

Workforce & Professional Development

Amp up Your Marketing Efforts in 2024 and Take Advantage of Affordable Marketing Education Tools

Ohio's Travel, Tourism, and Hospitality industries are poised for significant growth. Trumbull County Tourism aims to support current and new staff and ensure the region's workforce has the necessary skills to make your business shine.

Talent Boost: Workforce Development for Small Businesses in Marketing, Hospitality and Travel

In addition to our continued marketing efforts, we understand that our industry and other small businesses must have the marketing tools to build on their business success. As we kick off the Talent Boost Program, Trumbull Tourism will offer the following for partners in the travel and tourism industry, hospitality, and retail. Additional opportunities will be made available throughout the year.

The Talent Boost program aims to support small business workforce development by providing comprehensive education and training in marketing strategies. Trumbull County Tourism recognizes the importance of equipping businesses with the tools and knowledge necessary to succeed in today's competitive market.

Wednesday, May 15, 2024 @ the Grand Resort:

(\$20 per person for in-county businesses and \$40 for out-of-county businesses)

8:30 - 10:00 **Digital Marketing Trends & Best Practices**

10:00 - 10:15 Break

10:15 - 11:30 **Social Media Content Planning Distribution**

11:30 -12:30 **Online Promotion**

Thursday, May 16, 2024 @ the Grand Resort

(\$20 per person for in-county businesses and \$40 for out-of-county businesses)

8:30 – 9:30 **Email Marketing Trends & Best Practices**

9:30 – 9:45 Break

9:45 – 10:45 **Claim (and manage) Your Online Spaces**

10:45 -11:00 Break

11:00 - 12:30 **Leveraging AI in Marketing w/some hands-on exercises**



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Talent Boost: **Workforce Development Marketing Skills for Small Businesses**

[Click Here for Session Descriptions](#)

[Click Here to Register for Talent Boost](#)

About our Presenter:

In 2023, Trumbull Tourism partnered with TwoSix Digital and engaged Brian Matson as our digital marketing coach. Brian and TwoSix Digital provide tailored coaching and consulting sessions in this rapidly evolving digital marketing landscape, elevating Trumbull Tourism's marketing capabilities and knowledge.

This collaboration led to significant improvements in digital marketing outcomes, such as a 10% reduction in cost per click for Google ads, resulting in a reduced cost per conversion of \$22.91—well below the industry average of \$62.18. Additionally, Facebook click-through rates surged by 78%, costing just \$0.23 per click, and email open rates saw a 23% increase year over year.

We've engaged Two Six Digital to present several workshops and webinars this year.

Brian Matson is the Senior Director of Strategy and Education at TwoSix and a well-recognized speaker at state, regional, and national conferences. He's known for his entertaining presentation style, which makes his talking points stick with attendees. Due to his vast experience working directly with small businesses and destinations, he's a great asset to developing any business or organization's marketing initiatives.

Brian received the Explore Minnesota Travel Marketing Excellence Award and the North Dakota Governor's Award for Tourism Marketing for his efforts.

