

# Best Practices for Integrating ZDOS Into Your Routine



## Annual Routines

### Planning

- Campaign Content & Targeting
- Understanding Economic Opportunities
- Goal Setting
- Visitor Distribution

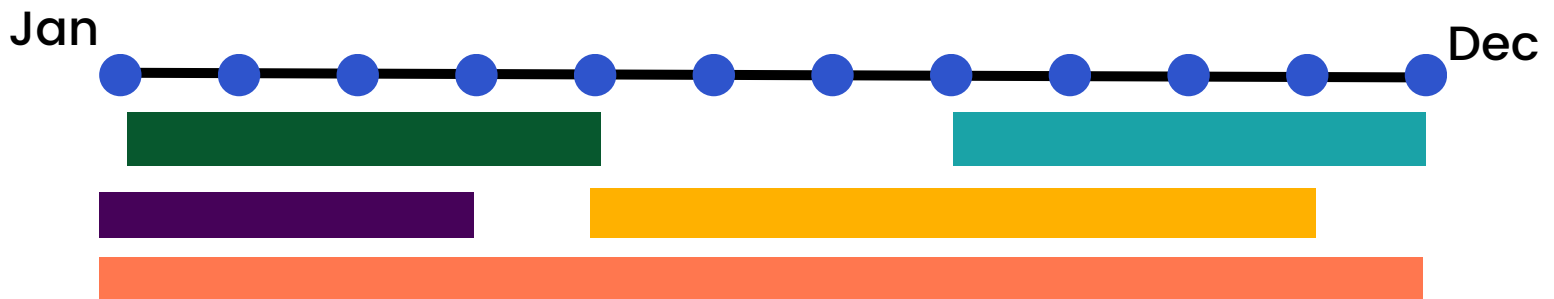
### Progress

- Goal Performance
- ROI on Campaigns & Events

### Preparing

- Understanding Peak Visitation
- School Break Data
- Future Event Data

Fill in your annual routine on this timeline



## Planning Best Practices

1. Identify metrics that measure your performance
2. Determine how you identify success
3. Take advantage of custom Director's Brief
4. Set alerts

## Preparing Best Practices

1. Identify past peak visitation times to prepare for future
2. Understand upcoming high demand periods based on School Breaks
3. Anticipate surges of Visitation from Events
4. Socialize in your Community