



Jackson County TDA
Rawle Murdy Monthly Activity Report
August 2017
Created 9.14.17

Client Meetings

- Status call: 8/2
- Web Process Meeting: 8/10
- Crowdriff Demo, Team Conference Call: 8/30

Advertising

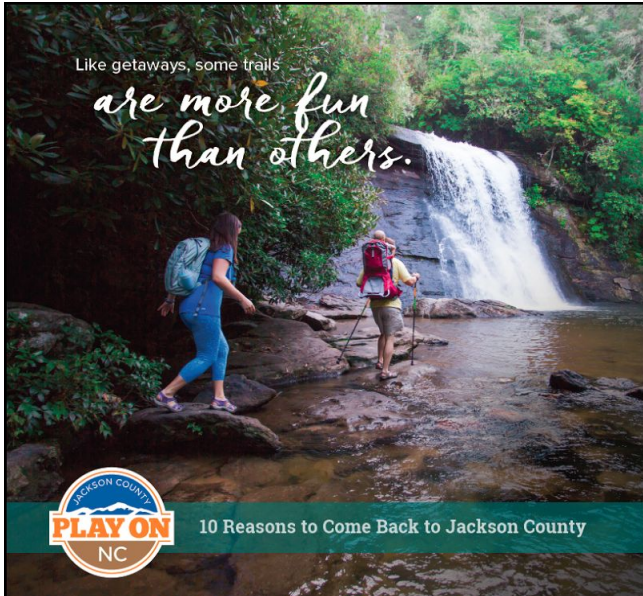
- USA Today Travel products (digital ads, videos, emails, etc.), including the creation of two :15 video edits focusing on Outdoors and Culture.
 - Pushdown Unit (wait for it to load, then click the JCTDA “pencil” banner at the top of the page): <http://www.citizen-times.com/?usatai=7070&usatan=preview&usatl=giadcp-o93S1d>
 - Gravity Takeover Unit (wait for it to load, then the ad will automatically “take over”): <http://www.citizen-times.com/?usatai=7070&usatan=preview&usatl=giadcg-LXQMxr>
 - Banner ads with video - 300x600 : <http://mdx.sizmek.com/#/preview/share/89hkb927kbm/live>
 - Banner ad - Animated - 300x250: https://www.gannett-cdn.com/gps/standard/an/rawle_murdy/an-car0010901-01__01/300x250/300x250.html
 - Dedicated Eblasts - August edition: <http://images.mailhostinglive2.com/1045743/index.html>
- Coordination of iExplore writer/vendor needs leading up to the writer’s visit on August 23-25th.



Advertising (continued)

- Solar Eclipse Special edition of The WNC Guide ad (2 page advertorial and ad placement to encourage return visits).

Like getaways, some trails
*are more fun
than others.*



**JACKSON COUNTY
PLAY ON
NC**

10 Reasons to Come Back to Jackson County

You've experienced the eclipse here, now experience all of Jackson County's 494-square miles of mountain culture, beauty and adventure.

1. HIKING
Jackson County is home to some of the best hiking trails and tallest mountains in the Eastern United States. We have trails and summits for everyone from the most novice of hikers and families with small children to endurance athletes looking to log some serious mileage on the trail.

2. FISHING
With more than 4,600 miles of streams, Jackson County has the state's longest contiguous stretch of Mountain Heritage Trout Waters. Recognized as the North Carolina Trout Capital and home to the Western North Carolina Fly Fishing Trail, you're guaranteed to set a hook.

3. RAFTING
Whether you're looking for action-packed rafting on the Tuckasegee, a wild and scenic ride down the Chattooga, a dip in the crystal-clear waters of the Oconaluftee, or the perfect beginner's course on the Nantahala, you simply can't go wrong with a day on the rapids in Jackson County.

4. ALE TRAILING
Jackson County's Ale Trail takes you on a one-mile easily accessible stretch visiting some of the best breweries in North Carolina. Whether you enjoy sipping a smooth golden ale, something hoppy or a dark IPA, the perfect brew is waiting for you here.

5. EXPLORING
With more than two dozen waterfalls ranging from cascading falls, to gentle flows, all which make for one-of-a-kind viewing opportunities. Some are short hikes in, while others offer a little more. Either way, Jackson County offers some of the best waterfalls you'll find anywhere.



6. ADVENTURING
Jackson County offers 494-square miles of adventure and fun. We have hikes for all ages, from easy to extreme. With some 185 named summits and approximately 250 named rivers and creeks, we are defined by our lush vistas and fast-flowing water.

7. VIEWING
Find your panoramic perspective here. Home to some of the highest mountains in the Eastern United States, Jackson County has trails and summits for everyone.

8. SHOPPING
Jackson County is a prime spot to find the handmade treasures of old-time Appalachian craft traditions. Shop one of a kind, collectible pieces in many of the local shops and galleries.

9. DINING
From farm-to-table fine dining to rave worthy resident favorites, dining experiences in Jackson County make as much of a lasting impression as the towering mountainscapes.

10. LODGING
Jackson County has accommodations that will suit whatever type of mountain getaway you are looking for, and on any budget. Offering everything from quaint cabins to famous resorts, you will find the perfect place to rest your head after a fun filled day.



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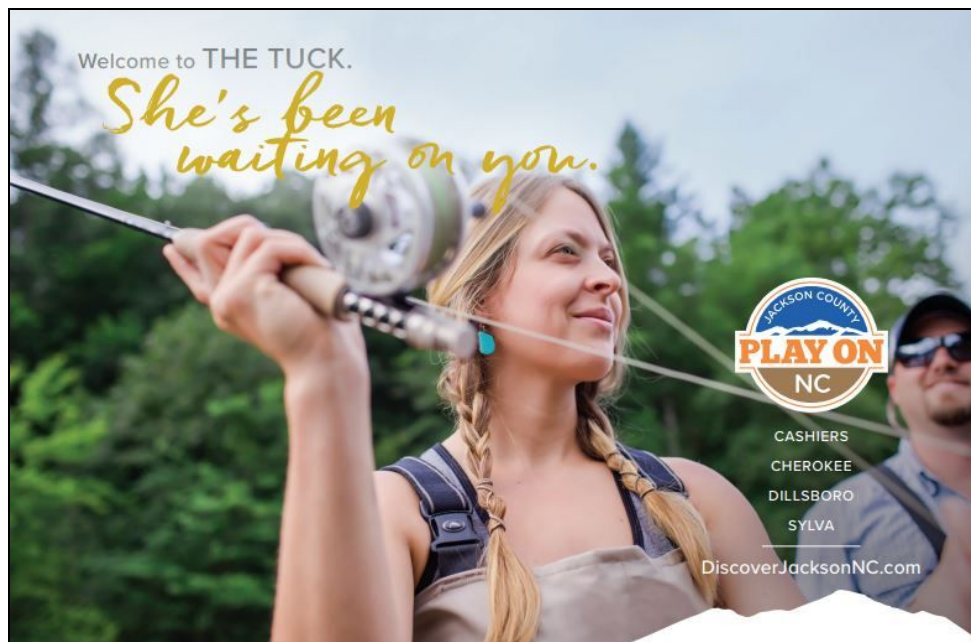
CASHIERS
CHEROKEE
DILLSBORO
SYLVA

DiscoverJacksonNC.com

- Revised print ad for Trout Unlimited for fall publication.

Welcome to THE TUCK.

*She's been
waiting on you.*



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CASHIERS
CHEROKEE
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SYLVA

DiscoverJacksonNC.com



Social Media

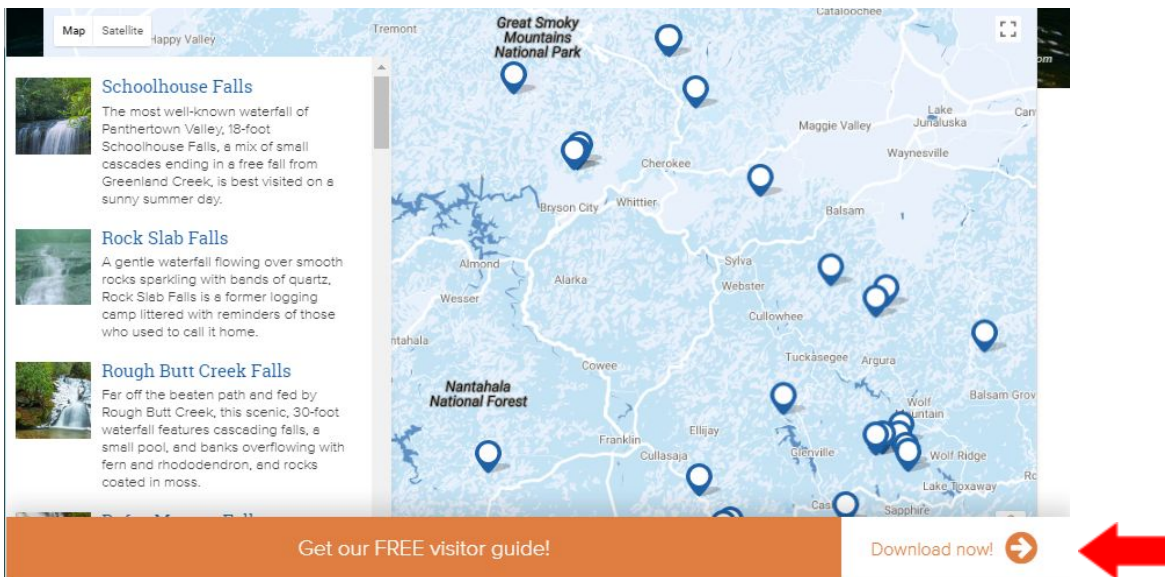
- Content - sent to Nick for approval weekly, monitoring and engaging with all comments on across all social media platforms. Also scheduled out content including @NCEclipse posts and started to include UGC across all platforms including Facebook and Twitter.
- Social Media Campaigns and Strategies developed and implemented including lead and goal driven Social Media Paid Advertising resulting in 63,209 video views, 1,770 new page likes, 549 goals, and 17,871 website sessions.
- Eclipse Coverage - monitored and re-shared activities throughout the weekend and on eclipse day on @NCEclipse. Leveraged photos and videos Nick sent from Sylva and Cashiers events. Recaps posted on the days immediately following the eclipse. Updated Facebook and Twitter cover photos to showcase the eclipse.
- Completed eleven 15 second videos on a variety of topics of interest to visitors (waterfalls, fly fishing, shopping, etc.) for use on all social media platforms. Also created a video “end-card” for addition to social media videos when needed.
- Snapchat filters (4) created and submitted to Snapchat for approval.
- Social contests included Fly Fishing video giveaway and newsletter registration drive - register-to-win a stay at High Hampton Inn prize implemented via social channels through mid September.

Website

- Push to SMS service operational, allowing web users to forward information to their mobile devices.
- Updated Lodging, Golf, Wedding and Attractions location profiles with social media channel links.
- Completed Visitor Guide online version in Flipping Book for easy access electronically and to facilitate downloading. <https://www.discoverjacksonnc.com/thank-you/>

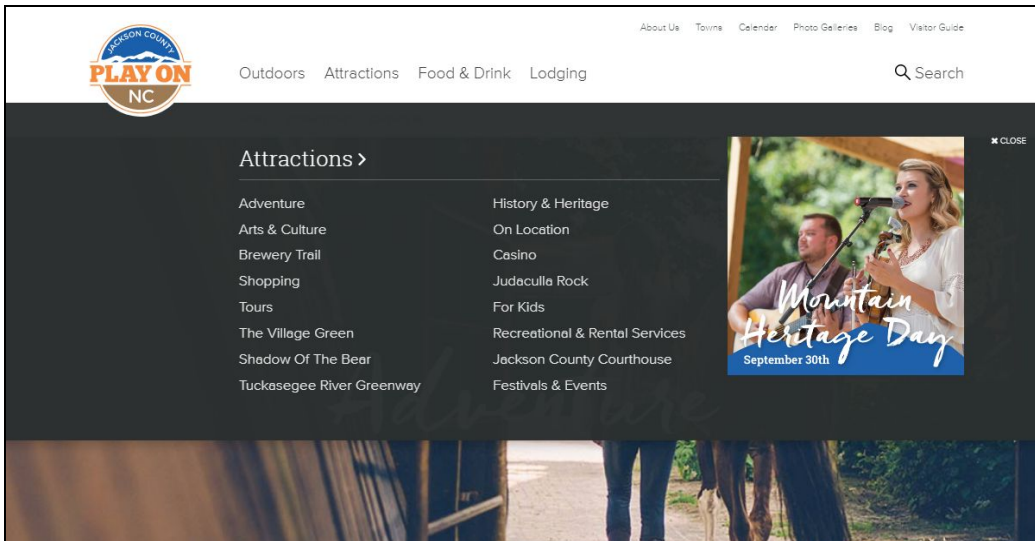
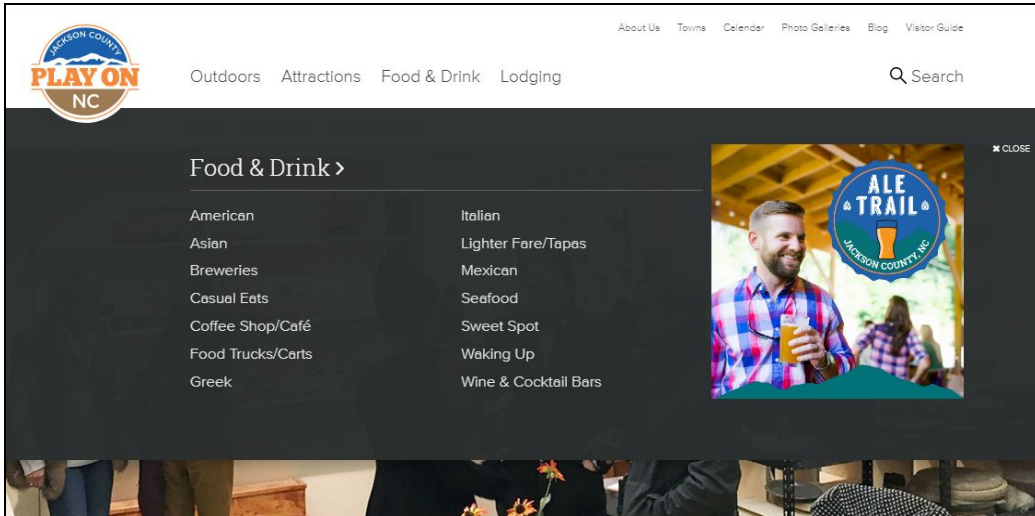


- Introduced “sticky” bar menu that follow as viewers scroll; first for the eclipse, and later to draw attention to downloading the visitor guide.





- Created two new menu graphics for drop-down menus (Ale Trail and Mountain Heritage Day).





Other Projects

- Jackson County bi-monthly eNewsletter creation and deployment 8/29.
- Email to partners requesting Labor Day specials and promotions 8/3.
- Planning/estimating for three festival videos - this is an unbudgeted item tabled for early 2018 pending budget assessment at that time.

Campaign Result Highlights

- We leveraged the eclipse, which drove record traffic and leads, to expose more travelers to Jackson County via the website than any other month in history.
- Total Leads were up 25.42% compared to July. The biggest increases came from Email (up 466.67%) and Organic Search (up 80.56%).
- We had a total of 286 Visitor guide downloads, 98 Newsletter signups and 173 Newsletter signups from Facebook.
- Overall website traffic was up 110.71% compared to July, with the biggest increase coming from Email (up 1,350.62%).
- Organic search traffic was up 122.29% and goal completions were up 80.56% compared to July.
- Traffic was up 354.33% compared to August of 2016. Year over year, Display (up 6,724%) and Referrals (up 2,701.46%) lead the way in increases.
- Social Media was the top driver of sessions, and more importantly, leads for the month of August.

Budget Management

- Marketing Communications Budget monthly update provided 9/1.
- Worked with Director Breedlove to identify additional funds for use on CrowdRiff UGC software/service.

Upcoming

- October eBlast and Gravity Takeover to run with USA Today Travel.
- JCTDA eNewsletter release in October.
- Ad featuring WNC Fly Fishing Trail and Trout Capitol distinctions - *Southern Trout*.
- Launch of iExplore promoted editorial campaign.
- Continued social media campaign.
- Facebook Database Targeting - using newsletter email addresses to target Facebook ads.
- Social Influencer - The Manual - visit in November.
- Launch of User Generated Content galleries, leveraging new platform CrowdRiff.

**Upcoming (continued)**

- Implementation of six traveler itineraries on website.
- Website database upgrade/migration.
- Launch of website Panoramic Vista Gallery.
- Website bi-annual health checkup.