



Digital Marketing Best Practices & Must Dos

# 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



# Who We Are



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

40+ Years of combined tourism industry experience



Headquartered in Brighton, Michigan



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



# WHO WE WORK WITH





Marketer







A close-up photograph of a red emergency light. The light is illuminated, creating a bright, glowing effect. The word "ALERT" is printed in large, white, bold, sans-serif capital letters across the bottom portion of the light. The background is a deep red color with some visible texture and reflections.

**ALERT**

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





# Google Analytics 4



# Legend



Comparisons

Filters

Date

Share / Download

The screenshot shows the GA4 interface for 'Traffic acquisition'. Annotations include:

- Search**: Points to the search bar.
- Dropdown**: Points to the 'Session source / medium' dropdown menu.
- "Secondary Dimension"**: Points to the '+' icon next to the dropdown menu.
- Table Navigation**: Points to the 'Rows per page: 10' and 'Go to: 1' controls.

Session source / medium	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session
(direct) / (none)						
google / cpc						
google / organic						
baidu / organic						
art-analytics.org						

Search

Dropdown

"Secondary Dimension"

Table Navigation



Need help? We got you.



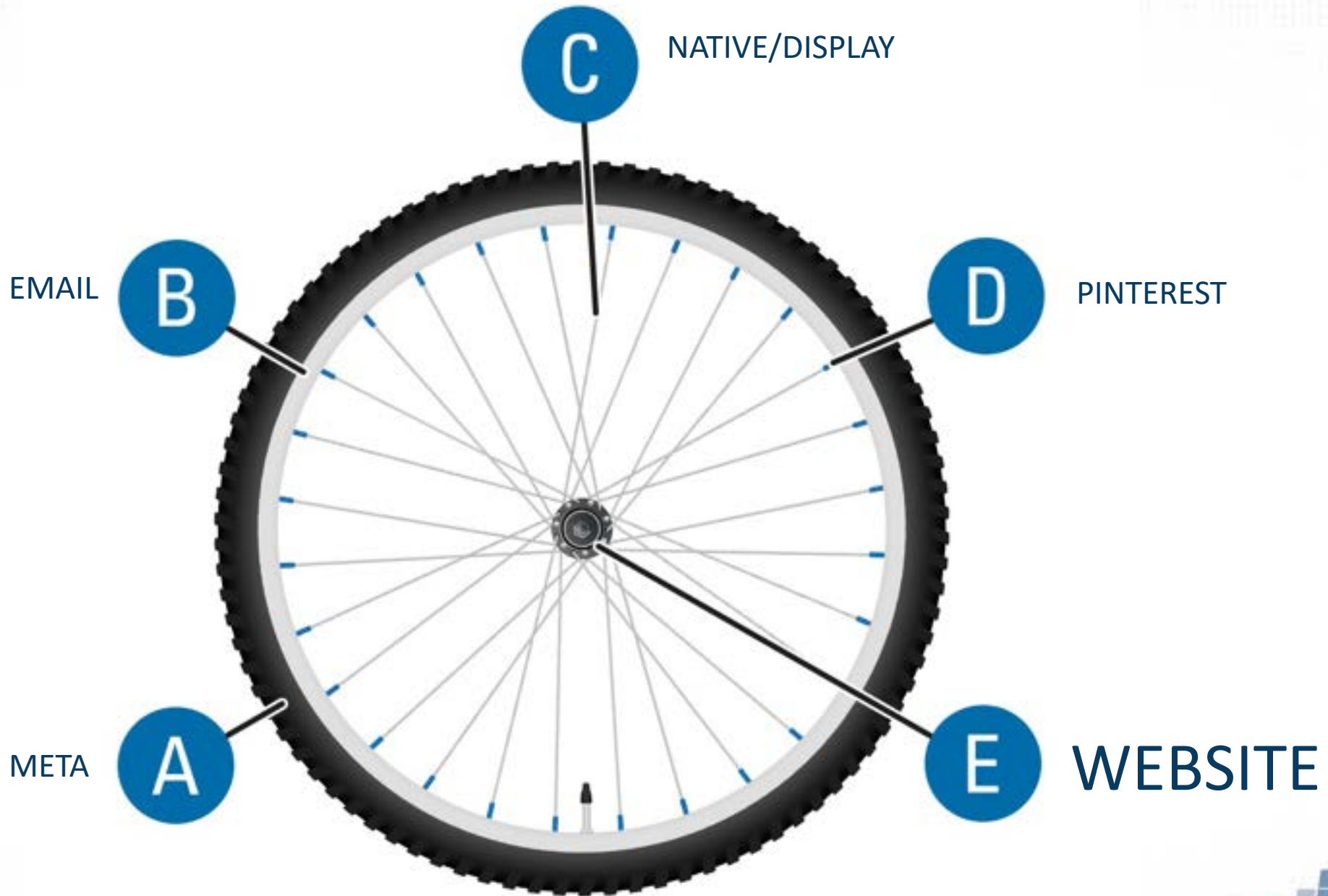
COACHING/CONSULTING

Email Me!

[brian@twosixdigital.com](mailto:brian@twosixdigital.com)









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%**

First impressions are everything, and what customers see when they visit your site matters.



of visitors prefer a mobile-friendly website that's designed for the small screen and simple to use\*

\*Google, July 2013

61%



will abandon a site right away that isn't optimized for mobile because pinching and zooming through a site is a pain\*

custom  
creatives.com



THE NEXT

BIG

THING

# What Is Web Accessibility?



## Web Content Accessibility Guidelines (WCAG)

**How To Make Your Website Accessible And Avoid A Lawsuit**

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.”



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**

**C H A N G E**



Get Your Ducks in a Row

# proc·ess<sup>1</sup>

/ˈprə,ses,ˈprō,ses/ 

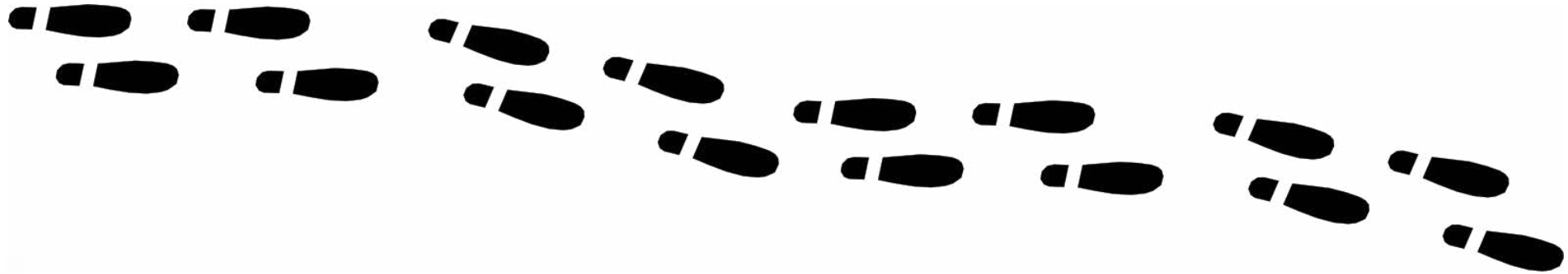
*noun*

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"



101

# Best Practices: Post Length

How long are your Facebook posts?



Ideal length for a post is 40 characters.

## Less is more.

# Best Practices: Structure

Avoid the dreaded “Big Box O’ Text”



The screenshot shows a Facebook post from the page 'Visit Michigan City LaPorte'. On the left is a photograph of a boat race on a large body of water. In the foreground, a red and black speedboat with the number '17' and 'WAKE EFFECTS' is moving from left to right. To its right, a yellow speedboat with 'GEICO' branding is also moving. Other smaller boats are visible in the background. The right side of the screenshot shows the Facebook post interface. At the top right of the post area, it says 'Visit Michigan City LaPorte', 'Published by VisitMichiganCityLaPorte [?]', and 'Like This Page · September 5 ·'. Below this is a large block of text. The text begins with 'Michigan City Grand Prix Sets All-time Record For Earnings and Attendance' and continues with details about the event's 10th anniversary, its economic impact, and attendance figures. At the bottom of the post area, there is a 'Write a comment...' input field and icons for reactions and sharing.

Visit Michigan City LaPorte  
Published by VisitMichiganCityLaPorte [?]  
Like This Page · September 5 ·

Michigan City Grand Prix Sets All-time Record For Earnings and Attendance  
MICHIGAN CITY, INDIANA – The Big Chrysler Dodge Jeep Ram Great Lakes Grand Prix powerboat race celebrated its milestone 10th anniversary last month with yet another milestone – visitors to the event pumped more than \$12.4 million into LaPorte County’s economy, the highest amount ever and \$2 million more than last year’s event. In addition, a report summarizing the figures, released by the Visit Michigan City LaPorte, shows an all-time high attendance of more than 190,000 people for the three-day event, held Aug. 2-5.

“We couldn’t be happier with the outcome,” said Jack Arnett, executive director of Visit Michigan City/LaPorte. “This event has become our signature event – something our community can be proud of.”

The Grand Prix benefits the community in many ways, according to the report which was compiled for the CVB by Certec Inc., a marketing analysis group based in Lexington, Kentucky. The group is

Write a comment...

# Best Practices: Structure

Avoid the dreaded “Big Box O’ Text”

The image shows a social media post layout. On the left is a photograph of a boat race on a large body of water. In the foreground, a red and black speedboat with the number '17' and 'WAKE EFFECTS' is moving from left to right, leaving a white wake. To its right, a yellow and green speedboat with 'GEICO' branding is also moving. In the background, several other smaller boats are visible. On the right side of the post is a large, vertical block of text. At the bottom of the text block is a comment input field with the placeholder text 'Write a comment...' and several social media sharing icons (Facebook, Instagram, Twitter, etc.).

impact studies on events relating to tourism. The report shows that visitors from out of town spent more than \$8 million on direct expenditures such as food and beverage, shopping and transportation, accounting for about 75 per cent of the total \$12.4 million.

Jobs directly related to the Grand Prix provided nearly \$2.8 million in wages to LaPorte County workers, and non-local visitor spending alone generated \$3.2 million in taxes, with \$642,600 of the total going into local government coffers, the report says.

The annual Grand Prix is part of the popular summer race circuit staged by Super Boat International, North America's top organization for the sport. The race, held in Lake Michigan just off the shore of Michigan City's Washington Park, features some of the world's fastest and most colorful powerboats zooming at speeds nearing 200 miles per hour.

Arnett said the Grand Prix was staged for the first time 10 years ago to showcase Michigan City and its lakefront. After much research of potential events, the LaPorte County Convention & Visitors Bureau decided that hosting a stop on the Super Boat International circuit would be the best fit.

This year, the races alone, held as the grand finale on Sunday, drew some 80,000 spectators.

Write a comment...

# Best Practices: Structure

Avoid the dreaded “Big Box O’ Text”





# Best Practices: Structure

Avoid the dreaded “Big Box O’ Text”

visibility to other tourism venues in Michigan City. The report notes that in addition to the race and all the events directly connected with it, visitors participated in other tourist-related activities, including dining, going to the beach, swimming, and visiting the Blue Chip Casino and Washington Park Zoo.

“Tourism is a key component of the LaPorte County economy,” the report said. “The county’s festivals and events are an important part of the local tourism industry.”

For further information, contact; Jack Arnett, Executive Director, LaPorte County Convention & Visitors Bureau, (219) 872-5055.

Tag Photo Add Location Edit

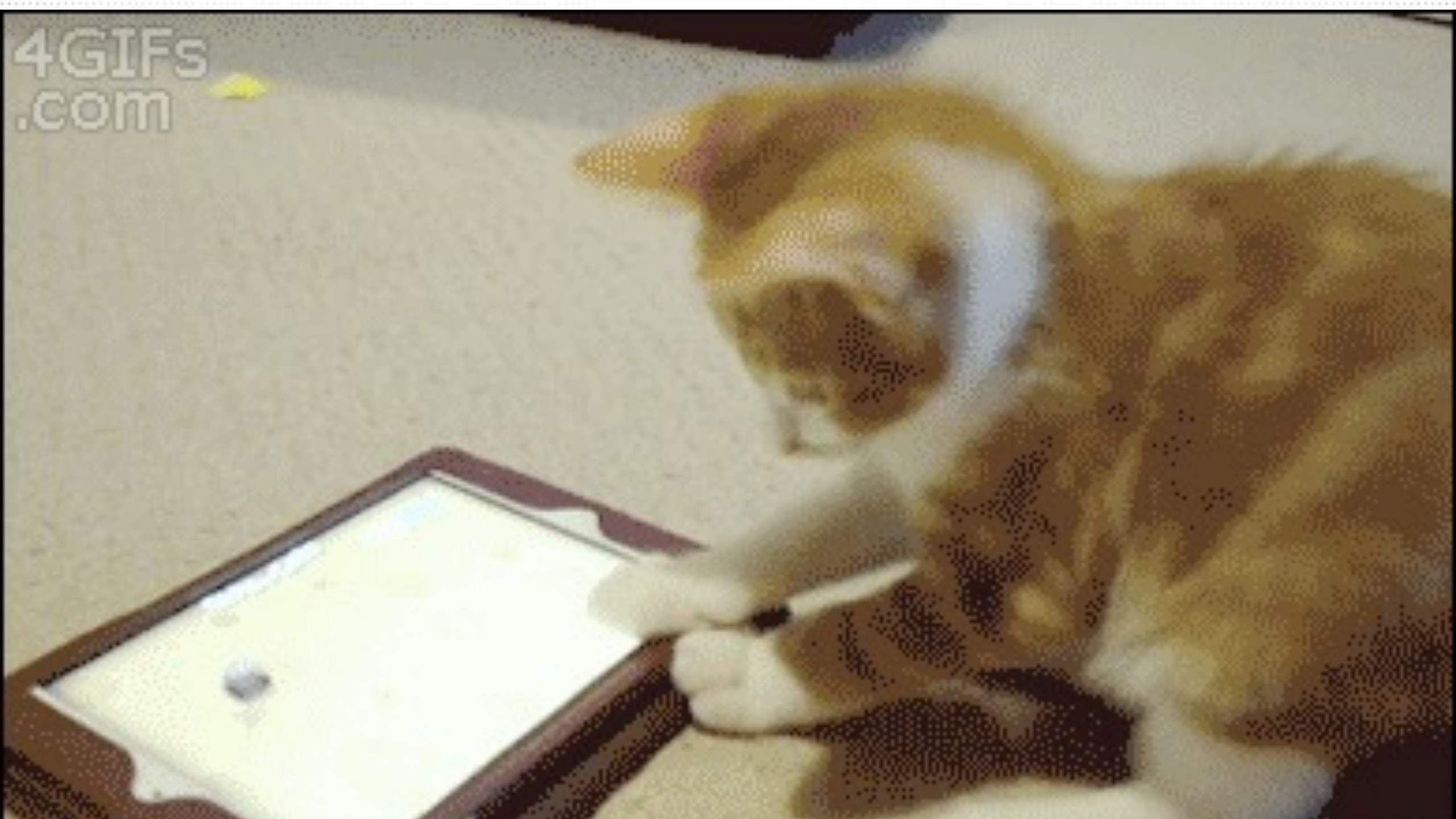
668 People Reached 80 Engagements Boost Post

11 1 Comment 3 Shares

Like Comment Share

Write a comment...

4GIFs  
.com



# 40 characters

The optimal length of a Facebook post – **40 characters**. Maximum engagement happens at **40 characters** (so, too, does minimum quantity, meaning that a vast minority of Facebook posts hit this 40-character mark). And engagement slowly wanes the longer you go. An 80-character post is better than 100-character post. Oct 21, 2014

Infographic: The Optimal Length for Every Social Media Update - Buffer

<https://buffer.com/library/optimal-length-social-media>



About this result



Feedback

# Use Directional Language In Your Posts



Click here.  
Learn more.  
Watch.  
Sign up.

Let our renowned field experts handle your lemon law case

Our firm was started by attorneys who used to defend one of Detroit's Big 3 from Lemon Law claims. Now we represent you, the customer.

- ✔ More than 30 years of experience on your side
- ✔ Our Services can be 100% Free
- ✔ Nationwide representation

Contact us for a Free Case Review

First Name\*

Last Name\*

Phone\*

Phone\*

Short description of your case

**REQUEST CALLBACK**

One of our experts will contact you.

Let our renowned field experts handle your lemon law case

Our firm was started by attorneys who used to defend one of Detroit's Big 3 from Lemon Law claims. Now we represent you, the customer.

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ConversionXL.institute





WE  
SAY  
DO IT



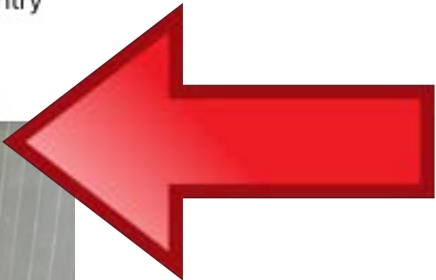


Trumbull County Tourism Bureau

May 1 at 9:30 AM · 🌐

Wally visited this historical location which is surrounded by beautiful country scenery. Where's Wally? 🐾

#WheresWally #TrulyTrumbull



Edit Post

No Campaign



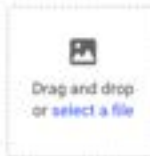
Post

Reel

Hi-ho-ho, here comes the snow! ❄️ Make sure you're following us on Facebook and Instagram to keep up with all the fun winter activities and events in Burnsville. 🙌



Are you excited for winter? Let us know! 🗨️



First Comment

Your comment

Location

Start typing a location...



Schedule date: Nov 15, 10:17 AM

Edit

Save



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




# EMOJIS FOR THE WIN

Increase Facebook Likes by **57%**

Increase Facebook Comments & Shares by **33%**



A black and white photograph of Bob Dylan performing on stage. He is wearing a dark, heavy jacket and has his characteristic wild, unkempt hair. He is holding a light-colored acoustic guitar and singing into a vintage microphone. The background is dark, and the lighting is focused on him.

“For the times they  
are a-changin’.”



SUS DOLLARS



Social Media Organic Reach

155.04



## **Brands seeing less organic engagement this year.**

Declining engagement rates on Facebook, Instagram, and Twitter reflect that social media is increasingly becoming a pay-to-play space.



## **Posting frequency on the rise.**

Brands have increased their posting frequency on all three channels to increase bites at the engagement apple.

The Solution to decreased engagement is more frequency.







# 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!



Actual footage of an employee trying to find enough photo assets.



# Don't Do Me Like That

Song by Tom Petty :

Overview

Lyrics

Listen

Videos



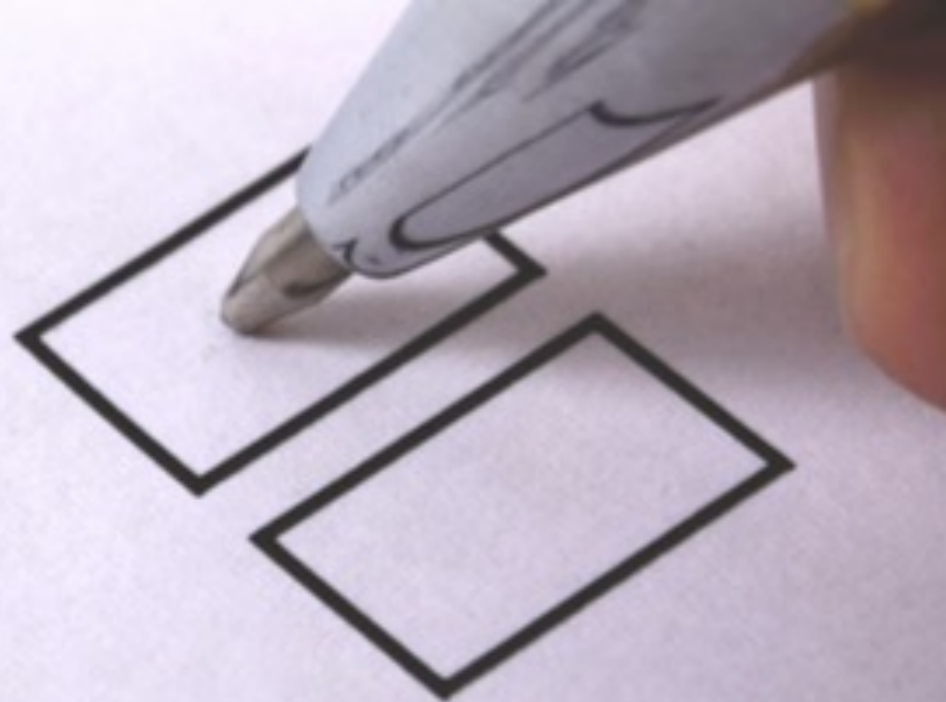
Tom Petty & the Heartbreakers- Don't Do Me Like That

[https://www.youtube.com › watch](https://www.youtube.com/watch)

Focus on:

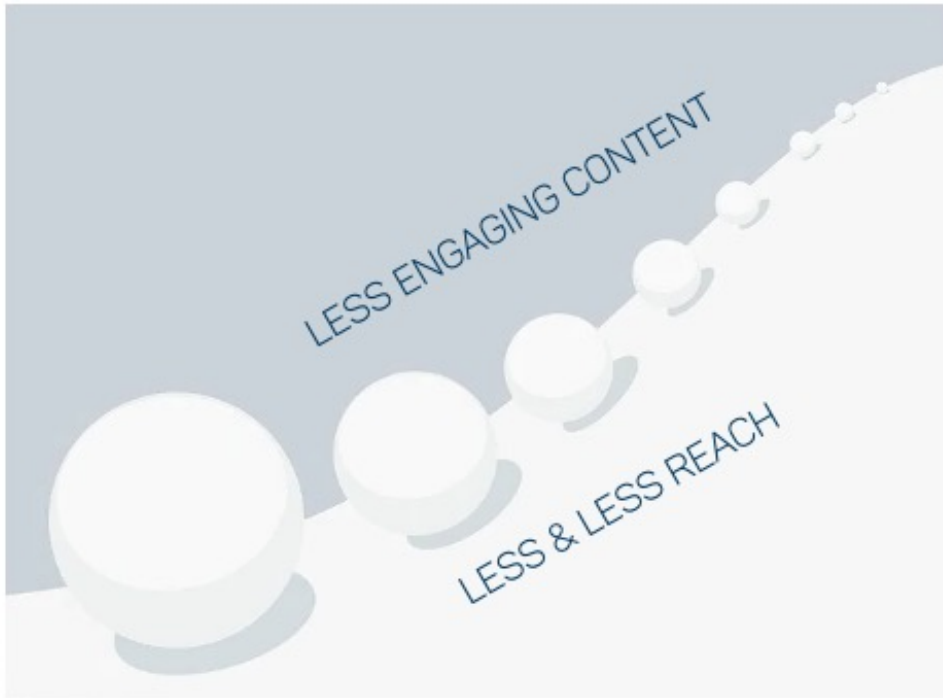
Quality

Quantity



# SNOWBALL EFFECT

NON-SOCIAL MEDIA VOICE



BACK & FORTH



SOCIAL MEDIA VOICE





Attention  
is the  
currency





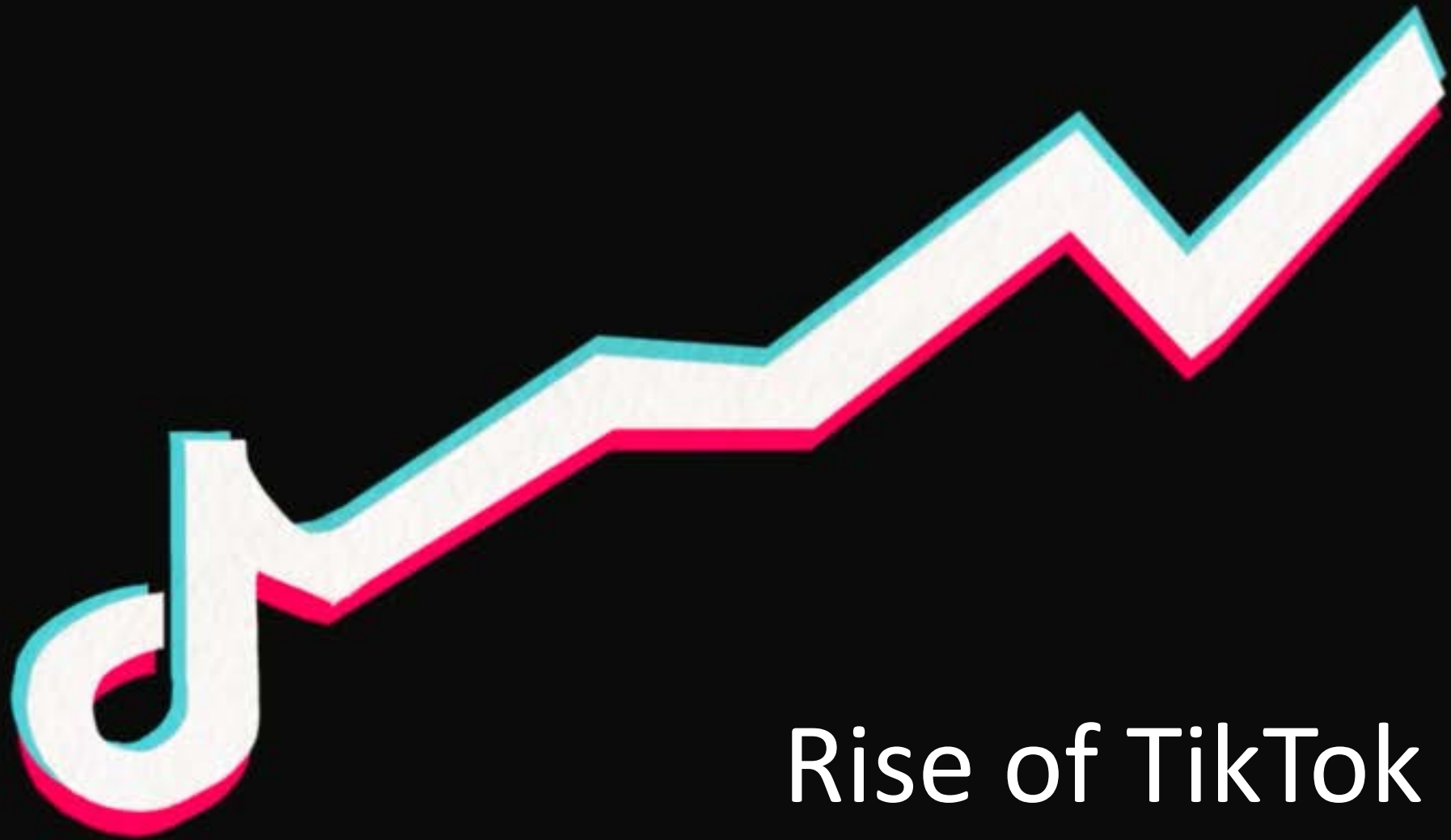
~~Social Media~~



It's actually just  
a really good  
marketing tool.

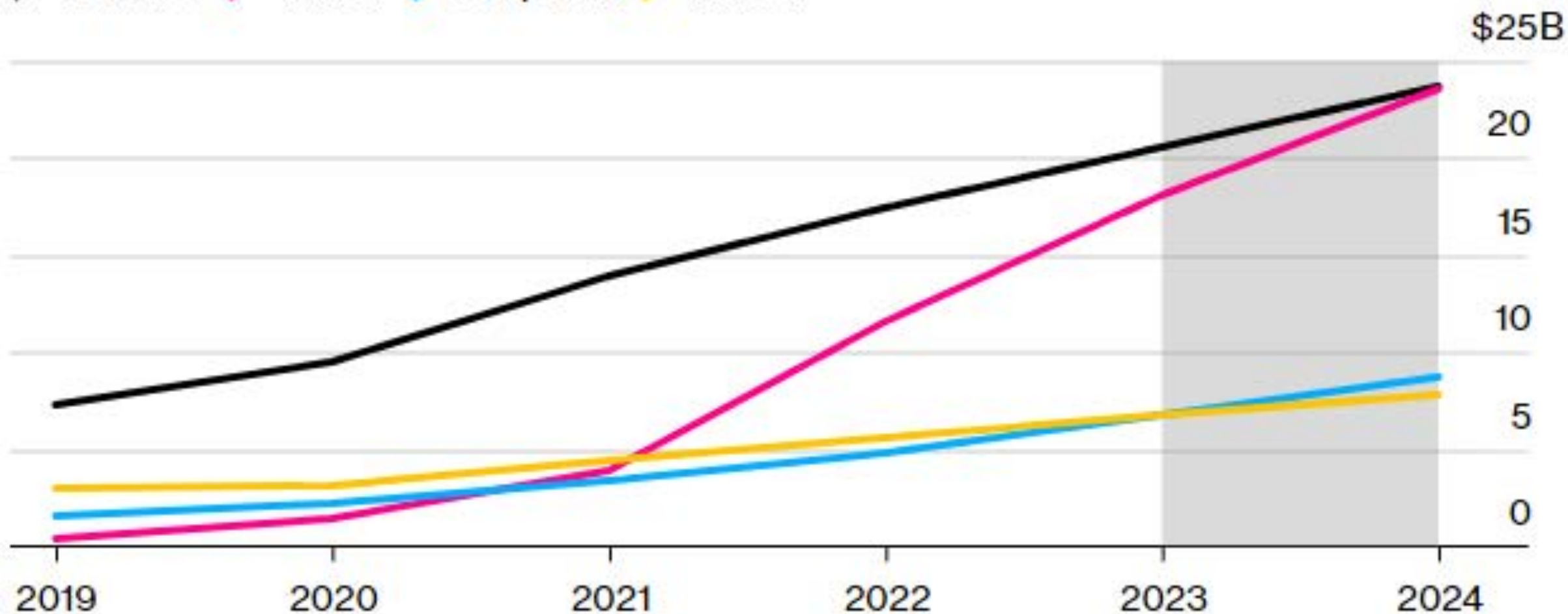






Rise of TikTok

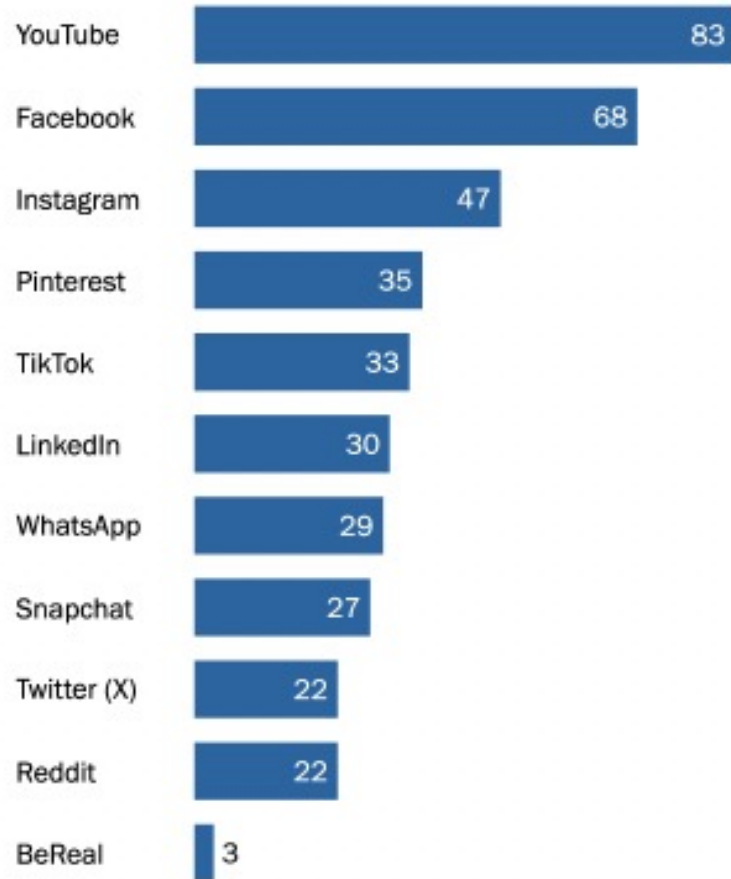
YouTube TikTok Snapchat Twitter



Source: eMarketer

## Most U.S. adults use YouTube and Facebook; about half use Instagram

% of U.S. adults who say they **ever** use ...



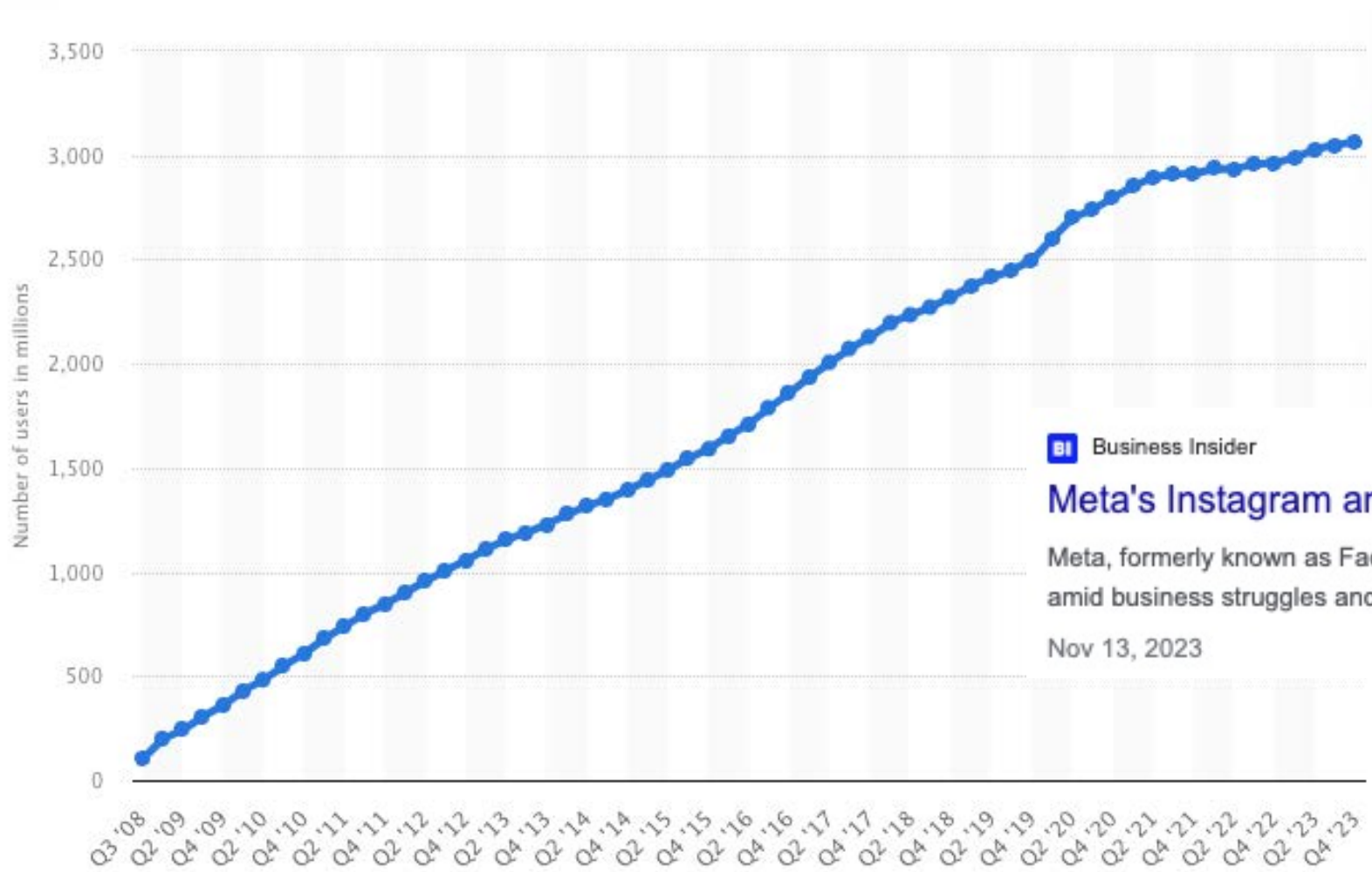
Note: Respondents who did not give an answer are not shown.  
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.  
"Americans' Social Media Use"

PEW RESEARCH CENTER



# Number of monthly active Facebook users worldwide as of 4th quarter 2023

(in millions)



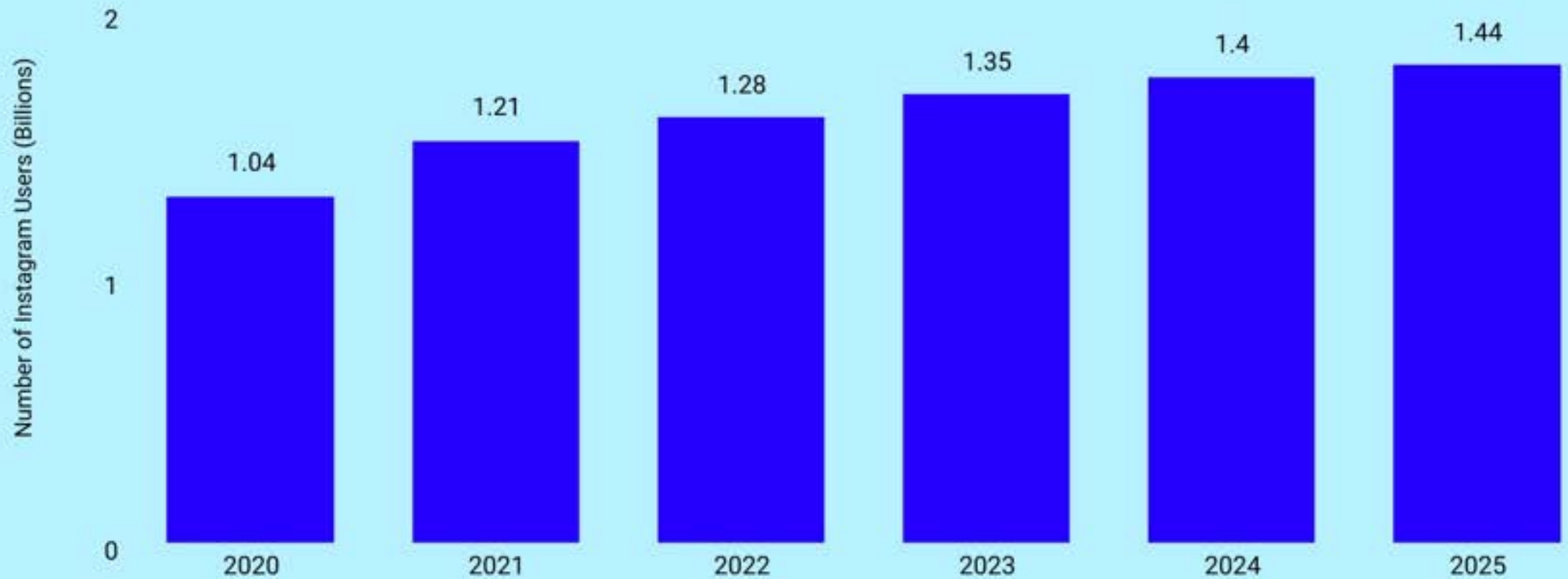
BI Business Insider

## Meta's Instagram and Facebook Growing Faster Than TikTok

Meta, formerly known as Facebook, saw the growth of its apps slow in recent years amid business struggles and constant comparisons to...

Nov 13, 2023

## Number of Instagram Users Worldwide (2020–2025)



Source: Statista

**OBERLO**



# Americans' Social Media Use

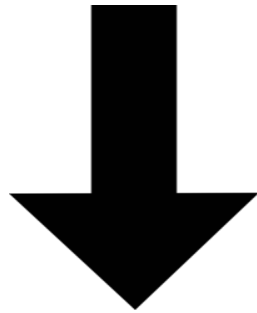
*YouTube and Facebook are by far the most used online platforms among U.S. adults; TikTok's user base has grown since 2021*

Question: Why aren't we paying attention to YouTube?



# Lean into Reels and Carousels

# Shorts





# Respect the Safe Zone

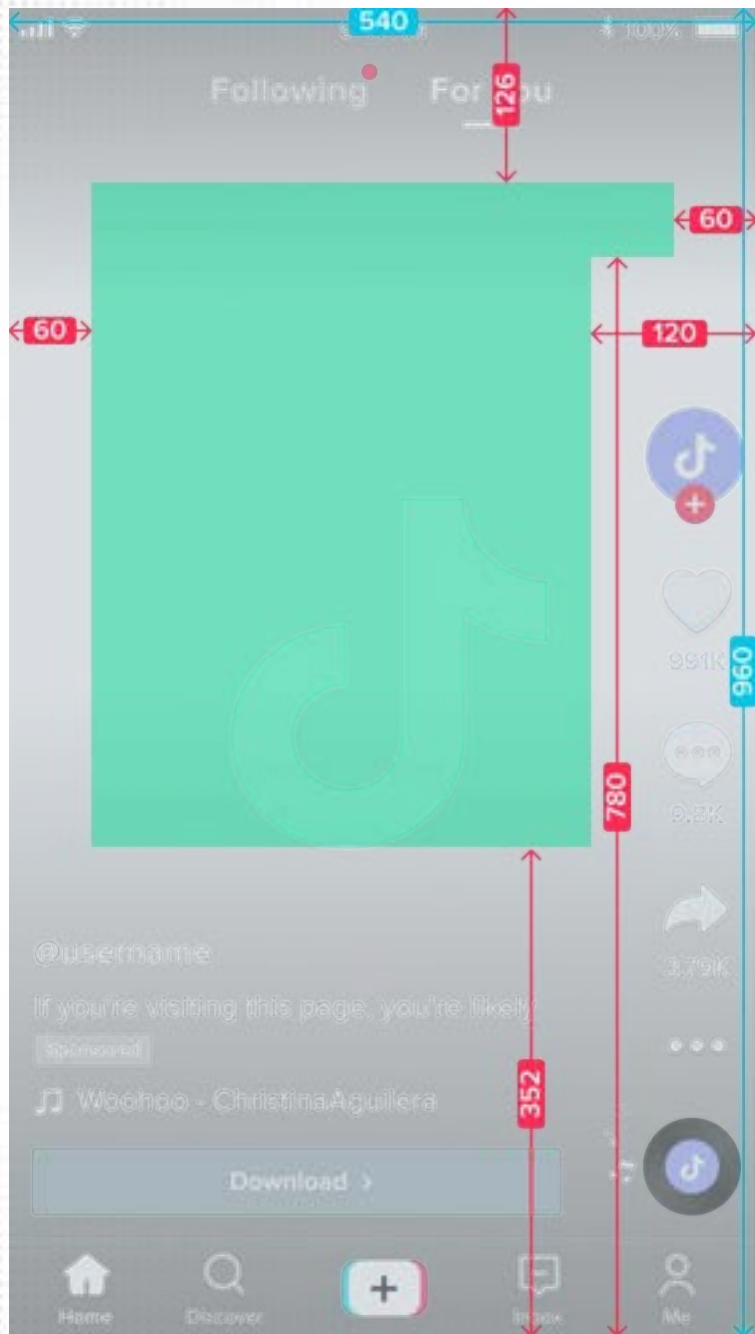
Overlays, CTAs, and buttons appear in different places depending on the format, campaign type, and screen.

Use these safe areas to ensure that critical elements like logo, product, supers, etc. fall within these areas to avoid risk of elements being covered on certain inventory.

Find more on YouTube safe zones [here](#).

Note: Mobile device screens vary in size and these safe zones will work for the vast majority of mobile devices. There are no guarantees that some elements may get cut off for some device models.

Note: CTA Button appears after 3 seconds



The image shows a close-up of a cockpit instrument panel with a strong red tint. Two large, bright circular gauges are visible, one on the left and one on the right. In the center, there are several smaller, less distinct gauges. At the bottom of the frame, the word "ALERT" is written in large, white, bold, sans-serif capital letters. The overall appearance is that of a vintage or military-style instrument panel.

**ALERT**



 The Daily Beast

## The TikTok UMG Ban Has Ruined All Your Favorite Videos, and Creators Are Fed Up

Since music industry behemoth Universal Music Group (UMG) failed to reach a new licensing deal with TikTok last week, thousands of videos...

1 day ago


 The New York Times

## After UMG Pulls Its Music, TikTok Users Encounter Silence

Content creators say they are considering the merits of Instagram and YouTube after a licensing battle led TikTok to pull songs by artists...

1 week ago



 NPR

## TikTok says it has removed all music from Universal Music Group

TikTok has removed all Universal Music Group music from its platform, according to a spokesperson for the company. UMG argues, among other...

1 week ago





# Photographer Loses Copyright Infringement Lawsuit Against Pinterest

🕒 MAY 26, 2022

👤 MATT GROWCOOT

📱 Engadget

## Instagram beats copyright infringement lawsuit involving embedded photos

A three-judge panel with the 9th U.S. Circuit Court of Appeals has ruled in favor of Meta-owned Instagram after a pair of photographers...

Jul 19, 2023

🏢 Farrer & Co

## It's MY picture: Miley Cyrus sued for posting paparazzi photo of herself on Instagram

Miley Cyrus is the latest in a run of celebrities facing copyright infringement claims from photographer Robert Barbera, who brought a claim...

Oct 21, 2022



# Solution?

# You Control the Sounds





Think about it. **People remember...**



**20%**

20% of what they hear



**30%**

30% of what they see



**70%**

70% of what they hear and see

**95%**

Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.

**76%**

76% of marketing professionals plan to use video to increase their brand awareness.

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.



# Original Sounds FTW

Narrations

Environmental Sounds

Attend the AI breakout session for tips & tricks!





I'm just sayin'

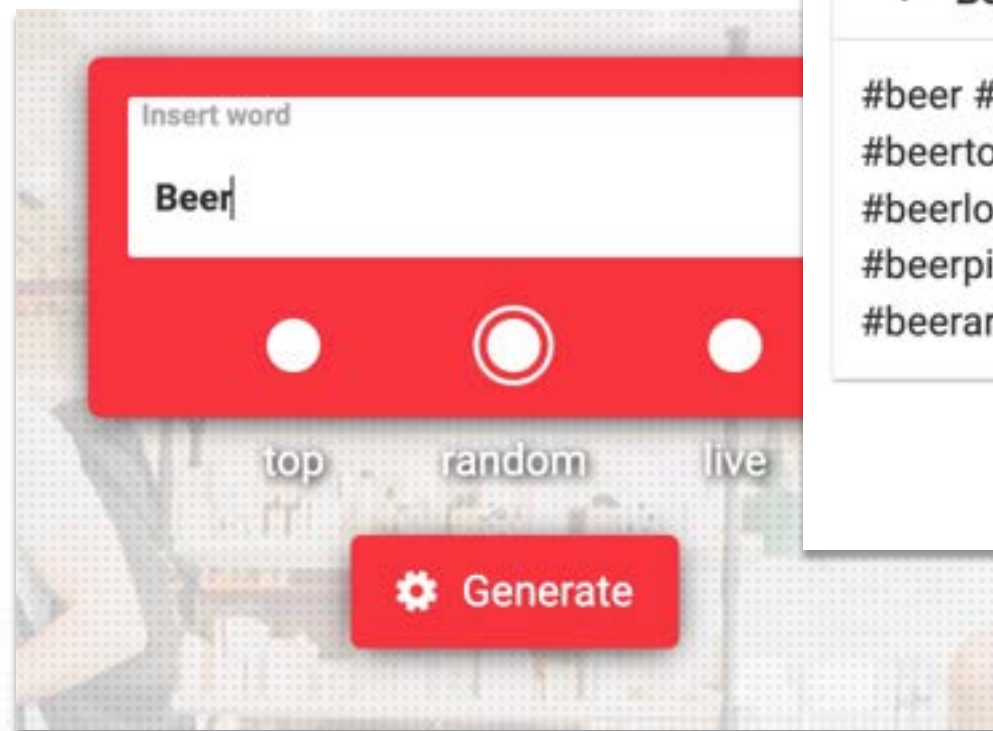


# HASH TAGS

gifbin.com



# All #ASHTAG



## BEST 30 #BEER HASHTAGS

Here you can find the 30 relevant hashtags based on your searching key. Instagram allows max. 30 Hashtags/Post.

### ▼ Best **random** hashtags

30 #Hashtags

#beer #beers #beerporn #beerstagram #beergeek #beerlover #beerMe #beerus  
#beertography #beersnob #Beertime #beerpong #beernerd #beergasm  
#beerlovers #beerlove #beersofinstagram #beerlife #beerfest #beeroftheday  
#beerpics #beergarden #beeradvocate #beergram #beertasting #beeroclock  
#beerart #beerpic #beerselfie #beerthirty

Copy Hashtags



<https://inflact.com/tools/instagram-hashtag-generator/>

Frequent	USE 1-4 <b>HARD</b>	Average	USE 10-15 <b>MEDIUM</b>	Rare	USE 5-10 <b>EASY</b>
<input type="checkbox"/> #beer	81.69 m	<input type="checkbox"/> #beertasting	959.14 k	<input type="checkbox"/> #beerrelease	97.93 k
<input type="checkbox"/> #craftbeer	35.19 m	<input type="checkbox"/> #beeroclock	956.53 k	<input type="checkbox"/> #beerreviews	97.33 k
<input type="checkbox"/> #beerstagram	11.76 m	<input type="checkbox"/> #beeradvocate	918.87 k	<input type="checkbox"/> #beercanchicken	95.96 k
<input type="checkbox"/> #beerporn	9.56 m	<input type="checkbox"/> #beerbeerbeer	658.61 k	<input type="checkbox"/> #beeraddict	93.6 k
<input type="checkbox"/> #beers	8.21 m	<input type="checkbox"/> #beerphoto	633.74 k	<input type="checkbox"/> #beersheva	92.71 k
<input type="checkbox"/> #beerlover	7.6 m	<input type="checkbox"/> #beer 🍺	559 k	<input type="checkbox"/> #beercake	92.63 k
<input type="checkbox"/> #beergeek	6.38 m	<input type="checkbox"/> #beerreview	523.54 k	<input type="checkbox"/> #beerworld	89.11 k

BY POST URL



# Hanes 50/50 T-shirt - Sizing Line-Up<sup>SM</sup> - Standard Sizes

garment fit

6'0"  
5'6"  
5'0"  
4'6"  
4'0"  
3'6"  
3'0"  
2'6"  
2'0"



#sourbeersnob  
#traversecitybeer

#beero'clock  
#lovebeer  
#craftbeerlove

#beer  
#craftbeer  
#beerstagram  
#beerporn

S

M

L



# FRESHNESS FACTOR



# GET REGULAR WITH YOUR WEBSITE



reg·u·lar·i·ty

/ˌregyəˈlærədē/

*noun*

the state or quality of being regular.

"he came to see her with increasing regularity"

# AT LEAST ONCE PER WEEK

# The 3 Rule

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

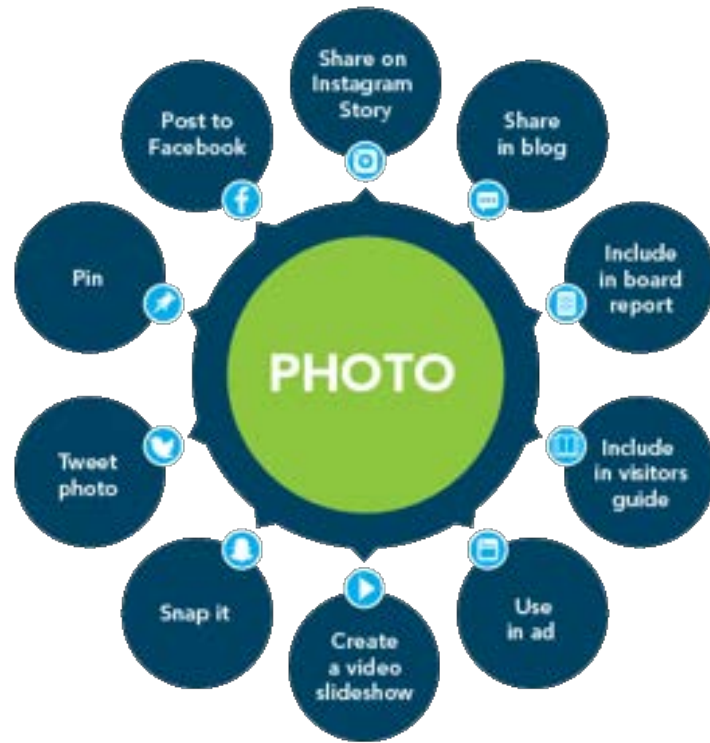
-The Three Rule



# PICK 5



# PICK 5



# PICK 5



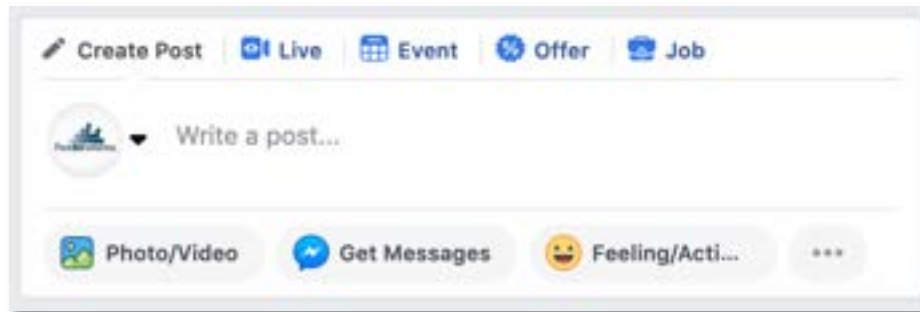
# USE SCHEDULING TOOLS



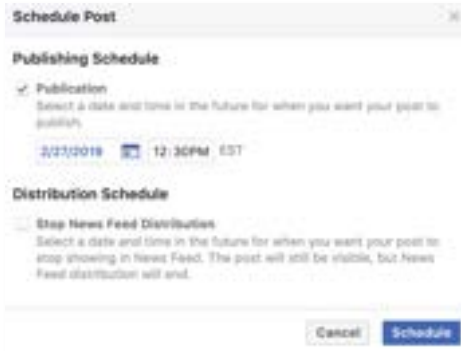
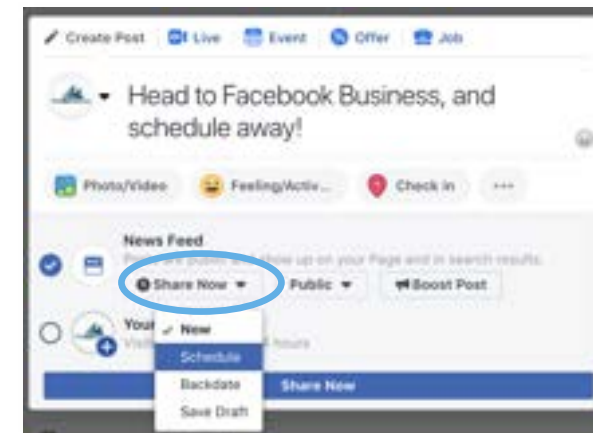
# Facebook Scheduling



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



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



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”.



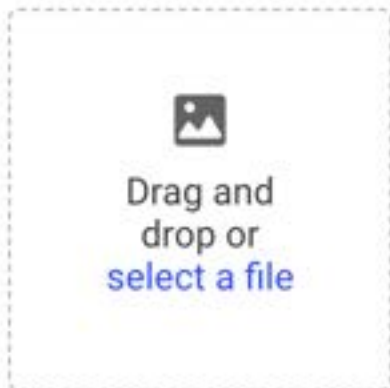


**Buffer**



Post  Reel

Please include an image or video



What would you like to share?



2200

First Comment

Your comment

Location



Start typing a location...

## Verify your domain in business settings

1. Go to Domains in the **Brand safety** section of **Business settings**.
2. Click **Add** to add a new domain.
3. Enter in the root domain without any prefixes. For example, enter website.com, not www.website.com nor https://website.com.
4. Click **Add**.

1. Add a meta tag to your domain's home page
2. Upload an HTML file to your web directory and confirm ownership of your domain in Business Manager
3. Add a DNS TXT entry to your DNS record to confirm ownership of your domain



A paid strategy will get you the results you've been dreaming of!

# The New Normal

- 1-3 Per Week Facebook
  - 1 ad
  - 2 organic (if needed)
- X3 Per Week Instagram
  - Prioritize Reels and Carousels
- Weekly Activity on Pinterest
  - Publish on Friday afternoons
- Daily Tweets
  - If you really want to

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



Where do I start?







# SIGN UP TO THE E-NEWSLETTER

Here's how to play the long game with your digital campaign!

[View this email in your browser](#)



**This Month in the TwoSix E-Newsletter:**

[www.TwoSixDigital.com/E-News](http://www.TwoSixDigital.com/E-News)





Brian V. Matson

[brian@twosixdigital.com](mailto:brian@twosixdigital.com)

