

Best Practices for Using Your Data In Storytelling



Stick to these tips:



Structure Matters.

Lead with the answer and supporting facts.

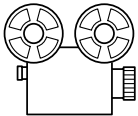


Use the data you need.

Only the data you need.



When possible, use multiple data sources to tell your story.



Give your Insights context.

Compare or contrast the Insights. Show what changed.



Protect your blindside.

No data set will tell the entire story. Know the best practices of each data set.

Storytelling from the ZDOS:

Digital Campaign	Destination Stewardship	Integrated Campaign	Strategic Partnerships
Social Impressions/Engagement	Dispersion Strategic Analysis	Website Engagement	Paid Impressions/Click Thrus
Website Engagement	Visitor to Resident Ratio by Region/City/County	Paid Impressions/Click Thrus	Lift In website engagement/referrals to partner
Paid Impressions/Click Thrus	Visitor Distribution (Seasonality, Day of Week)	Lift In Visitation or Spend from Target Markets	Lift in visitation to partner business
Lift in visitation or Spend from Target Markets	Other Campaign KPIs	Website Contribution	Social Impressions/Engagement