



iTIP
Iowa Travel Industry Partners



Marketing Trends & Missed Opportunities for DMOs

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



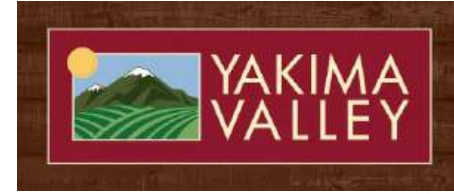
TwoSix Digital is a full-service agency that offers integrated marketing solutions exclusively to destination marketing organizations (DMOs) and members of the travel, tourism, and hospitality industries.

- **100% Digital Agency Focused on the Travel, Tourism & Hospitality Industry**
- **50+ Years of combined tourism industry experience**
- **Headquartered in Brighton, MI**





WHO WE WORK WITH



PICTURED
ROCKS
KAYAKING



WORK WITH TWOSIX



➤ **TWOSIX DIGITAL: DIGITAL MARKETING STRATEGIES FOR THE TRAVEL, TOURISM, AND HOSPITALITY INDUSTRIES**

➤ **WHO WE ARE**

TwoSix Digital is a full-service agency dedicated to working within the travel and tourism industry. The organization provides innovative strategic direction and award-winning integrated campaign management to tourism organizations throughout the country.

The tourism experience of the organization's leadership is unmatched, with more than 50 years of direct work with destination marketing organizations, hotels, resorts, and attractions. Our team maintains the knowledge and ability to interpret data that is critical to developing highly strategic consulting programs and successful promotional campaigns for our clients.

➤ **A SAMPLE OF OUR CLIENTS:**

PURE MICHIGAN ASPEN
DEFY ORDINARY.

PICTURED ROCKS KAYAKING TRAVERSE city MI

VIST LAKE COUNTY CLINICS ELKHART WELL CRAFTED COUNTYS

A full list can be seen on our website.

TwoSix Digital twosixdigital.com @TwoSixDigital facebook.com/twosixdigital
Address: 201 W. Main Suite 107 • Brighton MI 48116 • Phone: 810-623-1505 • E-Mail: info@twosixdigital.com

Download our Services Guide to see just some of the programs that we offer.



PARTNER BENEFITS

By participating, your destination partners will gain access to:

- **10+ Educational Webinars:** Educational webinars covering a variety of relevant digital marketing topics for your partners throughout the year.
- **An Extensive Library of On-Demand Content:** A comprehensive library of digital marketing educational resources and multimedia assets.
- **Continuous Content Uploads:** Regular content uploads to keep marketing strategies current and effective.

YOUR DMO BENEFITS

By offering a premier digital marketing education opportunity to local partners, your organization will be positioned as a leader in destination development and your region will reap the rewards of an elevated marketing effort.

DESTINATION UPLIFT



LET'S GET STARTED



TRENDS & MISSED OPPORTUNITIES



The Only Constant is

C H A N G E





ALERT





SECURITY



☐ Business Manager

From: **Facebook** <notification@facebookmail.com>

A business requested access to your Page

Jul 20 at 12:49 PDT · US

From: **Google Workspace Alerts** <google-workspace-alerts-noreply@google.com>

☐ Page is at risk of being unpublished soon by request of a third party
Business

Allow access to:

☐ Traverse City Tourism
Page

If you approve access, then Submit an appeal here: <https://copyright-case.100038492741.com> will be able to take the following actions on your Page: **Content**.

[Review Request in Business Manager](#)

This email is automatically sent from Facebook when someone requests access to your Page using Business Manager. Only allow access to people and businesses you trust.
[Not sure?](#)

[Manage notification preferences](#)

This message was sent to nick@twosixdigital.com. Meta Platforms, Inc., Attention: Community Support, 1 Meta Way, Menlo Park, CA 94025

To help keep your account secure, please don't forward this email. [Learn more](#)

Google Workspace

automatically reclassified messages as phishing.

The alert details include:

- Summary: Google detected and reclassified 1 message(s) from messaging-service@post.xero.com as phishing post-delivery. These messages have either already been interacted with or been whitelisted. The messages will remain in the user's inboxes until removed manually. There was 1 recipient(s).
- Activity date: Monday, Jun 2, 2025, 8:21:42 PM (UTC)
- Actor: messaging-service@post.xero.com
- Total messages: 1
- Received by: scout@twosixdigital.com
- Severity: MEDIUM

Please view the alert center for additional details, investigation options, and remediation recommendations.

[Go to Alert Center](#)

BEST PRACTICES

STRONG, UNIQUE PASSWORDS

Create passwords that are difficult to guess and use a different password for each social media platform. Avoid using easily guessable information like birthdays or names.

TWO-FACTOR AUTHENTICATION

Enable 2FA to add an extra layer of security. This requires a second verification step, such as a code sent to your phone, in addition to your password.

PRIVACY SETTINGS

Regularly review and adjust your privacy settings to control who can see your posts, profile information, and other content.

BEWARE SUSPICIOUS REQUESTS

Be cautious of friend requests from strangers or links that seem suspicious. Verify the sender's identity before accepting requests or clicking on links.

BEST PRACTICES

PUBLIC WIFI

Avoid logging into social media accounts on public Wi-Fi networks, as they can be vulnerable to hacking. If you must use public Wi-Fi, use a VPN for encryption.

THIRD-PARTY APPS

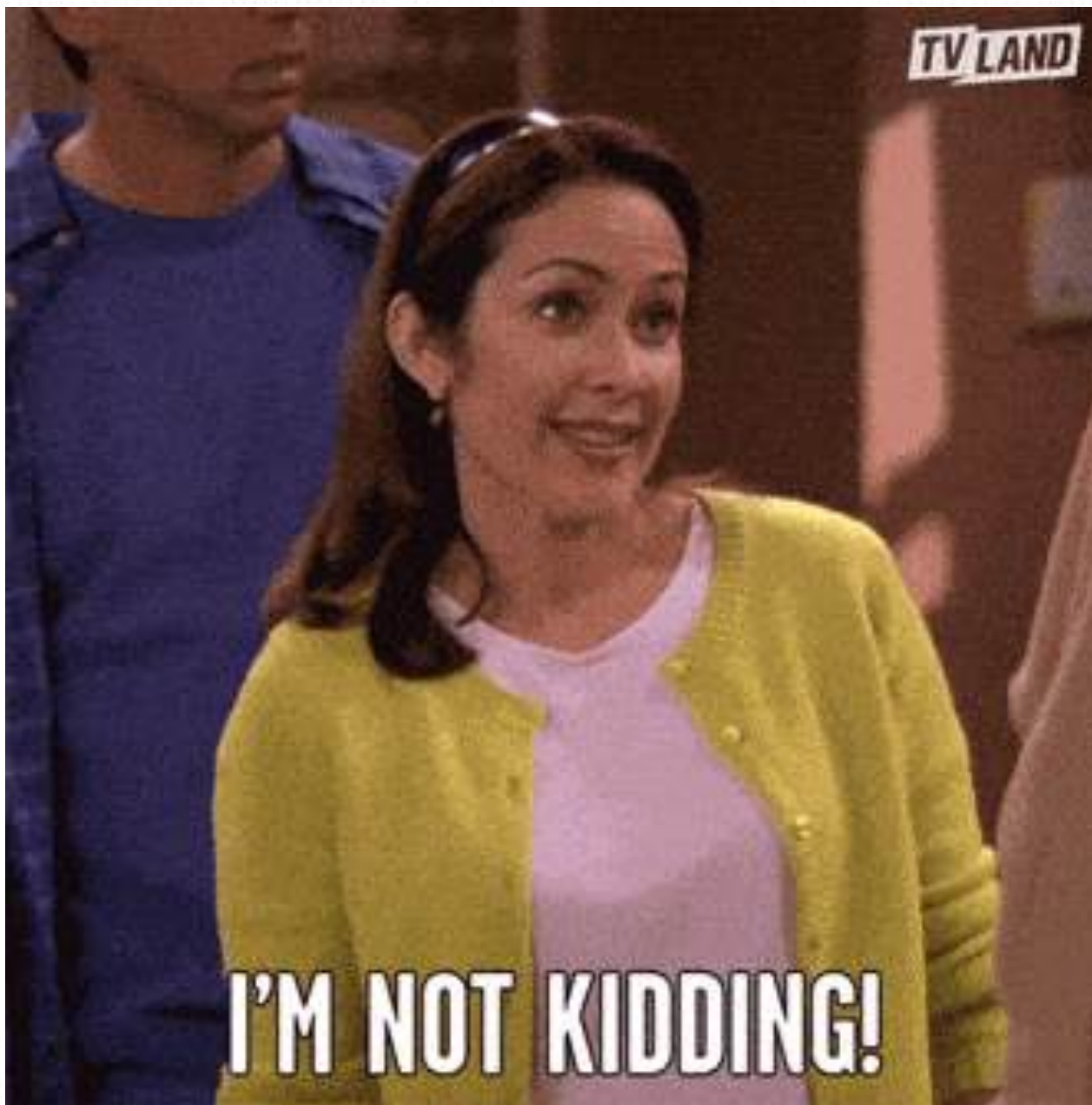
Be cautious when using third-party apps that connect to your social media accounts. Review the permissions they request and only grant access to trusted apps.

LOCATION SERVICES

Be mindful of location services and disable them when not actively needed. Sharing your location can reveal your whereabouts to others.

MONITOR ACCOUNT ACTIVITY

Regularly check your account activity for any suspicious logins or posts that you didn't initiate.





ALERT



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.

CVBs are a potential target.

Supreme Court hands win to blind man who sued Domino's over website accessibility

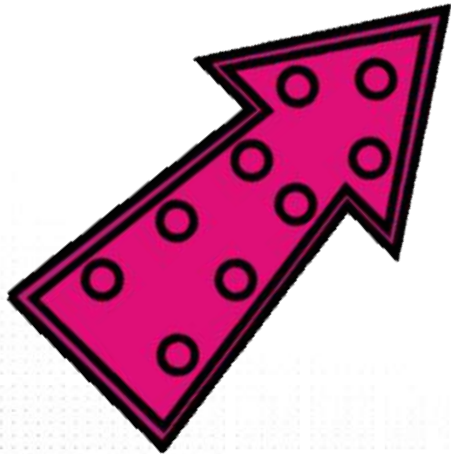
The Supreme Court has denied a petition from Domino's Pizza Inc. following a decision by the Ninth Circuit Court of Appeals that ruled in favor of a blind man.

Candy shop I Love Sugar hit with lawsuit over website accessibility

A lawsuit filed Jan. 31 in the Middle District of Florida alleges a Daytona candy retailer's websites are not accessible to blind and visually...

Kohl's class action claims website not equally accessible to blind, visually impaired consumers

Who: Sumaya Hussein filed a class action lawsuit against Kohl's Inc. Why: Hussein claims Kohl's is in violation of the Americans with Disabilities Act by...

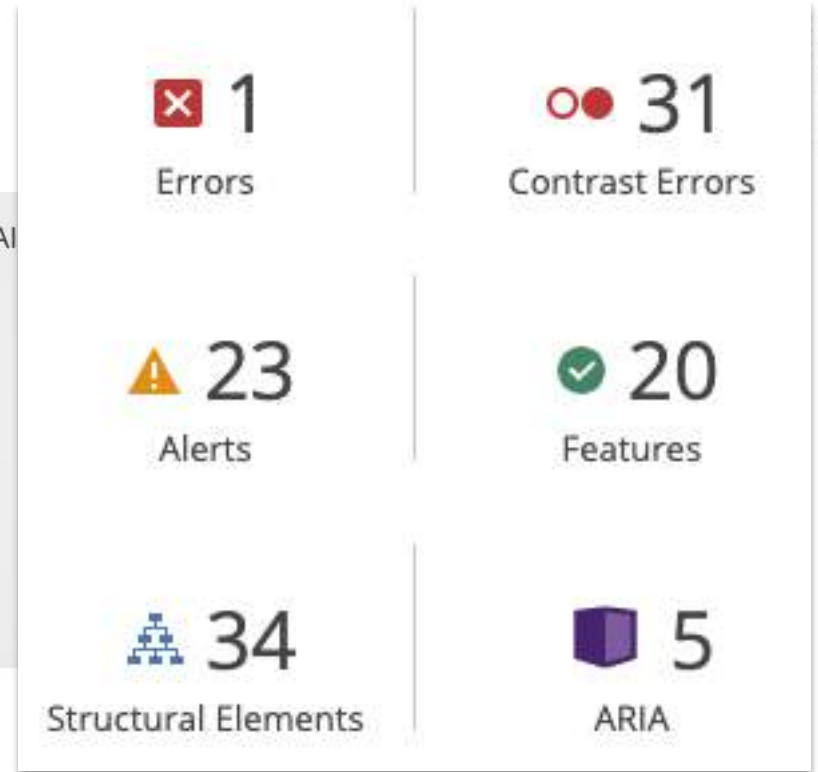


ARE YOU ACCESSIBLE?



WAVE Web Accessibility Evaluation Tools

WAVE® is a suite of evaluation tools that helps authors make their web content more accessible to individuals with disabilities. WAVE can identify many accessibility and Web Content Accessibility Guideline (WCAG) errors, but also facilitates human evaluation of web content. Our philosophy is to focus on issues that we know impact end users, facilitate human evaluation, and to educate about web accessibility.



CONDUCT A FREE TEST: <https://wave.webaim.org/>

Need help? We got you.



ACCESSIBILITY AUDIT

Email Me!
brian@twosixdigital.com

The image shows a close-up of a car's dashboard, heavily tinted with a red color. Two bright, circular light sources, likely the instrument cluster, are visible in the upper half of the frame. The word "ALERT" is printed in large, white, sans-serif capital letters across the lower portion of the image. The overall texture is grainy and blurry, suggesting a low-quality photograph or a video frame.

ALERT



Google

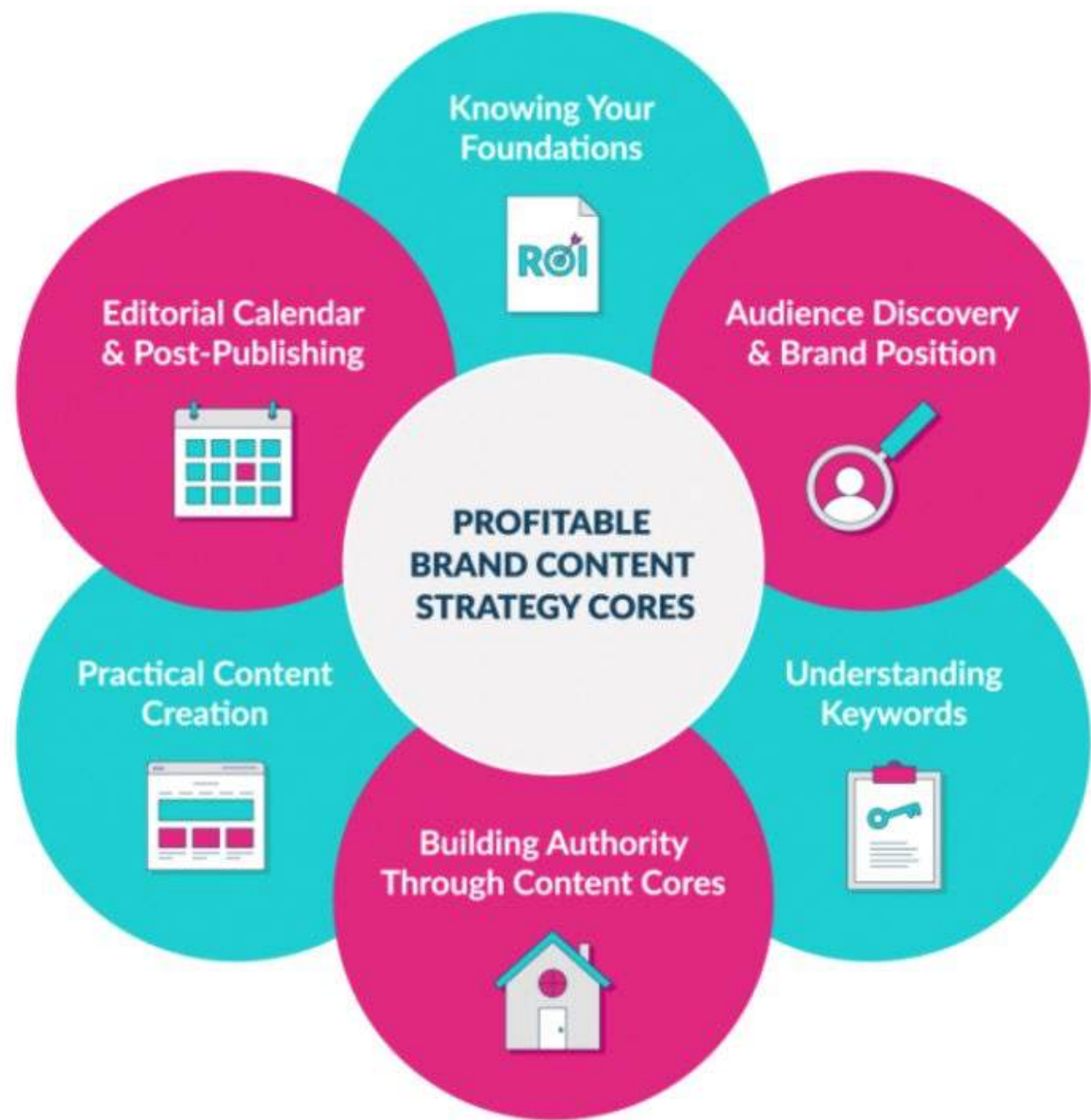
Marketer



MakeAGIF.com



Google Analytics 4





2019年9月6日 星期五

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Legend

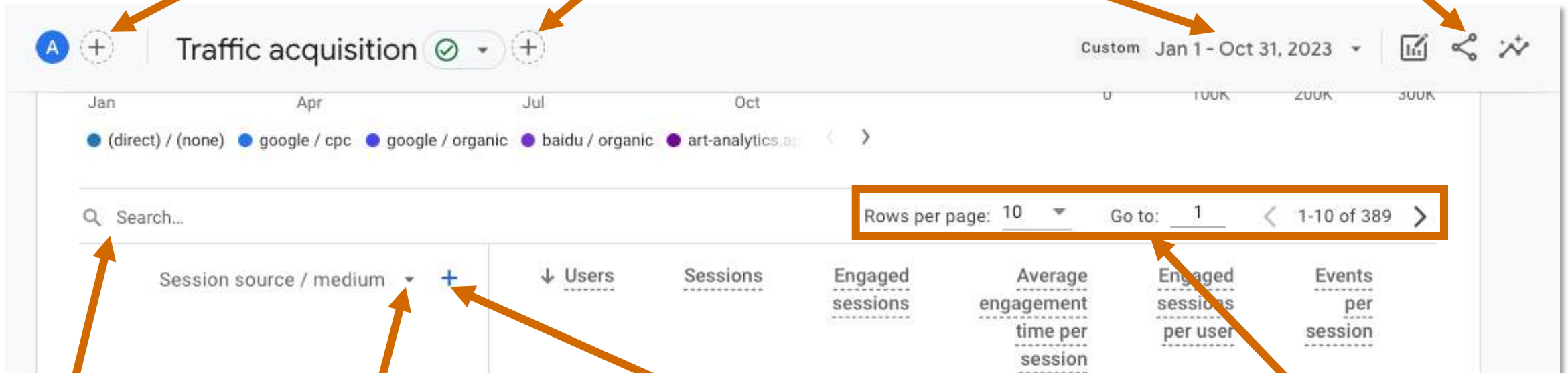


Comparisons

Filters

Date

Share / Download



Search

Dropdown

"Secondary Dimension"

Table Navigation



The sky is falling...



Session primary...Channel Group) +		↓ Sessions	Engaged sessions
SHOW ALL ROWS			
Total		105,637 vs. 53,958 ↑ 95.78%	47,995 vs. 35,668 ↑ 34.56%
1	Paid Social		
	Jan 1 - Aug 7, 2025	42,713 (40.43%)	6,994 (14.57%)
	Jan 1 - Aug 7, 2024	3,163 (5.86%)	2,814 (7.89%)
	% change	1,250.4%	148.54%
2	Organic Search		
	Jan 1 - Aug 7, 2025	39,585 (37.47%)	26,602 (55.43%)
	Jan 1 - Aug 7, 2024	26,000 (48.19%)	20,948 (58.73%)
	% change	52.25%	26.99%
3	Paid Search		
	Jan 1 - Aug 7, 2025	15,825 (14.98%)	9,525 (19.85%)
	Jan 1 - Aug 7, 2024	8,282 (15.35%)	3,013 (8.45%)
	% change	91.08%	216.13%



TELL AN ACCURATE STORY



**STOP
MAKING
ASSUMPTIONS**



Google Skillshop

Dive Deeper Into GA4 Data And Reports

This course will detail how to use Google Analytics' powerful set of tools to help answer your specific business questions.

E-learning

ENGLISH

 SHARE

 ADD TO PLAYLIST

Course

This course


This course

- Use
- Vis
- Us
- Us



Manage GA Data and Learn to Read Reports


EN

 E-learning



Get Started using Google Analytics


EN

 E-learning



Measure Your Marketing with Google Analytics

EN

 E-learning

THERE'S A DESTINATION UPLIFT COURSE FOR THAT!



ON-DEMAND WEBINARS

Metrics that Matter

Join for this results-oriented course that will reveal the essential metrics that truly matter for your small business.

 Destination Uplift

[SEE MORE](#)

Just one of many webinars and courses available.

WWW.DESTINATIONUPLIFT.COM



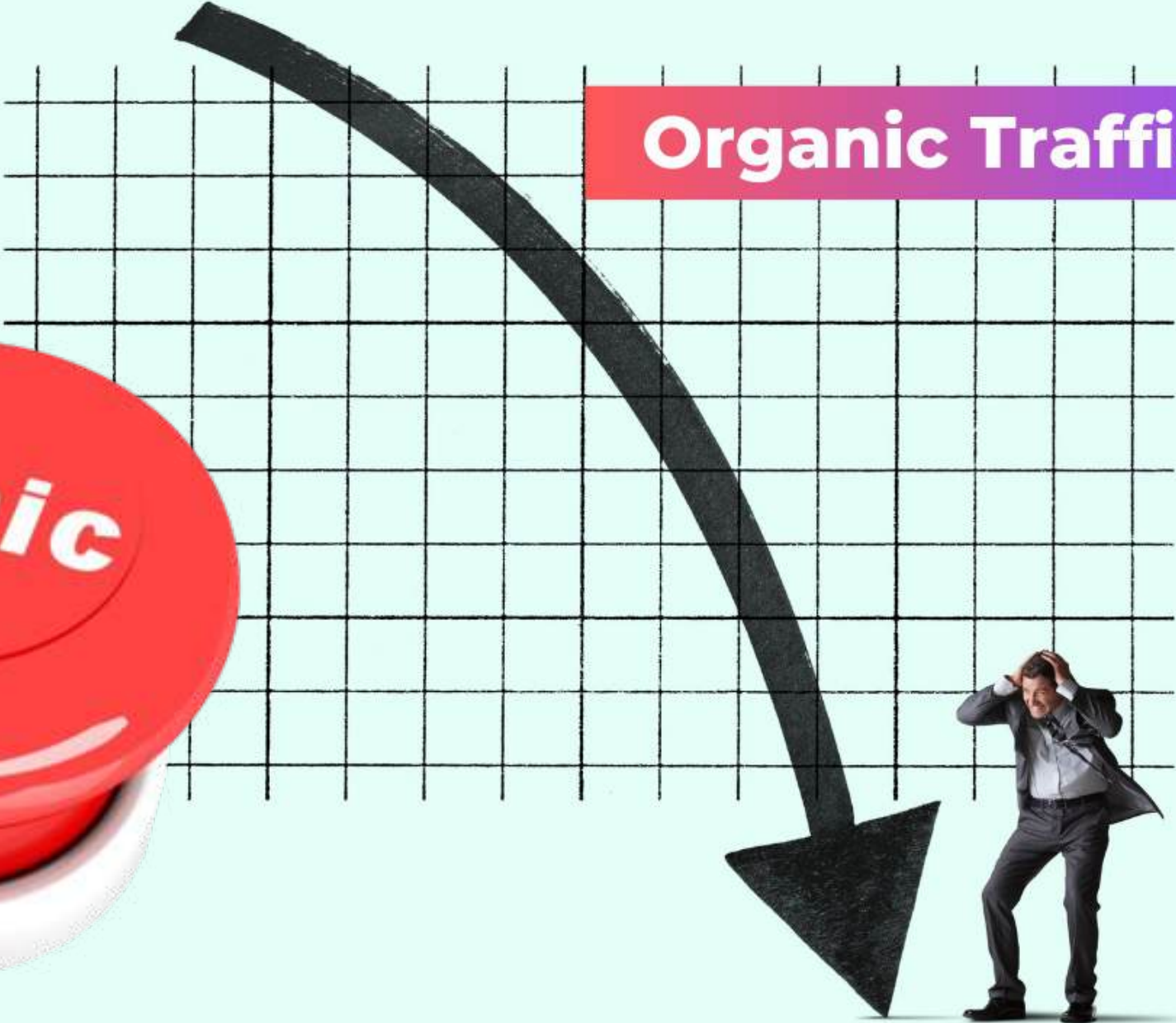




ALERT



Organic Traffic





Gosh Darn AI



TechCrunch

<https://techcrunch.com> › 2025/08/06 › google-denies-ai... ⋮

Google denies AI search features are killing website traffic

4 days ago — Numerous studies indicate that the shift to AI search features and the use of AI chatbots are killing traffic to publishers' sites.



ORGANIC

SEO



THERE'S A DESTINATION UPLIFT COURSE FOR THAT!



ON-DEMAND WEBINARS

Search Engine Optimization You Can Do

Learn to optimize your content to appear in search engines like Google!



Destination Uplift

SEE MORE

Just one of many webinars and courses available.

WWW.DESTINATIONUPLIFT.COM

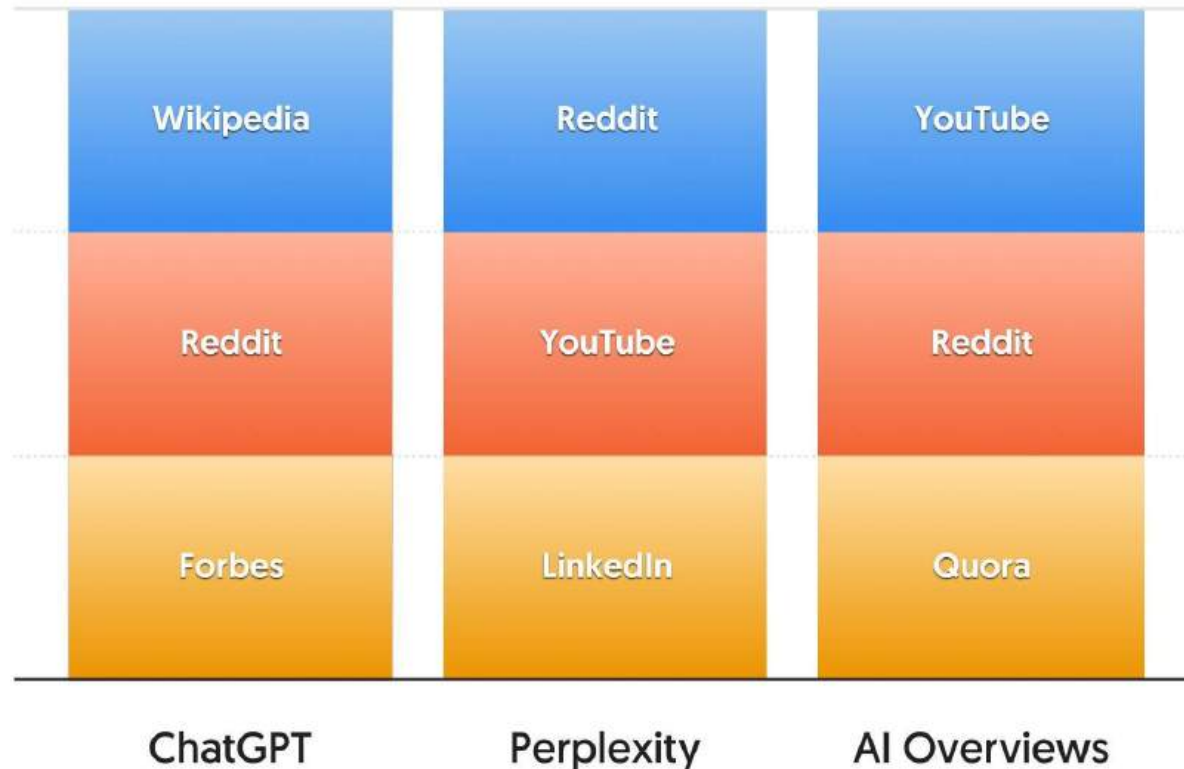




Who Are LLMs Citing Often?

*Large Language Models - aka AI platforms people use to search.

Winner Runner Up Notable Mention



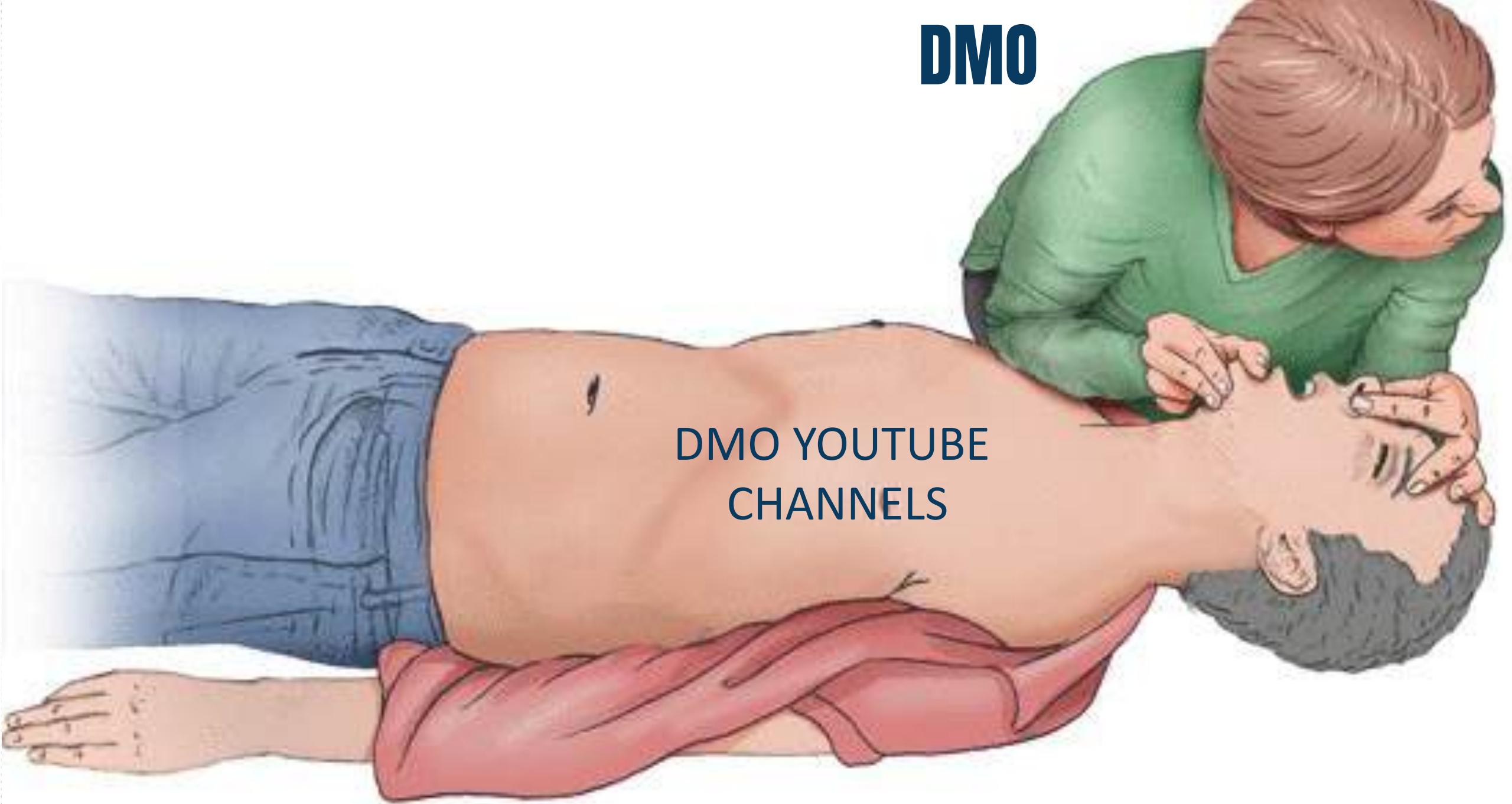
WHAT TO DO NEXT:

Leverage **Wikipedia**, **Reddit**, and **YouTube** as LLMs pull from them.



DMO

DMO YOUTUBE
CHANNELS



The image is a red-tinted, grainy photograph of a cockpit instrument panel. Two bright, circular lights are visible, one on the left and one on the right, both glowing intensely. Between them, there are some faint, indistinct markings or lights. At the bottom of the image, the word "ALERT" is written in large, white, bold, sans-serif capital letters. The overall texture is noisy and has a vintage, low-quality feel.

ALERT





Prominent Businesses Are Being Sued For Using Music In Their TikTok And Instagram Posts

DSW Shoe Warehouse hits back against Warner Music lawsuit: A lesson on social media sync licensing

By Tom Marshall • July 14, 2025 • 8 mins read

As Warner Music sues over unlicensed music use, the lawsuit serves as a crucial lesson for brands and creators when it comes to using music in posts.



 Detroit Free Press

An Eminem song, a local Ford dealer, a Lions truck — and now a lawsuit

The Ferndale publisher that oversees Eminem's song catalog has sued an area Ford dealership, claiming unauthorized use of the rapper's hit "Lose Yourself" to...

Jan 27, 2025



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?

USE APPROVED SOUNDS



You Control the Sound





Original Sounds FTW

Narrations
Environmental Sounds



The image is a red-tinted, grainy photograph of a cockpit instrument panel. Two bright, circular lights are visible, one on the left and one on the right, both glowing intensely. Between them, there are several smaller, dimmer lights. The overall texture is noisy and low-resolution. At the bottom, the word "ALERT" is written in large, white, sans-serif capital letters.

ALERT



[adult swim]



US DOLLARS

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.



MORE FREQUENCY WILL SOLVE MY PROBLEMS



Community
Manager

Social Media
Feeds





**BE FRICKING
INTERESTING**



**Attention
is the
currency**

Focus on:

Quality

Quantity





The tubing video I used was recycled from last year, I just changed the words and music.

So far on Facebook, it has:

- 3,248,668 views
- 2,923 comments
- 8,673 shares
- 31,183 reactions

We have also received 7,474 Facebook followers since the video was posted.

It also did quite well on TikTok and I'm super happy I'm still able to grab these numbers:

- 245,119 views
- 92 comments
- 4,919 shares
- 6,503 reactions
- 1,211 saves

We gained 730 followers on TikTok from that video.

Our Linktree did great, too! We had 3,230 clicks on our tubing page, Treetops Tubing page had 767 clicks and Otsego Resort got 341 clicks.



There's a lot of low-hanging fruit.

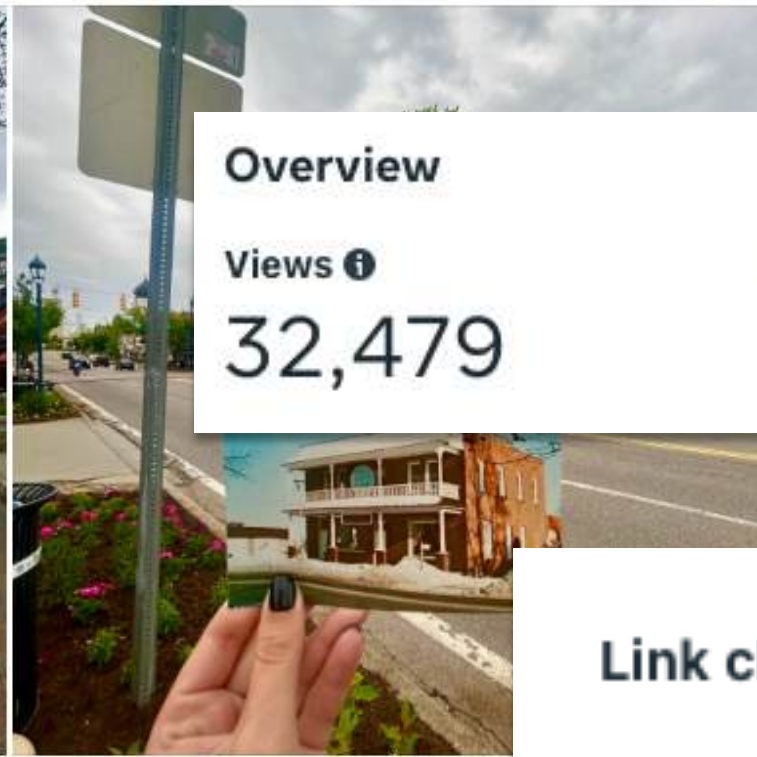


Frankenmuth

May 31 · 🌐



Past postcard views meet the present in Michigan's Little Bavaria. 📷 ✨



Overview

Views ⓘ

32,479

Reach ⓘ

24,108

Interactions ⓘ

388

Link clicks ⓘ

--

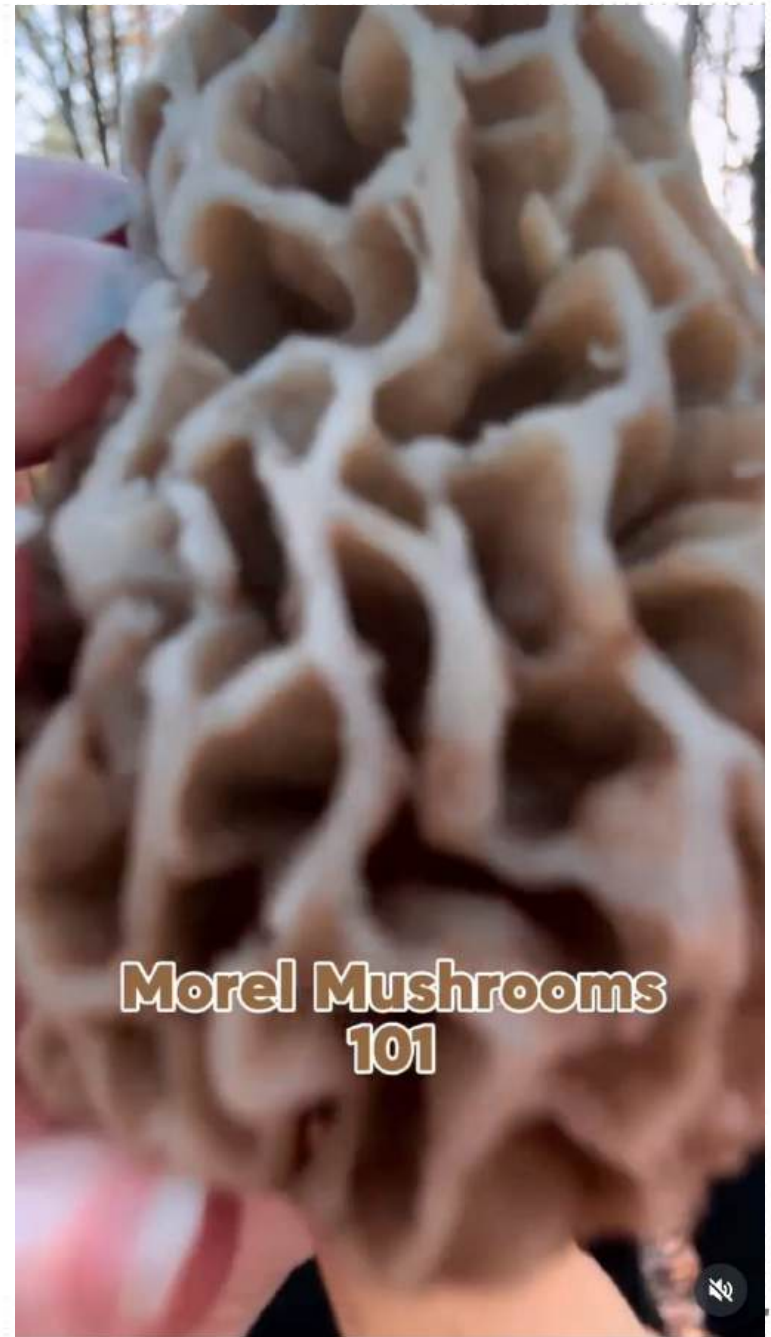




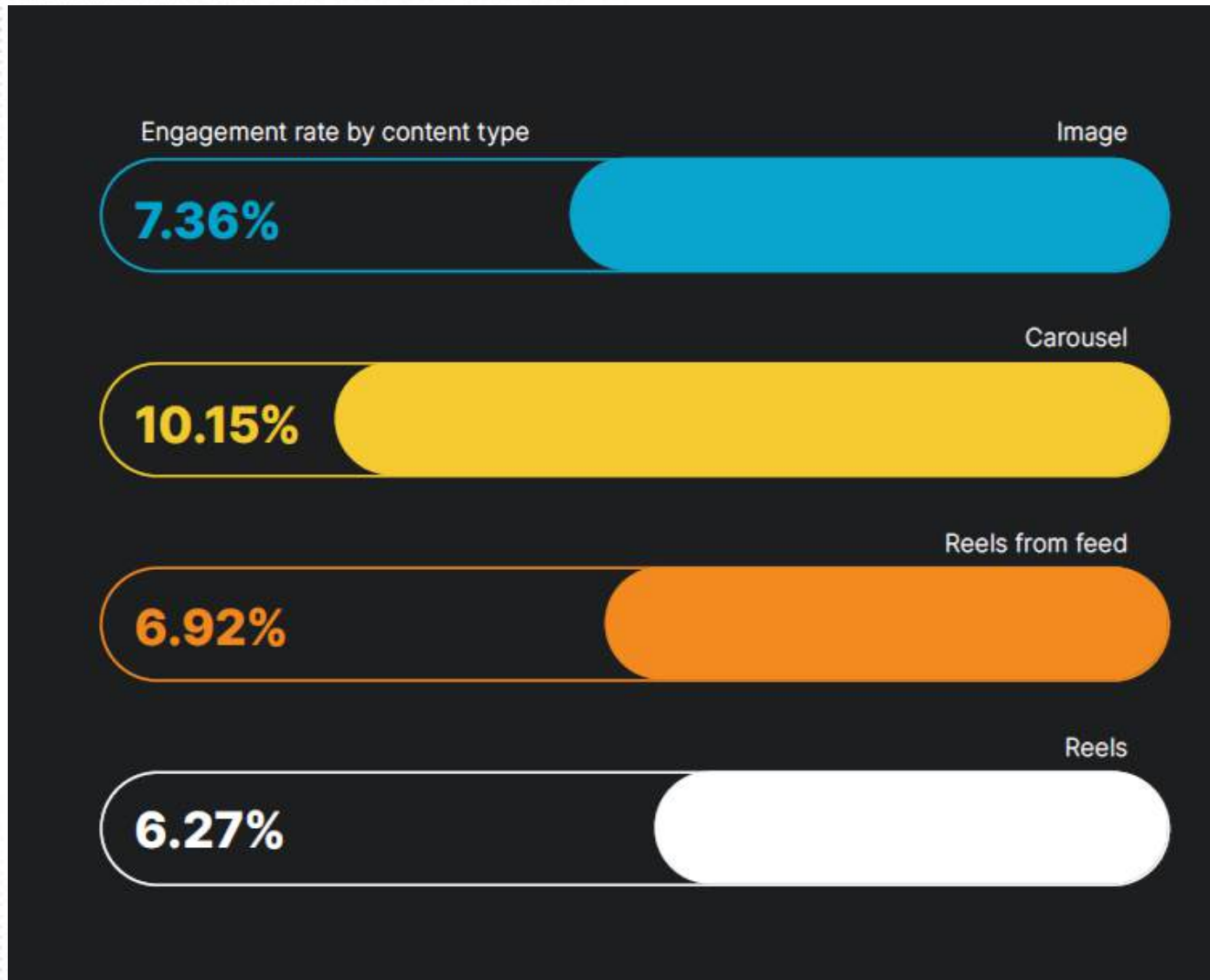
**How's my resting
beach face?**



**Check out this
lavender farm
in Gaylord, Michigan.**



**Morel Mushrooms
101**



**Carousels =
Existing Fans**

**Reels =
Awareness Building**

THERE'S A DESTINATION UPLIFT COURSE FOR THAT!



ON-DEMAND WEBINARS

Social Media Publishing Tips & Tricks

Create an effective and organized organic strategy for social media networks.



Destination Uplift

SEE MORE

Just one of many webinars and courses available.

WWW.DESTINATIONUPLIFT.COM



The image is a red-tinted, grainy photograph of a cockpit instrument panel. Two large, bright, circular lights are visible, one on the left and one on the right, both glowing intensely. Between them, there are several smaller, dimmer lights. The overall texture is noisy and low-resolution. At the bottom, the word "ALERT" is written in large, white, bold, sans-serif capital letters.

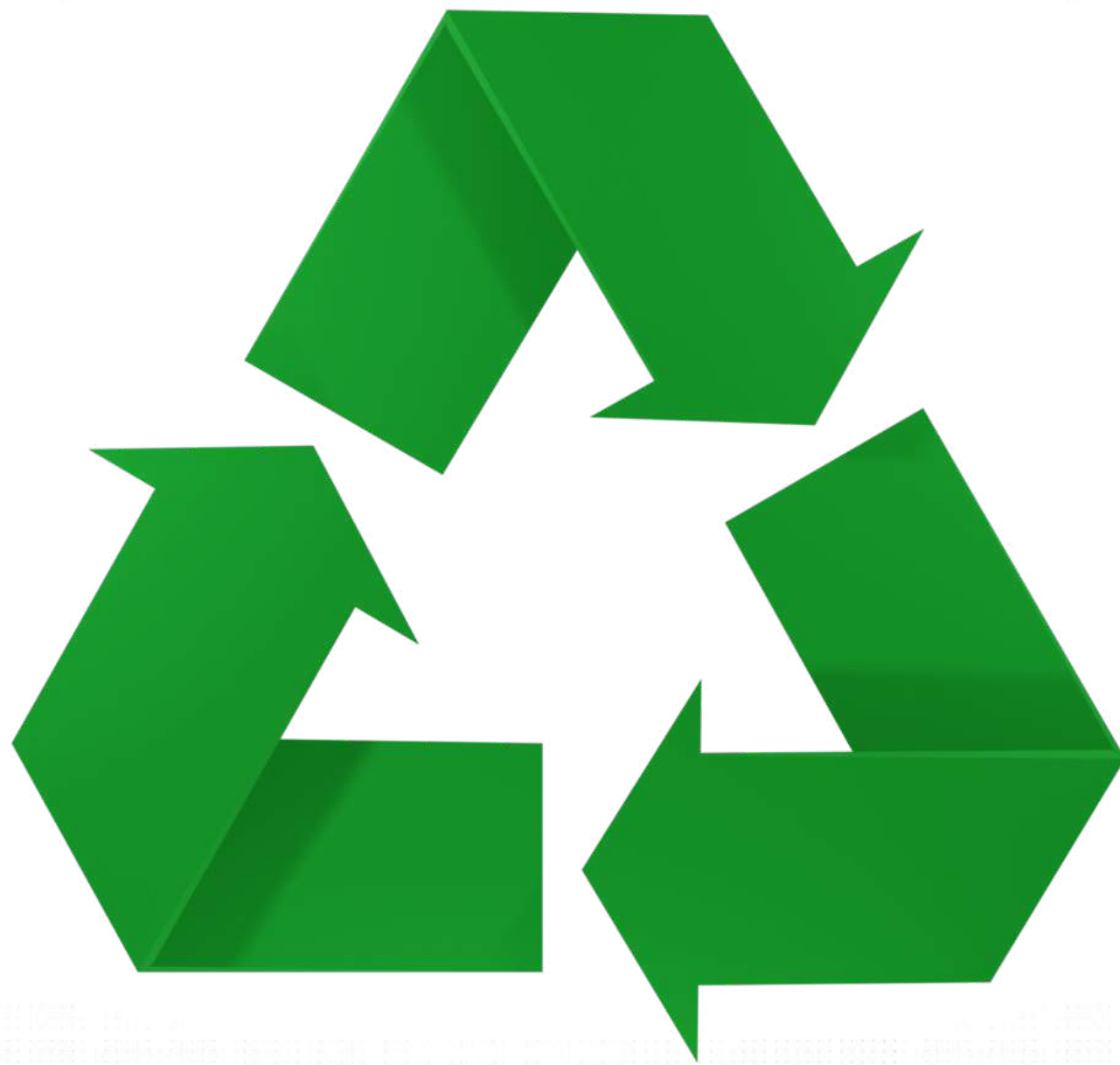
ALERT





**YOUR
CONTENT
WARCHEST**







Here's what's cookin' Pumpkin Cookies Serves
Recipe from the kitchen of



1 cup margarine
2 cups sugar
2 eggs
2 cups pumpkin
2 1/2 cups flour
1/2 teas. salt 1 1/2 teas. nutmeg
2 " soda 1/2 " cinnamon
1/2 " cloves 2 " vanilla
2 cups raisins nut meats

Bake at 375° 13-15 min.

Schtick

GET WEIRD





**Why can't
we get
more
creative?**



**Start speaking to your
audience, not for your
stakeholders.**



#FALLONTONIGHT



DMO

DESTINATION MARKETING ORGANIZATION

DESTINATION MANAGEMENT ORGANIZATION

DESTINATION MEDIA ORGANIZATION









INFLUENCER

DMO







1. THE CRANE SHOT

Insta360 Series of Cameras are amazing

THERE'S A DESTINATION UPLIFT COURSE FOR THAT!



Social Media

10 Tips for Posting on TikTok

Explore tips to enhance your TikTok content discoverability, & more!



Destination Uplift



Social Media

Guide to Improving your Photos & Videos

Learn basic photo & video techniques, and what creative performs best on social media!



Destination Uplift

SEE MORE

Just a couple of the many webinars and courses available.

WWW.DESTINATIONUPLIFT.COM

A red-tinted image of a car's interior dashboard. The word "ALERT" is overlaid in large, white, bold, sans-serif capital letters at the bottom center. The background shows the dashboard with two bright, circular air vents on either side of a central display area, which appears to have some faint, illegible markings. The overall image has a grainy, high-contrast quality.

ALERT





ESTABLISH YOUR DESTINATION NICHE



NICHE 1



NICHE 2



NICHE 3



YOU MIGHT ONLY HAVE ONE!


FOCUS



**POWER
NICHE**

CVB



A woman with blonde, wavy hair is shown from the chest up. She has a serious, almost stern expression on her face. She is wearing a dark-colored top with a small, light-colored floral or patterned print. The background is slightly out of focus, showing what appears to be an interior space with some decorative elements.

own it

nobodies.



TEST ORGANICALLY



LET IT RIP!



PROMOTED
CONTENT

MARKETER



A person wearing a white button-down shirt and a dark jacket is holding a small white card in their right hand. The card has the word "Intentional" written on it in a black, cursive script. The person's face is not visible, and the background is dark and out of focus.

Intentional



HOW DO YOU WORK THIS SALES FUNNEL?

THERE'S A DESTINATION UPLIFT COURSE FOR THAT!



**Data-Driven Campaigns
on a Budget**

ON-DEMAND WEBINARS

**Data-Driven Campaigns on a
Budget**

Learn how to build smart and simple
advertising campaigns on Meta.



Destination Uplift

SEE MORE

Just one of many webinars and courses available.

WWW.DESTINATIONUPLIFT.COM





ALERT





**DON'T
FORGET!**

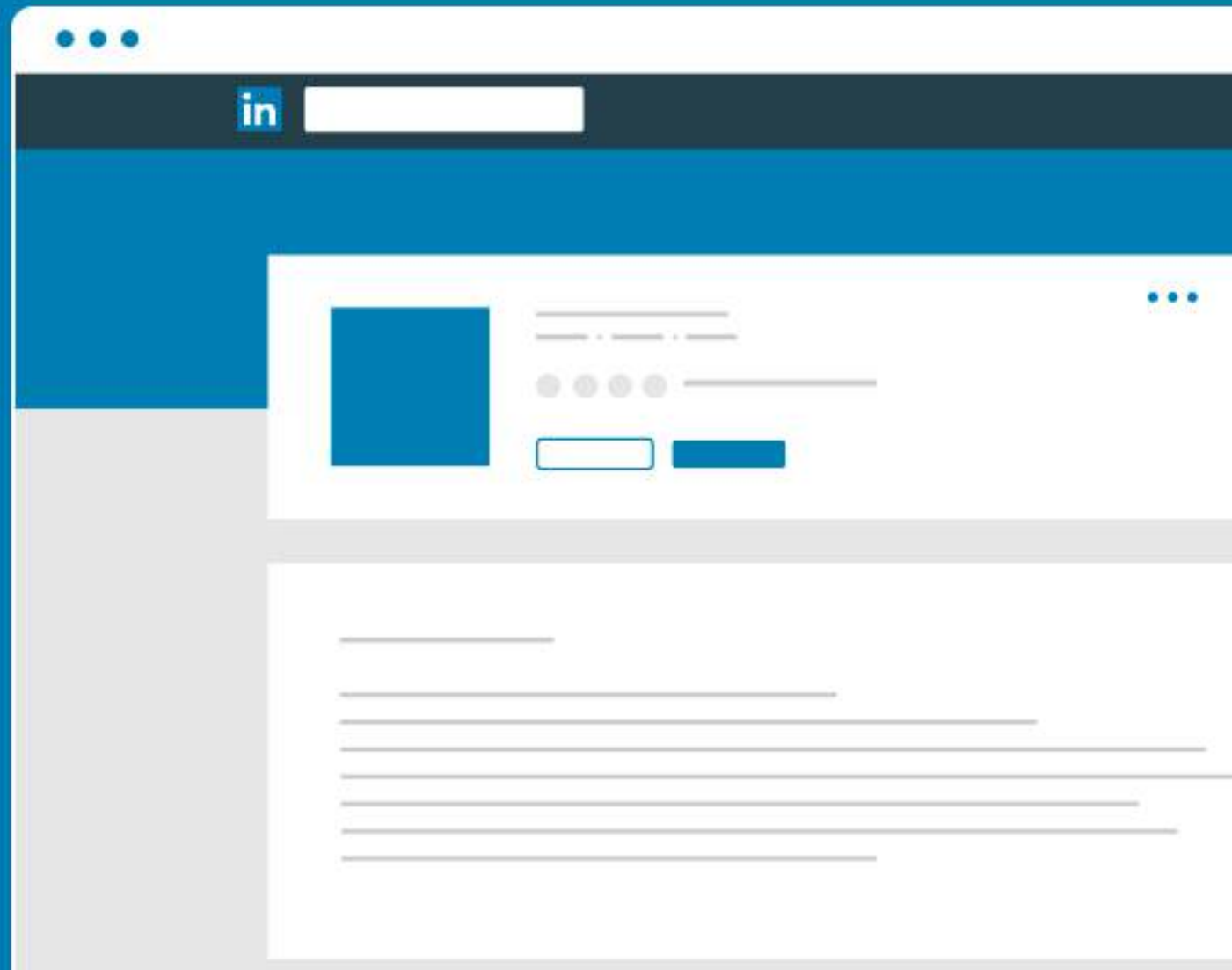
Linked





LinkedIn

Company Page



LinkedIn Premium Company Page

Last updated: 2 months ago

LinkedIn Premium Company Page is a subscription to help you make your Page stand out and convert more LinkedIn members into clients for your business. Premium Company Page gives you access to certain features that are only available to premium subscribers. All admins of the Page with a Premium Company Page subscription can use the premium features. For an overview of how to make the most use of your Premium Company Page subscription, use [this guide to help get you started](#).

Who can use this feature?

We're gradually making this product available, and you might not have access to it at this time. You must be a super admin of the Page to subscribe to Premium Company Page.

Premium Company Page features

Feature	Description



BOOZE
WON'T SOLVE ALL YOUR PROBLEMS

**BUT IT'S
WORTH
A SHOT!**



 **BIG DOGS**

TM AND © 2017 BIG DOG LICENSING LLC

IF YOU NEVER
TRY,
YOU'LL NEVER
KNOW.

Choose 
LANSINGTM
Plan On Something **Greater**


ASPEN
CHAMBER
RESORT ASSOCIATION


TWOSIXDIGITAL



ALERT



CHALLENGE

A woman with dark hair tied back, wearing a dark brown hoodie, is standing in a kitchen. She is looking out of a white-framed glass door with a white handle. Her expression is one of concern or worry. The kitchen has white cabinets, a white oven, and a silver kettle on the counter. A small potted plant is visible on the windowsill behind her.

PARTNER

CVB



CVB



A photograph of four rowers in a blue and white racing shell on a body of water. The rowers are seen from behind, wearing red tank tops and dark shorts. Their oars are extended into the water, creating a rhythmic pattern of dark lines. The water is a deep blue with gentle ripples. The boat's hull is visible, showing a blue stripe along the side. The overall scene conveys a sense of teamwork and athletic effort.

PARTNERS

CVB







DESTINATION UPLIFT

DESTINATION UPLIFT

- DMO's Empowering their Local Partners through Ongoing Digital Marketing Education -



Learn the Skills you Need to Grow your Business & Uplift your Destination.

[CREATE YOUR FREE ACCOUNT TO BEGIN ACCESSING CONTENT](#)

Get started now with a variety of digital marketing educational courses and content that you can explore at your own pace!

Our digital marketing education series aims to equip local



Destination Uplift
Hi, how can we help?





WEBINAR TOPICS

DESTINATION UPLIFT

EMAIL MARKETING BEST PRACTICES

Discover trends and best practices when it comes to developing and delivering an impactful email marketing program. Learn more about automated messages, segmentation, and funnels that nurture subscribers in a meaningful way.

DATA-DRIVEN CAMPAIGNS ON A BUDGET

In this session, we'll uncover valuable data sources hiding in plain view and show you how to use them to enhance your future digital marketing campaigns with tips for every level of expertise.

HOW AI CAN HELP, NOT HINDER YOUR WORK

Discover the basics of what you can do with AI tools to open up bandwidth and enhance your marketing efforts. We'll discuss the benefits of using AI for research, content generation, and more while leveraging some

ADVANCED GA4

Uncover the power of Google Analytics 4 with advanced tactics that can transform how you understand your online presence. Learn how to analyze important user actions, track your customer journey, and turn website visitors into valuable consumers with tools like Events



10+ Professionally Produced Webinars Dozens of "Mini Courses"



PARTNER BENEFITS:

10+ Educational Webinars: Educational webinars covering a variety of relevant digital marketing topics for your partners throughout the year.

An Extensive Library of On-Demand Content: A comprehensive library of digital marketing educational resources and multimedia assets.

Continuous Content Uploads: Regular content uploads to keep marketing strategies current and effective.

DESTINATION
UPLIFT

DMO BENEFITS:

By offering a premier digital marketing education opportunity to an unlimited number of local partners, your organization will be positioned as a leader in the destination development, and your region will reap the rewards of an elevated marketing effort in your region.

**DESTINATION
UPLIFT**





CVB



PARTNERS

PRICING TIERS:

**DMO's with a budget less than \$3 million:
\$9,500 per year**

**DMO's with a budget greater than \$3 million:
\$15,000 per year**



The ultimate “What have you done for me lately” that you can offer to your stakeholders.

TESTIMONIALS



Destination Uplift provides our stakeholders with relevant educational resources at their convenience. The offerings help our tourism businesses be more competitive and impactful with their marketing investments. This is the stakeholder education solution we have been looking for.

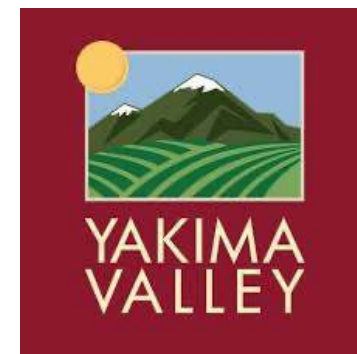
Karen Raymore, Hocking Hills Tourism Association



We've received great feedback from members, especially those operating as one-person businesses who are in charge of every aspect and don't have the luxury of relying on a team. They were so grateful for the educational opportunity and are loving the content.

Stephanie Castelein, Mackinac Island Tourism Bureau





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YOUR DMO BENEFITS

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DESTINATION UPLIFT



Scan for more info



BOOK A QUICK CHAT



Scan to book a call



**WE'VE COVERED A
LOT OF GROUND.**



SOURCE: [Pexels.com](https://www.pexels.com)



IN SUMMARY:

1. **Take security VERY seriously**
2. **Prioritize accessibility on your website**
3. **Get trained up on GA4**
4. **Optimize your website for organic SEO**
5. **Use approved music libraries in content**
6. **Add to & organize your content war chest**
7. **Find your schtick**
8. **Lean in on your differentiators**
9. **Don't sleep on LinkedIn for Meetings & Sports**
10. **Empower your partners with Destination Uplift**





SOURCE: Pexels.com

SIGN UP TO THE E-NEWSLETTER

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

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This Month in the TwoSix E-Newsletter:



WORK WITH TWOSIX



➤ **TWOSIX DIGITAL: DIGITAL MARKETING STRATEGIES FOR THE TRAVEL, TOURISM, AND HOSPITALITY INDUSTRIES**

➤ **WHO WE ARE**

TwoSix Digital is a full-service agency dedicated to working within the travel and tourism industry. The organization provides innovative strategic direction and award-winning integrated campaign management to tourism organizations throughout the country.

The tourism experience of the organization's leadership is unmatched, with more than 50 years of direct work with destination marketing organizations, hotels, resorts, and attractions. Our team maintains the knowledge and ability to interpret data that is critical to developing highly strategic consulting programs and successful promotional campaigns for our clients.

➤ **A SAMPLE OF OUR CLIENTS:**

PURE MICHIGAN ASPEN
DEFY ORDINARY.

PICTURED ROCKS KAYAKING TRAVERSE city MI

VIST LAKE COUNTY CLINIQUE ELKHART WELL CRAFTED COUNTYS

A full list can be seen on our website.

 **TwoSix Digital**
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Download our [Services Guide](#) to see just some of the programs that we offer.



PARTNER BENEFITS

By participating, your destination partners will gain access to:

- **10+ Educational Webinars:** Educational webinars covering a variety of relevant digital marketing topics for your partners throughout the year.
- **An Extensive Library of On-Demand Content:** A comprehensive library of digital marketing educational resources and multimedia assets.
- **Continuous Content Uploads:** Regular content uploads to keep marketing strategies current and effective.

YOUR DMO BENEFITS

By offering a premier digital marketing education opportunity to local partners, your organization will be positioned as a leader in destination development and your region will reap the rewards of an elevated marketing effort.

DESTINATION UPLIFT



Scan for more info



Brian V. Matson
brian@twosixdigital.com



Scan to book a call



THANK YOU!



iTIP
Iowa Travel Industry Partners