

Sponsored by:

LAKE TRUSTSM

THE POWER IN ALL OF US



Digital Marketing Trends and Best Practices

Who the heck is this guy?

Tourism & Hospitality Industry since 2003

Director of Education & Strategy at TwoSix Digital

Consultant & Social Media Coach

Speaker at National, Regional & State Conferences



Who We Are



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

50+ Years of combined tourism & hospitality industry experience



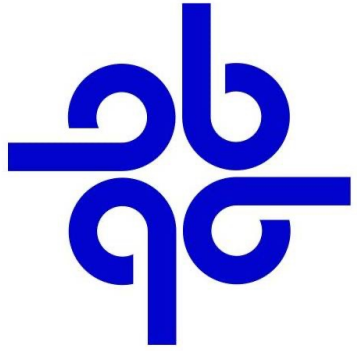
➡ Headquartered right here in Brighton, Michigan



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



WHO WE WORK WITH



THE TEAM AT TWOSIX DIGITAL



Dave Serino
Founder & Chief Strategist



Brian Matson
Senior Director of Strategy & Education



Nick Danowski
Lead Content Strategist



Scout Delicato
Lead Digital Advertising Strategist



Ashley Maddix
Digital Advertising Strategist



Makenna Schmitz
Digital & Social Media Director







More courses
COMING SOON!

A young boy with light brown hair is sitting on a green, textured couch. He is wearing a light blue t-shirt and dark shorts. He is surrounded by a large pile of gifts. In the center is a large white box for a Nintendo Wii console. To the left is a large box for a Mario Kart Wii game, featuring a red kart. In front of the Mario Kart box is a smaller box for the game 'Boom Blox'. To the right of the Wii box is a box for 'Wii Play' and a box for 'SD Brawl'. There are also several other games and toys scattered around, including a small blue box, a green box, and a red box. A handwritten card is visible on the right side of the pile, reading 'A Gift for Son Peyton'. The word 'Marketer' is written in white text in the top right corner of the image. The word 'RoughMaps' is written in white text in the bottom left corner of the image.

A young boy with light brown hair and a blue t-shirt is sitting on a green patterned couch. He is surrounded by a large pile of toys and games. In the center is a large white box for a Nintendo Wii console. To the left is a large box for Mario Kart Wii, featuring a red kart. In front of the Mario Kart box is a box for Boom Blox. To the right of the Wii box is a box for Wii Play, a box for SD Gundam G-Generation, and a box for The Legend of Zelda: The Wind Waker. There are also several board games, including one with a dog on the cover, and a card that says "A Gift for Peyton". The boy is looking directly at the camera with a neutral expression. The background is a plain wall. The text "Marketer" is overlaid in the top right corner, and "RoughMaps" is overlaid in the bottom left corner.



Social Media

The most powerful
marketing tools the
world has ever seen.





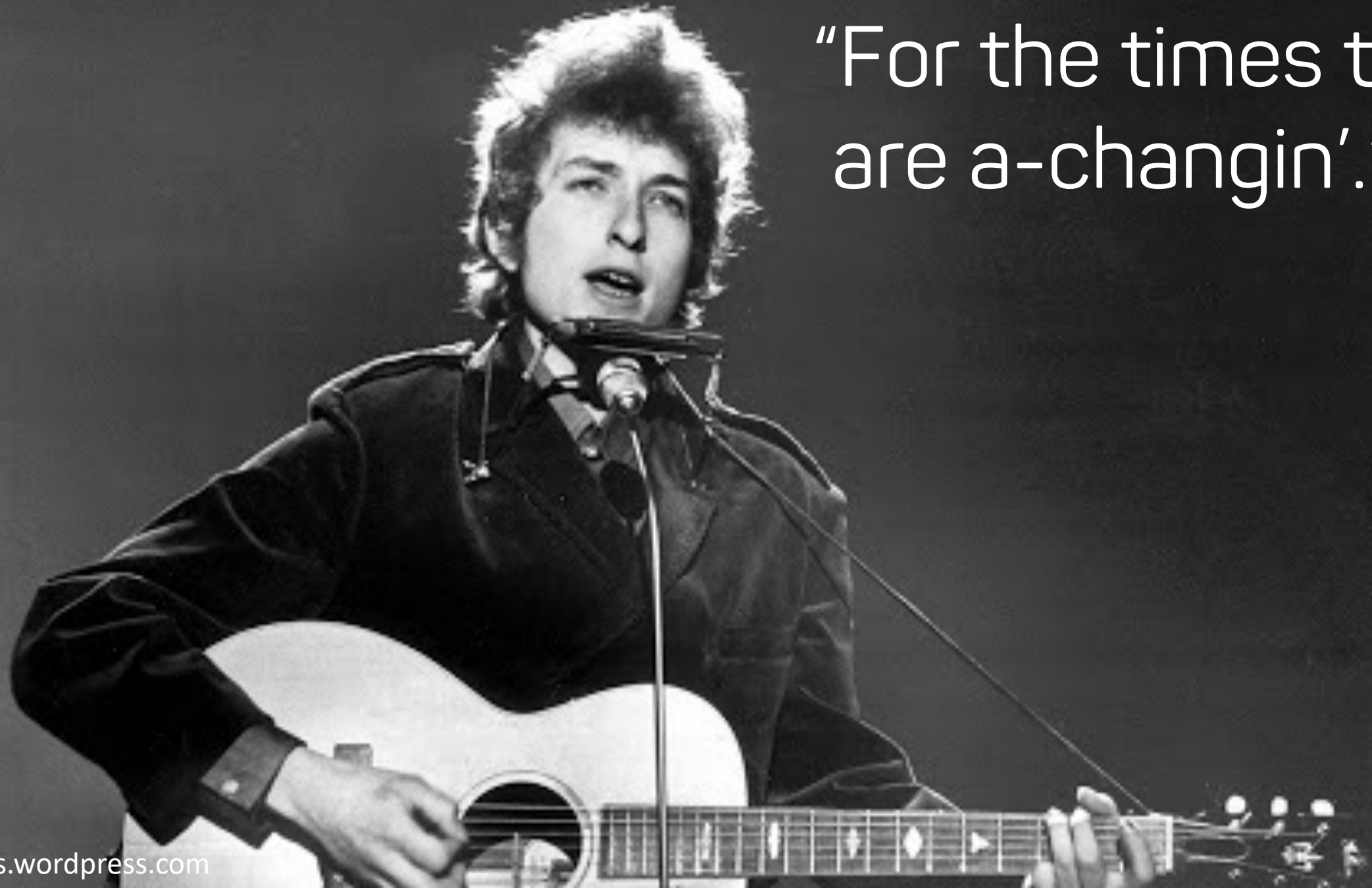
Google
Analytics

When is the last time you looked at your Google Analytics?

Just say no to
assumptions!



"For the times they
are a-changin'."





Google Analytics 4



If you want your Universal Analytics audiences to be 100% ready to go in GA4, ***the sooner those audiences can begin populating users, the better.***

There is no way to simply migrate an audience from UA to GA4. It has to be collected by the Google Analytics 4 tracking code.



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



proc·ess¹

/ˈprä,ses,ˈprō,ses/ 🔊

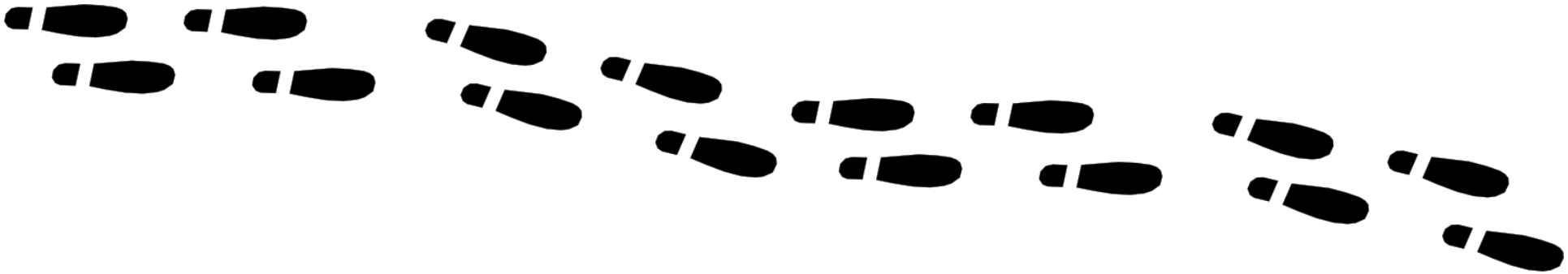
noun

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

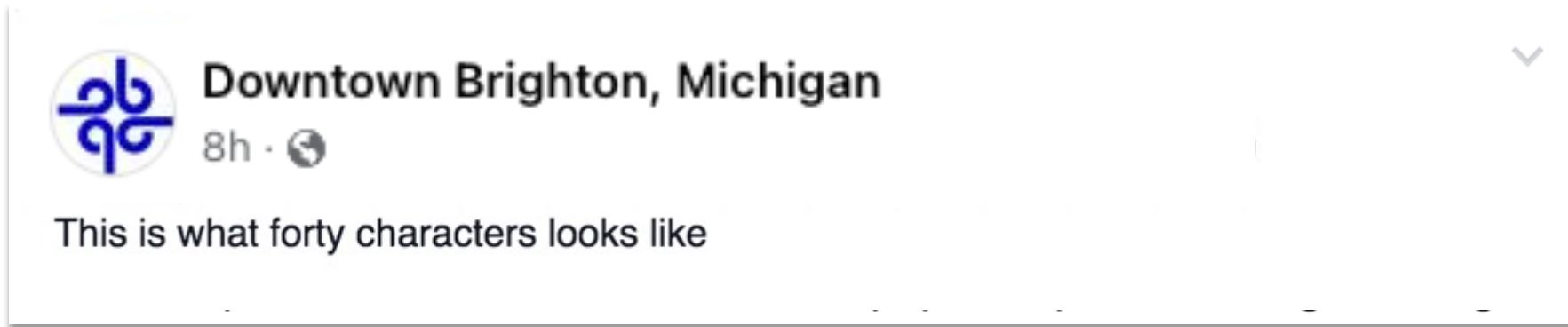
"faxing a seventy page document is an expensive process"



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”



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...](#) 😊 📷 GIF 🗨

Best Practices: Structure

Avoid the dreaded “Big Box O’ Text”



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”



Events leading up to the races also were a huge draw, with the Taste of Michigan City, sponsored by the Michigan City Mainstreet Association, drawing 15,000 people on Friday and 45,000 on Saturday. Other popular venues for the weekend, drawing anywhere from 5,000 to 45,000 depending on the day, included vendors and musical performances in Washington Park, a parade of the giant boats, and a huge block party on Saturday.


Two out of five out-of-town visitors were attending the Grand Prix for the first time, the report says, illustrating the growing visibility of the Grand Prix. Arnett agrees that more and more people are becoming aware of the event, adding “I would attribute the increase in the economic impact to the fact that the race has become one of the lead events of the summer throughout the region. “Having been named “Best Festival in Indiana” last year by Midwest Living magazine and the Indiana Tourism Association certainly didn’t hurt our visibility,” Arnett added. It appears that local residents love the Grand Prix as well, with the report showing they contributed an additional \$476,700 in expenditures, a figure not included in the \$12.4 million.

The report also concludes that the annual Grand Prix, which drew visitors from 10 states, gives

Write a comment...

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 80
People Reached Engagements [Boost Post](#)

11 1 Comment 3 Shares

Like Comment Share

Write a comment...

Use Directional Language In Your Posts



Click here.
Learn more.
Watch.
Sign up.

TEASE THE CLICK



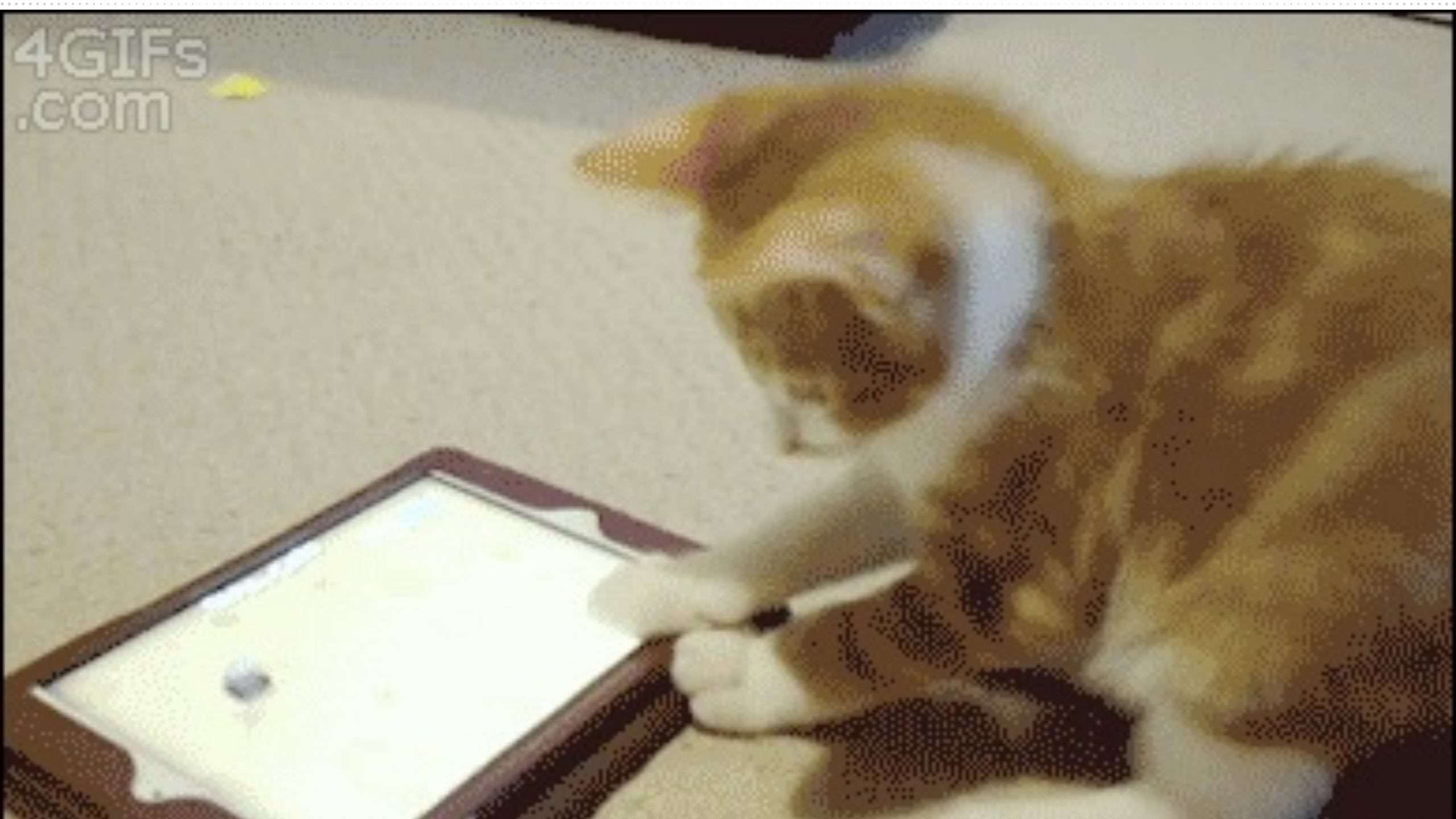
Original
Motion
Picture
Soundtrack

ROBIN HOOD

PRINCE OF THIEVES.







4GIFs
.com

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%**





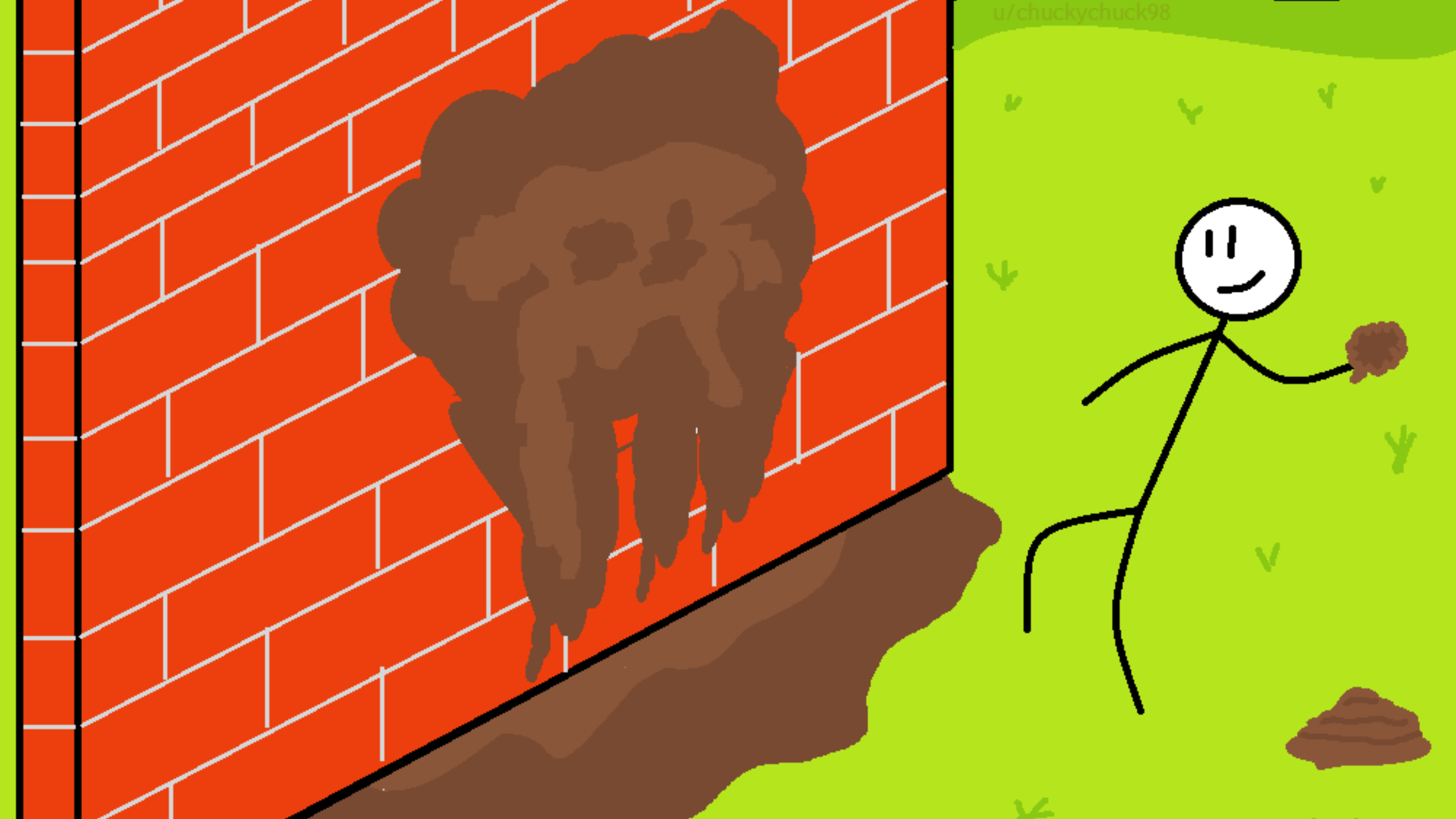
Recommended Organic Frequency

- 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!

A woman dressed as a maid, wearing a white apron over a dark dress and a white headscarf, is shown in profile, shouting or singing with her mouth wide open. She is in a room with a large window in the background, partially covered by red patterned curtains. To the left, there is a piece of ornate, dark wood furniture with a gold-colored decorative arch. The overall lighting is warm and slightly dim.

DIGITAL MARKETERS





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



TIME TO SHARE





BUILD
AN ACTUAL
CALENDAR

Where do I start?



Step One

www.nationaldaycalendar.com



TODAY

TOMORROW

YEAR-AT-A-GLANCE

CLASSROOM

CELEBRATE EVERY DAY

RECIPES

STORE

NATIONAL CHOPSTICKS DAY –
February 6



NATIONAL FROZEN YOGURT DAY
– February 6



NATIONAL LAME DUCK DAY –
February 6







**Find out what
National Days are
on your Birthday
by [clicking here!](#)**

What's Your
Birthday?

● ● ● ●

March 7

- 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						
TwoSix Digital						
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				

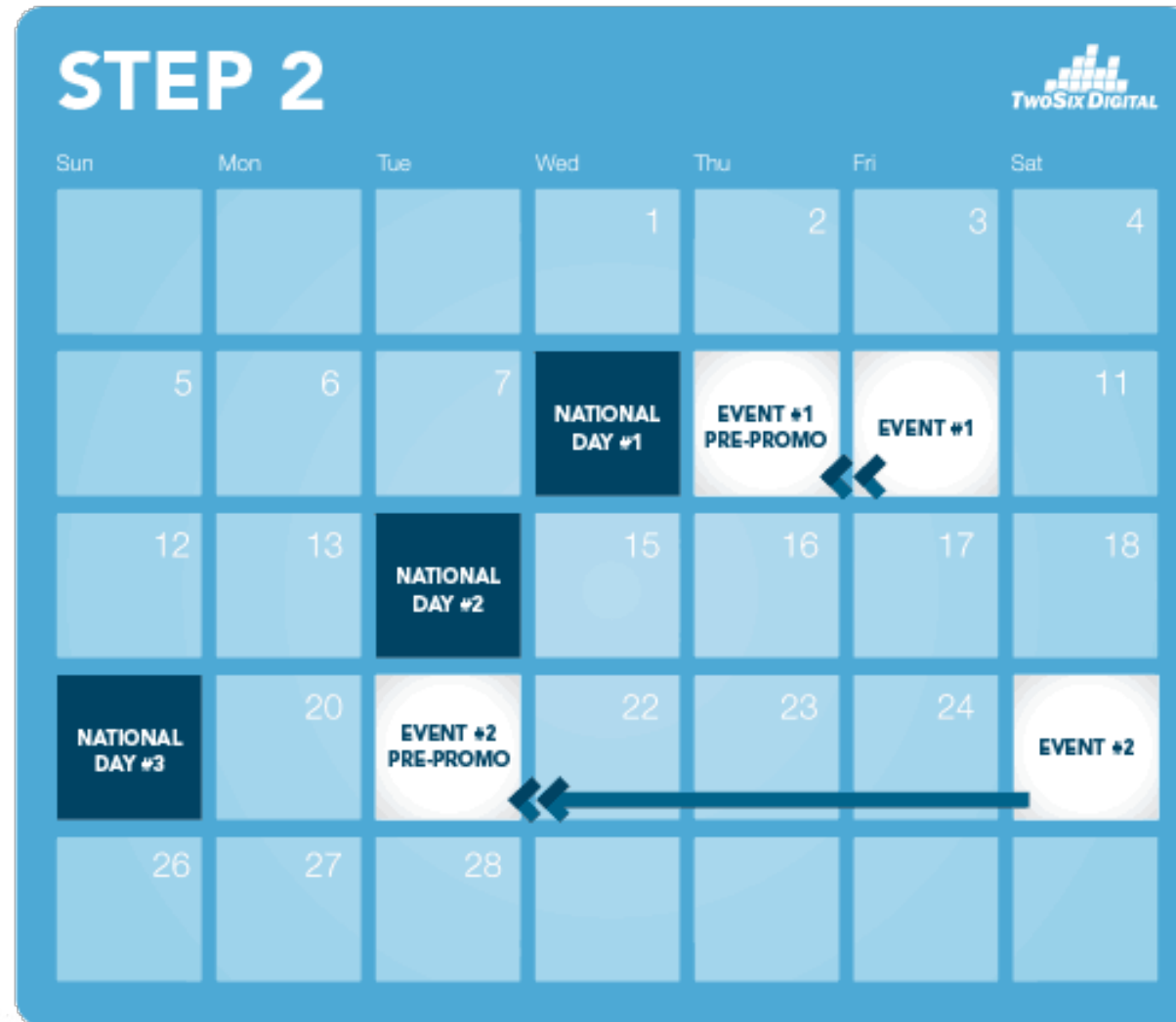
Step Two

ADD EVENTS



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 Three

DAILY THEMES

Focused
Decision-Making

Well-Rounded
Storytelling

Built-In Engagement





Differentiators

Monday

UGC
+HASHTAG
DAY

Tuesday

BLOG DAY
OR
LANDING
PAGE
UPDATE
DAY

Wednesday

PRODUCT

Thursday

HISTORY

Friday

DEALS

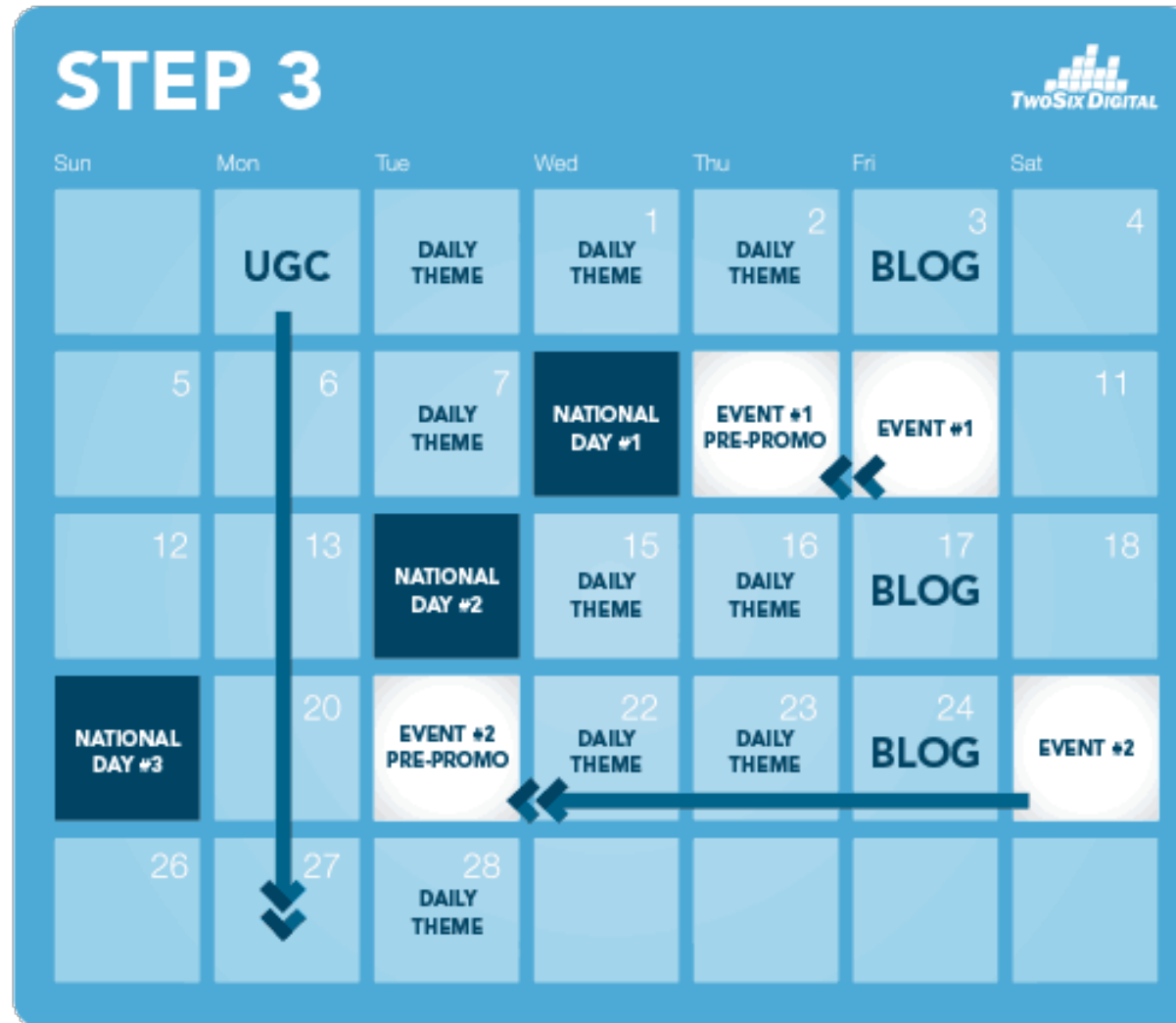
Saturday

CTA

GIVE EACH DAY A THEME AND STICK TO IT

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.





INK MASTER

THAT'S A LOT OF WORK



[adult swim]



SUS DOLLARS

1200
1100
1000
900
800
700
600
500
400
300
200
100
0

Social Media
Organic Reach

155.04

9:00 10:00 11:00 12:00 1:00 2:00 3:00 4:00 5:00 6:00 7:00



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.



Community
Manager

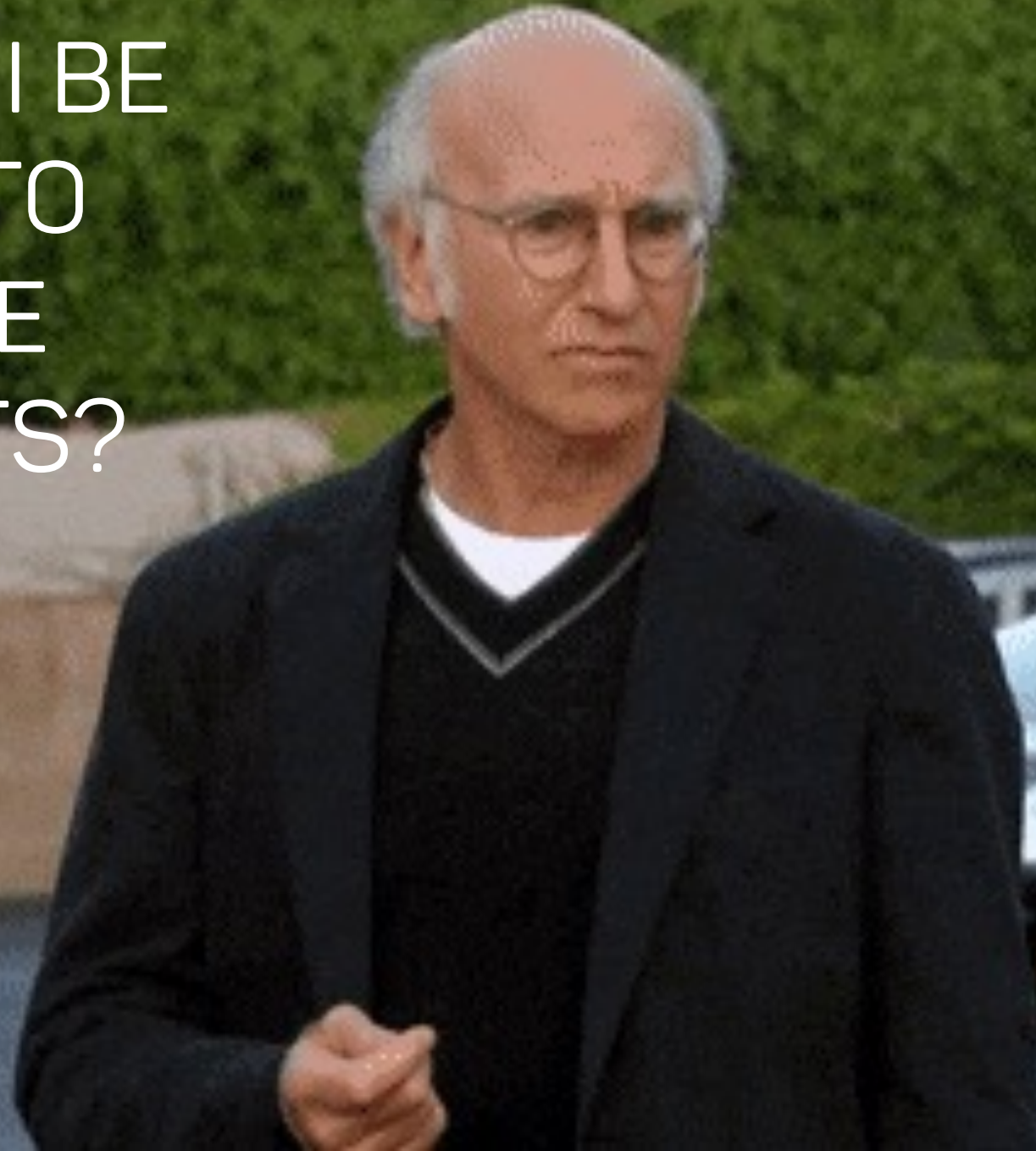
Social Media
Feeds





Old Marketing Strategy

SHOULD I BE
PAYING TO
PROMOTE
MY POSTS?





PAY A LITTLE







Boost your post to reach more people

Boost Post



#1 SKILL ANY COMMUNITY MANAGER CAN HAVE





A paid first strategy!

- 1-2 Per Week Facebook
- X3 Per Week Instagram
 - Reels
 - Carousels

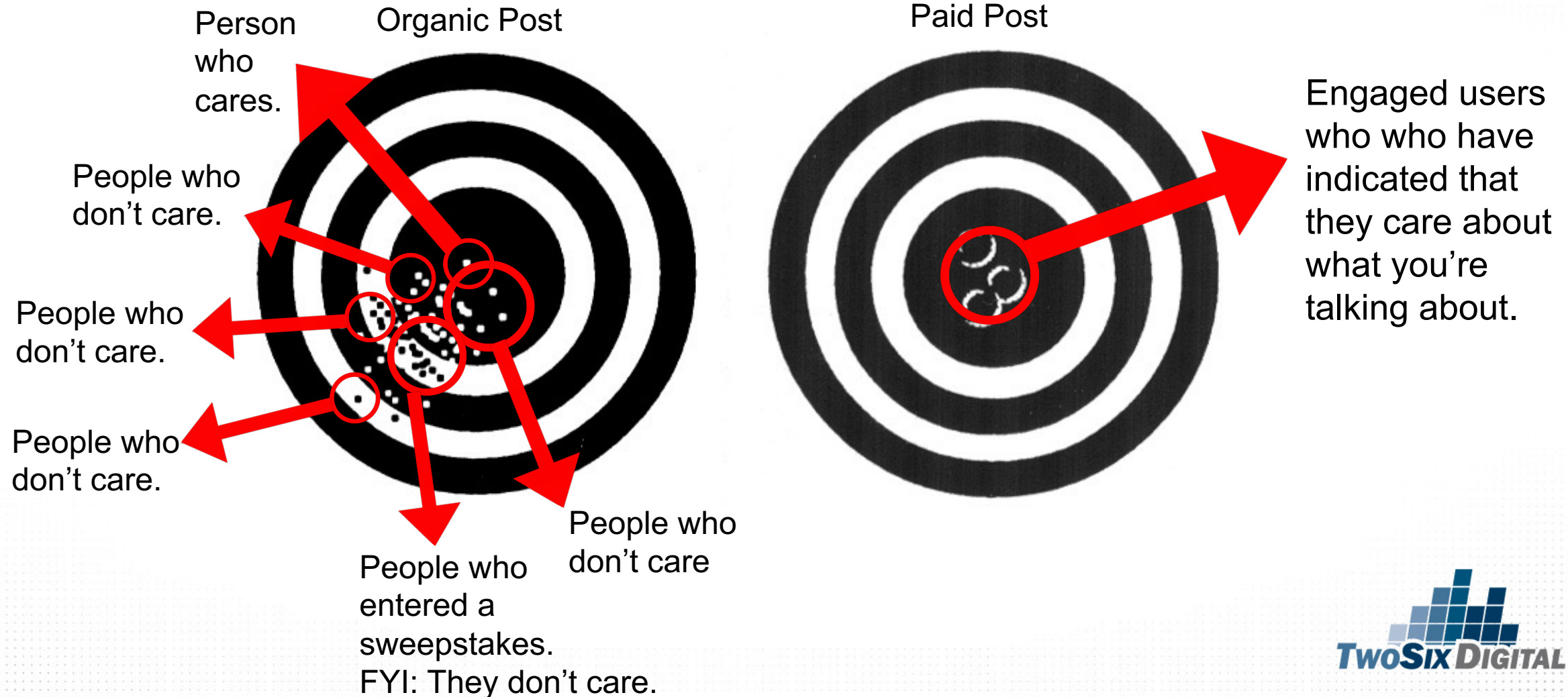
That's a 73% Reduction in Posts!

intentional

in · ten · tion · al

Adjective: Done on purpose; deliberate.

Elimination of Wasted Reach



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

You Could Be
Posting Once
Per Week
And Be Getting
WAY
Better Results

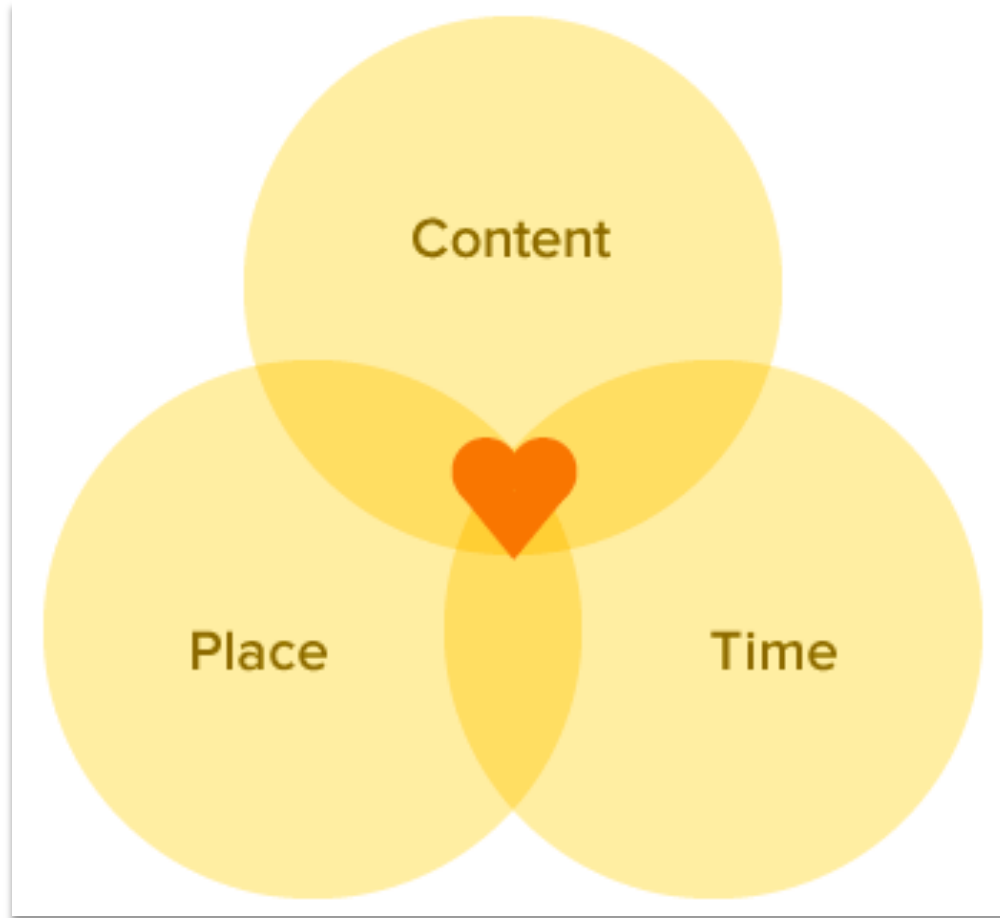
ALWAYS ON





PAID FIRST

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



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

Dan Slagen, SVP, Nanigans



Data







CREEPER MODE ACTIVATED



Facebook Custom Audiences



Choose a Custom Audience Source



Connect with people who have already shown an interest in your business or product.

Your Sources

☐ Website 

☒ App activity

Facebook Sources

☐ Video 


☒ Lead form

☒ Instant Experience


☒ Shopping

☐ Customer list 

☒ Offline activity

☐ Instagram account 

☒ Events 

☐ Facebook Page 

☒ On Facebook Listings



Cancel

Next

A red-tinted, grainy image of a cockpit. Two bright, circular lights are visible on the left and right sides. In the center, there is a small, dark object that appears to be a person or a small aircraft. The word "ALERT" is written in large, white, bold letters across the bottom of the image.

ALERT

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

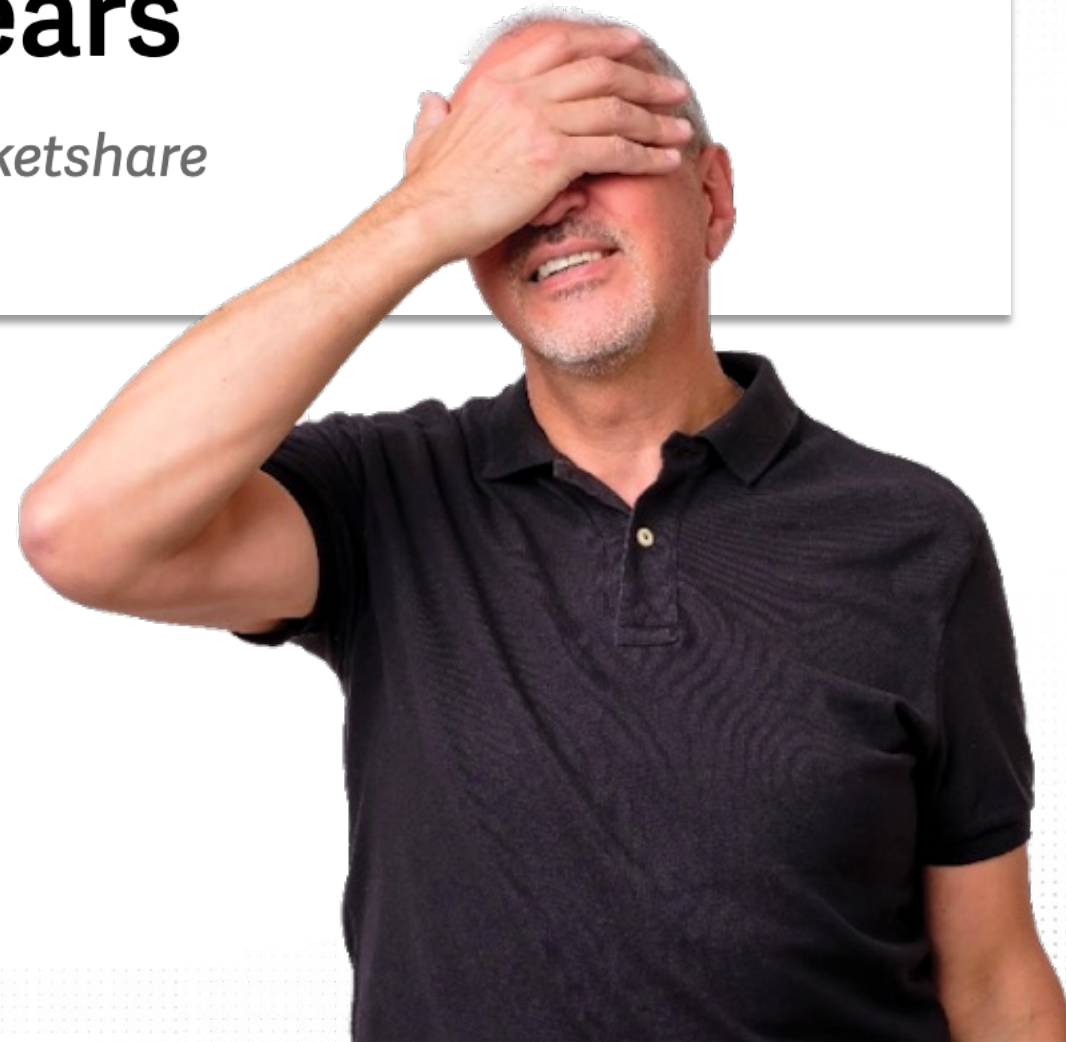
Google wants to kill third-party cookies. Here's why that could be messy

 Share on Facebook  Share on Twitter   

ABC Science By technology reporter [Ariel Bogle](#)

Updated Tuesday at 00:30

First posted Monday at 14:30



Google delays phaseout of third-party cookies from Chrome to 2024

The company said it would give organizations more time to test its Privacy Sandbox APIs.

AW Adweek

Google Updates Cookie Crackdown Timeline

Explore what's next in cross-channel measurement, the new era of TV streaming, brand safety, privacy, first-party data and more with tech ...

3 days ago



A young man and woman are shown from the chest up, looking upwards and to the right. The man, on the left, has short brown hair and is wearing a brown jacket over a red hoodie. The woman, on the right, has long dark hair and is wearing a blue knit beanie and a dark jacket. They are both looking up with expressions of interest or anticipation. The background is dark and out of focus.

Google

Marketer



IT'S GO TIME.



Customer Match Audiences



Tailored Audiences



Match Audiences



Actalike Audiences





LET THE ADS DO THE WORK

We just



SCHEDULE AND PREPARE FOR COMMENTS!

LEARN MORE! KEEP GROWING

facebook blueprint



Best Practices



Facebook
Pages



Purchasing Ads



Advertising
Objectives



Targeting



Managing Your
Ads



Reporting and
Measurement



Insights



Instagram



SMB



Webinars

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](#)





IT'S ALL ABOUT GETTING QUALITY REPS



indianapolis museum of contemporary art
MUSEUM SHOP

**THIS IS VERY
IMPORTANT**



YOU'RE BEING JUDGED



CLAIM
YOUR
SPACES

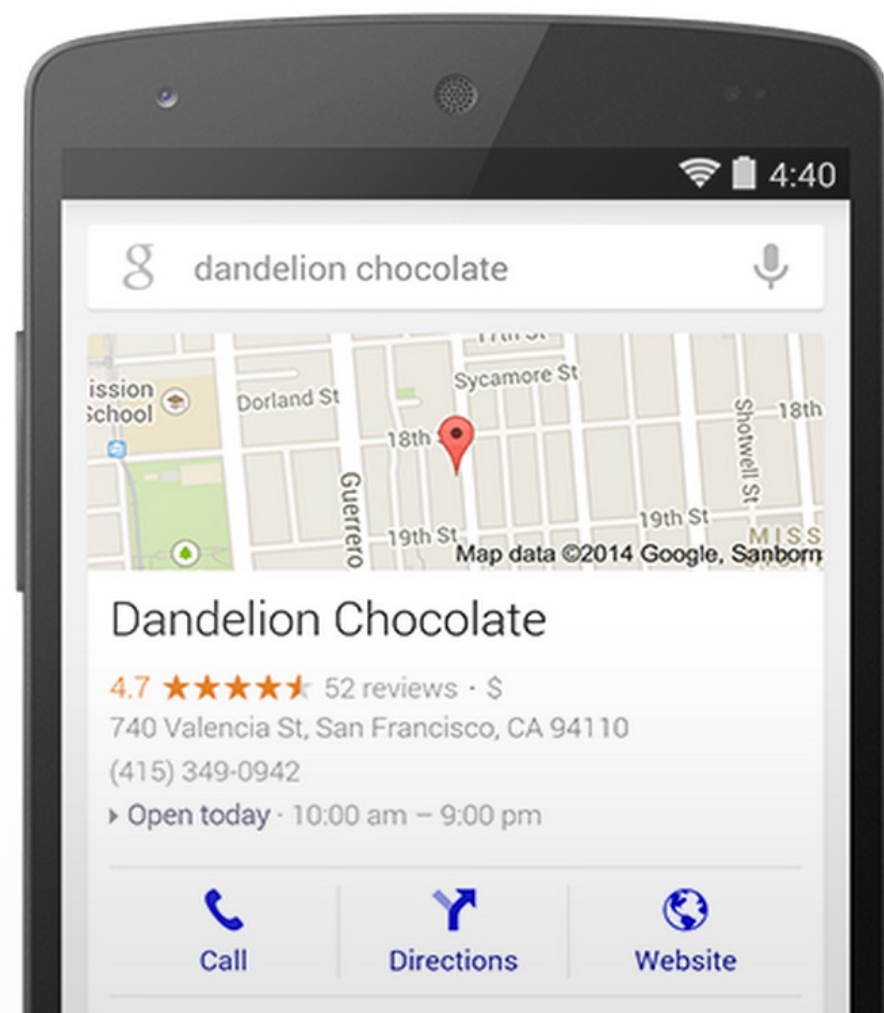


PIÑATA

The best 10 minutes you can spend on your business today

New - It only takes 3 steps to get your business on Google Search, Maps and Google+ for free.

Get on Google



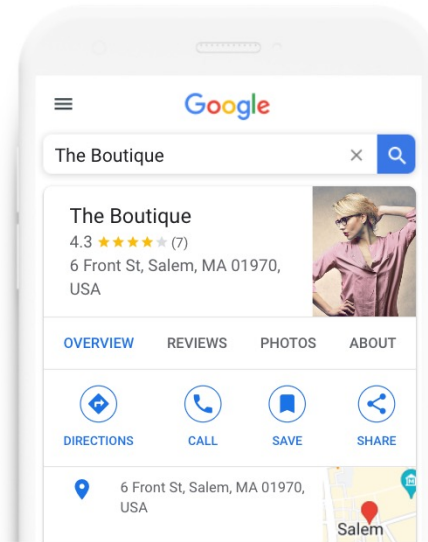
1 Tell us which business is yours

2 Verify we're talking to the right person

3 Help customers get in touch

STEP ONE: <https://business.google.com/create/new>

Google Business Profile Manager



Find and manage your business

Q Ty

Can

Add

Find and manage your business

Q TwoSix Digital

TwoSix Digital

Create a business with this name

Ca

Ac

TwoSix Digital

West Main Street, Brighton, MI

Tip: If you would like to receive one-on-one guidance and tailored recommendations about your profile, [consider booking an appointment with Small Business Advisors](#).

[Check your verification status](#)



Your business on Google

207 views this month

Profile Strength



Complete Info



Edit profile



Read reviews



Messages



Add photo



Performance



Advertise



Edit products



Edit services



Bookings



Calls



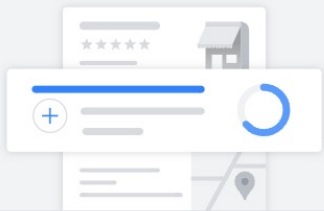
Q & A



Complete your profile



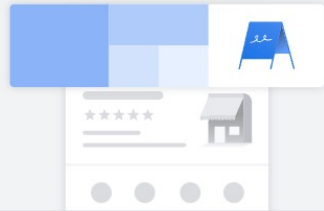
Add details and get discovered by more customers



Add exterior photo



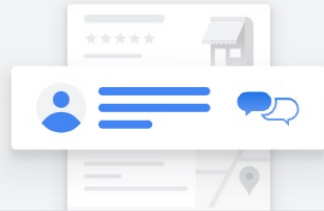
Help customers locate your storefront



Turn on chat



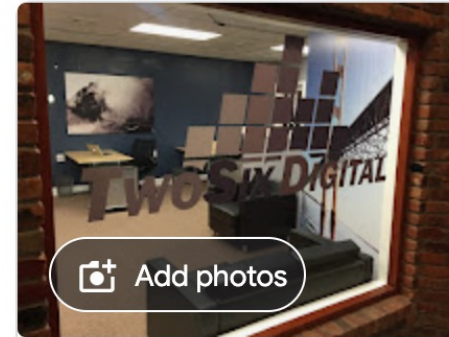
Let customers chat with you on Google for free



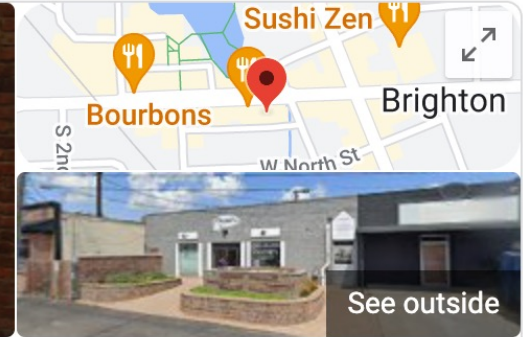
De
pe
Se
un



Only managers of this profile can see this



Add photos



See outside

TwoSix Digital



Website

Directions

Save

Call

Marketing agency in Brighton, Michigan



You manage this Business Profile



Service options: Onsite services · No online appointments

Address: 209 W Main St #107, Brighton, MI 48116

Hours: Open · Closes 5PM

Phone: (810) 623-1505

[Edit your business information](#)

Questions & answers

Be the first to ask a question

Ask a question

Complete your profile

Add details and get discovered by more customers

Add exterior photo

Help customers locate your storefront

Turn on chat

Let customers chat with you on Google for free

December performance...

See new interactions and understand how your business is performing

Create an offer

Let customers know about your sales and discounts

Get your first reviews

Share your review form with past customers

CI

Me
rea

Claim your credit

More customers could be reached with your \$500 Ads credit

Set up booking

Let customers book appointments and classes directly from your profile

Add update

Share the latest from your business

← Add photo



Photo

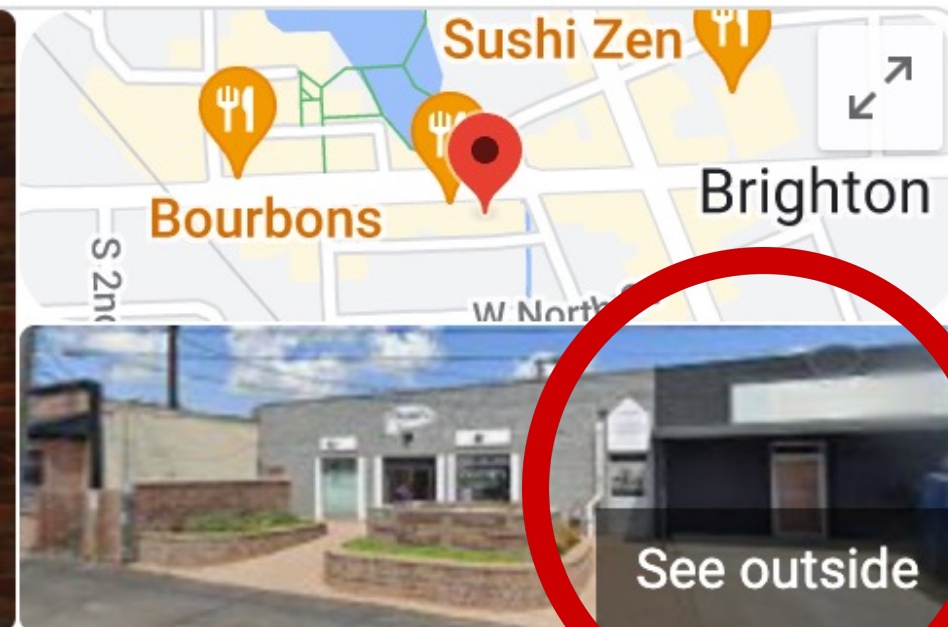
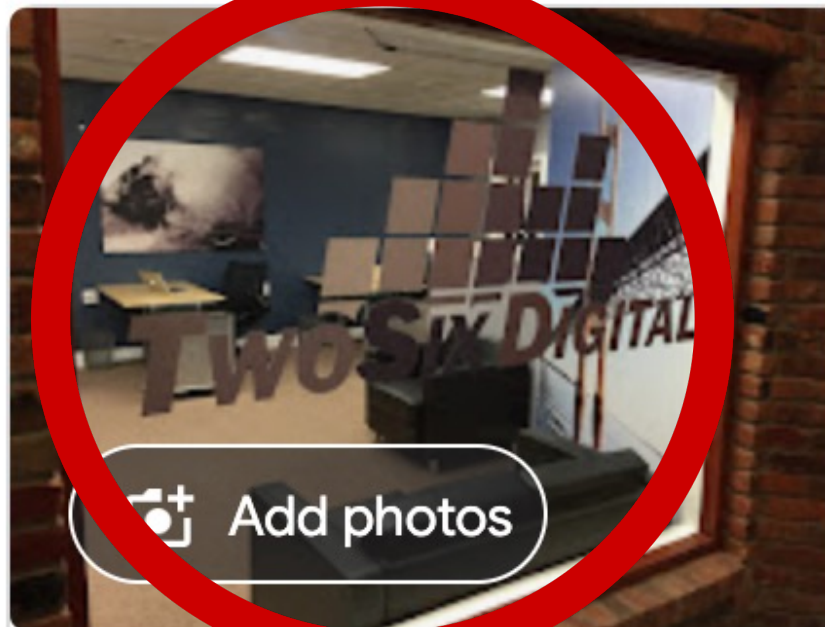
Let customers peek inside your business

Logo

Let customers see your business

Cover photo

Showcase your business to customers



TwoSix Digital




Website

Directions

Save

Call

Edit incorrect Street View imagery

1. Go to your Business Profile. [Learn how to find your profile.](#)
2. Select **Edit profile** > **Business information**.
 - **Tip:** On your desktop, with Google Search, select **Edit profile**.
3. Near the top, select the **Location** tab.
4. Next to “Business location,” select the pencil icon .
5. To adjust your location, select **Adjust**.
6. Drag the pin to the correct business location.
7. Select **Done** > **Save**.

You can't preview the new Street View imagery from your Business Profile, but you can return to Google Maps to find how your change affected the imagery.

← Add update



Add a description

0 / 1500

Add a button (optional)

None



TwoSix Digital
on Google



Add update



Website accessibility ensures
that all users, including people
with disabilities, can...

[Learn more](#)




Add a post


Tell customers about a spec
event, deal, or product

Visible only to you

← Updates



 Add update

 Add offer


 Add event

Recent updates



TwoSix Digital



Website accessibility ensures that all users, including people with disabilities, can understand and engage with the information on your website. Here are the 7 things you can do to make your website more accessible! ... More

[Learn more](#)



Time period

 Aug 2022–Jan 2023

▼

- Overview
- Calls
- Messages
- Bookings
- Directions
- Website clicks

368

Business Profile interactions ⓘ



Only managers of this profile can see this

Questions & answers
Be the first to ask a question

Ask a question

Time period

📅

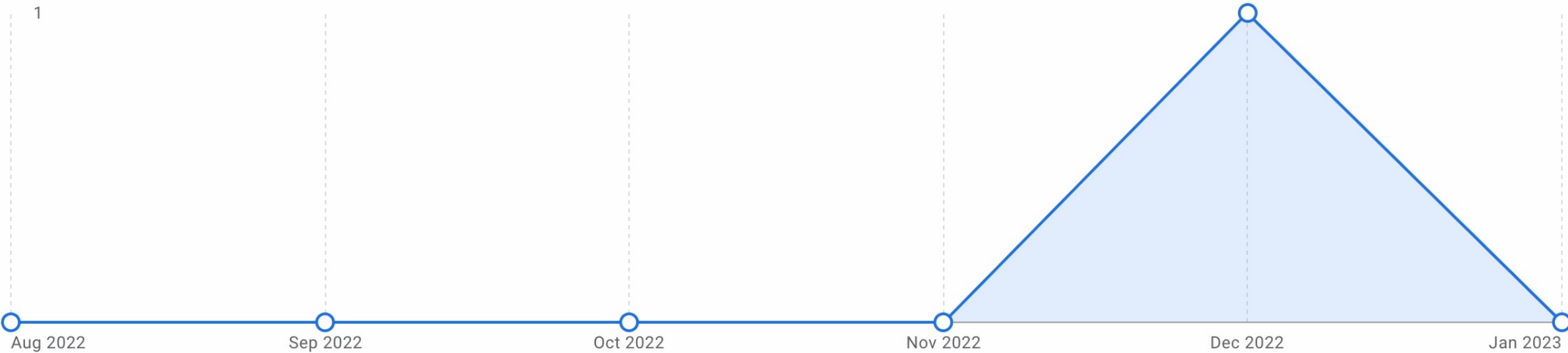
Aug 2022–Jan 2023

▼

Overview **Calls** Messages Bookings Directions Website clicks

1

Calls made from your Business Profile



Only managers of this profile can see this

Questions & answers
Be the first to ask a question

Ask a question

TRAIN ME!



ASK

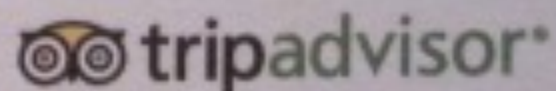
SELECTIVE ENABLER

How was your visit?

When you get home, please share your opinion of
Grand Canal Hotel Dublin

www.tripadvisor.co.uk/reviewit

Thank you for your candid comments.



RECOMMENDED

ON

THE WORLD'S LARGEST TRAVEL SITE



tripadvisor®

“

Reviews... they are
absolutely priceless.

”

DO RESPONSES MATTER TO THE CONSUMER?

YES:



HOW A BUSINESS RESPONDS TO CRITICISM OFTEN HAS MORE INFLUENCE ON BOOKING OR VISITATION DECISIONS THAN THE CRITICISM ITSELF.

WHICH REVIEWS SHOULD YOU RESPOND TO?



ALL OF THEM

REVIEW & REPUTATION MANAGEMENT

“Great staff and Hotel”



Front desk staff Renee, Jose, and Enrique went out of their way to be very helpful and extended a corporate discount for an additional night. Rooms are clean, comfortable and some even have water views. I would highly recommend the Executive Inn. D. Kincaid

MHochstatter, General Manager at Executive Inn & Suites, responded to this review

Dear D. Kincaid,

Thank you for the nice comments about our team. While we are currently working hard to renovate the lobby and lounge of the hotel, it's really the staff that make or break your stay experience. Our guys work hard to make sure your needs are met and you have everything you need to enjoy Oakland.

Thank you and we look forward to your next stay.



REVIEW & REPUTATION MANAGEMENT

“What has happened? Will not be returning...”

●●○○○○ Reviewed 4 weeks ago

Arrived at 18.00 to find nobody at 'home' and stood on the doorstep for an hour waiting for the manager to return... Then given a twin room instead of the double booked... The room in the basement did not have any windows, they were blocked by shutters which i could not open. The bathroom was unclean and the towel like sandpaper...The once

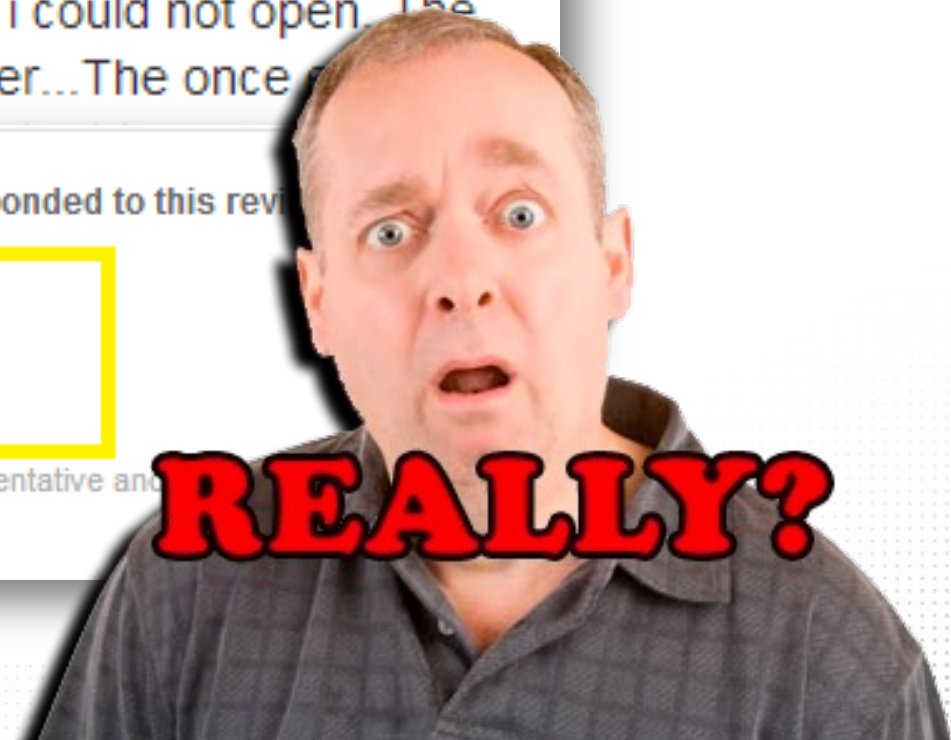
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georgianhouse1000, Owner at The Georgian House, responded to this review
2 weeks ago

Honestly what do you expect. You pay little you get cheap.
We are a Budget hotel. Get real.
[Report response as inappropriate](#)

This response is the subjective opinion of the management representative and not the opinion of TripAdvisor LLC

REALLY?



"Clean, friendly but lacks amenities"




By amenities I mean a blow dryer! The owners, who live on property, didn't even have a loaner blow dryer. I advise a trip to Wal-mart to pick up a couple cheap blow dryers. Otherwise nice. Rooms and bathroom especially are small. But was quite, very clean and well priced.

Scott B, Owner at Waters Inn, responded to this review

Thanks for your kind words and suggestion about the hair dryer! We've had lots of

requests for an iron and ironing board over the years so we have those on hand.

Now (thanks to your input) we've been to Walmart, bought a couple of blow dryers and we are ready for your next visit. If you let us know when...

A pair of hands holds a white, slightly curved sign against a bright blue sky with scattered white clouds. The sign features the text 'YOU CAN DO IT!' in a bold, black, serif font, arranged in two lines. The hands are positioned at the left and right edges of the sign, with fingers gripping it. The lighting is bright, suggesting a sunny day.

**YOU CAN
DO IT!**



*HOPE
IS NOT A
STRATEGY*

A black and white photograph of two hands held palm up against a dark background. The left hand has the text 'IF YOU NEVER TRY' written on it, and the right hand has 'YOU'LL NEVER KNOW' written on it. The text is in a bold, hand-drawn style.

IF YOU
NEVER
TRY

YOU'LL
NEVER
KNOW





Billy Mays

But wait there's more!

MORE EDUCATION COMING SOON!

- 1) What are custom audiences and how can I use them?
- 2) A guide to creating a tactical social media content plan
- 3) Best practices for email marketing
- 4) Lead generation tactics
- 5) An introduction to Google Analytics 4
- 6) Claim your spaces on Google, TripAdvisor, and Yelp
- 7) Online tools to help you be more efficient
- 8) Establishing a social media voice

LEARN MORE.....Socially



Dave Serino
Founder & Chief Strategist



Brian Matson
Senior Director of Strategy & Education



Nick Danowski
Lead Content Strategist



Scout Delicato
Lead Digital Advertising Strategist



Ashley Maddix
Digital Advertising Strategist



Makenna Schmitz
Digital & Social Media Director

@TwoSixDigital & Facebook/TwoSixDigital



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RANT OVER





Brian V. Matson
brian@twosixdigital.com

