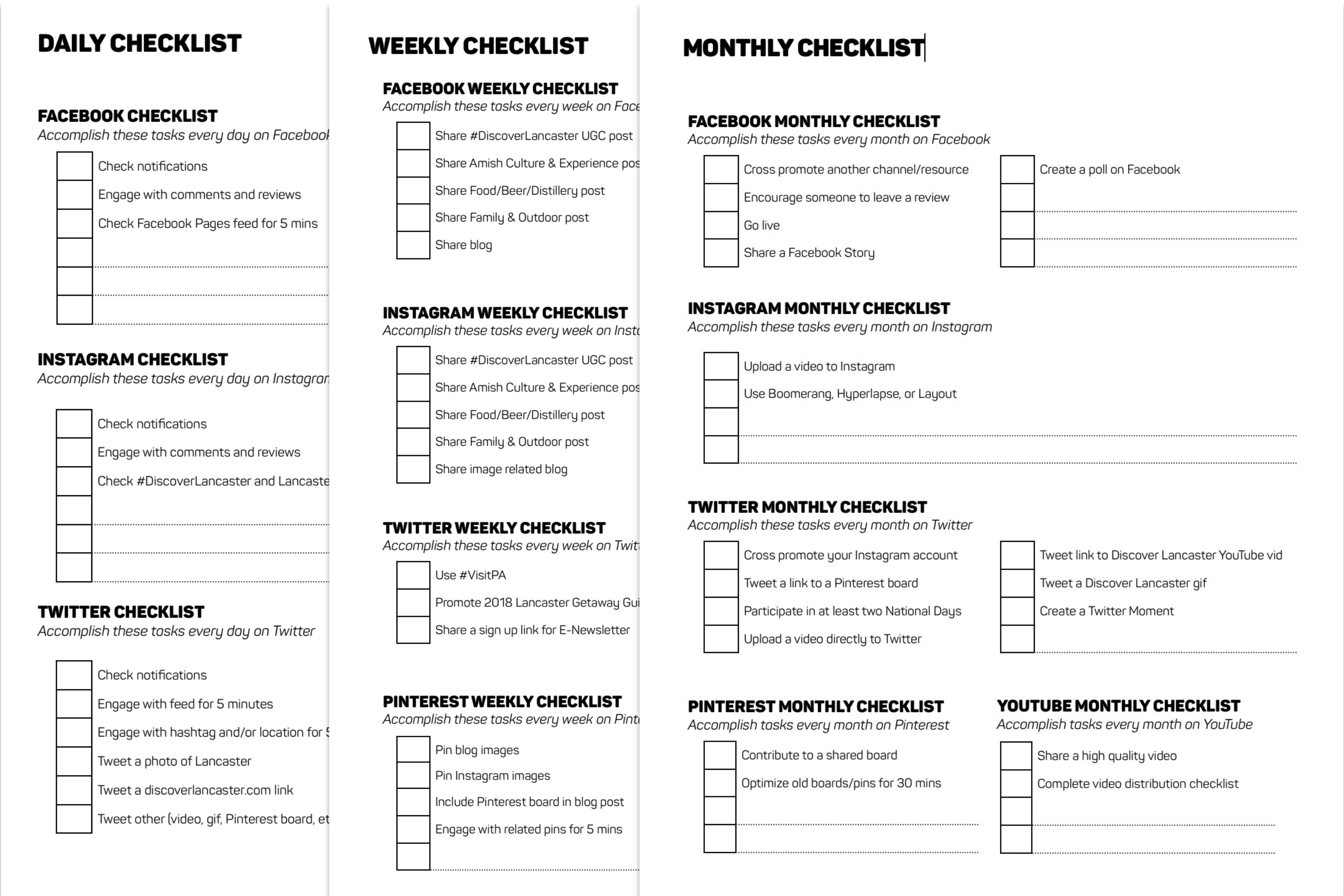
PRO TIP

3

SIMPLE CHECKLISTS

- Daily
- Weekly
- Monthly

1. Post on Facebook
2. Like an Instagram
3. Share an old blog



DAILY CHECKLIST

FACEBOOK CHECKLIST

Accomplish these tasks every day on Faceboo

- ☐ Check notifications
- ☐ Engage with comments and reviews
- ☐ Check Facebook Pages feed for 5 mins
- ☐
- ☐
- ☐

INSTAGRAM CHECKLIST

Accomplish these tasks every day on Instagra

- ☐ Check notifications
- ☐ Engage with comments and reviews
- ☐ Check #DiscoverLancaster and Lancaste
- ☐
- ☐
- ☐

TWITTER CHECKLIST

Accomplish these tasks every day on Twitter

- ☐ Check notifications
- ☐ Engage with feed for 5 minutes
- ☐ Engage with hashtag and/or location for
- ☐ Tweet a photo of Lancaster
- ☐ Tweet a discoverlancaster.com link
- ☐ Tweet other (video, gif, Pinterest board, et

WEEKLY CHECKLIST

FACEBOOK WEEKLY CHECKLIST

Accomplish these tasks every week on Face

- ☐ Share #DiscoverLancaster UGC post
- ☐ Share Amish Culture & Experience pos
- ☐ Share Food/Beer/Distillery post
- ☐ Share Family & Outdoor post
- ☐ Share blog

INSTAGRAM WEEKLY CHECKLIST

Accomplish these tasks every week on Inst

- ☐ Share #DiscoverLancaster UGC post
- ☐ Share Amish Culture & Experience pos
- ☐ Share Food/Beer/Distillery post
- ☐ Share Family & Outdoor post
- ☐ Share image related blog

TWITTER WEEKLY CHECKLIST

Accomplish these tasks every week on Twit

- ☐ Use #VisitPA
- ☐ Promote 2018 Lancaster Getaway Gui
- ☐ Share a sign up link for E-Newsletter

PINTEREST WEEKLY CHECKLIST

Accomplish these tasks every week on Pint

- ☐ Pin blog images
- ☐ Pin Instagram images
- ☐ Include Pinterest board in blog post
- ☐ Engage with related pins for 5 mins
- ☐

MONTHLY CHECKLIST

FACEBOOK MONTHLY CHECKLIST

Accomplish these tasks every month on Facebook

- ☐ Cross promote another channel/resource
- ☐ Encourage someone to leave a review
- ☐ Go live
- ☐ Share a Facebook Story
- ☐ Create a poll on Facebook
- ☐
- ☐
- ☐

INSTAGRAM MONTHLY CHECKLIST

Accomplish these tasks every month on Instagram

- ☐ Upload a video to Instagram
- ☐ Use Boomerang, Hyperlapse, or Layout
- ☐
- ☐

TWITTER MONTHLY CHECKLIST

Accomplish these tasks every month on Twitter

- ☐ Cross promote your Instagram account
- ☐ Tweet a link to a Pinterest board
- ☐ Participate in at least two National Days
- ☐ Upload a video directly to Twitter
- ☐ Tweet link to Discover Lancaster YouTube vid
- ☐ Tweet a Discover Lancaster gif
- ☐ Create a Twitter Moment
- ☐

PINTEREST MONTHLY CHECKLIST

Accomplish tasks every month on Pinterest

- ☐ Contribute to a shared board
- ☐ Optimize old boards/pins for 30 mins
- ☐
- ☐

YOUTUBE MONTHLY CHECKLIST

Accomplish tasks every month on YouTube

- ☐ Share a high quality video
- ☐ Complete video distribution checklist
- ☐
- ☐

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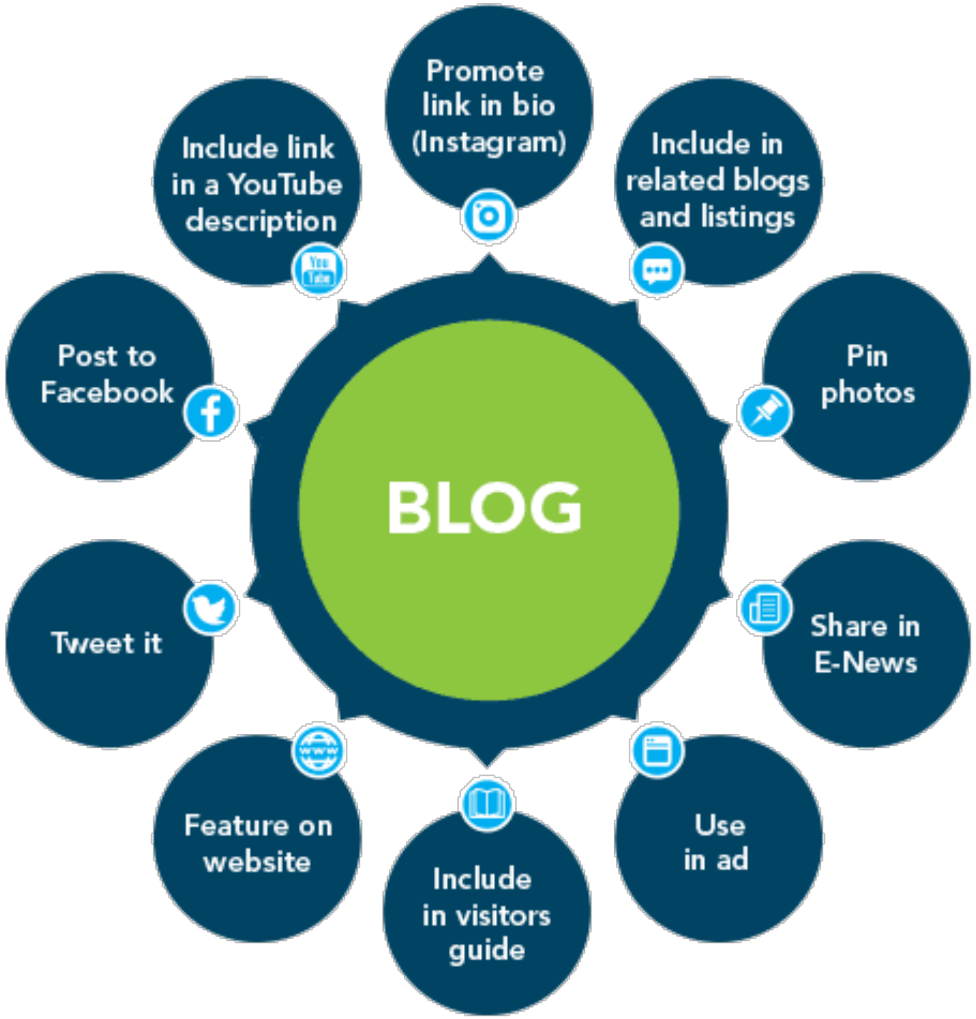
THE
5
RULE

"For every piece of content you create look for FIVE ways that you can either extend the story, share the story or integrate the story into other channels."

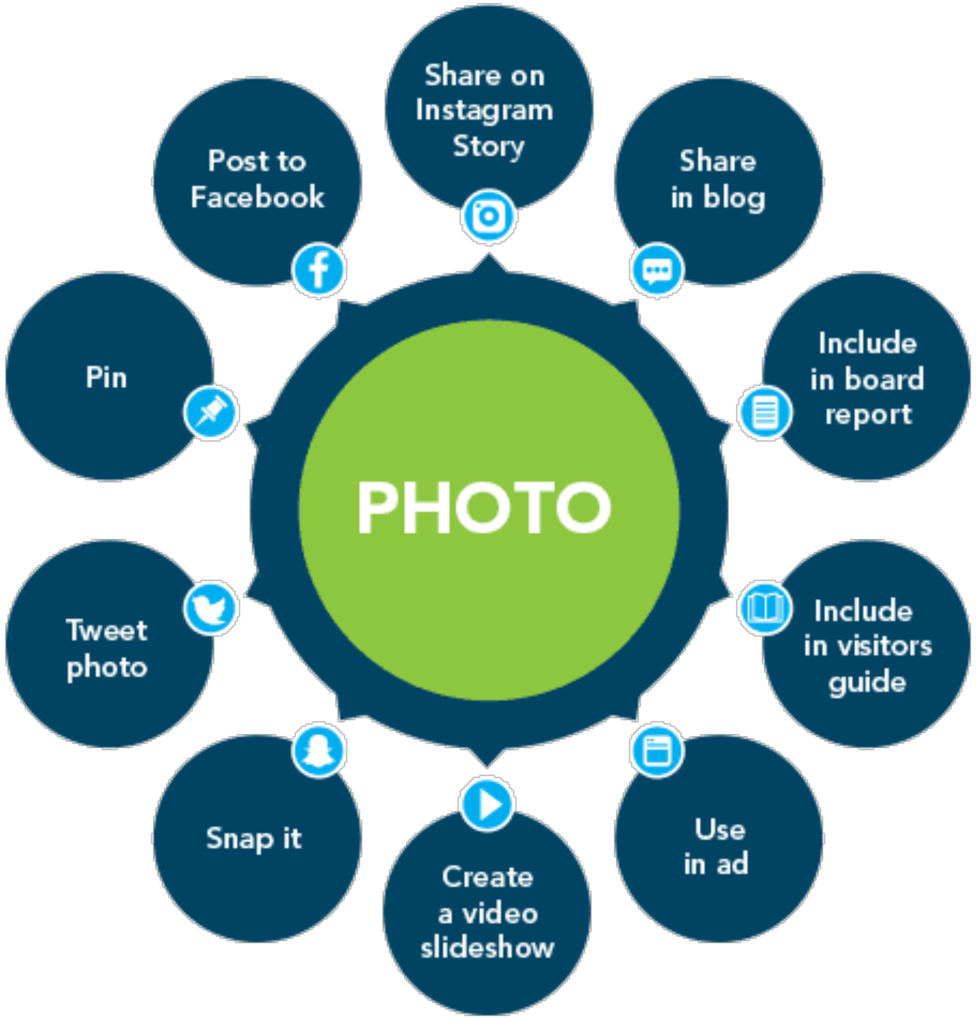
-The Five Rule

PICK 5



BLOG
Promote link in bio (Instagram)
Include in related blogs and listings
Pin photos
Share in E-News
Use in ad
Include in visitors guide
Feature on website
Tweet it
Post to Facebook
Include link in a YouTube description

PICK 5



PHOTO

Share on Instagram Story

Share in blog

Include in board report

Include in visitors guide

Use in ad

Create a video slideshow

Snap it

Tweet photo

Pin

Post to Facebook

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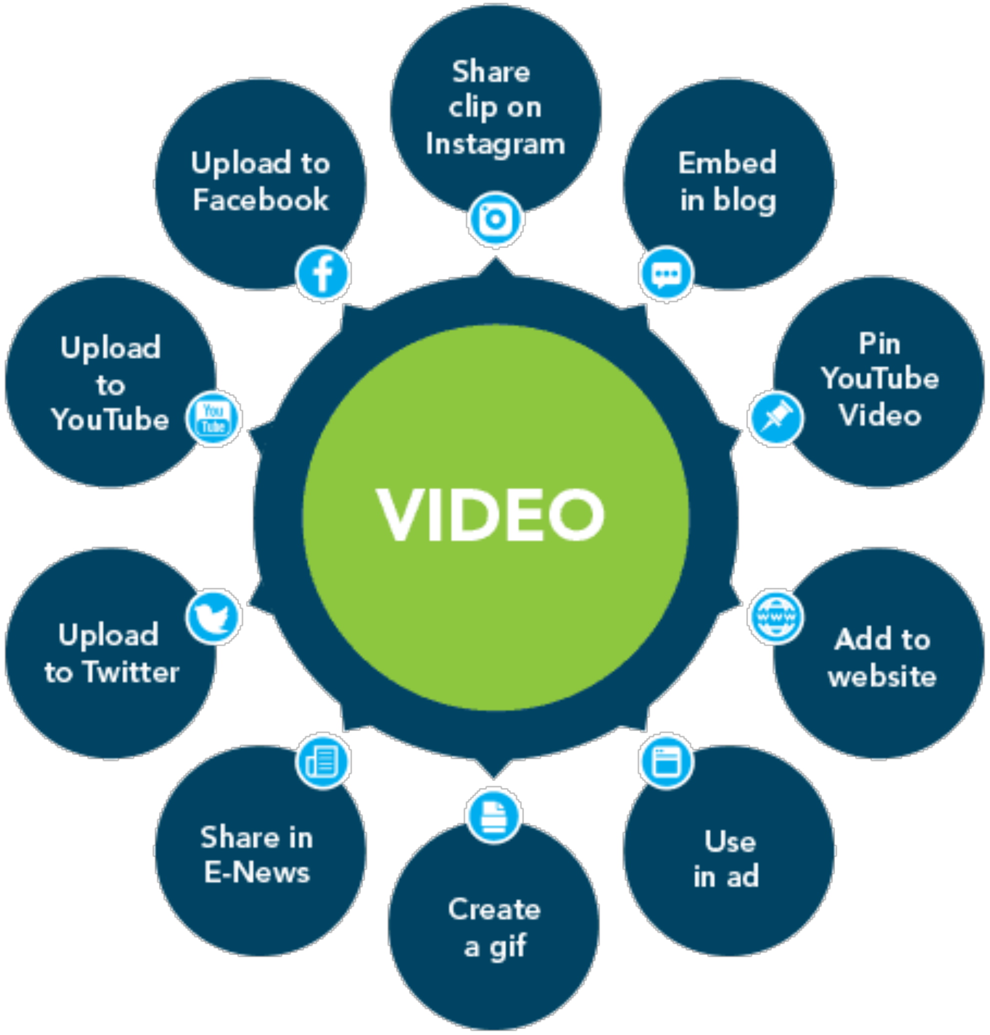
PICK 5



VIDEO

Share clip on Instagram

Embed in blog

Pin YouTube Video

Add to website

Use in ad

Create a gif

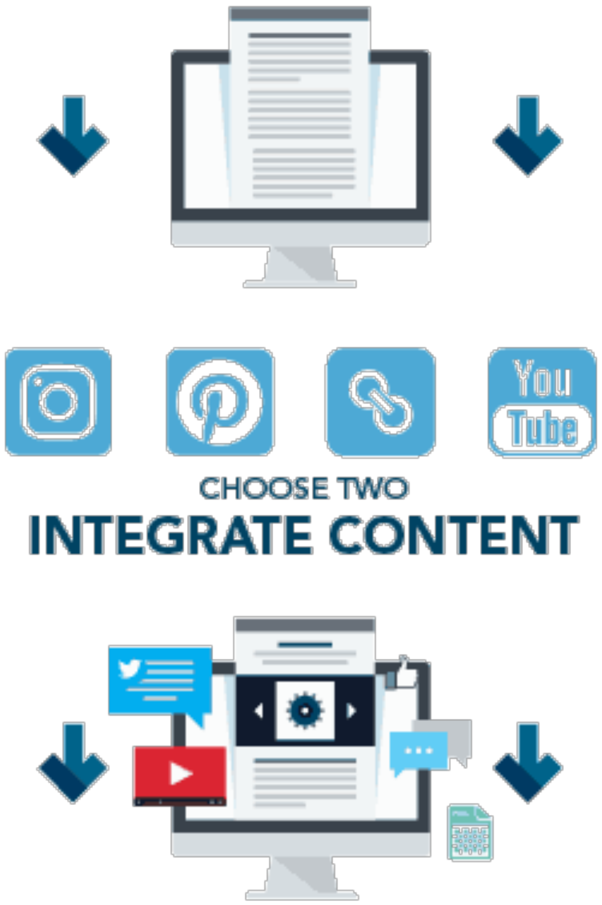
Share in E-News

Upload to Twitter

Upload to YouTube

Upload to Facebook

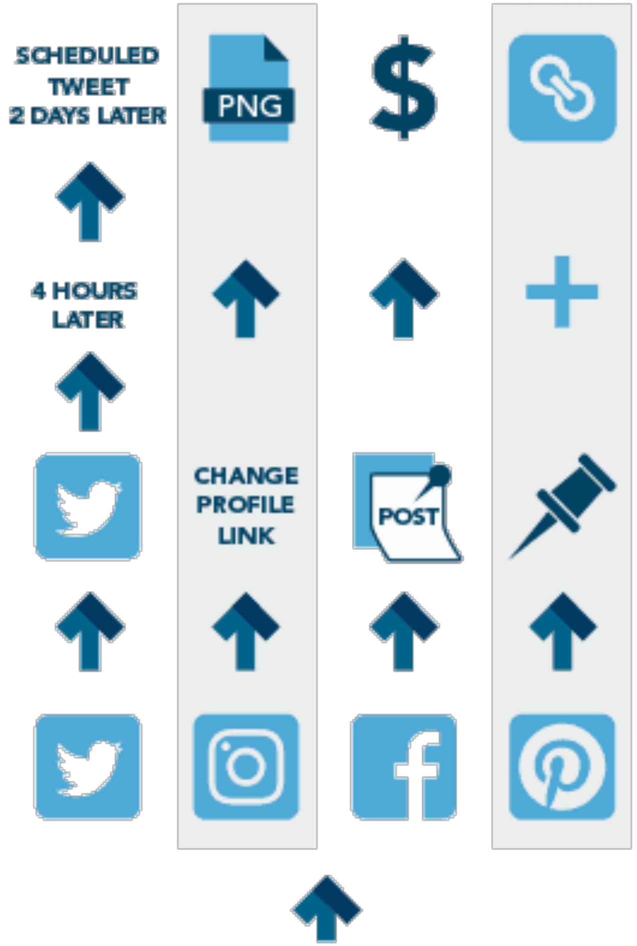
STANDARD BLOG



CHOOSE TWO

INTEGRATE CONTENT

INTEGRATED BLOG


SCHEDULED TWEET 2 DAYS LATER
4 HOURS LATER
CHANGE PROFILE LINK
PNG
$
POST

Use all of your social channels to promote your blog. The frequency of sharing varies from network to network

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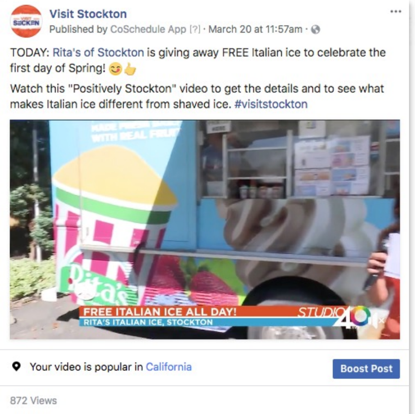
STEP ONE

FACEBOOK POST



Visit Stockton
Published by CoSchedule App [?] · March 20 at 11:57am ·

TODAY: Rita's of Stockton is giving away FREE Italian ice to celebrate the first day of Spring! 😋👍

Watch this "Positively Stockton" video to get the details and to see what makes Italian ice different from shaved ice. #visitstockton

Your video is popular in California

872 Views

$

STEP TWO

EXTEND THE STORY

With the daily story in mind post to Instagram to extend the story. This can make for a great reminder to be active on the channel.

To help gain more consistency on Pinterest it'd be a great idea to post a few pins relating to topics from the week's posts. This doesn't have to happen daily but a week's worth of content can make for some quick activity.

The story on Facebook can help give direction to 1/3 of your tweets for the day. Stick to the theme and cross promote relevant content.

You may not always have a YouTube video that relates but when you do be sure to tweet and pin the videos. This can breathe some extra reach into your evergreen content.

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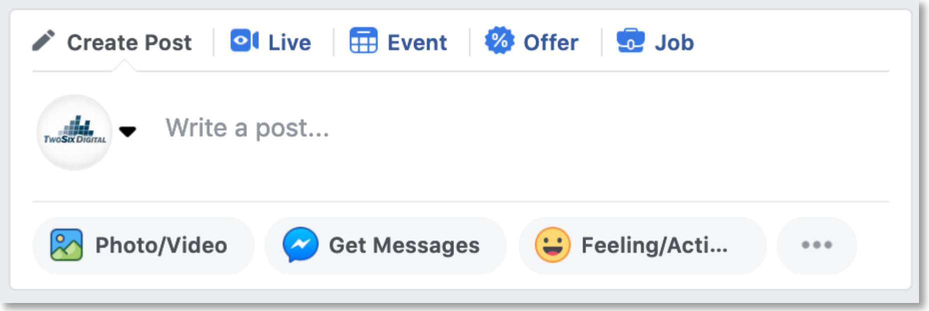
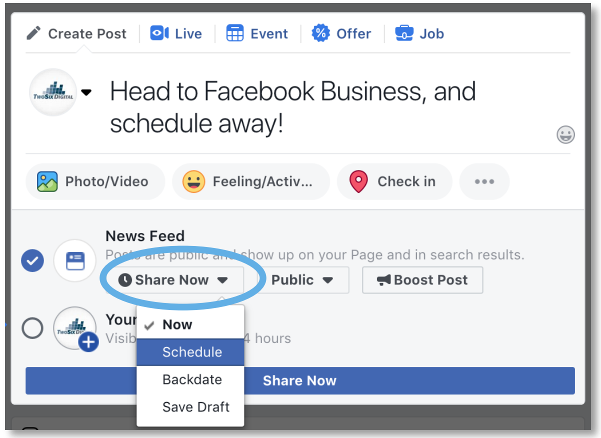
USE SCHEDULING TOOLS

FACEBOOK SCHEDULING

1) Head to your page and start typing a post.

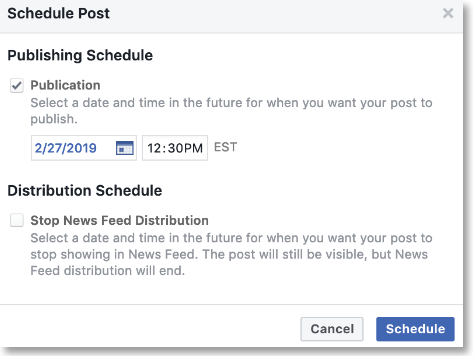

Create Post
Live
Event
Offer
Job
Write a post...
Photo/Video
Get Messages
Feeling/Acti...

2) Instead of pressing “Share Now”, click that dropdown and hit “Schedule”. Scheduling natively allows you to easily tag locations/users and feelings/activities.


Create Post
Live
Event
Offer
Job
Photo/Video
Feeling/Activ...
Check in
News Feed
Share Now
Public
Boost Post
Now
Schedule
Backdate
Save Draft
Share Now

Head to Facebook Business, and schedule away!

Posts are public and show up on your Page and in search results.


Cancel
Schedule

Schedule Post

Publishing Schedule

☑ **Publication**

Select a date and time in the future for when you want your post to publish.

2/27/2019 12:30PM EST

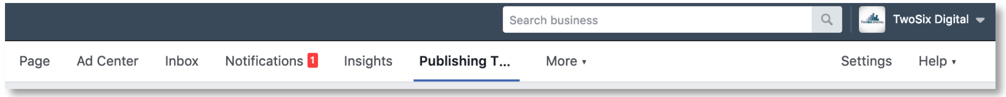
Distribution Schedule

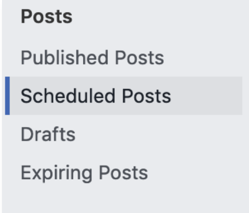
☐ **Stop News Feed Distribution**

Select a date and time in the future for when you want your post to stop showing in News Feed. The post will still be visible, but News Feed distribution will end.

3) Select the date and time and click “Schedule”.

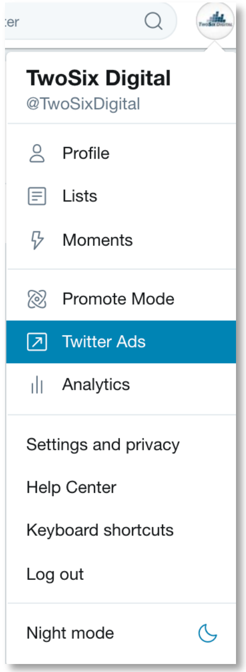
4) You can see all your scheduled posts, and alter them, by heading to your “Publishing Tools” and going to “Scheduled Posts”.


Search business
TwoSix Digital
Page
Ad Center
Inbox
Notifications 1
Insights
Publishing T...
More
Settings
Help

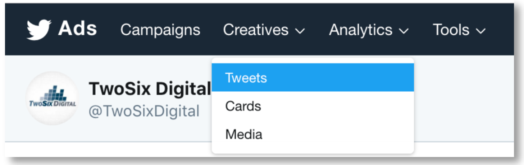

Posts
Published Posts
Scheduled Posts
Drafts
Expiring Posts

TwoSix Digital

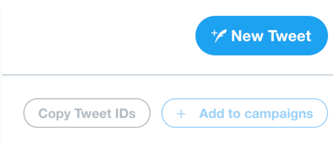
TWITTER SCHEDULING


TwoSix Digital
@TwoSixDigital
Profile
Lists
Moments
Promote Mode
Twitter Ads
Analytics
Settings and privacy
Help Center
Keyboard shortcuts
Log out
Night mode

1) Click your profile icon to access Twitter ads. You may have to briefly set up an ad account, but no payment is required.

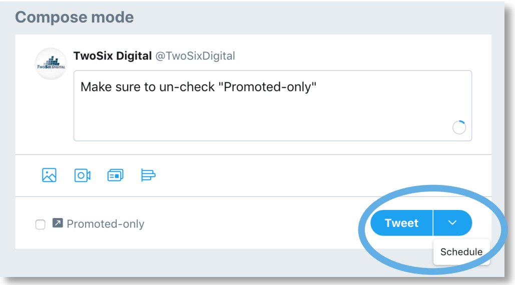

Ads
Campaigns
Creatives
Analytics
Tools
TwoSix Digital
@TwoSixDigital
Tweets
Cards
Media

2) Select "Tweets" under the creative menu.

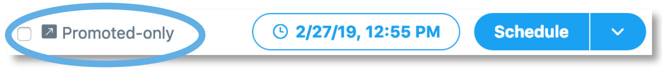

New Tweet
Copy Tweet IDs
+ Add to campaigns

3) Click "New Tweet".

4) Create your Tweet and press the dropdown.

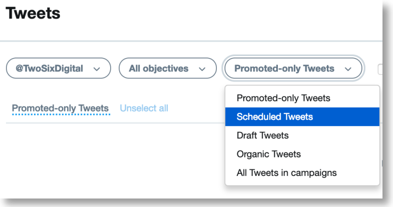

Compose mode
TwoSix Digital @TwoSixDigital
Promoted-only
Tweet
Schedule

Make sure to un-check "Promoted-only"

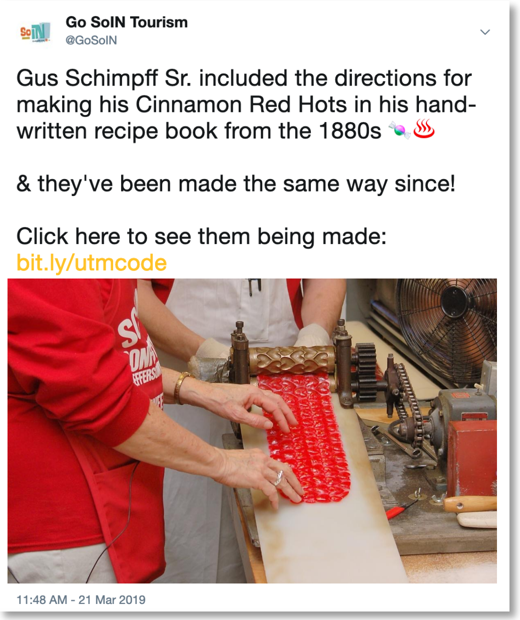

☐ Promoted-only
2/27/19, 12:55 PM
Schedule

5) Make sure "Promoted-only" is unchecked. This is vital. Then, set the date and time!

6) Your scheduled tweets can be managed by going back to "Tweets" in the "Creative" menu, and then filtering by "Scheduled Tweets".


Tweets
@TwoSixDigital
All objectives
Promoted-only Tweets
Promoted-only Tweets
Unselect all
Promoted-only Tweets
Scheduled Tweets
Draft Tweets
Organic Tweets
All Tweets in campaigns

FAQ OF TWITTER



Go SoIN Tourism
@GoSoIN

Gus Schimpff Sr. included the directions for making his Cinnamon Red Hots in his hand-written recipe book from the 1880s 🍬♨

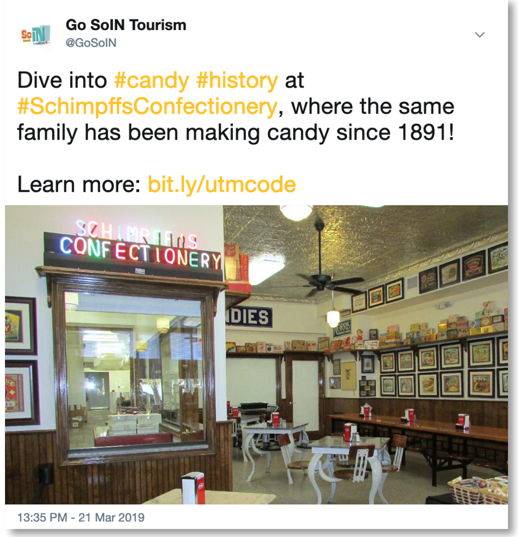
& they've been made the same way since!

Click here to see them being made:
bit.ly/utmcode

11:48 AM - 21 Mar 2019

Fact

F



Go SoIN Tourism
@GoSoIN

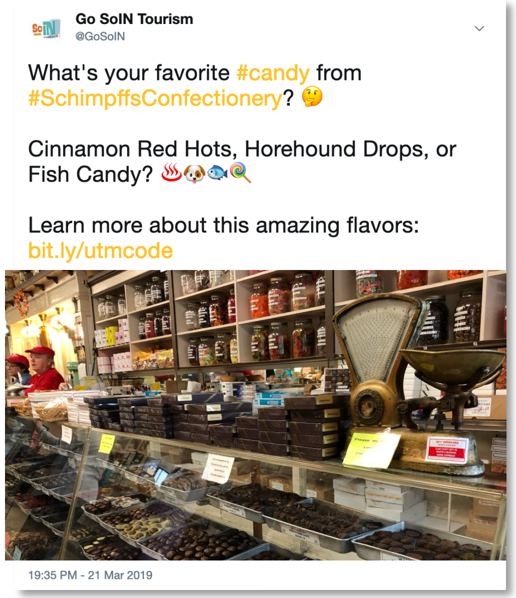
Dive into #candy #history at #SchimpffsConfectionery, where the same family has been making candy since 1891!

Learn more: bit.ly/utmcode

13:35 PM - 21 Mar 2019

Awareness

A



Go SoIN Tourism
@GoSoIN

What's your favorite #candy from #SchimpffsConfectionery? 🤔

Cinnamon Red Hots, Horehound Drops, or Fish Candy? ♨🐶🐟🍭

Learn more about this amazing flavors:
bit.ly/utmcode

19:35 PM - 21 Mar 2019

Question

Q

X1 PER WEEK

CHANGE

USE FREE SOCIAL PROMOTION TOOLS

PAID

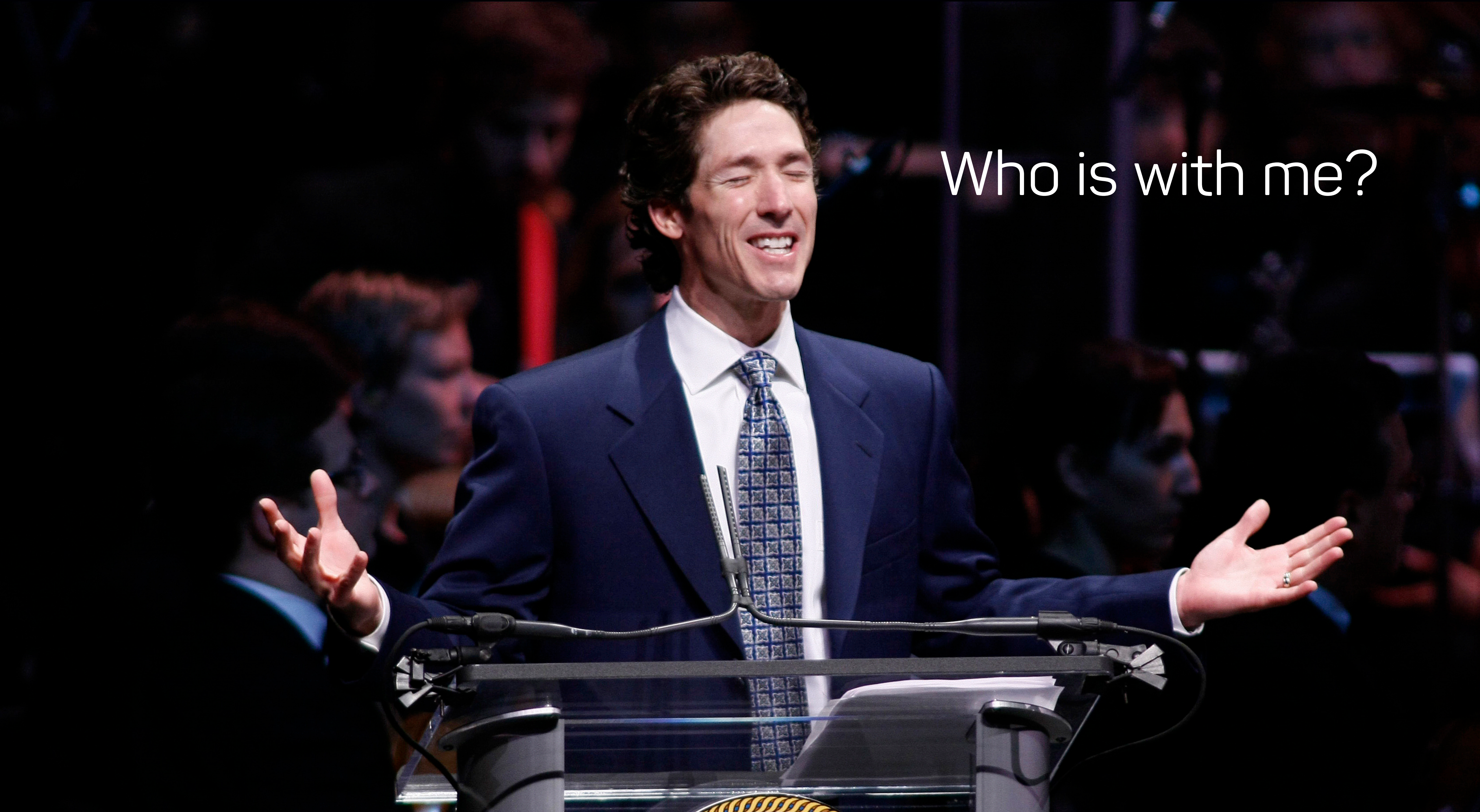
Have I got a deal for you!

The New Normal

- 1-3 Per Week Facebook
- X3 Per Week Instagram
- Weekly Activity on Pinterest

That's a ***73% Reduction*** in Posts!

[evil laughter]

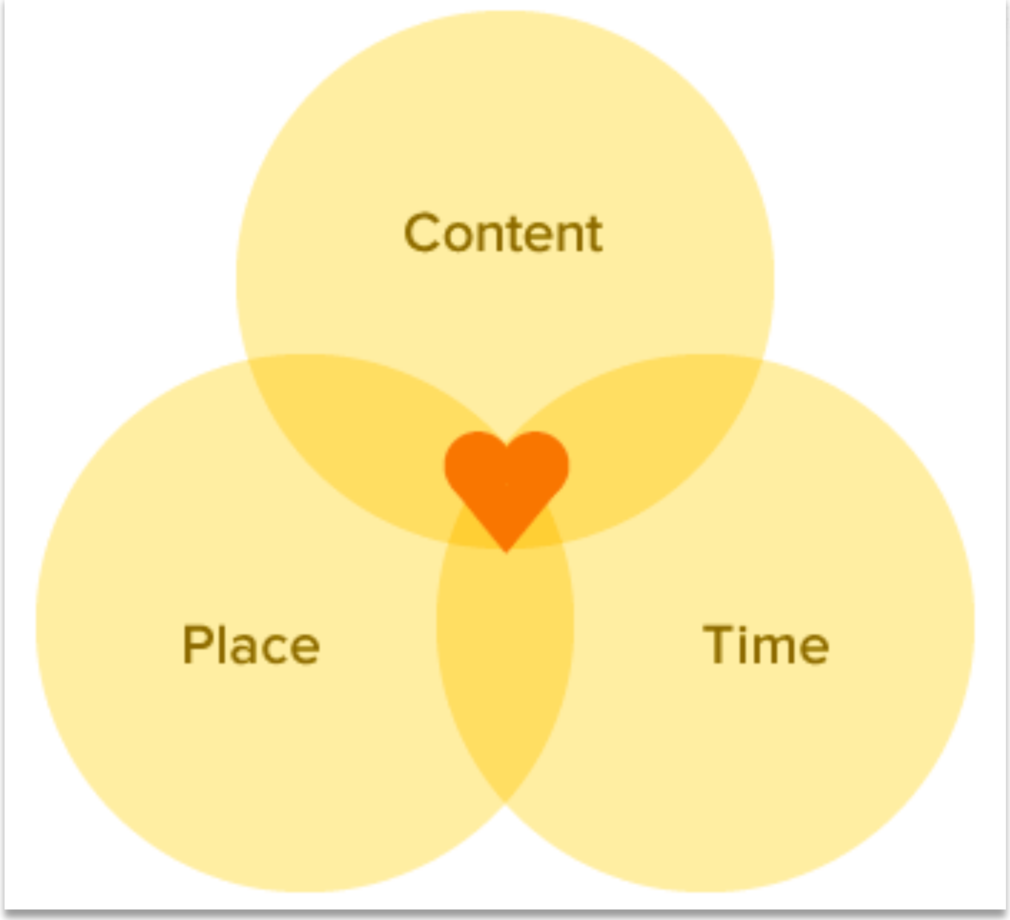


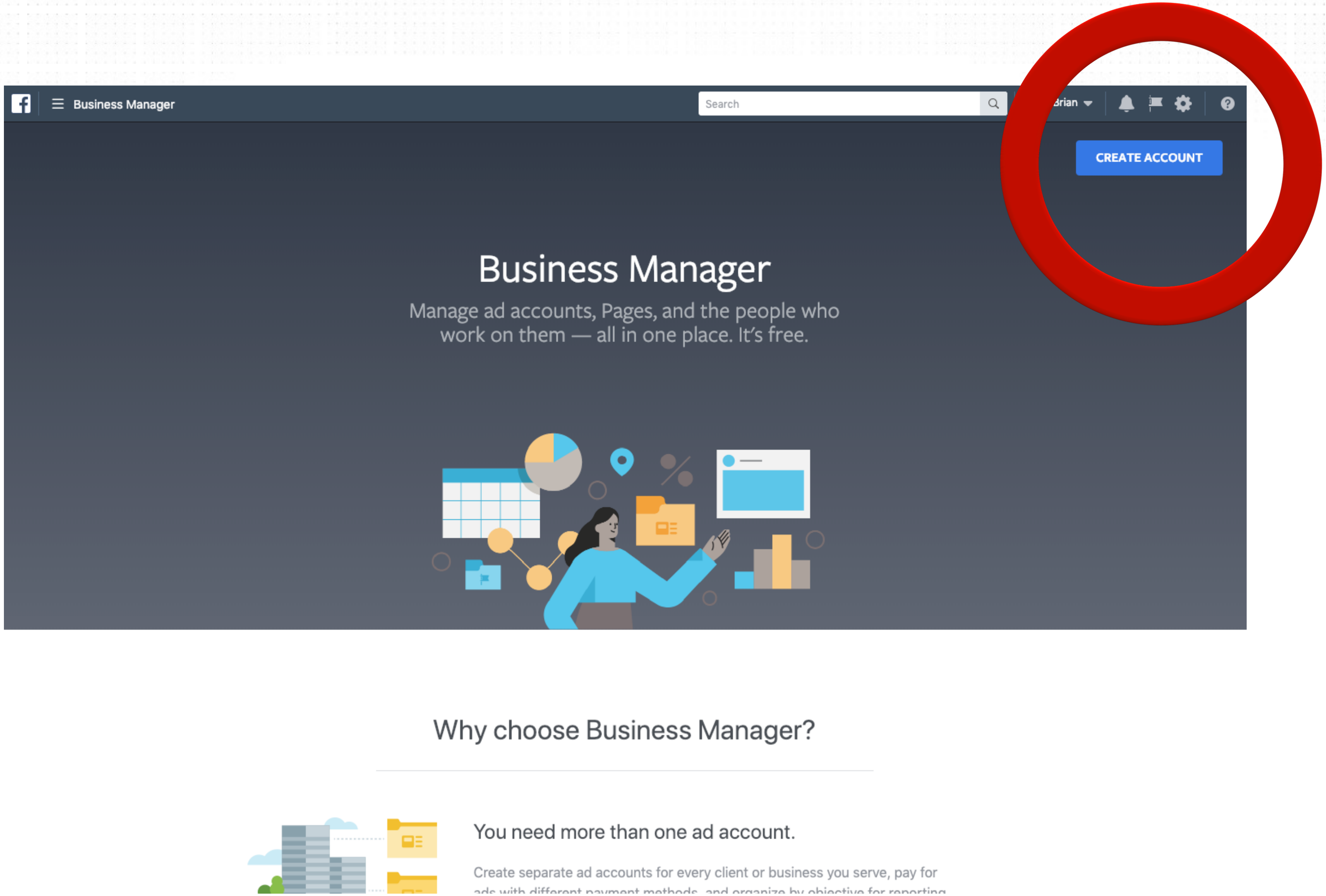
Who is with me?

MAKE GIFS AT GIFSOUP.COM

TAKE
CONTROL

Never before has it been easier to reach the right people at the right time with your brand message.


Content
Place
Time


Business Manager
Search
Brian
CREATE ACCOUNT

Business Manager

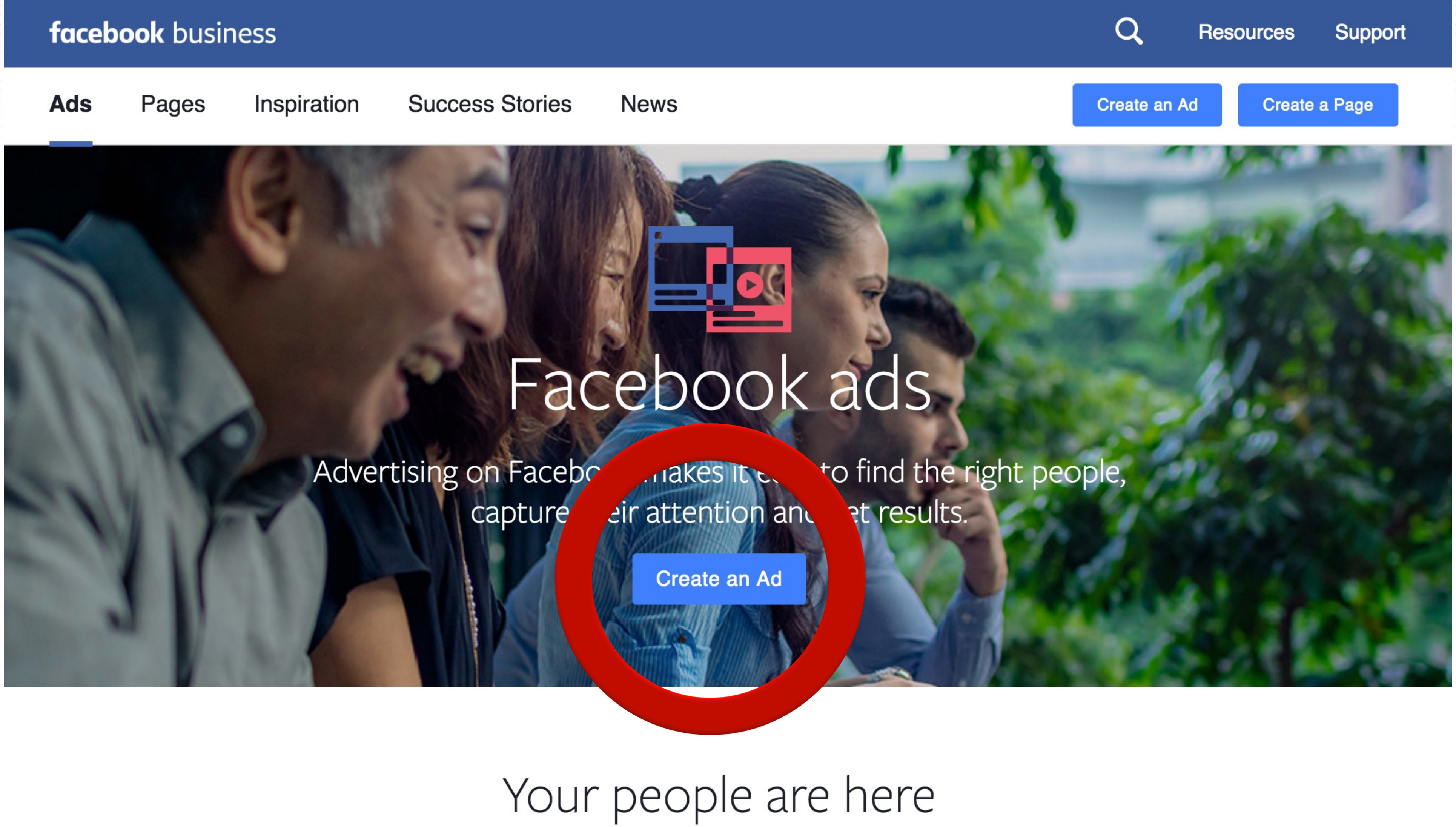
Manage ad accounts, Pages, and the people who work on them — all in one place. It's free.

Why choose Business Manager?

You need more than one ad account.

Create separate ad accounts for every client or business you serve, pay for ads with different payment methods, and organize by objective for reporting

TwoSix Digital



facebook business
Resources
Support
Ads
Pages
Inspiration
Success Stories
News
Create an Ad
Create a Page
Create an Ad

Facebook ads

Advertising on Facebo… makes it e… to find the right people, capture …eir attention an… …et results.

Your people are here

CREATE A FACEBOOK ADS ACCOUNT

TwoSix Digital

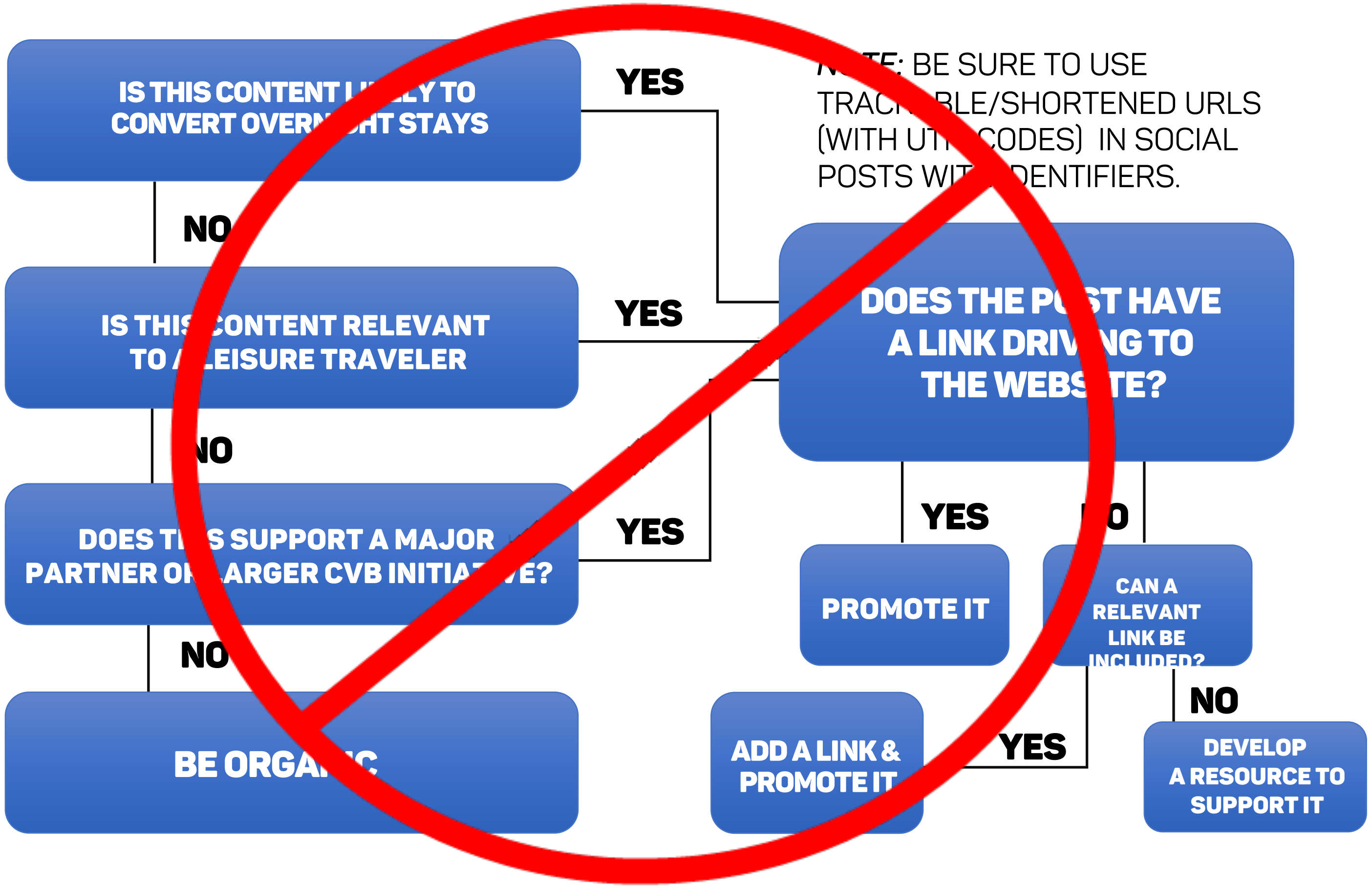
To Do List

1) Get on Business Manager

2) Link your Facebook Page to Business Manager

3) Create/Add a Facebook Ads Account

SHOULD WE PROMOTE THIS POST?



IS THIS CONTENT LI LY TO CONVERT OVERN HT STAYS

YES

NO

IS THIS CONTENT RELEVANT TO A LEISURE TRAVELER

YES

NO

DOES TI S SUPPORT A MAJOR PARTNER OR LARGER CVB INITIAT VE?

YES

NO

BE ORGA IC

N TE: BE SURE TO USE TRAC BLE/SHORTENED URLS (WITH UT CODES) IN SOCIAL POSTS WIT DENTIFIERS.

DOES THE PO T HAVE A LINK DRIV NG TO THE WEBS TE?

YES

NO

PROMOTE IT

CAN A RELEVANT LINK BE INCLUDED?

YES

NO

ADD A LINK & PROMOTE IT

DEVELOP A RESOURCE TO SUPPORT IT

PAID FIRST?

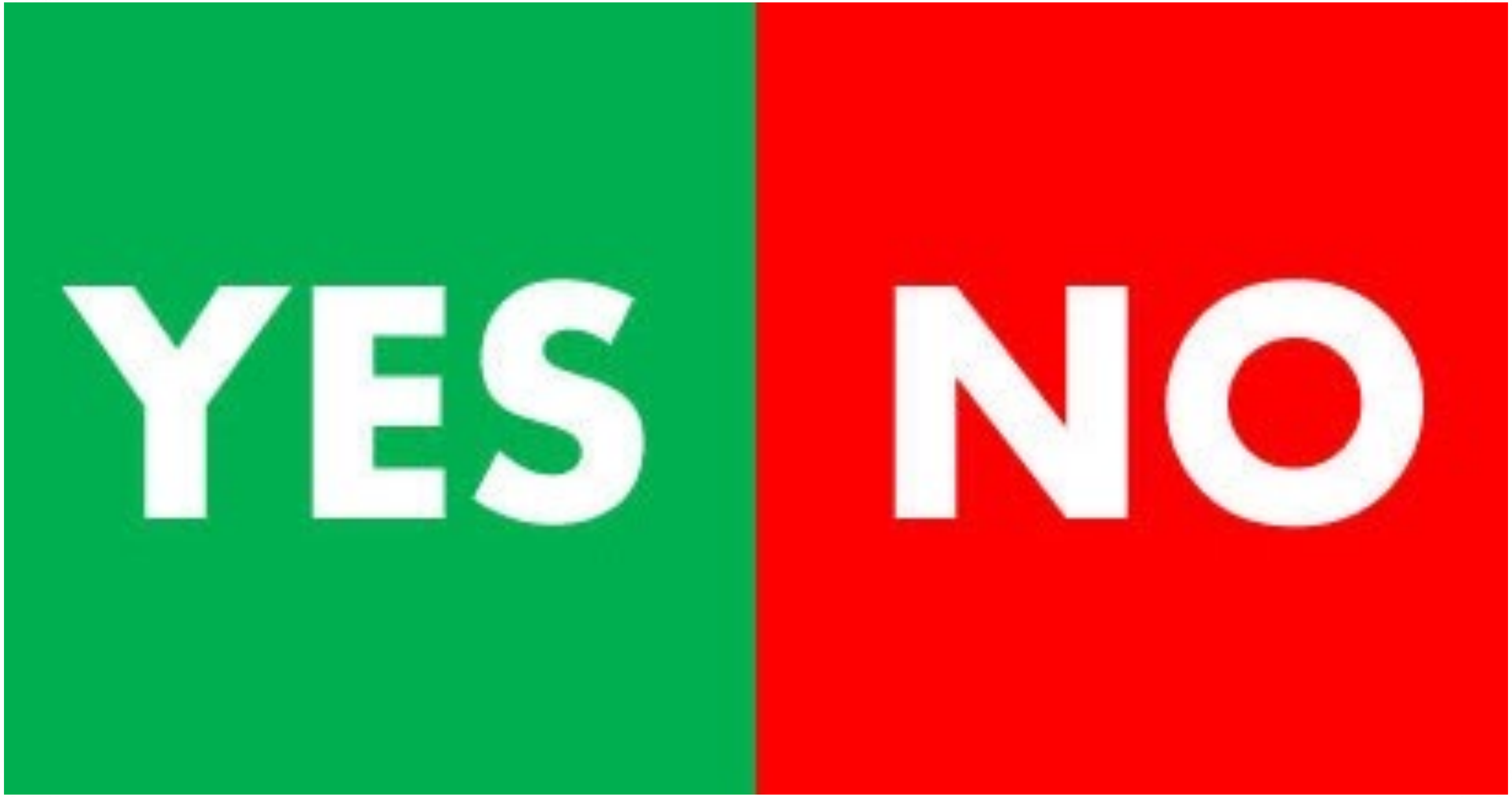
USE PAID SOCIAL PROMOTION

Dollar, dollar, bills y'all

“THERE IS REALLY NO EXCUSE FOR SOMEONE TO SEE YOUR CONTENT WHO DOESN’T WANT YOUR PRODUCT”

Dan Slagen, SVP, Nanigans

SHOULD WE BE PAYING TO PROMOTE ALL OF OUR POSTS ON SOCIAL?


YES
NO

TAKE
THIGH

NICHE PAID PROMO DAY

NICHE IG ORGANIC

AD PUBLISHING DAY

NICHE IG ORGANIC

BLOG

BLOG DAY

=

PAY DAY

ENGAGEMENT

ENGAGEMENT

Monday

Tuesday

Wednesday

Thursday

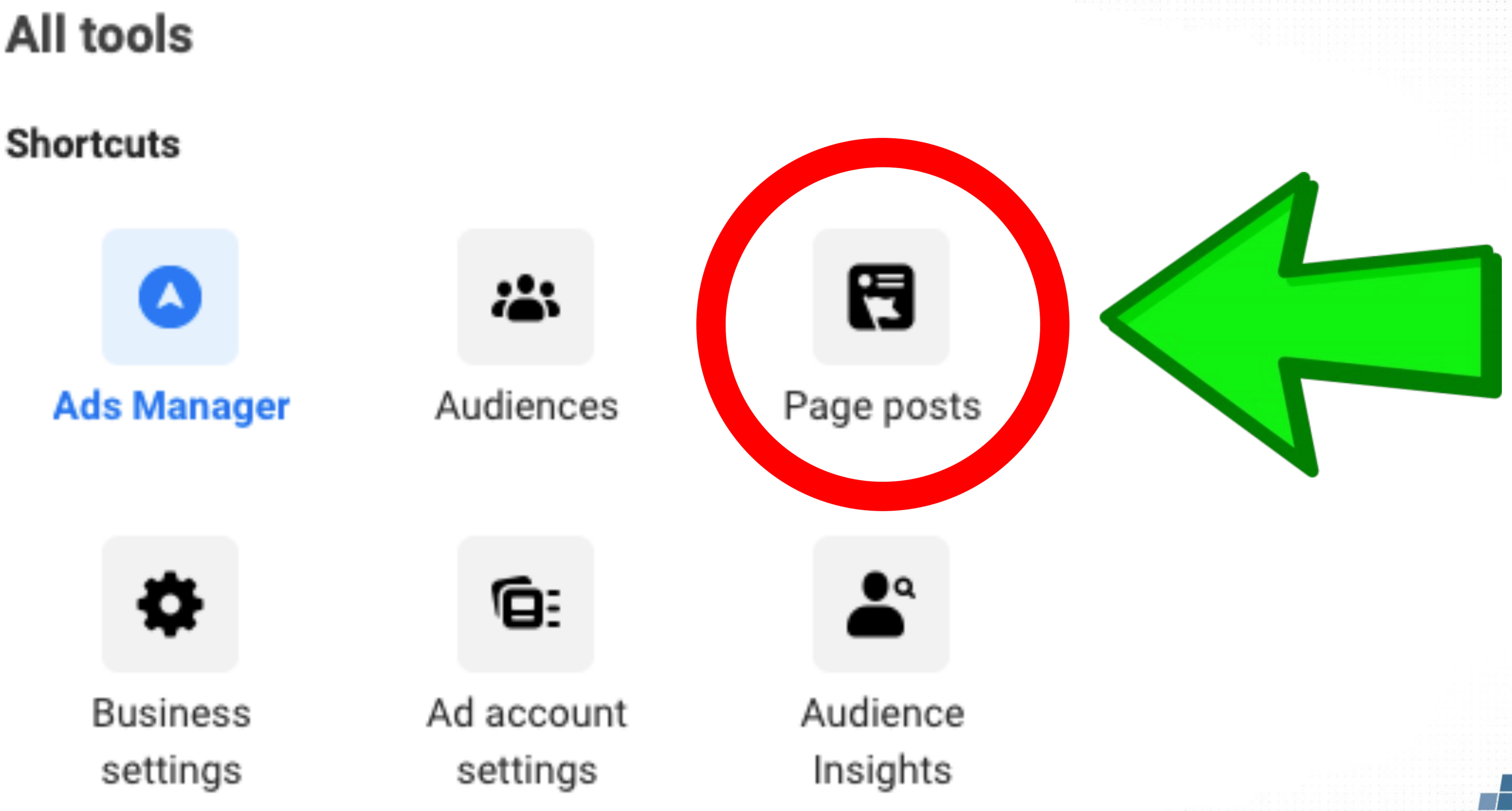
Friday

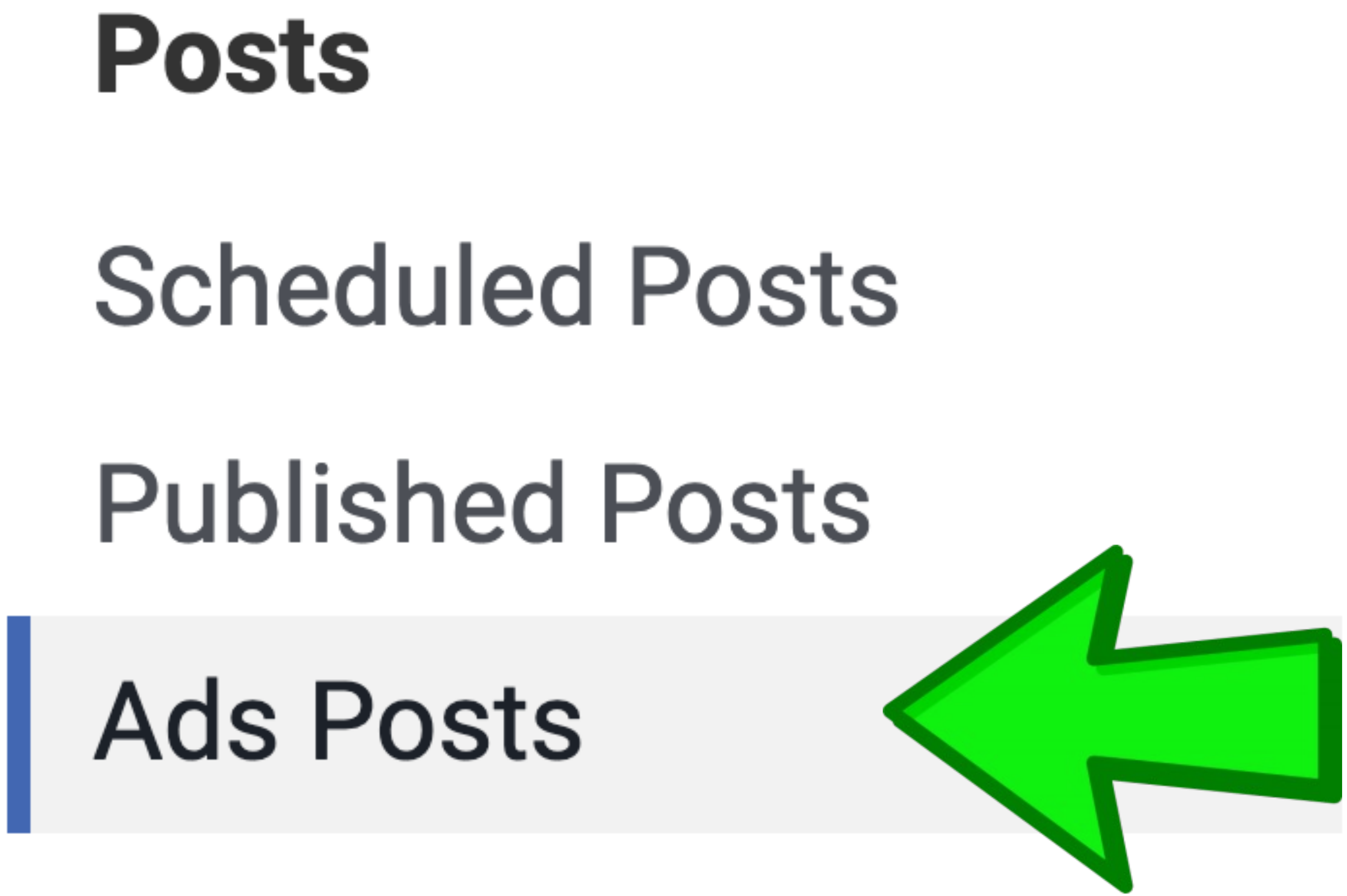
Weekend

FEED THE ORGANIC FEED WITH YOU BEST ADS

TwoSix Digital

WAIT, WHAT?


All tools
Shortcuts
Ads Manager
Audiences
Page posts
Business settings
Ad account settings
Audience Insights

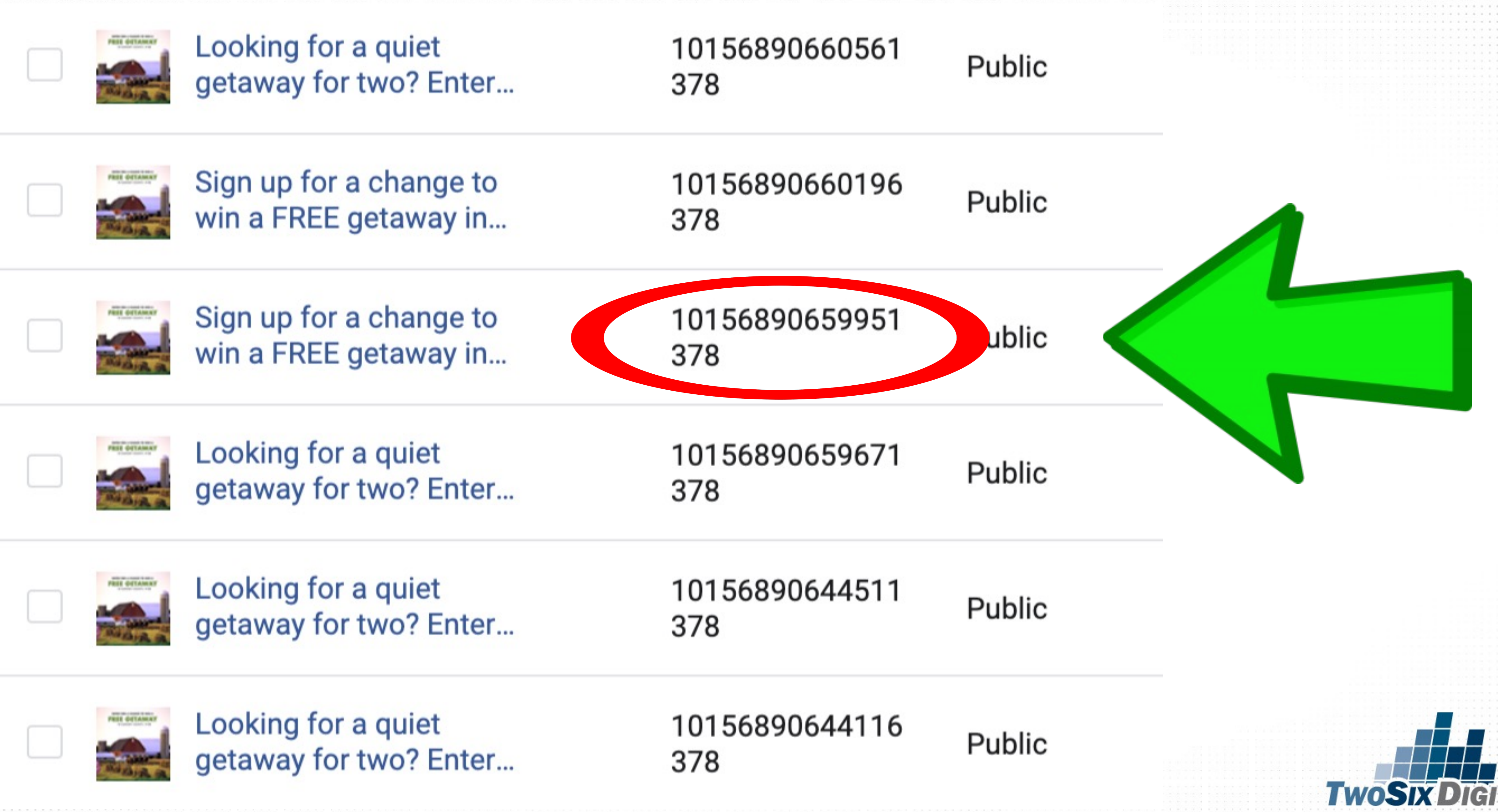


Posts

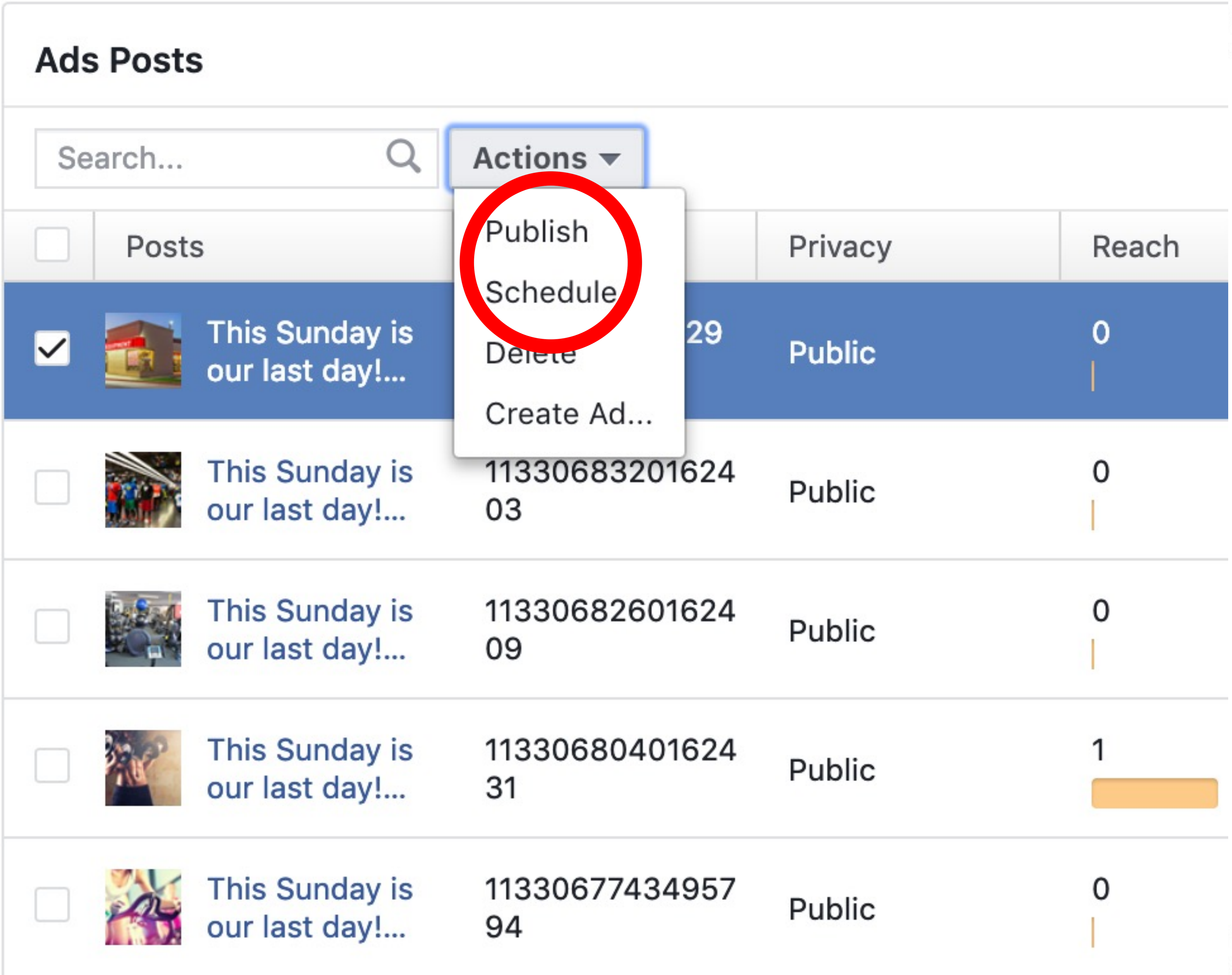
Scheduled Posts

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


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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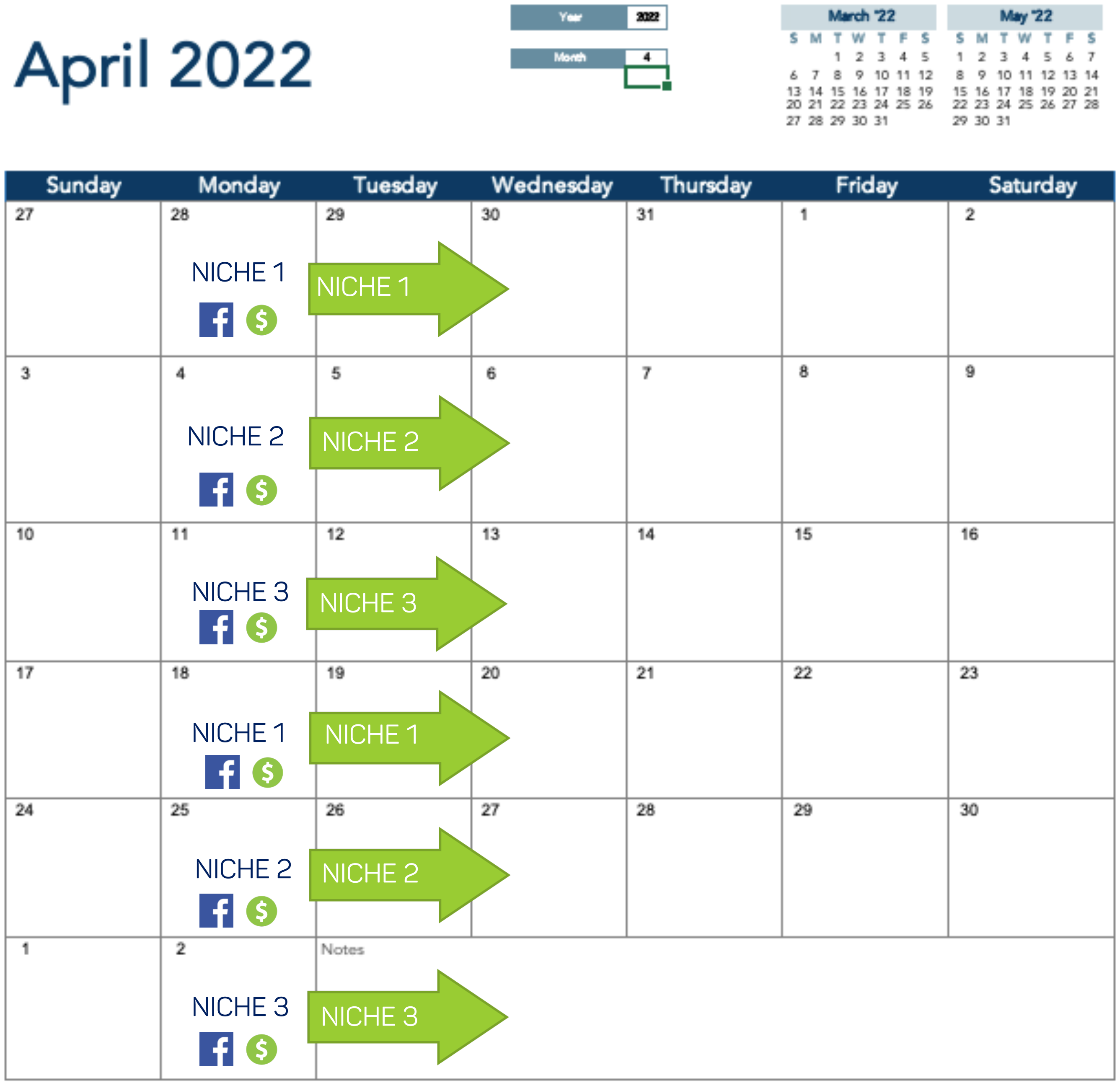

April 2022

Year	2022
Month	4

March '22

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

May '22

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28 NICHE 1 f $	29 NICHE 1	30	31	1	2
3	4 NICHE 2 f $	5 NICHE 2	6	7	8	9
10	11 NICHE 3 f $	12 NICHE 3	13	14	15	16
17	18 NICHE 1 f $	19 NICHE 1	20	21	22	23
24	25 NICHE 2 f $	26 NICHE 2	27	28	29	30
1	2 NICHE 3 f $	Notes NICHE 3				

STEP 4

- CREATE ADS FOR YOUR WEEKLY NICHE PROMO
- RUN THE AD FOR A WEEK
- TRY TO MAKE MULTIPLE VERSIONS OF THE ADS
- USE LINKS THAT DRIVE TO YOUR WEBSITE
- BLOGS WORK GREAT!
- PUBLISH THE BEST AD ORGANICALLY

ALWAYS ON

Monday	Tuesday	Wednesday	Thursday	Friday	Weekend
NICHE PAID PROMO DAY	NICHE IG ORGANIC	AD PUBLISHING DAY	NICHE IG ORGANIC	BLOG DAY = PAY DAY	ENGAGEMENT

ENGAGEMENT

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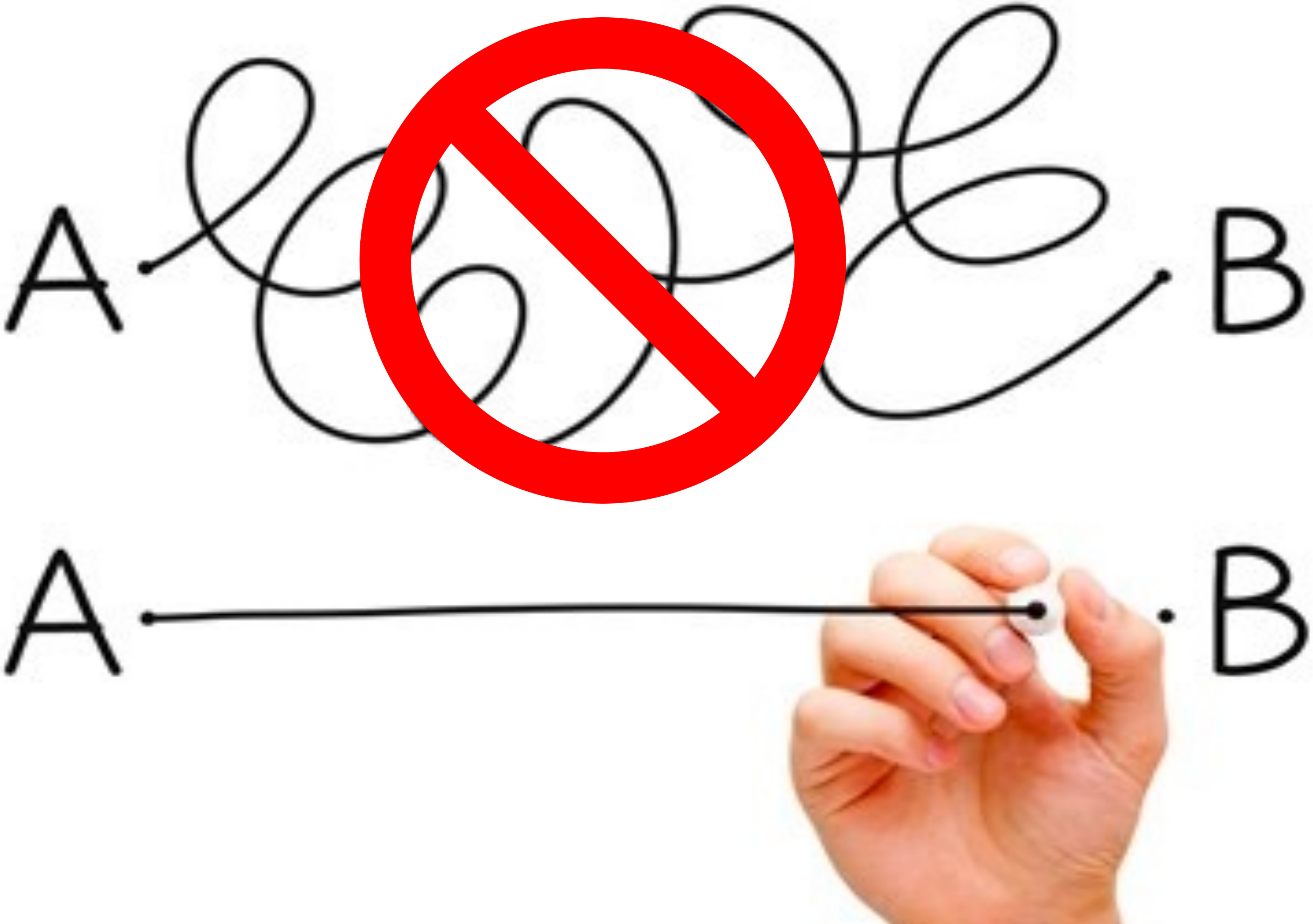
HOW MUCH SHOULD I SPEND?

EVERYONE
STARTS
SOMEWHERE.


A
B
A
B

LETTING THE ADS DO THE WORK

MOVIECLIPS.com

SCHEDULE AND PREPARE FOR COMMENTS!

FEED YOURSELF FIRST

EXTEND THE STORY!

615 826-4207
CALL AHEAD SEATING AVAILABLE!
1039 Glenbrook Way
Vietnam Veterans Pkwy. Exit 6
KOA
615-859-0348
TN 37072
50

Motorcyclist

53
66
68
84
64
87
Lev Sled

IT'S ALL ABOUT GETTING QUALITY REPS

YOU’LL BE THE ROCKSTAR

NOW, WHEN YOU THINK
OF THE POSSIBILITIES
memegenerator.net

LEISURE

CONVENTION SALES

SPORTS PLANNERS

GROUP TOUR

TwoSix Digital

FINAL NOTES

Always Remember…

DRIVE TRAFFIC

SENORGIF.COM
memes.com

EXTEND
THE STORY

TwoSix Digital

HOPE

IS NOT A STRATEGY

IF YOU NEVER TRY
YOU'LL NEVER KNOW

LEARN MORE! KEEP GROWING

facebook
blueprint

facebook blueprint
CERTIFICATION

- Best Practices
- Facebook Pages
- Purchasing Ads
- Advertising Objectives
- Targeting
- Managing Your Ads
- Reporting and Measurement
- Insights
- Instagram
- SMB
- Webinars

TwoSix Digital

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