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Digital Passport Launch Kit



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Digital Passport Launch Kit

Intro

Introducing the Digital Passport Launch Kit

Launching a digital passport is an exciting opportunity to engage visitors, support local businesses, and collect valuable data. To help ensure a smooth and successful launch, we've created the **Digital Passport Launch Kit**. This kit includes everything you need to effectively market your digital passport, onboard local businesses, and keep visitors engaged throughout the campaign.

How to Use the Digital Passport Copy Templates

1. **Select the Template Type:** Choose the type of template you need for your campaign (there is a list below).
2. **Copy the Template:** Copy the contents of each template into a fresh document to ensure you can access the original template again if needed.
3. **Fill in the [Bracketed] Copy:** Replace the [bracketed] text with specific information about your digital passport campaign.
4. **Customize as Needed:** Delete, add, or alter any headings, sections, or content to fit your specific needs. Remember, these templates are designed to be flexible for your audience.
5. **Review and Implement:** Review the checklist, upload the customized content to your social media platforms, website, or other relevant channels, and launch your digital passport campaign.

Your Digital Passport Launch Kit Includes:

Campaign Checklist

For Organizing Your Marketing Campaign:

- Social Media Templates
- Email Templates
- Landing Page Template
- Copy Templates for Signs with QR Codes
- Website Banner and Button Copy

For Onboarding Your Businesses:

- Email Copy Template

- Benefits for Businesses Flier
- How Businesses Can Share Social Media Posts Successfully
- Printable and Digital Signage

For Engaging Your Visitors:

- Email Templates
- Social Media Templates

By utilizing these elements from the Digital Passport Launch Kit, you'll have all the tools needed to ensure a smooth and successful launch. Each asset is designed to make your marketing efforts more efficient and impactful.

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Digital Passport Launch Kit

Campaign Checklist

Digital Passport Campaign Checklist

This checklist assumes that your digital passport is already created and ready to be marketed.

Marketing Campaign

Create Marketing Materials

- Customize and schedule posts across all platforms using the provided **Social Media Templates**.
- Prepare emails for different stages of the campaign using the provided **Email Templates**.
- Build and optimize your landing page using the provided **Landing Page Template**.
- Design and print signs using the provided **Printable Signs with QR Codes Copy Templates** to place in high-traffic areas.
- Update your website with an engaging announcement bar using the provided **Website Announcement Bar and CTA Button Copy**.

Plan Your Content Calendar

- Schedule posts, emails, and updates leading up to and throughout the campaign.
- Include key dates such as launch day, prize announcements, and campaign end.

Leverage Partnerships

Engage local businesses by onboarding them with materials from the kit:

- Customize and send **Email Copy Templates for Businesses**
- Distribute the **Benefits for Businesses Flier**
- Provide directions on **How to Share Social Media Posts Successfully**
- Distribute **Physical Signage**

Launch Phase

Announce Your Campaign

- Send out the launch email using the **Email Templates**.
- Post the launch announcement on all social media platforms using the **Social Media Templates**.
- Update your website with the **Website Announcement Bar and CTA Button copy template**.

Monitor and Engage

- Track engagement on social media and respond to comments.
- Monitor the number of participants and check-ins.
- Engage with participants by highlighting leaderboard updates and prize winners using the **Social Media Posts to Keep Visitors Engaged** templates.

Post-Launch Follow-Up

Evaluate Your Campaign

- Collect data on participation, engagement, and feedback.
- Analyze the data to determine if you met your goals.

Share Results

- Announce final prize winners and celebrate participant achievements using the **Prize Announcement Template**.
- Share a summary of the campaign's success on social media and your website.

Gather Feedback

- Send out a survey to participants and partners for feedback.
- Use the feedback to refine future campaigns.

Plan Next Steps

- Decide on follow-up activities or future digital passports.
- Add collected data, including email addresses, to marketing channels for future campaigns.
- Update your marketing strategy based on the insights gained.

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Digital Passport Launch Kit

Social Templates

Social Templates

How to Use These Templates

To maximize the impact of your digital passport launch, customize these templates for each social media channel. Conduct hashtag research to ensure your posts reach the right audience and create engaging graphics that capture attention. Use carousels and videos to provide dynamic and interactive content that keeps your audience engaged.

By tailoring these templates to fit your unique campaign, you can effectively promote your digital passport, engage with participants, and drive excitement throughout the campaign.

Directions for Hashtags:

- **Create a Dedicated Hashtag:** Develop a unique hashtag for your destination's digital passport to build brand recognition and make it easy for visitors to find and share related content. For example, #[DestinationName]Passport or #[DestinationName]Adventures.
- **Conduct Hashtag Research:** Research relevant hashtags for each social media platform that will attract visitors. Use popular, trending, and location-specific hashtags to increase visibility. Ensure the hashtags you choose are widely used but not overly competitive.
- **Platform-Specific Hashtags:** Tailor your hashtags to fit the audience and trends of each platform. For instance, use broader travel-related tags on Instagram (e.g., #TravelGoals, #ExploreMore) and concise, relevant tags on Twitter (e.g., #TravelTuesday, #Discover[DestinationName]).

Template 1: Pre-Launch Teaser

Image: An engaging visual of a popular destination spot with a "Coming Soon" banner.

Headline: Discover [DESTINATION] with [DIGITAL PASSPORT NAME] Launching Soon

Body Copy:

New experiences are on the horizon. [DIGITAL PASSPORT NAME] is set to launch on [DATE], providing you with a unique way to discover and enjoy [DESTINATION]. This digital adventure guide will allow you to check in at popular spots, earn rewards, and win valuable prizes. Whether you are a local or a visitor, [DIGITAL PASSPORT NAME] will enhance your exploration of [DESTINATION] with fun and interactive elements. Stay tuned for more updates and be the first to join this journey.

CTA:

Join [DIGITAL PASSPORT NAME]

Template 2: Launch Announcement

Image: Launch graphic with passport on a mobile device and local attractions in the background.

Headline: Your Adventure Begins Now: [DIGITAL PASSPORT NAME] is Live

Body Copy:

[DIGITAL PASSPORT NAME] is now live and ready to transform your exploration of [DESTINATION]. With this digital adventure guide, you can discover new places, check in at various attractions, and collect digital badges. As you explore, you will have the chance to win [PRIZES], making your journey even more rewarding. Start your adventure today and experience [DESTINATION] in a unique way. Don't miss out on this opportunity to explore and win.

CTA:

Join [DIGITAL PASSPORT NAME]

Template 3: Highlighting Participants

Image: Collage or carousel of participant user-generated photos.

Headline: Join the Fun and Check In Now

Body Copy:

A big shoutout to our adventurous participants! Here are some highlights from [DIGITAL PASSPORT NAME]. We are thrilled to see so many of you exploring [DESTINATION] and sharing your experiences. Keep checking in and sharing your photos for a chance to win our [PRIZES]. Your adventures inspire others to join in and discover all that [DESTINATION] has to offer. Let's keep the momentum going and continue to explore.

CTA:

Join [DIGITAL PASSPORT NAME]

Template 4: Sharing Prizes and Rewards

Image: Visual of the prizes.

Headline: Win Unique Prizes with [DIGITAL PASSPORT NAME]

Body Copy:

Check out the fantastic prizes you can win by participating in [DIGITAL PASSPORT NAME]. From exclusive merchandise to unforgettable experiences, these rewards are designed to make your exploration of [DESTINATION] even more enjoyable. Simply explore, and check in at various locations, and you will be entered to win [LIST PRIZES]. Don't miss your chance to take home these unique prizes. Get started with [DIGITAL PASSPORT NAME] and see what you can win.

CTA:

Join [DIGITAL PASSPORT NAME]

Template 5: Leaderboard Updates

Image: Leaderboard graphic with top participants.

Headline: See Who's on Top with the Latest Leaders of [DIGITAL PASSPORT NAME]

Body Copy:

Here are the latest leaders for [DIGITAL PASSPORT NAME]. Congratulations to our top explorers who are charging with the most check-ins and badges earned. Your dedication to exploring [DESTINATION] is truly inspiring. Keep checking in at new locations to climb the ranks and win even more prizes. The competition is heating up, so stay active and see if you can reach the top. Good luck to all participants.

CTA:

Join [DIGITAL PASSPORT NAME]

Template 6: Final Call to Action

Image: Countdown graphic.

Headline: Last Chance to Join the Adventure with [DIGITAL PASSPORT NAME]

Body Copy:

Time is running out to join [DIGITAL PASSPORT NAME]. With only a few days left, this is your final opportunity to explore, check in, and win prizes. Don't miss out on the chance to experience [DESTINATION] in a new and engaging way. Whether you have already started your journey or are just joining, make the most of the remaining time and see what you can discover. Join today and be part of the adventure before it's too late.

CTA:

Join [DIGITAL PASSPORT NAME]

Template 7: Campaign Wrap-Up

Image: Thank you graphic with highlights.

Headline: Thanks for Exploring with [DIGITAL PASSPORT NAME]

Body Copy:

A heartfelt thank you to everyone who participated in [DIGITAL PASSPORT NAME]. We loved seeing your adventures and hope you had an incredible time exploring [DESTINATION]. Your enthusiasm and engagement made this campaign a success. Stay tuned for more adventures

and opportunities to explore. We appreciate your support and look forward to seeing you on future challenges. Until next time, keep exploring and discovering.

CTA:

[LINK TO DETAILS/NEXT DIGITAL PASSPORT]

Template 8: Prize Winners Announcement

Image: Graphic featuring prize winners with their rewards.

Headline: Celebrating Our Winners for [DIGITAL PASSPORT NAME]

Body Copy:

Congratulations to [DIGITAL PASSPORT NAME] prize winners! We are thrilled to announce the lucky participants who have earned [LIST PRIZES] through their dedication and exploration. A big thank you to everyone who joined in and made this campaign memorable. Stay tuned for more digital passports and adventures. Your journey doesn't end here – there are always new places to explore and more prizes to win. Keep an eye out for our next campaign.

CTA:

[LINK TO DETAILS/NEXT DIGITAL PASSPORT]

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Digital Passport Launch Kit

Email Templates
for Participants

Email Templates for Participants

These email templates are designed to help you effectively communicate with participants throughout the different stages of your program. By keeping everyone informed and engaged, you can ensure a successful and exciting digital passport campaign. Each template is tailored to specific campaign milestones and you can choose the ones that best suit your audience.

Pre-Launch Announcement

Subject: Get Ready for [DIGITAL PASSPORT NAME]

Email Body:

Hi [Name],

Our [DIGITAL PASSPORT NAME] is launching soon, and we can't wait for you to join the adventure. Get ready to explore [DESTINATION], check in at various locations, and win prizes.

Prizes Include:

[LIST PRIZES]

This is a fantastic opportunity to discover new places, meet new people, and have a great time.

Stay tuned for more details coming your way. Mark your calendar and prepare for a journey filled with fun and rewards. We're excited to see you out there exploring and making the most of this unique experience.

CTA:

Join [DIGITAL PASSPORT NAME]

Launch Announcement

Subject: [DIGITAL PASSPORT NAME] is Live! Start Your Adventure Now

Email Body:

Hi [Name],

The wait is over! We are thrilled to announce that [DIGITAL PASSPORT NAME] is now live. This is your chance to explore our beautiful [DESTINATION] in a unique and interactive way. With [DIGITAL PASSPORT NAME], you can check in at various locations, earn digital badges, and collect rewards as you go.

As you embark on this journey, you'll have the opportunity to win prizes, such as: [LIST PRIZES] Whether you are a local resident or a visitor, this is a great way to see all that [DESTINATION] has to offer while having fun and earning rewards.

Start exploring today and make the most of your experience with [DIGITAL PASSPORT NAME]. Share your check-ins and experiences with friends and family, and encourage them to join the adventure as well. Let's make this journey memorable together.

Happy exploring.

CTA:

Join [DIGITAL PASSPORT NAME]

Participant Highlight

Subject: Spotlight on [DIGITAL PASSPORT NAME] Participants

Email Body:

Hi [Name],

We are delighted to share some highlights from [DIGITAL PASSPORT NAME]. Our participants have been exploring and checking in at various locations, and we couldn't be more thrilled with the engagement. The stories and photos we've received are truly inspiring and showcase the best of what [DESTINATION] has to offer.

Check out some of the check-ins and stories from our participants: [LINK TO PARTICIPANT HIGHLIGHTS] Your adventures could be featured next! Keep exploring and sharing your check-ins for a chance to be featured.

We love seeing your enthusiasm and dedication to exploring new places. Keep up the great work and continue to inspire others.

CTA:

Join [DIGITAL PASSPORT NAME]

Prize Announcement

Subject: Win Prizes with [DIGITAL PASSPORT NAME]

Email Body:

Hi [Name],

If you haven't already, join the [DIGITAL PASSPORT NAME] and get a chance to win various prizes. Explore, check in, and win. Each check-in brings you closer to fantastic rewards and adds more fun to your adventure.

Our prizes include:

[LIST PRIZES]

Don't miss out on these rewards. Start your adventure today: [LINK TO LANDING PAGE] Share this opportunity with friends and family and compete together to see who can collect the most badges and win the best prizes.

Good luck and happy exploring. We can't wait to see where your journey takes you.

CTA:

Join [DIGITAL PASSPORT NAME]

Leaderboard Update

Subject: [DIGITAL PASSPORT NAME] Leaderboard Update - See Who's on Top

Email Body:

Hi [Name],

Here are the latest leaders of the [DIGITAL PASSPORT NAME]. Congratulations to our top explorers who are leading the challenge. Your dedication and enthusiasm are truly inspiring.

Check out the leaderboard and see where you stand: [LINK TO LEADERBOARD] There's still time to climb the ranks, so keep checking in at new locations to collect more badges and earn your spot at the top.

Keep checking in to climb the ranks and win prizes. The competition is heating up, and we're excited to see who will come out on top.

CTA:

Join [DIGITAL PASSPORT NAME]

Final Call to Action

Subject: Last Chance to Join [DIGITAL PASSPORT NAME]

Email Body:

Hi [Name],

Only a few days left to join [DIGITAL PASSPORT NAME]. Don't miss your chance to explore, check in, and win prizes. This is the final opportunity to participate in this engaging adventure and make the most of what [DESTINATION] has to offer.

Join now and start your adventure: [LINK TO JOIN] Whether you're just starting or already on your journey, make sure you take full advantage of the remaining time to check in at as many locations as possible.

We look forward to seeing you out there exploring and winning amazing prizes.

CTA:

Join [DIGITAL PASSPORT NAME]

Campaign Wrap-Up

Subject: Thank You for Participating in [DIGITAL PASSPORT NAME]

Email Body:

Hi [Name],

A huge thank you to everyone who participated in the [DIGITAL PASSPORT NAME]. We loved seeing your adventures and hope you had a blast exploring [DESTINATION]. Your participation and enthusiasm made this campaign a great success.

Stay tuned for more upcoming events and digital adventure guides coming your way. We look forward to seeing you in future challenges and hope you continue to explore and enjoy all the fun experiences [DESTINATION] has to offer.

CTA:

[LINK TO NEXT DIGITAL PASSPORT]

Prize Winners Announcement

Subject: Congratulations to Our [DIGITAL PASSPORT NAME] Prize Winners

Email Body:

Hi [Name],

We are thrilled to announce the winners of [DIGITAL PASSPORT NAME]! Congratulations to [LIST WINNERS] for their participation and for winning these unique prizes. Your dedication to exploring and checking in at various locations has paid off.

A big thank you to everyone who participated. Stay tuned for more adventures. Your journey doesn't end here – there are always new places to explore and more prizes to win. Keep an eye out for our next campaign.

CTA:

[LINK TO NEXT DIGITAL PASSPORT]

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Digital Passport Launch Kit

Email Templates
for Business Partners

Email Templates for Business Partners

Effective communication with business partners is crucial to the success of your digital passport campaign. These email templates are designed to keep your business partners informed, engaged, and motivated throughout the different stages of your campaign. Choose the ones that best suit your needs and ensure a seamless experience for everyone involved.

Pre-Launch Preparation for Business Partners Email

Subject: Prepare for [DIGITAL PASSPORT NAME] – Important Information Inside

Email Body:

Hi [Business Partner Name],

We are nearing the launch of [DIGITAL PASSPORT NAME]. This is a great opportunity to attract more foot traffic to your business.

Here's what you need to know:

Display **Physical Signage** that will be distributed to your business. [INSTRUCTIONS ON HOW SIGNS WILL BE DELIVERED OR PICKEDUP] These signs should be displayed prominently to encourage participation in [DIGITAL PASSPORT NAME] before [DATE].

Download Digital Signage:

[Link to Digital Signage]

Join the Digital Adventure Guide:

Follow these steps to join [DIGITAL PASSPORT NAME] and upload your first photo.

1. Sign up here [link to your URL] using your email or Gmail account.
2. Click to join the digital adventure guide.
3. Check in at your own business to upload a photo.

Encourage Visitors to Check-In:

Let them know how to participate in [DIGITAL PASSPORT NAME] and what prizes they can win.

Prizes for Participants:

These are the prizes we are offering and how participants can win.

[List Prizes and Details]

Timeline:

Key dates and deadlines.

Example Timeline:

[DIGITAL PASSPORT NAME] Launch Date

[DIGITAL PASSPORT NAME] End Date

[DIGITAL PASSPORT NAME] Prizes Announced

Partner Prizes:

You can also win prizes for having the most check-ins and will be featured in our final email blast.

[List Partner Prizes]

Important:

Please review your business listing and ensure all details are correct. If you need any assistance, feel free to reach out to us at [Support Email].

Good luck, and let's make [DIGITAL PASSPORT NAME] a success!

Best regards,

[Your Name] [Your Title] [Your Organization]

Email Update for Top Performing Business Partners

Subject: [DIGITAL PASSPORT NAME] Partner Leaderboard Updates

Email Body:

Hi [Business Partner Name],

We have prizes available for the partner that drives the most check-ins. In addition, the top [NUMBER OF PRIZE WINNERS] partners will be featured in our email blast and on our social channels.

Businesses with Most Check-Ins:

- [Business 1] – [Number of Check-Ins]
- [Business 2] – [Number of Check-Ins]
- [Business 3] – [Number of Check-Ins]

Keep encouraging your visitors to check in at your location to climb the leaderboard and win prizes.

Thank you for your participation and enthusiasm.

Best regards,
[Your Name] [Your Title] [Your Organization]

Digital Passport Wrap-Up Email for Business Partners

Subject: Thank You for Participating in [DIGITAL PASSPORT NAME]

Email Body:

Hi [Business Partner Name],

A huge thank you to all our business partners for participating in the [DIGITAL PASSPORT NAME]. Your support and enthusiasm made this event a great success.

Congratulations to our top business partners:

- [Business 1]
- [Business 2]
- [Business 3]

We hope you enjoyed the increased foot traffic and engagement. Stay tuned for our next digital adventure guide, and let's continue to make [DESTINATION] an interesting place to explore.

If you have any feedback or need support, please reach out to us at [Support Email].

Best regards,
[Your Name] [Your Title] [Your Organization]

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Digital Passport Launch Kit

Landing Page Copy

Landing Page Copy

This copy template is designed to help you create an engaging landing page for your digital passport. Customize the content, use high-quality visuals, and ensure clear Call-To-Actions (CTAs). Optimize for mobile and include SEO keywords. Highlight business partnerships and provide comprehensive information. Keep the page updated with the latest information. Follow these best practices to attract participants, engage them, and support local businesses.

Digital Passport Landing Page Copy Template

Header

Join [DIGITAL PASSPORT NAME] – Explore, Check-In, and Win

Subheader

Discover [DESTINATION] like never before. Join for a chance to win prizes.

Section 1: Introduction

[DIGITAL PASSPORT NAME] invites you to explore [DESTINATION] by visiting various locations, checking in, and collecting rewards along the way. Whether you're a local or a visitor, this digital passport offers a fun and interactive way to experience all that [DESTINATION] has to offer.

Call to Action

Join Now! [Button: JOIN NOW]

Section 2: How It Works

Sign Up

- Register for [DIGITAL PASSPORT NAME] by clicking the "Join Now" button.
- Register for an account and complete your participant profile.

Explore

- Visit participating locations throughout [DESTINATION].
- Check-in at the businesses you visit using a mobile device.

Collect Rewards

- Earn points for each check-in.
- Unlock badges and rewards as you explore more locations.

Win Prizes

- The more points you collect, the higher your chances of winning.
- Exciting prizes await the top participants.

Call to Action

Start Your Adventure [Button: JOIN NOW]

Section 3: Prizes

We're offering prizes for our top explorers. Here's what you can win:

- **Grand Prize:** [DESCRIPTION OF GRAND PRIZE]
- **Second Prize:** [DESCRIPTION OF SECOND PRIZE]
- **Third Prize:** [DESCRIPTION OF THIRD PRIZE]
- **Weekly Prizes:** [DESCRIPTION OF WEEKLY PRIZES]

Keep exploring, and collecting points, and you could be one of our lucky winners!

Section 4: Frequently Asked Questions (FAQ)

Q: How do I join [DIGITAL PASSPORT NAME]?

A: Simply click the "Join Now" button, fill out the registration form, and start exploring.

Q: How do I check in at a location?

A: Use our mobile app to check in at each participating location. Look for the QR code signs to scan and check-in.

Q: What kind of prizes can I win?

A: We offer a variety of prizes, including a grand prize, second and third prizes, and weekly rewards. Check out the Prizes section for more details.

Q: How long does the digital passport last?

A: The digital passport runs from [START DATE] to [END DATE]. Make sure to check in at as many locations as possible within this period.

Q: Who can I contact for support?

A: If you need assistance, please reach out to us at [SUPPORT EMAIL].

Call to Action

Get Your Questions Answered

Button: CONTACT US

Footer: Stay Connected with Us

- Follow us on social media: [SOCIAL MEDIA LINKS]
- Subscribe to our newsletter: [NEWSLETTER SIGN-UP]

Ready to explore, check in, and win? Join [DIGITAL PASSPORT NAME] today and start your adventure.

Call to Action

Join the [DIGITAL PASSPORT NAME]

Button: JOIN NOW

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Digital Passport Launch Kit

Signage

Printable and Digital Signs with QR Codes

Having signage around your event or city center is important to the success of your digital passport. Larger signs can be placed on sandwich boards, ticket sales counters, and billboards, while smaller signs should be at locations like bar tabletops and cash registers. We also have a digital sign that you can keep handy on your phone for getting people to join during more on-the-go settings like pub crawls.

Explore [has a free QR code generator](#) you can use for all your signage.

Big Printable Sign Copy

Headline:

Join [DIGITAL PASSPORT NAME]

Body Text:

Explore [DESTINATION], check in at exciting locations, and win fun prizes. Follow these simple steps to participate:

1. Scan the QR code to sign up.
 - Open your camera app and point it at the QR code.
 - Click the link that appears to access the sign-up page.
 - Fill out the registration form to create your profile.
2. Visit participating locations.
 - Explore our list of exciting spots around [DESTINATION], which can be found on the interactive map in the app.
3. Check in and earn points.
 - Check in at each location you visit by snapping a selfie and uploading it into the app.
 - Earn points for every check-in.
 - Unlock badges as you visit more places.
4. Win prizes.
 - Collect badges to win prizes.
 - Prizes include [GRAND PRIZE], [SECOND PRIZE], [THIRD PRIZE], and weekly rewards like [WEEKLY PRIZE].
 - The more you explore, the higher your chances of winning!

Don't miss out on this fun and rewarding adventure.

Call to Action:

Scan Here to Join Now.

[QR CODE GOES HERE]

Small Printable Sign Copy

Headline:

How to Join [DIGITAL PASSPORT NAME]

Body Text:

1. Scan the QR code to sign up.
2. Visit participating locations.
3. Check in and earn points.
4. Win prizes.

Call to Action:

Scan Here to Get Started
[QR CODE GOES HERE]

Digital Sign for Smartphones (For Business Owners)

Headline:

Join [DIGITAL PASSPORT NAME]

Body Text:

Scan the QR code to sign up.
[QR CODE GOES HERE]

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Digital Passport Launch Kit

Website Announcement
Bar and CTA Buttons

Website Announcement Bar and CTA Buttons

Promoting your digital passport effectively starts with an engaging and compelling website announcement bar and call-to-action buttons. The following copy options are designed to capture the interest of potential participants and encourage them to join the adventure. Use this copy to create a visually appealing announcement bar and call-to-action buttons that align with your branding, keywords, and campaign goals.

Website Announcement Bar and CTA Button Copy

Option 1:

Headline:

Explore, Check-In, and Win

Body Text:

Join [DIGITAL PASSPORT NAME] today and start your adventure. Discover [DESTINATION] and earn prizes.

Button Text:

Join [DIGITAL PASSPORT NAME]

Option 2:

Headline:

Discover [DESTINATION] with [DIGITAL PASSPORT NAME]

Body Text:

Sign up for our digital passport and explore exciting locations to win fantastic rewards.

Button Text:

Play the Game

Option 3:

Headline:

Ready for an Adventure?

Body Text:

Participate in [DIGITAL PASSPORT NAME]. Check in at various spots in [DESTINATION] and win big!

Button Text:
Start Exploring

Option 4:

Headline:
Unlock Rewards in [DESTINATION]

Body Text:
Join [DIGITAL PASSPORT NAME], check in at locations, and collect digital badges to win prizes.

Button Text:
Explore [DESTINATION]

Option 5:

Headline:
Adventure Awaits with [DIGITAL PASSPORT NAME]

Body Text:
Explore, check in, and earn rewards. Join our [DIGITAL PASSPORT NAME] now and discover the best of [DESTINATION].

Button Text:
Begin Your Journey

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Digital Passport Launch Kit

Benefits for
Businesses Flier

Benefits for Businesses Flier

This flyer is designed to entice business partners to participate in your digital passport. It assumes they have already joined but encourages them to promote the passport and again describes how it benefits their business. Use this in email communications, onboarding webinars, and as an in-person talk track to get businesses excited.

Welcome to [DIGITAL PASSPORT NAME]

How to be Successful and Benefit from [DIGITAL PASSPORT NAME]

Welcome Message:

We are excited to have you as a business partner in [DIGITAL PASSPORT NAME]. We want to let you know all of the exciting benefits for your business, how to join, and what prizes you can win.

How to Get Started:

- **Sign Up:** It's important that you join the digital passport as a business owner. This ensures you know how to help visitors join, and you can easily upload photos for your business.
- **Display Signage:** Use the provided digital and printable signs to guide visitors.
- **Promote Participation:** Encourage customers to check in and participate in the digital passport.
- **Track Progress:** Monitor your check-ins and aim to be one of the top businesses.
- **Win Prizes:** Stand a chance to win prizes for your business and be featured in our marketing campaigns.

Benefits:

- **Increase Foot Traffic:** Attract more customers to your location by being part of an engaging digital adventure that encourages participants to visit and check in at various spots to win prizes.
- **Enhanced Brand Exposure:** Gain more visibility for your business through our marketing efforts, including social media promotion, website features, and email campaigns.
- **Community Engagement:** Be a part of a community-driven initiative that promotes local businesses and fosters a sense of community spirit.
- **Incentives for Participation:** As a business owner, you can encourage participation by offering special deals, discounts, or unique experiences exclusive to participants. You can edit the copy in your listing to include any special discount codes or unique offerings. This will drive more customers to your business.

- **Win Prizes:** Businesses with the most check-ins are eligible to win special prizes and be featured in our final email blast, further promoting your business. [THIS IS UP TO EACH DIGITAL PASSPORT HOST IF THEY WANT TO GIVE ADDITIONAL PRIZES, BUT WE RECOMMEND IT BECAUSE IT'S A LOW-COST WAY TO HAVE BUSINESS OWNERS ACT AS INFLUENCERS FOR YOUR CAMPAIGN.]

Contact Information:

For more details and support, contact us at [SUPPORT EMAIL] or visit [WEBSITE LINK].

Call to Action:

Join [DIGITAL PASSPORT NAME] today and start uploading photos for your business.

Footer:

[YOUR ORGANIZATION'S LOGO] [CONTACT INFORMATION] [WEBSITE URL]

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Digital Passport Launch Kit

How Businesses
Can Share on Social

How Businesses Can Share on Social

It's important to give business partners guidance on how to share your Digital Passport on social media. This guide can be shared through an email, included in a welcome packet, or outlined in a welcome webinar. By providing clear instructions and best practices, we can ensure that our partners effectively engage their audiences and help promote the digital passport.

How to Share Social Media Posts Successfully

Introduction

Your brand is important, and sharing [DIGITAL PASSPORT NAME] with your unique voice is key to engaging your audience. Video content performs best: create engaging videos, keep them short and sweet (15-30 seconds), use captions for accessibility, and consider live broadcasts to engage in real-time. Use the hashtag [#YOURDIGITALPASSPORTHASHTAG]. By focusing on user-generated content and using the passport hashtag, you can effectively promote [DIGITAL PASSPORT NAME] and engage your audience. Thank you for being a valued business partner.

Types of Posts You Can Share as a Business Partner

These are some inspirational examples of social posts that you can utilize as a business owner to get people to join [DIGITAL PASSPORT NAME]. Customize these for your audience.

Announcement Posts

Introduce [DIGITAL PASSPORT NAME] to your followers.

Example:

We're excited to be part of [DIGITAL PASSPORT NAME]! Join the digital adventure, check in at our location, and win prizes. #Explore[DESTINATION] [#YOURDIGITALPASSPORTHASHTAG]

Check-In Encouragement

Encourage visitors to check in at your business.

Example:

Don't forget to check in at [YOUR BUSINESS NAME] as part of the [DIGITAL PASSPORT NAME]. #Explore[DESTINATION] [#YOURDIGITALPASSPORTHASHTAG]

Highlighting Rewards

Showcase the prizes and rewards participants can win.

Example:

Win Prizes! Check in at [YOUR BUSINESS NAME] and other locations to win big in the [DIGITAL PASSPORT NAME]. #Explore[DESTINATION] [#YOURDIGITALPASSPORTHASHTAG]

User-Generated Content (UGC)

Share photos and stories from participants who have checked in at your location.

Example:

We love seeing your check-ins! Thanks to [PARTICIPANT NAME] for visiting us as part of the [DIGITAL PASSPORT NAME]. #Explore[DESTINATION] [#YOURDIGITALPASSPORTHASHTAG]

Timing for Posts

- **Pre-Launch:** Tease the upcoming digital passport and build excitement.
- **Launch Day:** Announce the start of the digital passport and encourage participation.
- **During the Digital Passport:** Share regular updates, participant highlights, and reminders to check in.
- **Final Week:** Create a sense of urgency with last-minute check-in reminders and prize teasers.

Elevate Your Destination Marketing with Explore

By following the steps outlined in this **Digital Passport Launch Kit**, you'll be well-equipped to create, launch, and promote a successful digital passport program for your destination. With clear strategies for organizing your marketing campaign, effectively onboarding local businesses, and engaging visitors, you can ensure a rewarding experience for all participants.

Ready to take your destination marketing to the next level? Discover how [Explore](#) can streamline your efforts with its turn-key digital passport technology, complete with built-in gamification and first-party data collection. Click the link below to schedule a personalized demo.

[**Get a Demo of Explore**](#)