



rawlemurdy



# **JCTDA**

## **Marketing Update**

### **September 2017**

# Results Highlights

(August 2017)

Leads ▲ 25.42%  
vs. July 2017

Website traffic ▲ 110.71%  
vs. July 2017

Website traffic ▲ 354.33%  
vs. August 2016

“

We leveraged the eclipse to expose more travelers to Jackson County via the website than any other month in history.

# Results Highlights

(August 2017)

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Social Media was the top driver of sessions, and more importantly, leads for the month of August.



# Social Media Highlights

(August 2017)

Lead- and goal-driven

Social Media Paid Advertising

- 63,209 video views
- 1,770 new page likes
- 549 goal completions
- 7,871 website sessions.



# Advertising Highlights

(August 2017)

## USA TODAY TRAVEL

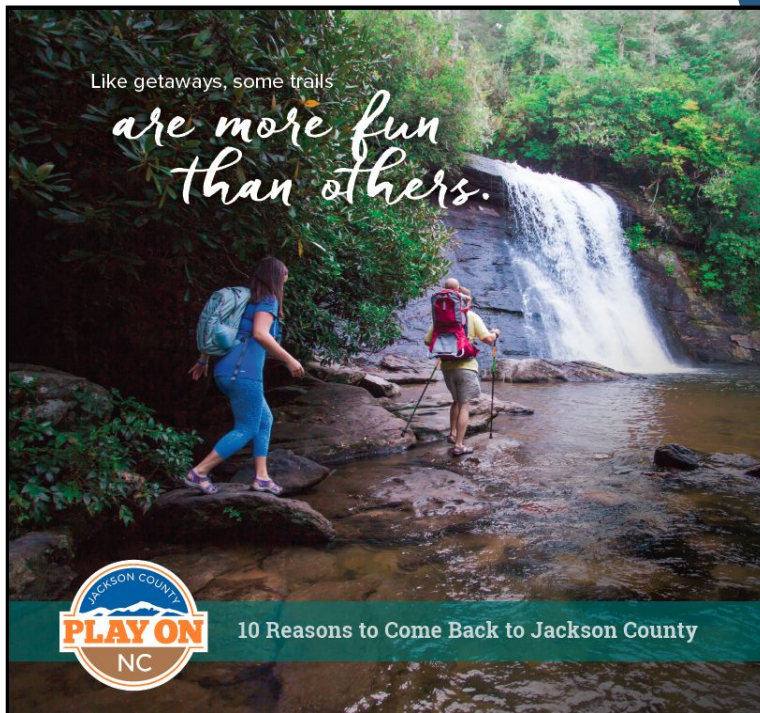
- [Pushdown Unit](#)
- [Gravity Takeover Unit](#)
- [Video Banner Ads](#)
- [Dedicated Eblasts](#)



# Advertising Highlights (August 2017)

## The WNC Guide - Solar Eclipse Edition

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



**JACKSON COUNTY NC**  
**PLAY ON**

**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 largest 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

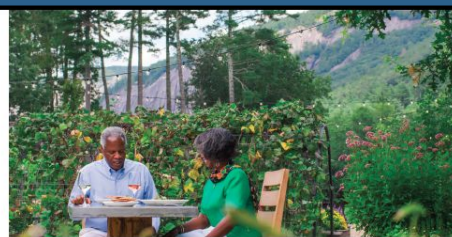
Whether you're looking for action-packed rafting on the Tuckasegee, a wild and scenic ride down the Chattooga, a dip in the crystal-clear waters of the Oconalufee, or the perfect beginners' course on the Nantahala, you simply can't go wrong with a day on the rapids in Jackson County.

### 4. ALE TRAILING

Jackson County's Ale Trail takes you on a one-mile easily-walkable 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 lofty 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 a quaint cabins to famous resorts, you will find the perfect place to rest your head after a fun filled day.



**JACKSON COUNTY NC**  
**PLAY ON**

CASHIERS  
CHEROKEE  
DILLSBORO  
SYLVA

DiscoverJacksonNC.com

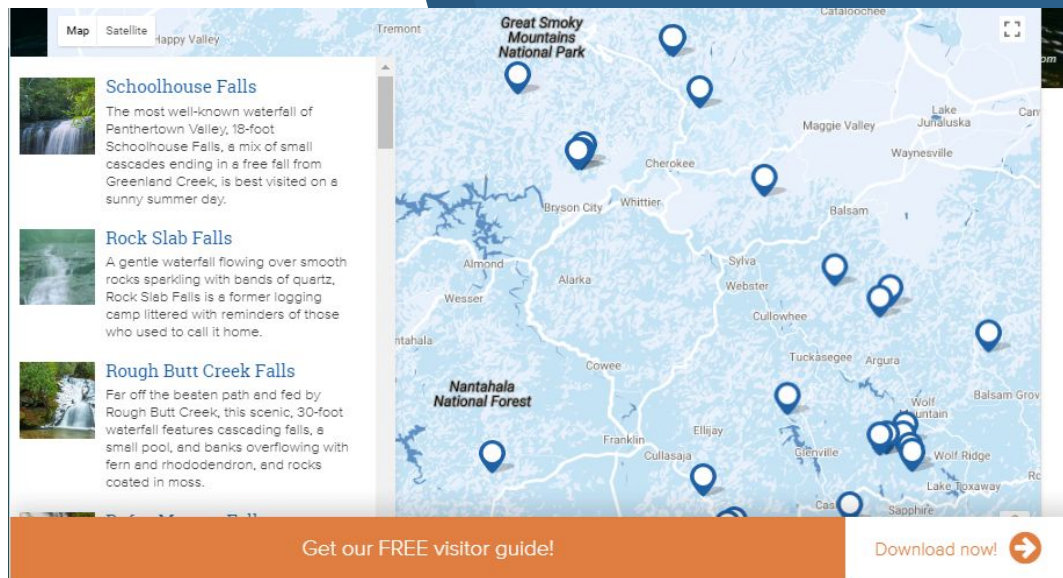


# Website Highlights

(August 2017)

## Sticky Menu Bar

(Eclipse and Visitor's Guide)



# Website Highlights

## (August 2017)

### Drop-Down Menu Promo Ads

