



Jackson County TDA
Rawle Murdy Monthly Activity Report
February 2018
Created 2.15.18

Client Meetings

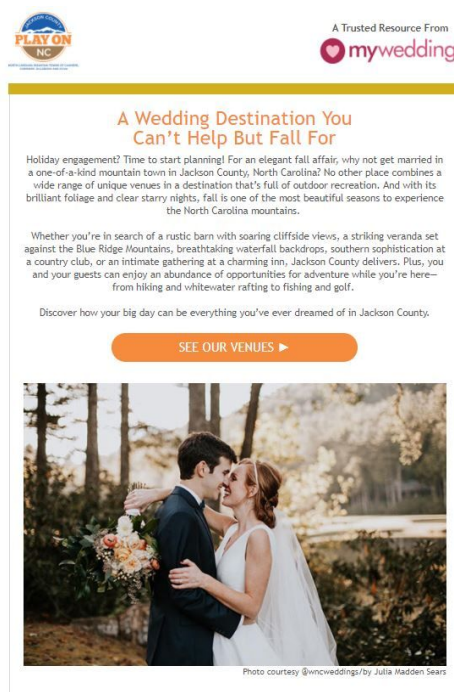
- Status call: 1/24 and 2/14
- Numerous project calls throughout the month with Director Breedlove
- Full day, In-person team meeting with Director Breedlove at the Rawle Murdy office on 2/1

Campaign Result Highlights

- The new “Your Trip” page on the website continues to see high engagement with average session times of 1:16
- We had a total of 174 Visitor Guide signups/downloads and 82 Newsletter signups in January.
- Overall website traffic for January was up 13.47% compared to December with the biggest increase coming from Facebook (up 42.7%)
- Compared to January of 2017, website traffic was up 97.48% with the biggest year over year increases coming from Facebook (up 169.04%) and Display (167.03%)

Advertising

- Completed the dedicated eblast with MyWedding.com that deployed on January 23rd





- Completed the Assault on Blackrock drop-down menu graphic which is set to replace the expiring Outhouse Races menu graphic - these menu graphics promote upcoming events which tend to encourage overnight visitation



- Guided photo selection process for the upcoming 2018 Jackson County Visitor Guide
- Reviewed options and made a decision for Native Advertising/Travel partner advertising with Nativo for a Spring advertising campaign

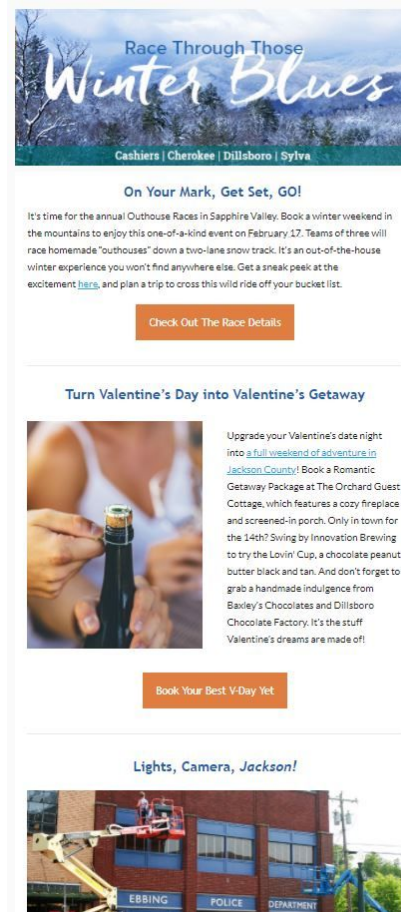
Social Media

- Began the 5 days/5 Ways Social Media campaign
- 306 Total Goal Completions for January
- 223 Lead form Ads - 111 visitor guide downloads and 112 newsletter sign-ups
- 27,082 link clicks from all social media platforms in January
- Instagram website sessions had the largest **increase** with an increase of **1,320%** year over year.
- 658 new Facebook page likes, 250 new Instagram followers and 39 new Twitter followers
- 1,294,324 total Impressions in January
- 28,121 total Engagements in January



Bi-Monthly eNews

- Completed and deployed the regularly scheduled February eNews on the 6th



Website

- Delivered database contents for the Accommodations and Food & Drink listings in the new 2018 Visitor Guide
- Evaluating site speed, site structure, menu hierarchies, and other features necessary for the Mobile Website UX and UI Enhancement Project

- Adjusted blog page template for better display of photography in the “Insiders Guide to Ebbing and the Filming of Three Billboards” blog post
 - <https://www.discoverjacksonnc.com/insiders-guide-to-ebbing-and-the-filming-of-three-billboards/>


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02.05.2018



Insider's Guide To Ebbing And The Filming Of Three Billboards

With the Academy Awards® taking place on March 4, the buzz and awards continue to rack up for the already nationally-acclaimed dark comedic drama, “Three Billboards Outside Ebbing, Missouri.” Viewers are scrambling to watch the film that has now been the winner of four Golden Globes, three SAG awards and nominated for seven Oscars®, may take special notice of the uniquely fictional town of Ebbing, Missouri, where the story is set.

The mountain town of Sylva, NC was the primary filming location, and from May 2-21, 2016 transformed to become the town of Ebbing, Missouri, where this dark drama unfolds. Sylva captures the perfect picture of small-town Americana and proves to be a natural setting for the silver screen. With mountain vistas framing the background and storefronts lining Main Street, the town encompasses all the authentic characteristics that the setting of this Oscar® nominated film needed.

According to Production Designer Irital Weinberg, the bones of the town were all there, but the transformation of Sylva to Ebbing was no small feat. Weinberg paid close attention to the smallest of details down to bumper stickers, creating high school mascots for this imaginary town and turning the local newspaper office (The Sylva Herald) into the Ebbing Herald, all to perfect the vision and feel that writer-director Martin McDonagh had in mind for Ebbing.

The town of Sylva enthusiastically embraced the filming and wanted to partake in and witness this rare opportunity. The uniquely open set allowed spectators to come out and watch the production unfold, allowing them to really be a part of the excitement. Locals took part in the masquerading task contributing to the hypothetical town by making their own Ebbing themed shirts and memorabilia, and many even made the cut as extras in the film.

“Sylva’s downtown had the perfect mix of being vibrant and active, yet also is one with codes of smalltown charm every direction you look,” location manager Robert Foulkes said. “Sylva truly had the whole package, and in my opinion, is the best and most interesting looking small town in all of North Carolina.”

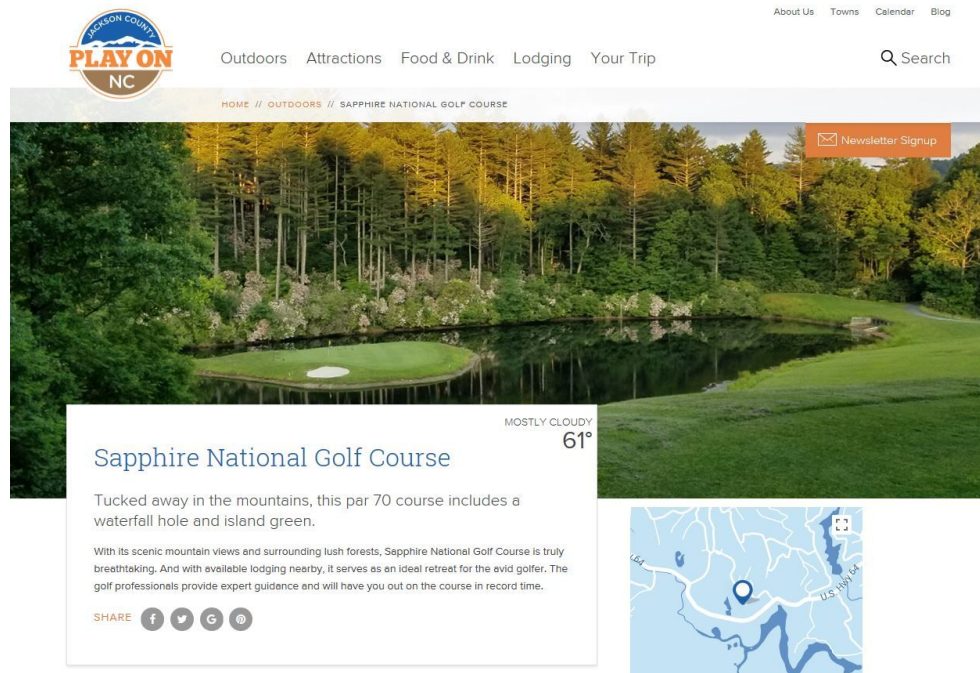
Below, get to know the town of Sylva, NC, the real town behind the fictional setting of Ebbing, Missouri.

Ebbing Location: Ebbing Police Station
Sylva Location: Sassy Paws Consignment (581 W. Main Street)





- Updated hero image for Sapphire National Golf Course listing on website



Upcoming

- JCTDA eNewsletter release in April - topic selection and copywriting to begin in late February
- Continue social media campaign and regularly scheduled Social Strategy meetings with Director Breedlove.
- Regularly changing out event graphics (Outhouse Races, Assault on Blackrock) on the website menus after the events conclude.
- Completion of creative assets needed for the Native advertising placements for the spring program.
- Strategic planning brief to be shared with the Marketing Committee on Feb 20th for input and confirmation of strategic direction. Draft plan to be shared with the Marketing Committee the week of April 30th, and final plan to be presented to the full Board on May 16th.
- Banner ads and homepage “roadblocks” with SouthernLiving.com to appear in March 2018.
- Mobile Website UX and UI Enhancements.