



Jackson County TDA
Rawle Murdy Monthly Activity Report
January 2018
Created 1.12.18

Client Meetings

- Status call: 12/20 and 1/10
- Numerous project calls throughout the month with Director Breedlove.

Campaign Result Highlights

- The new “Your Trip” page on the website saw very high engagement since its release. Average session time on this page is 2:06 which is almost double the site average.
- We had a total of 112 Visitor Guide signups/downloads and 41 Newsletter signups in December.
- Overall website traffic for December was up 14.56% compared to November. with the biggest increase coming from Social Media (up 156.52%).
- Other channels driving traffic and leads are Display advertising (up 325.56%) and Organic Search (up 265.06%).

Advertising

- Custom content promoted article in production with VisitNC for Feb 2018 release.
- Creation of listing for opportunistic media buy with VisitNC for the April/May 2018 issue of *Garden & Gun*.
- Creation of listing for Outside Magazine through VisitNC co-op program for the May 2018 issue.
- Copy and image selection for dedicated eblast with MyWedding.com scheduled for deployment in late January

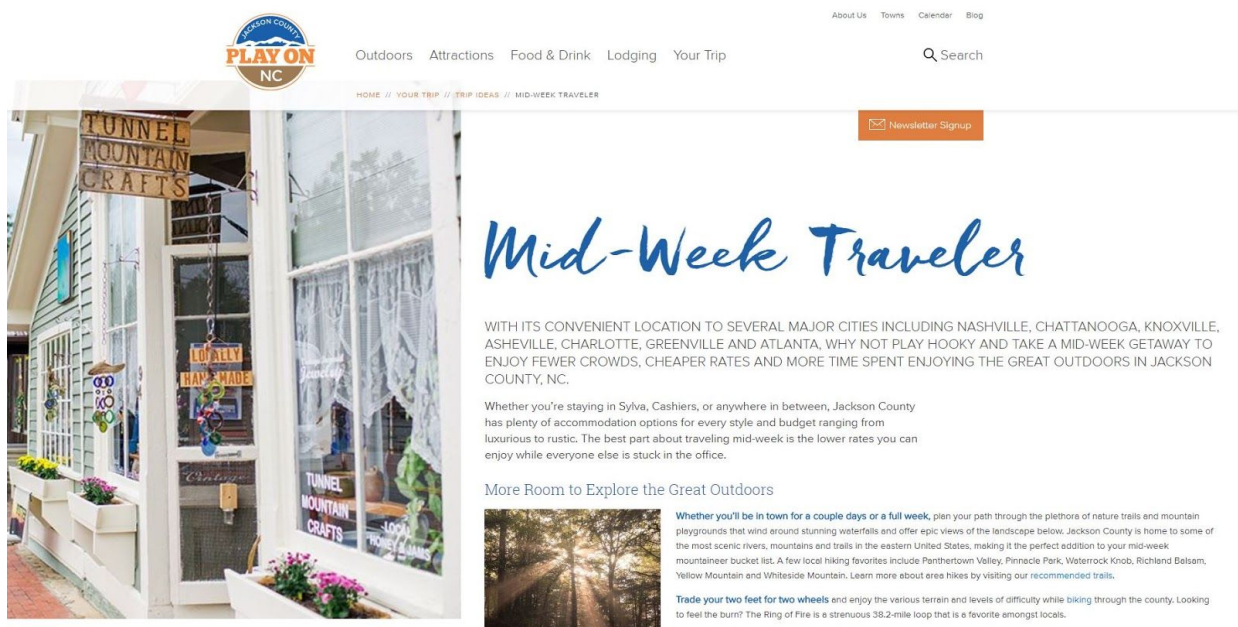
Social Media

- 186 Total Goal Completions for December.
- 75 visitor guide downloads and 66 newsletter sign-ups from Facebook lead form ads.
- 20,054 link clicks from all social media platforms in December.
- Instagram website sessions had the largest **increase** with an increase of **1,320%** year over year.
- Total fan growth of 3,587, an **2.1% increase** month over month.
- 3,743,851 total Impressions, **325.2% increase** from since previous month in December.
- 130,378 total Engagements, **327.5% increase** from the previous month in December.



Website

- Implemented a new Mid Week itinerary to bring the total number of themed travel suggestions to eight trip ideas:
 - <https://www.discoverjacksonnc.com/your-trip/trip-ideas/mid-week-traveler/>





- Addition of “search-friendly” language within the “Three Billboards Outside Ebbing, Missouri” section of the “Film Locations” page on the JCTDA website. The goal is to increase web traffic and capitalize on movie’s success at the Golden Globe awards.



Photo Credit: Sylva Herald

Three Billboards Outside Ebbing, Missouri

Three Billboards Outside Ebbing, Missouri hit theaters in 2017. Shot in Jackson County, the feature is dark comedy in which a mother makes a bold move in challenging the local police department and its revered chief of police to solve the case involving the murder of her daughter. The film’s director, Martin McDonagh, is known for several other popular Hollywood films, including *In Bruges* (2008), *Seven Psychopaths* (2012) and *Six Shooter* (2004). The film also features big name stars, such as Woody Harrelson, Frances McDormand, Sam Rockwell and Peter Dinklage.

Three Billboards Outside Ebbing, Missouri picked up six Golden Globe Nominations and ended up winning four Golden Globe Awards including Best Motion Picture – Drama, Best Performance by an Actress in a Motion Picture – Drama (Frances McDormand), Best Performance by an Actor in a Supporting Role in any Motion Picture (Sam Rockwell), and Best Screenplay – Motion Picture (Martin McDonagh).

Jackson County Filming Locations:

Dentist Office:
F. Patrick McGuire Dentistry

- Continue to refine data query for Accommodations and Food & Drink listings in the new 2018 Visitor Guide - to be completed in February.

Budget Management

- Completed assessment of funds remaining for Spring creative projects and associated Media placements.



Upcoming

- JCTDA eNewsletter release in February - topics from initial planning include: Promotion of Sapphire Valley's Outhouse Races on Feb 17; promotion of Romance Getaway specials for Valentine's Day; Winter Sports and scenic beauty; teasers for spring events.
- Continued social media campaign and regularly scheduled Social Strategy meetings with Director Breedlove.
- Regularly changing out event graphics (i.e., Lights and Luminaries, Outhouse Races) on the website menus after the events conclude.
- Team is evaluating the performance of various native advertising placements and will make a recommendation for the spring program.
- Annual pre-planning session will occur on Feb 1st with Director Breedlove and the Rawle Murdy team. Strategic planning brief to be shared with the Marketing Committee the week of Feb 19th. Final Plan to be presented to the full Board on May 16th.
- Banner ads and homepage "roadblocks" with SouthernLiving.com to appear in late Feb 2018.
- Mobile Website UX and UI Enhancements.