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 industry in the United States.

TwoSix Digital was founded in 2014 by Dave Serino, a tourism industry veteran, and digital marketing pioneer. Offices headquartered in downtown Brighton, Michigan.

A SAMPLE OF OUR CLIENTS:

A full list can be seen on our website.
OUR SERVICES:

**DIGITAL/SOCIAL MEDIA AUDITS**

This program features an extensive review of your Google Analytics – detailing information such as referring sites, targeted DMA’s, engaged users based on bounce rates and site time, along the consumption of specific content. We will provide insight on the origins of your most valuable digital consumers and help expose the profiles of consumers who represent the strongest intent to travel to your area.

Along with the Google Analytics review, we review each of the current social media channels utilized by the organization – Facebook, Instagram, Pinterest, Twitter, Snapchat and YouTube, etc. After reviewing each of the channels, TwoSix Digital provides a detailed analysis of each specific channel in terms of its brand presence, engagement and overall effectiveness.

The audit report details each social media application and includes insight how those channels can be enhanced.

**OPTIMIZATION, ANALYTICS, AND REPORTING**

TwoSix Digital can work with your web development team to optimize the CMS and backend system of your DMO website to be sure content is placed and proper positioned for online visitations. We supply monthly support and work with the DMO to not only measure results but to improve them month-over-month.

TwoSix Digital provides comprehensive reporting of Google Analytics on a monthly basis with additional reporting available as needed during campaigns, initiatives or other measurable instances. The reports include overall site metrics along with trends and deep dive data including hash tags, social media insights and other key components identified by the DMO as being key performance indicators.

**TACTICAL CONTENT PLANNING PROGRAM**

TwoSix Digital believes that an effective digital and social media strategy cannot be built in silos. We work to define goals and develop processes customized for your DMO. The tactical content planning program (TCPP) features extensive research, collaboration and strategic development for your organization’s day-to-day marketing efforts.

The result is a comprehensive tactical content plan that your organization can use as a roadmap and working document. It includes daily themes and guidelines, campaign ideas, suggestions on brand voice, positioning and opportunities for paid advertising during the social program.

**EDUCATIONAL PROGRAMS**

TwoSix Digital is uniquely positioned to present educational opportunities in the form of on-site workshops, online webinars, learning tools and partner communication. Elevating the efforts of digital marketers is a key to success.

We can conduct customized educational programs on behalf of your organization to suite your needs. Each program typically features best practices to utilize social media applications with the option to follow up with one-on-one consulting sessions.

**COACHING & CONSULTING**

TwoSix Digital excels in education and training of all levels of marketing professionals. Bi-weekly coaching sessions can be arranged to help key team members leverage online tools to their maximum benefit. Regular consulting calls are also a vital part of our client communications strategy.

**INTEGRATED DIGITAL CAMPAIGNS**

TwoSix Digital can develop online campaigns to fit a specific niche, event, activity or initiative that’s in alignment with your goals. Complimented by highly-strategized social and digital media advertising plans, campaigns are developed with an overall strategy in mind to achieve the best results.

Whether it’s a sweepstakes, email acquisition program, promoted content, or major event promotion TwoSix Digital’s experience in fully integrated digital campaigns is unmatched. All you have to do is sit back and watch your analytics on the rise and enjoy the increased engagement.

Digital campaigns are a great way to put into action all the other services that TwoSix Digital offers. Our campaigns truly bring all the moving parts of a digital ecosystem together to create a high impact initiatives that achieves goals and conversions.

**DIGITAL STRATEGIES**

TwoSix Digital familiarizes themselves with the current marketing efforts an organization to best assess a future strategic direction. The evaluation will include analysis of past marketing results, current objectives, and how goals are being met (or not met). The strategic marketing evaluation is an in-depth discovery process designed to highlight key objectives and to identify paths forward. The SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis will provide a strong foundation to build on moving forward into the development of a final marketing plan.

**E-MAIL MARKETING**

TwoSix Digital develops e-mail marketing strategies and distribution plans to ensure your travel and tourism organization leverages this tried and true communications platform. We can work through a content plan, develop message templates and ensure e-mails are delivered to consumers on a regular basis. We also make recommendations on what can be done to continue a successful distribution program in the future.