



**Jackson County TDA**  
**Rawle Murdy Monthly Activity Report**  
**March 2018**  
**Created 3.14.18**

**Client Meetings**

- Status call: 2/28 and 3/14
- Numerous project calls throughout the month with Director Breedlove, including a Social Media Strategy call on 3/13
- Marketing Committee call on 2/20 - input for Fiscal Year planning brief/goals
- VisitNC365 conference attended by John Kautz and Katie Prechter in Winston Salem from 3/4 through 3/6 along with Director Breedlove

**Campaign Result Highlights**

- Total Leads were up 17.84% compared to January with the biggest increase coming from Email (up 400%) and paid Search (up 109.3%)
- Overall goal completions were up 62.56% compared to February of 2017 with the biggest increase coming from Organic Search (up 263.64%) and Paid Search (up 195.24%)
- The new “Your Trip” page on the website continues to see high engagement with 3,103 pageviews and average session times of 1:17
- We had a total of 235 Visitor Guide signups/downloads and 65 Newsletter signups in February
- The biggest increase in overall website traffic came from Email (up 1,103.85%)



## Advertising

- Completed the Greening Up the Mountains and NC Beer Month drop-down menu graphic which are set to replace the expiring Assault on Blackrock menu graphic and call out the Beer Month events more prominently



- Created VisitNC Travel Insider Eblast banners to promote Greening Up the Mountains





- Created VisitNC Eblast banners to promote NC Beer Month



- Proofed 2018 Jackson County Visitor Guide
- Completed booking and kicked off the Native Advertising content creation for Nativio
- Completed banner ads and homepage "roadblocks" with SouthernLiving.com running during March
- Kicked off topic selection and copywriting process for April JCTDA eNewsletter
- Designed first round of Jackson County Visitor Bumper Stickers

## Social Media

- 403 Total Goal Completions for February
- 326 Lead form Ads - 173 visitor guide downloads and 153 newsletter sign-ups
- 2,376 link clicks from all social media platforms in February
- Instagram website sessions had the largest **increase** with an increase of **325%** year over year.
- Total fan growth of 1,019 with 788 new Facebook page likes, 205 new Instagram followers and 26 new Twitter followers in February
- 614,455 total Impressions in February
- 16,953 total Engagements in February



### **Website**

- Completed site migration to Google hosting which has already helped with site speed and load times
- Began designing site structure, menu hierarchies, and other features necessary for the Mobile Website UX and UI Enhancement Project
- Uploaded recent media mentions

### **Upcoming**

- Creative for SambaTV digital placements
- Continue social media campaign and regularly scheduled Social Strategy meetings with Director Breedlove
- Regularly changing out event graphics (Greening Up the Mountains and NC Beer Month) on the website menus after the events conclude
- Completion of creative assets needed for the native advertising placements for the spring program
- Marketing Communications 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
- Continued work on Mobile Website UX and UI Enhancements
- Website Health Check