



PATCHBOARD

Websites, Apps, and Digital Marketing strategies that bring people together



Ian Bolender | ian@patchboard.co



DIGITAL MARKETING PLAYBOOKS

Learn how to implement digital marketing campaigns that have a proven track-record.

- 14-Day Facebook/Instagram Retargeting Campaign
- Previous + Potential Group Leader Campaign
- Field Trip Day Campaign Targeting Educators
- Game Day FAQ Email / Post-Game Thank You Email

DOWNLOAD: patchboard.co/echl



WHO WE ARE

Patchboard is a digital marketing agency in Cincinnati, OH that creates websites, mobile apps, and digital marketing campaigns. We specialize in event-based businesses & have developed websites, apps, and campaigns for some of the largest venues & events in North America.

We started as event promoters, so we have a lot of insight into event marketing. We frequently create in-depth guides & offer ongoing consultation to many organizations.



DOWNLOAD OUR FREE [EVENT MARKETING GUIDE](#)

5.0 ★★★★★

"Their in-depth knowledge of the entertainment industry make them our go-to partners."

– **Rosemarie Moehring, MEMI**

5.0 ★★★★★

"I could not think of better partners to have, and I wouldn't want to give them up."

– **Marissa McClellan, AEG Presents**

5.0 ★★★★★

"Patchboard's expertise and consultative approach are valuable & integral to each campaign we run."

– **Jennifer Ward, Tremor**

5.0 ★★★★★

Patchboard is fantastic to work with. The company is innovative, nimble, honest, and gets positive results.

– **Lisa Dyson, O'Keeffe PR & Marketing**



WHAT WE DO

CUSTOM WEB & APP DEVELOPMENT

- Websites
- iOS & Android Apps
- Tablet Apps
- Custom Website Applications
- Systems Integration

DIGITAL ADVERTISING

- Search Engine Marketing (PPC)
- Search Engine Optimization (SEO)
- Landing Page Optimization
- Display Advertising
- Video Ads / Pre-Roll / YouTube
- Facebook / Instagram
- Social
(LinkedIn, Twitter, Snapchat, TikTok, Pinterest)
- Retargeting
- Social Media Management
- Email Marketing
- Inbound / Content Marketing

PLATFORMS

- CincyMusic.com
- HoldsCalendar.com
- CloudPressKit.com
- VenueTV Network

CREATIVE SERVICES

- Graphic Design
- Photography
- Video & Motion Graphics

CONTENT MARKETING

- Social Media Management
- Copywriting
- Email Marketing

NON-TRADITIONAL ADVERTISING

- Street Teams
- Pop Up Events



OUR PARTNERS

DIGITAL ADVERTISING

Cincinnati Cyclones
Heritage Bank Center
Nederlander Entertainment
Music & Event Management Inc
AEG Presents
Aveda Institutes
The Salvation Army
Cincinnati CityBeat
Kentucky's Edge
Miami University
Downtown Cincinnati Inc.
BXP Live!
Brandemonium
BRG Apartments
Bellwether Music Festival
Mount St. Joseph University
Pivip
Huntington Learning Center
Clean EatZ
3CDC

Kroger
Grey Advertising
Heritage Bank
Tremor
The Flying Pig Marathon
Lori's Roadhouse
Reveal Concepts
OTR Chili
Design Build Cincy
Camp Livingston
Moerlein Lager House
TiER1 Performance
International Retail Design Conference
Cincinnati Auto Credit
NOLI Modern Italian Kitchens
El Coyote
O'Keeffe PR
Karen Wellington Foundation
The Baker's Table Bakery

CUSTOM WEB & APP DEVELOPMENT

Aveda Institutes
AEG Presents
Live Nation
Nederlander Entertainment
Heritage Bank Center
Cincinnati Cyclones
Andrew J Brady Music Center
Riverbend Music Center
CityBeat / Euclid Media Group
Pizza Week, Burger Week, Taco Week
Taft Theatre
Music & Event Management
Madison Theater
Promowest Productions
Bunbury Music Festival
CincyMusic
CincyTicket
DiaZam / Event Guru
BB&T Arena
EVT Management



ECHL DIGITAL MARKETING SERIES RECAP

Google
Partner



Marketing
Partner



HOW TO MEASURE THE IMPACT OF DIGITAL CAMPAIGNS

The goal of this session is to make sure every team has all possible pixels firing on their websites. We will discuss metrics that can be tracked, which ones are important, and how to optimize digital marketing campaigns.

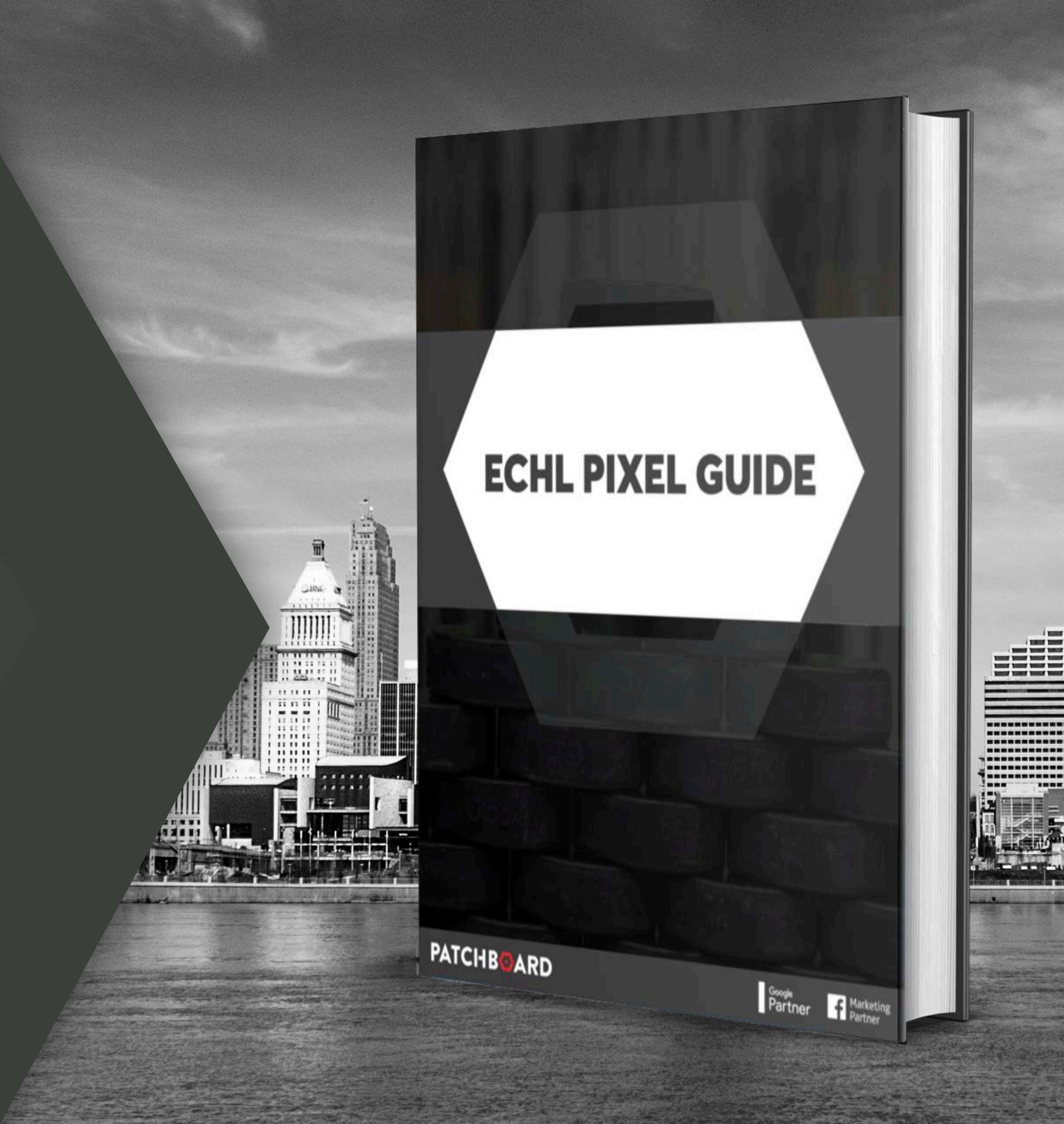
- What metrics can you track?
- Define KPIs & discuss importance
- Conversion tracking & conversion optimization
- Overview of Google Tag Manager
- How to set up Google Tag Manager
- How to integrate Google Analytics
- How to integrate Facebook Pixel
- How to integrate LinkedIn, Snap, TikTok, Twitter pixels



PIXEL PLANNING WORKSHEET

Our [Pixel Planning document](#) includes a pixel planning worksheet to help organize all the pixels you need on your website & ticketing platform.

Tag	Website	Ticketing	Documentation
Google Tag Manager			Link
Google Analytics (UA)			Link
Google Analytics (GA4)			Link
Facebook Pixel			Link
Snap Pixel			Link
TikTok Pixel			Link
LinkedIn Insight Tag			Link
Twitter Pixel			Link



HOW TO SET UP CONVERSION TRACKING

The goal of this session is to make sure each team is tracking conversions to the best of their ability. In order for this session to be beneficial it is important that all teams have pixels firing on their websites.

- Recap Pixel Implementation
- Conversion tracking & conversion optimization
- How to define conversions to track
- How to set up events & conversions in Google Analytics and Facebook/Instagram



FACEBOOK EVENTS

FACEBOOK EVENTS				
Trigger Name	Button / URL	FB Standard Event		
Add to Calendar (season)	Button	Subscribe	Button text is	subscribe
Add to Calendar (single game)	Button	Subscribe	Button text is	add to calendar
Contact Form Submit	Button	Contact	Button text is	submit
Download App Click (android)	Button	Subscribe	Button text is	download for android
Download App Click (iOS)	Button	Subscribe	Button text is	download for iPhone
Flo Sports Click	Button	Subscribe	Button text is	video
Game Reminder (email)	Button	Subscribe	Button text is	email me
Game Reminder (sms)	Button	Subscribe	Button text is	text me
Listen Click	Button	Subscribe	Button text is	audio
Spinzo Clicks	Button	Initiate Checkout	Button text is	order online
Ticketmaster Click	Button	Initiate Checkout	Button text is	buy now, get tickets

Connect server-side Google Tag Manager to Facebook quickly and easily

Set Up Events

×

You can use the Event Setup Tool to add standard events and parameters without the need to code. This is the easiest option to install pixel events.

Only use this tool on websites that you manage. The website that you connect to will have access to your ad account configurations.

Website URL

cycloneshockey.com

Open Website

Give feedback

Cancel

Facebook Event Setup Tool

Finish Setup

Events on This Page

All Events

Initiate Checkout

Button text is: "buy now"

Subscribe

Button is an image

+ Track New Button

Track a URL

Give Feedback

?

INNATI CLONES

News Team Media Game Day In

TI CYCLONES RUN C

UHealth.com



LANDING PAGE OPTIMIZATION

The goal of this session is to help improve conversion rates by pairing up targeting, creative, and landing page.

- Discuss best practices for landing pages
- Discuss importance of having unique landing pages / event detail pages
- Improving calls to action & the use of gated content
- Technical aspects of a landing page
- A/B Testing



LANDING PAGE IDEAS:

If you find yourself linking to your homepage for a campaign then you need to evaluate whether your targeting is as efficient as it should be. Here are a few examples of landing pages for ECHL teams:

- **Event Detail Pages**

Every event deserves one dedicated landing page to focus on conversions for that particular event. Give users everything they need to know about their ticketing options & experience during that game on a single page.

- **Multi-Game Ticket Packages**

If running a campaign for a specific package then consider creating a landing page for each package.

- **Ticket Specials**

If your campaign is for a Family 4-Pack for a specific game then consider creating a landing page with that same focus.

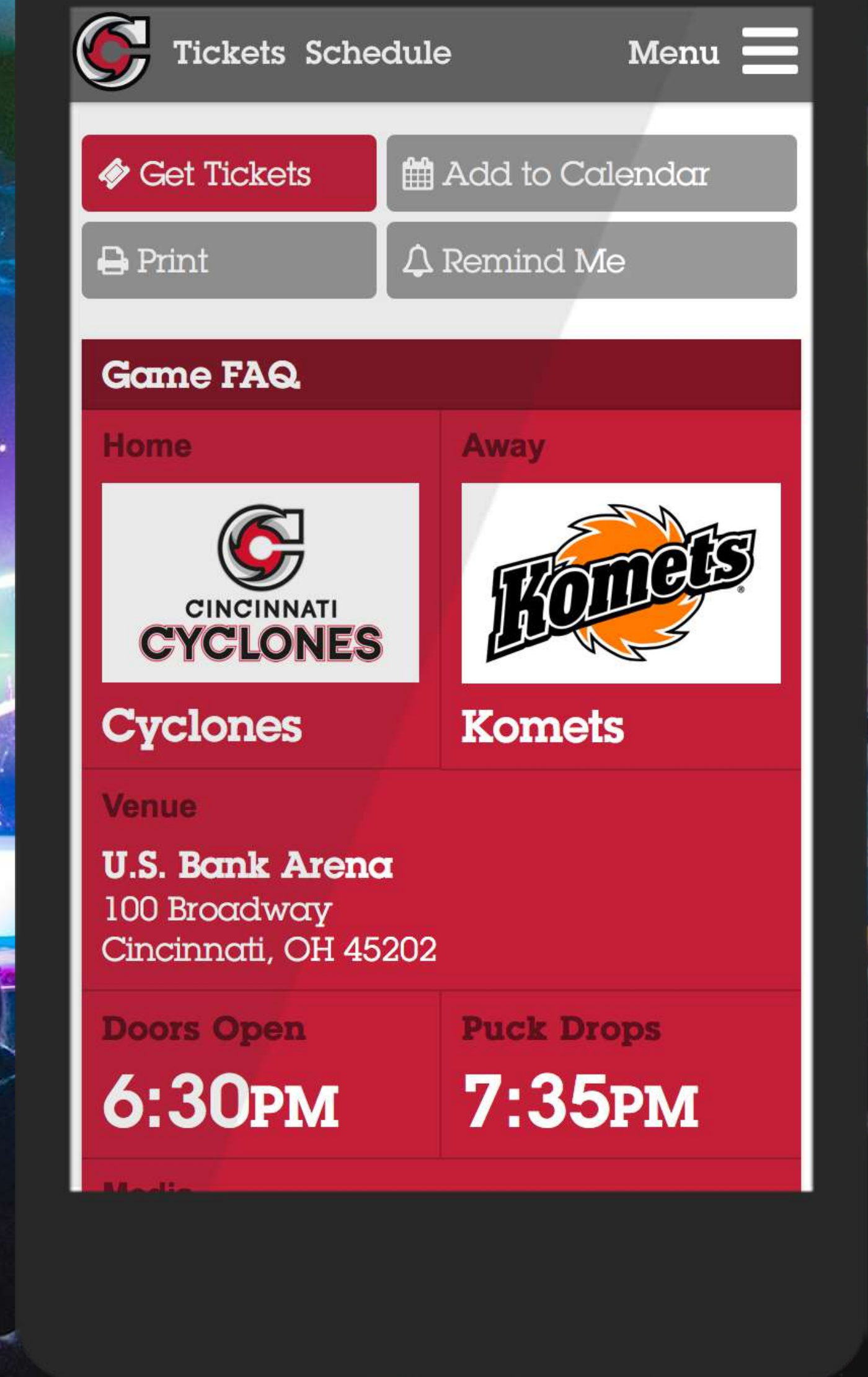
- **Birthday Parties**

- **Group Sales**

- **Fundraising**

- **Scouts**

- **Field-Trip Game** (with a teacher/curriculum focus)



CUSTOM AUDIENCES

The goal of this session is to walk through how you can create custom audiences that you can use to target your advertising.

- Step-by-step instructions on how to create custom audiences based on:
 - Web browsing activity
 - Purchases/Interactions
 - Engagement with your brand on social
- Recommendations for evergreen audiences
- Recommendations for Game Specific audiences



CUSTOM AUDIENCES

ON FACEBOOK / INSTAGRAM

Targeting ads to very specific audiences should be a cornerstone of your digital marketing plan. Facebook/Instagram allows you to target users based on their behavior on your website, the information available in your CRM, and the actions they take on the content you publish on Facebook & Instagram.

Custom Audience Options on Facebook:

- **Website:** Create an audience based on how they interact with content on your website.
- **Customer List:** Upload a list of customers from your CRM so you can target them on Facebook.
- **App Activity:** Create an audience based on how they interact with content on your mobile app.
- **Offline Activity:** Create an audience based on how people interacted with your business in store or by phone.
- **Video:** People who watched one of your videos on Facebook or Instagram.
- **Instagram:** People who interact with your Instagram Profile.
- **Facebook Events:** People who RSVP'd or interacted with one of your Facebook Events.
- **Facebook Page:** People who interact with your Facebook Page and/or the content you publish.

Create a Custom Audience

Use your sources



Website



Customer list



App activity



Offline activity

Use Facebook sources



Video



Instagram account



Lead form



Events



Instant Experience



Facebook Page



Shopping



Marketplace Listings



PLAYBOOK #1

14-Day Facebook/Instagram Retargeting Campaign
Set up your mouse trap

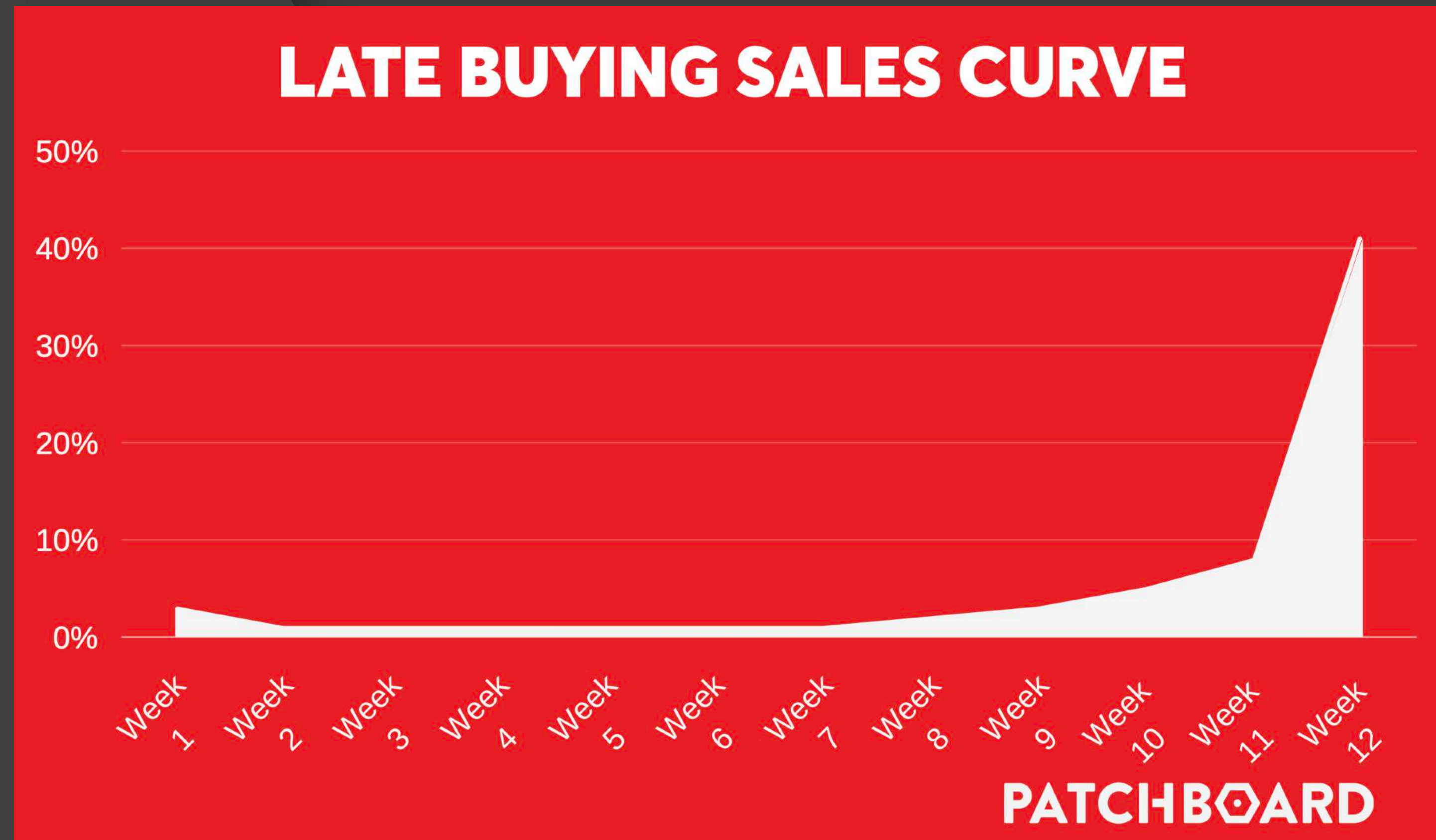


IMPORTANCE OF RETARGETING

70% of people that are retargeted to end up making a purchase

The traditional marketing mix of OOH, Television, Radio, and Publicity need to be complimented with a sound retargeting strategy. You have done the hard work of getting that first impression. Let's follow up with each prospect and maximize our impact.

Our teams will sell the majority of their tickets (outside of Season Tickets & Groups) in the two-weeks leading up to each event. Being able to retarget users during that pivotal time period is our focus.



OBJECTIVE:

Serve ads promoting single game tickets to people that have recently visited one of your event detail pages, ticketing pages, or RSVP'd for an event on Facebook.

PREREQUISITES:

- Facebook Pixel loaded & firing on both your website & ticketing platform
- Facebook Conversion Events Configured
- Landing Pages / EDPs have been optimized
- Custom Audiences have been set up for each game:
 - Website EDP Visitor / Ticketing EDP Visitor
 - Website EDP Visitor / Ticketing EDP Visitor <14 Days
 - Facebook Event RSVP
 - Converted



GAME SPECIFIC CUSTOM AUDIENCES

- Website EDP Visitor / Ticketing EDP Visitor
- Website EDP Visitor / Ticketing EDP Visitor <14 Days
- Facebook Event RSVP
- Converted

Source
Cincinnati Cyclones's Pixel

Events
People who visited specific web pages

Retention ⓘ
30 days

URL contains
/2022/04/2/ 16005ABCAD992D58

+ And also

Further refine by

+ Include more people - Exclude people

Audience Name
4/2/22 Star Wars Night <14 Days 31/50

Segment
People who responded Going or Interested

Page
Cincinnati Cyclones

Facebook event
Cyclones Hockey - Star Wars Night

Source
Cincinnati Cyclones's Pixel

Events
Purchase

Retention ⓘ
14 days

Refine by

+ Include more people - Exclude people

Audience Name
Converted in past 14 Days 25/50

Create Audience

Search by name or audience ID

All Audiences

Name	Type
4/15/22 Fan Appreciation Night <30 Days	Custom Audience Website
Field Trip Day website <180 Days	Custom Audience Website
4/2/22 Star Wars Night <30 Days	Custom Audience Website
4/1/22 Space Night <30 Days	Custom Audience Website
3/19/22 Wiener Dog Races <30 Days	Custom Audience Website
3/18/22 Beach Towel Giveaway <30 Days	Custom Audience Website
3/11/22 Cincinnati Coney's Night <30 Days	Custom Audience Website
2/27/22 Ice Cream "Sunday" Bowl <30 Days	Custom Audience Website
2/26/22 Ronald McDonald House Night <30	Custom Audience Website



CAMPAIGN SETUP

- Create 1 Campaign for the entire season
- Objective: Conversions (Purchase)
- Budget: Set at campaign level

New campaign

New ad set or ad

×

Buying type

Auction

▼

Choose a Campaign Objective

[Learn more](#)

Awareness

☐ Brand awareness

☐ Reach

Consideration

☐ Traffic

☐ Engagement

☐ App installs

☐ Video views

☐ Lead generation

☐ Messages

Conversion

☒ Conversions

☐ Catalog sales

☐ Store traffic

Conversions

Show your ads to the **people** who are most likely to take action, like buying something or calling you from your website. [Learn more](#)

Name your campaign • Optional

▼

Cancel

Continue

Campaign Budget Optimization

On

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn more](#)

Campaign Budget

Lifetime Budget

Please enter amount

USD

Off / On	Ad Set	Ends	Schedule
<input checked="" type="checkbox"/>	4/2/22 Star Wars Night	Apr 1, 2022	Oct 13, 2021 – Apr 1, 2022 171 days
<input checked="" type="checkbox"/>	4/1/22 Space Night	Mar 31, 2022	Oct 13, 2021 – Mar 31, 2022 170 days
<input checked="" type="checkbox"/>	4/15/22 Fan Appreciation Night	Apr 14, 2022	Oct 13, 2021 – Apr 14, 2022 183 days
<input type="checkbox"/>	3/19/22 Pucks N Pups Night + Wiener Dog R...	Mar 18, 2022	Oct 13, 2021 – Mar 18, 2022 157 days
<input type="checkbox"/>	3/18/22 Beach Towel Giveaway	Mar 17, 2022	Oct 13, 2021 – Mar 17, 2022 156 days
<input type="checkbox"/>	3/11/22 Cincinnati Coney Night	Mar 10, 2022	Oct 13, 2021 – Mar 10, 2022 149 days
<input type="checkbox"/>	2/27/22 Ice Cream "Sunday" Bowl	Feb 26, 2022	Oct 13, 2021 – Feb 26, 2022 137 days
<input type="checkbox"/>	2/26/22 Ronald McDonald House Night	Feb 25, 2022	Oct 13, 2021 – Feb 25, 2022 136 days
<input type="checkbox"/>	2/24/22 \$1 Beer	Feb 23, 2022	Oct 13, 2021 – Feb 23, 2022 134 days
<input type="checkbox"/>	2/20/22 Military Appreciation	Feb 19, 2022	Oct 13, 2021 – Feb 19, 2022 130 days
<input type="checkbox"/>	2/18/22 Wizards Night	Feb 17, 2022	Oct 13, 2021 – Feb 17, 2022 128 days



AD SET SETUP

- Create an ad set for each home game
- Schedule: ~30 Days prior to start of season until the day before your event
- Audience: Select Custom Audiences
 - Include: Website EDP Visitor / Ticketing EDP Visitor <14 Days
 - Include: Facebook Event RSVP
 - Exclude: Converted in past 14 Days
- Location: Include entire DMA
- Age: Set to 18+ (21+ for alcohol related promotions in US)

Website

4/2/22 Star Wars Night <14 Days

Engagement - Event

4/2/22 Star Wars Night FB RSVP

Q Search existing audiences

Exclude this audience

Create lookalike audience

EXCLUDE people who are in at least ONE of the following

United States

✓ Cincinnati, DMA®

✓ Include

Q Search locations

Browse

[Add locations in bulk](#)

Age

18 - 65+

Gender

All genders

Detailed targeting

All demographics, interests and behaviors

Detailed targeting expansion:

- Off

Languages

All languages

[Show more options](#)

Save This Audience

Placements

[Learn more](#)



● Automatic placements (recommended)

Use automatic placements to maximize your budget and help show your ads to more [people](#). Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.




ADS

- Create several ads for each ad set
- Experiment with videos vs. photos
- Facebook will determine the better creative based on performance

Cincinnati Cyclones  Sponsored · 




End your 2021 in a family friendly setting with the Cyclones with this special 6:00pm start time. Immediately following the game the Cyclones will once again host Indoor Fireworks!




Presented By: Cincinnati Bell
<https://cycloneshockey.com/game/2021/12/31/nye-indoor-fireworks>



cycloneshockey.com
NYE + Indoor Fireworks
End your 2021 in a famil...

[Learn more](#)

   209 20 Comments 31 Shares

 Like  Comment  Share

Cincinnati Cyclones  Sponsored · 

Want your kid to look great in the new year, how about a Youth Jersey?
 Free Cyclones Kids Jersey to ...[See more](#)



cycloneshockey.com
Kids Jersey Giveaway
Want your kid to look gr...

[Learn more](#)

  173 37 Comments 24 Shares

 Like  Comment  Share

PAID DIGITAL SUMMARY

FB Impressions
8,644,053

FB Clicks
60,553

Display Impressions
20,519,118

Display Clicks
40,597

Video Impressions
139,183

TikTok Impressions
489,494

TikTok Clicks
5,710

Snap Impressions
747,368

Snap Swipe Ups
7,051



PLAYBOOK #2

Group Leader Campaign



OBJECTIVE:

Serve ads to users that are likely to be in a position to become a group leader.

PREREQUISITES:

- Facebook Pixel loaded & firing on your website
- Group Landing Page has been optimized
- Custom Audiences have been set up:
 - Group Sales Info (anyone that has visited a page related to group tickets, business packages, suites, fundraising, scouts, or donation requests)
 - Previous Group Leaders (upload .csv from your CRM)



CUSTOM AUDIENCES FOR GROUPS

- Group Sales Info (anyone that has visited a page related to group tickets, business packages, suites, fundraising, scouts, or donation requests)
- Previous Group Leaders (upload .csv from your CRM)

Source

Cincinnati Cyclones's Pixel

Events

People who visited specific web pages

Retention ⓘ

180

 days

URL

contains

/group-entertainment

/business

/suites

/fundraising

/scouts

/education

/donation-requests

+ And also

Further refine by

+ Include more people

- Exclude people

Audience Name

Group Sales Info

16/50

	Sales	Home	Opportunities
	REPORT		
	Previous Group Leaders & Leads		
Fields	Outline	Filters 18	
2	15-16 Group 1 not equal to ""		
3	15-16 Group 1 Date not equal to ""		
4	16-17 Group 1 equals True		
5	16-17 Group 1 Date not equal to ""		
6	17-18 Group 1 equals True		
7	17-18 Group 1 Date not equal to ""		
8	18-19 Group 1 equals True		
9	18-19 Group 1 Date not equal to ""		
10	19-20 Group 1 equals True		
11	19-20 Group 1 Date not equal to ""		
12	21-22 Group 1 equals True		
13	21-22 Group 1 Date not equal to ""		
14	Group Referral by 21-22 Account not equal to ""		
15	Group Sales equals Yes		
16	Leads: Groups Business equals Yes		

How to Prepare Your Customer List

Your customer list is a CSV or TXT file that contains information used to build your audience. Identifiers in your customer list are used to match with Facebook users. The more identifiers you provide, the better the match rate. Before the list is sent to Meta for your audience to be created, we use a cryptographic security method known as hashing, which turns the identifiers into randomized code and cannot be reversed. [Learn more](#)

[Import from Mailchimp](#) [Download File Template](#) [See Formatting Guidelines](#)

Include at least one main identifier ⓘ

[Email](#) [Phone number](#) [Mobile Advertiser ID](#) [Facebook App User ID](#) [Facebook Page User ID](#) [First Name](#) [Last Name](#)

Include more identifiers ⓘ

[City](#) [State/Province](#) [Country](#) [ZIP/Postal Code](#) [Date of Birth](#) [Year of Birth](#) [Gender](#) [Age](#)

Add value information to create a value-based lookalike ⓘ

[Customer Value](#)



CAMPAIGN SETUP

New campaign

New ad set or ad

×

Buying type

Auction

Choose a Campaign Objective

[Learn more](#)

Awareness

☐ Brand awareness

☐ Reach

Consideration

☐ Traffic

☐ Engagement

☐ App installs

☐ Video views

☒ Lead generation


☐ Messages

Conversion

☐ Conversions

☐ Catalog sales

☐ Store traffic



Lead generation

Use forms, calls, or chats to gather info from [people](#) interested in your business. [Learn more](#)

Name your campaign • Optional

▼

Cancel

Continue

Campaign Budget Optimization On ☒

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn more](#)

Campaign Budget

Lifetime Budget ▼

Please enter amount USD



AD SET SETUP

- Create an ad set targeting your custom audiences
- Lead Method: Instant Forms
- Schedule: At least 21 Days
- Audience:
 - Include: Group Sales Info / Previous Group Leaders
- Location: Your DMA
- Age: 18+

Website

Group Sales Info

Customer List

Previous Group Leaders

- Create second ad set to target potential group leaders

People who match:

Behaviors: Small business owners, Facebook Page admins, Travel & Tourism page admins, Sports page admins, Retail page admins, Food & Restaurant page admins, Community & Club page admins, Business page admins or Health & Beauty page admins, Job title: Business Owner, Owner, Owner and Founder, Owner/Managing Director, Owner and CEO or Founder



AD / FORM SETUP

- Create several ads / Experiment with Copy & Creative

Cincinnati Cyclones

Sponsored

You don't have to be a hockey fan to have a great time. It's the excitement, the music, the fan with their face painted. It's all about making memories with your family and friends, building a bond with co-workers, or showing employees that you value their contribution. Groups of 10 or more can enjoy a deep discount by contacting us!

THIS COULD BE YOU AND YOUR FRIENDS

FORM ON FACEBOOK

Bring Your Group to a Cyclones Game!

Learn more

Like

Comment

Cincinnati Cyclones

Sponsored

You don't have to be a hockey fan to have a great time. It's the excitement, the music, the fan with their face painted. It's all about making memories with your family and friends, building a bond with co-workers, or showing employees that you value their contribution. Groups of 10 or more can enjoy a deep discount by contacting us!

INTERMISSION ACTIVITY GROUPS 50+

FORM ON FACEBOOK

Bring Your Group to a Cyclones Game!

Learn more

Cincinnati Cyclones

Sponsored

You don't have to be a hockey fan to have a great time. It's the excitement, the music, the fan with their face painted. It's all about making memories with your family and friends, building a bond with co-workers, or showing employees that you value their contribution. Groups of 10 or more can enjoy a deep discount by contacting us!

GROUP PHOTO ON THE ICE GROUPS 50+

FORM ON FACEBOOK

Bring Your Group to a Cyclones Game!

Learn more

Cincinnati Cyclones

Sponsored

You don't have to be a hockey fan to have a great time. It's the excitement, the music, the fan with their face painted. It's all ...See more

PUCK DROP GROUPS 50+

FORM ON FACEBOOK

Bring Your Group to a Cyclones Game!

Learn more

- Create Form

Cincinnati Cyclones

Reserve Your Date!

Group opportunities fill up fast, so contact us today to reserve a date for your group!

Next

Cincinnati Cyclones

Contact information

Fill out the form & a Cyclones Representative will be in touch soon.

Email

Enter your answer.

First name

Enter your answer.

Last name

Enter your answer.

Phone number

Enter your answer.

Next

Cincinnati Cyclones

You will hear from us soon!

We want to reward YOU, the group leader for taking the initiative to bring your group to a Cyclones game! Click the link below to explore all of the perks designed just for you.

You successfully submitted your responses.

View Group Leader Perks



PLAYBOOK #3

Field Trip Day Campaign



OBJECTIVE:

Inform educators about a field trip opportunity before they plan their school year.

PREREQUISITES:

- Facebook Pixel loaded & firing on your website
- Field Trip Day Page has been optimized
- Custom Audiences have been set up:
 - Field Trip Day Info (anyone that has visited a page related to your Field Trip Game)
 - Known Educators (upload .csv from your CRM)



CUSTOM AUDIENCES

- Field Trip Day Info (anyone that has visited a page related to your Field Trip Game)
- Known Educators (upload .csv from your CRM)

Source

Cincinnati Cyclones's Pixel

Events

People who visited specific web pages

Retention ⓘ

180

days

URL

contains

/education

/field-trip-game

/2022/11/1/

+ And also

Further refine by

+ Include more people

- Exclude people

Audience Name

Field Trip Day Info

19/50

Beechwood

INDEPENDENT SCHOOLS

Home

About US

Board of Education

Athletics

Programs

Support

Tiger Tipline

Home

Elementary

High School

EDGE Program

District News

District Events

Superintendent's Message

Board of Education

Athletics

Photo Galleries

Employment

Forms & Links

Brand Guidelines

Search

Staff Directory

First Name:

Title:

Last Name:

Location:

District Wide Search

Department:

All Departments

To see a listing of all staff please click on submit.

Reset

Submit

Click to jump to last names beginning with that letter.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Search Results

Adams, Cassie - Preschool Aide	[Email]	[Profile]
Ahlers, Maria - Teacher	[Email]	[Profile]
Andress, Sally - Secretary	[Email]	[Profile]
Ashley, Zach - Principal	[Email]	[Profile]
Bates, Josh - Teacher	[Email]	[Profile]
Behrensmeyer, Matthew - Teacher	[Email]	[Profile]
Beirne, Carol - Alumni Relations	[Email]	[Profile]
Benson, Nikki - Assistant Principal- Guardian Angel	[Email]	[Profile]
Bentley, Brad - Teacher	[Email]	[Profile]
Benzinger, Laura - Instructional Assistant	[Email]	[Profile]
Birindelli, Shaun - Secretary	[Email]	[Profile]
Booth, Ryan - Teacher	[Email]	[Profile]
Bralley, Austin - Teacher/Band Director	[Email]	[Profile]
Bralley, Kelli - Instructional Assistant	[Email]	[Profile]
Brielmaier, Cherie - Health Assistant	[Email]	[Profile]
Brinkman, Michael - HS Counselor	[Email]	[Profile]
Burgei, Kelly - Lead Counselor	[Email]	[Profile]
Burns, Melissa - Secretary	[Email]	[Profile]
Bushelman, Maggie - Teacher - Spanish	[Email]	[Profile]
Caylor, Pam - Teacher	[Email]	[Profile]

Ian Bolender | ian@patchboard.co

CAMPAIGN SETUP

- Create a campaign with the objective of Lead Generation
- Set a budget at the campaign level

New campaign

New ad set or ad

×

Buying type

Auction

Choose a Campaign Objective

[Learn more](#)

Awareness

Consideration

Conversion

☐ Brand awareness

☐ Reach

☐ Traffic

☐ Engagement

☐ App installs

☐ Video views

☒ Lead generation

☐ Messages

☐ Conversions

☐ Catalog sales

☐ Store traffic



Lead generation

Use forms, calls, or chats to gather info from people interested in your business. [Learn more](#)

Name your campaign • Optional

▼

Cancel

Continue

Campaign Budget Optimization

On

●

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn more](#)

Campaign Budget

Lifetime Budget

Please enter amount

USD



AD SET SETUP

- Create an ad set targeting your custom audiences
- Lead Method: Instant Forms
- Schedule: At least 21 Days
- Audience:
 - Include: Field Trip Day Info / Known Educators
- Location: Your DMA
- Age: 18+

Website

Field Trip Day Info

Customer List

Known Educators

- Create second ad set to target potential educators


People who match:

Employers: Kindergarten Teacher, Job title: Teacher, Third Grade Teacher, Primary School Teacher, 5th Grade Teacher, Fifth Grade Teacher, 7th Grade Science Teacher, Elementary School Teacher, Second Grade Teacher, 6th Grade Teacher, 3rd Grade Teacher, Mathematics Teacher, High School Teacher, Kindergarten Teacher, High School Mathematics Teacher, Middle School Science Teacher, Elementary Teacher, Primary Teacher, Middle School Teacher or 2nd Grade Teacher



AD / FORM SETUP

- Create several ads / Experiment with Copy & Creative



Cincinnati Cyclones

Sponsored · 🌐

...

✕

The most exciting FIELD TRIP of the year!


📅 November 1 - 10:30am

📍 Heritage Bank Center

We use hockey as the theme, which includes a fully developed curriculum, all while taking in the excitement of a real hockey game. This is a field trip that you don't want to miss! Our great reviews and continued success make this educational opportunity a wonderful experience for all. Each year, over 7,500 students from over 50 schools in three states attend the program.

- 👉 Intermission Demonstrations From Imagination Station
- 👉 Fully Developed Curriculum
- 👉 Bus Parking Included
- 👉 Arrival Coordinated with Cincinnati Police

Contact us today to RSVP a spot for your school, no strings attached!



FORM ON FACEBOOK

RSVP for the most exciting Field Trip of the Year!

Learn more



Cincinnati Cyclones

Sponsored · 🌐

...

✕

The most exciting FIELD TRIP of the year!

📅 November 1 - 10:30am

📍 Heritage Bank Center

...See more



FORM ON FACEBOOK

RSVP for the most exciting Field Trip of the Year!

Learn more

👍 Like

💬 Comment



Cincinnati Cyclones

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...

✕

The most exciting FIELD TRIP of the year!

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📍 Heritage Bank Center

...See more



FORM ON FACEBOOK


RSVP for the most exciting Field Trip of the Year!

Learn more

👍 Like

💬 Comment

- Create Form



The image creative used in your ad will show up here.

Contact information ⓘ

RSVP for the most exciting Field Trip of the year! A representative will follow up with more information.

Email

Enter your answer.


First name

Enter your answer.


Last name

Enter your answer.

Next



The image creative used in your ad will show up here.



Cincinnati Cyclones

Thanks, you're all set.

We will be in touch soon. In the meantime, you can view an overview of the curriculum for the event at the link below

📄 You successfully submitted your responses.

View Curriculum



PLAYBOOK #4

Game Day FAQ / Thank You Emails



OBJECTIVE:

Warm up new e-mails & upsell ticket buyers by e-mailing them the morning of the game they are attending. Follow up the morning after they attend a game.
(These emails can have an open rate of 30%+)

PREREQUISITES:

- Create a Group, List, or Report with your mail client for each game
 - Upload all known attendees from your Ticketing Platform, CRM, and any other sources



GAME-DAY REPORTS, GROUPS, OR LISTS

- Upload all known attendees from your Ticketing Platform, CRM, and any other sources

SalesHomeOpportunities

REPORT 2021_TODAYS_BUYERS

OutlineFilters 12

INCLUDE ROWS MATCHING 1 OR 2 OR 3 OR 4 OR 5 OR 6 OR 7 OR 8 OR 9 OR 10 OR 11 OR 12

1Ticketmaster: Game Attended equals TODAY

221-22 Group 1 Date equals TODAY

321-22 Group 2 Date equals TODAY

421-22 Suite Date equals TODAY

521-22 Birthday Suite Date equals TODAY

621-22 Standard Birthday Date equals TODAY

721-22 Fundraiser Date equals TODAY

821-22 Four Pack 1 Date equals TODAY

921-22 Four Pack 2 Date equals TODAY

1021-22 Four Pack 3 Date equals TODAY

1121-22 Spinoz Four Pack Date equals TODAY

1221-22 Pucks & Pups Date equals TODAY

SalesHomeOpportunities

REPORT 2021_TODAYS_LEADS

OutlineFilters 2

Filters

Add filter...

Show Me All leads

Create Date All Time

Ticketmaster: Game Attended equals TODAY

SalesHomeOpportunities

REPORT 2021_YESTERDAY_ACCOUNTS

OutlineFilters 17

2Chuck-a-puck Date equals Apr 2, 2022

3Fan Zam Date equals Apr 2, 2022

4App Checkin equals Apr 2, 2022

5App Reward Redeemed equals Apr 2, 2022

621-22 Group 1 Date equals Apr 2, 2022

721-22 Group 2 Date equals Apr 2, 2022

821-22 Suite Date equals Apr 2, 2022

921-22 Birthday Suite Date equals Apr 2, 2022

1021-22 Standard Birthday Date equals Apr 2, 2022

1121-22 Fundraiser Date equals Apr 2, 2022

1221-22 Four Pack 1 Date equals Apr 2, 2022

1321-22 Four Pack 2 Date equals Apr 2, 2022

1421-22 Four Pack 3 Date equals Apr 2, 2022

1521-22 Spinoz Four Pack Date equals Apr 2, 2022

SalesHomeOpportunities

REPORT 2021_YEST_LEADS

OutlineFilters 6

Filters

Add filter...

Show Me All leads

Create Date All Time

INCLUDE ROWS MATCHING 1 OR 2 OR 3 OR 4 OR 5

1Ticketmaster: Game Attended equals Apr 2, 2022

2Fan Zam Date equals Apr 2, 2022

3Chuck-a-puck Date equals Apr 2, 2022


4App Checkin equals Apr 2, 2022

5App Reward Redeemed equals Apr 2, 2022



GAME-DAY FAQ EMAIL


- People like to know what to expect + you have goals & upsell opportunities:
 - Prompt users to download your app for a better experience
 - Introduce Merchandise Options
 - Explain Chuck-a-puck
 - Explain Split the pot
 - Highlight Concession Items / Locations



IT'S GAME DAY!

THANK YOU!

◀We are looking forward to having you as our guest at Heritage Bank Center today! Below is some information that may help prepare you for your time with us. As always, if you have any specific questions please contact us directly at [513-421-7825](tel:513-421-7825) or chat with us at cycloneshockey.com!




Download the Cyclones Mobile App

Download the Official Cincinnati Cyclones Mobile App & **GET A FREE HAT!** Features include:


- Join [Cyclones Rewards](#) to get exclusive Cyclones access, earn points, & win prizes!
- View our schedule of games and community events
- Participate in gameday polls and contests
- Get alerts & game reminders from the Cincinnati Cyclones
- Get the latest Cyclones news
- Read FAQs and arena information

[DOWNLOAD THE APP HERE](#)


Bag Policy



Clear Totes
12"x12"x6"




Small Bags
1"x6"x4"
(about the size of a hand)




No Backpacks

Chuck A Puck Presented By Chick-fil-A



The Cyclones are proud to offer Chuck a Puck Presented by Chick-fil-A at every home game this season. Proceeds benefit the Cincinnati Cyclones Foundation! Pucks can be purchased behind section 117.

Cyclones 50/50



50/50 RAFFLE

The Cincinnati Cyclones hold a Cyclones 50/50 raffle during every home game at Heritage Bank Center. 50% of the funds in the raffle go to a charity & 50% go to the winner of the raffle!

[Play Online](#)

Cincinnati Cyclones Certificates

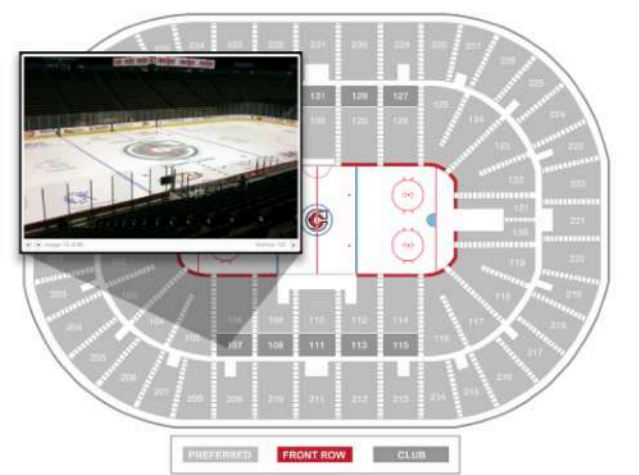
Are you celebrating with the Cyclones? Stop by the Cyclones Information Booth (behind section 137) if it is your first Cyclones game so that we can give you a free certificate to commemorate the event!

Sensory Kits Are Available

Heritage Bank Center offers sensory kits that you may check-out for patrons that are sensitive to auditory and visual stimulation. Kits include antiglare glasses, communication card, identification wristbands, noise-reducing ear covers, small "fidget" toy, sanitizing wipes & tissues, venue map & more. Please stop by the customer service desk (next to the main entrance) for more information.

[Download Our Social Narrative](#)

Seat Viewer



[Visit \[Cycloneshockey.com\]\(https://cycloneshockey.com\)](#) to see the view from your seats with our interactive seat viewer tool!

Merchandise

Our Merchandise stand is located behind section 103, just to the right of the Main Gate. You may also purchase select merchandise online at our [pro shop](#).

THE ANDREW J BRADY MUSIC CENTER

REMINDER



FLOGGING MOLLY SUMMER 2022
THE INTERRUPTERS
WITH SPECIAL GUESTS **TIGER ARMY** AND **THE SKINTS**

JUNE 08 THE ANDREW J BRADY MUSIC CENTER
[TICKETMASTER.COM](https://www.ticketmaster.com) [FLOGGINGMOLLY.COM](https://floggingmolly.com) • [WEARETHEINTERRUPTERS.COM](https://weartheinterrupters.com)

We look forward to seeing you this Wednesday!

IMPORTANT INFORMATION FOR YOUR CONCERT EXPERIENCE
DOOR TIME: 5:00PM | SHOW TIME: 6:30PM

 **THE SKINTS** will begin at 6:30pm followed by **TIGER ARMY**, **THE INTERRUPTERS**, and **FLOGGING MOLLY** will close the show.

 The event has been moved indoors to The Andrew J Brady Music Center. General Admission ticketholders will be relocated to the General Admission floor inside the venue.

 Per the artist's request, **ALL** drinks will be poured into cups on-site.

 Patrons who purchased tickets in Balcony 1, Balcony 2, Headliner, and Spotlight sections, please use the Race Street Entrance. Patrons who purchased General Admission floor tickets, please use the Mehring Way Entrance or Tunnel Entrance. For a venue map, [CLICK HERE](#).

 The Andrew J Brady Music Center is accessible via the Central Riverfront Garage and is within walking distance to several parking lots and the Cincinnati Bell Connector. For Directions and Parking, [CLICK HERE](#).

 Due to anticipated crowds downtown Cincinnati for the Reds game, those attending the Flogging Molly and The Interrupters concert should plan on getting downtown as early as possible. Carpooling is highly recommended.

 If you have Mobile ticket(s), make sure to download your ticket(s) prior to arriving at the venue. To download your mobile ticket(s) to your phone, go to "My Events" in the Ticketmaster App and select "Add To Wallet" (on iPhone) or "Save To Phone" (on Android).

Please allow extra time for metal-detector screening, visual inspection, and bag inspection conducted by The Andrew J Brady Music Center security personnel. Any bag/purse larger than 12"x12" will not be permitted. The purpose of the inspection is to detect prohibited items and is for the safety of our guests and our staff.

[CLICK HERE](#) to view venue policies and prohibited items.

[CLICK HERE](#) to view venue FAQs.

[CLICK HERE](#) to view best ticketing practices.



THE ANDREW J BRADY MUSIC CENTER

Download our App today!



Available on the App Store





GET IT ON Google Play



THANK YOU EMAIL

- Post-Event emails have some of the highest open rates.
 - Discount tickets for a return visit
 - Highlight Merchandise / Online Store
 - Prompt a Survey
 - Ask for a Review





Tell Us All About It...


How was the event? Best ever? Room for improvement? Leave a review of your recent concert or event, so Ticketmaster can help improve your next live experience. Help us, help you.


And, hey, you... thanks!

[Leave a Review](#)

☆☆☆☆☆

We're here to help.
If you have any questions, please visit Ticketmaster [Help Center](#).






THANK YOU!

THANK YOU!

Thank you for joining us at Heritage Bank Center yesterday! We sincerely hope you enjoyed your experience. Please leave us a review & tell us about your time with us

[Review On Google](#)[Review on Facebook](#)

COME BACK WITH A GROUP & GET ON THE ICE!



BE THE HERO FOR YOUR GROUP!

You don't have to be a hockey fan to have a great time. It's the excitement, the music, the fan with their face painted. It's all about making memories with your family and friends, building a bond with co-workers, or showing employees that you value their contribution. Groups of 10 or more can enjoy a deep discount by contacting us!

[Reserve Your Date Today!](#)

FUNDRAISING


EARN UP TO \$8 PER TICKET!

Looking to earn funds for your team or organization? Sell Cyclones Tickets! The Cincinnati Cyclones will provide you with a minimum of 50 tickets for the game of your choice. We give them to you at \$13, you sell them for \$21. That's a \$8 PROFIT PER TICKET for your team or organization!

Number Of Tickets Your Organization Sells	Funds Raised
50	\$400
75	\$600
100	\$800
150	\$1,200
200	\$1,600
250	\$2,000
300	\$2,400
350	\$2,800
400	\$3,200
450	\$3,600
500	\$4,000

[Learn How To Raise Money For Your Organization](#)

[View The Schedule](#)[Add To Calendar](#)




Friday, April 15
Fan Appreciation Night

We celebrate you the fans as we round out the 2021-2022 season with giveaways galore!

• \$1 Hot Dogs, Soda, Beer

Presented By: Heritage Bank

[Details](#)[Add To Calendar](#)[RSVP](#)





THANK YOU!

DOWNLOAD: patchboard.co/echl

