



Jackson County TDA
Rawle Murdy Monthly Activity Report
April 2018
Created 4.12.18

Client Meetings

- Status call: 3/28 and 4/11
- Numerous project calls throughout the month with Director Breedlove

Campaign Result Highlights

- Total Leads were up 22.71% compared to February with the biggest increase coming from Display (up 146.67%) and Direct traffic (up 82.35%)
- Overall goal completions were up 78.44% compared to March of 2017 with the biggest increase coming from Display (up 208.33%) and Organic Search (up 168%)
- The new “Your Trip” page on the website continues to see high engagement with 3,541 pageviews and average session times of 1:14 over March
- We had a total of 270 Visitor Guide signups/downloads and 98 Newsletter signups in March
- The biggest increase in overall website traffic came from Organic Search (up 27.68%)

Advertising

- Completed refreshed creative for SambaTV digital placements



A woman in a grey vest and waders stands in a river, casting a line. Another person is visible further down the river. The background shows a lush green forest and hills.

JACKSON COUNTY
PLAY ON
NC

15 Top Spots
TO CAST A LINE

Fly Fishing Trail ➤

Cashiers | Cherokee | Dillsboro | Sylva

A man and a woman are hiking on a rocky path near a waterfall. The man is wearing a yellow shirt and the woman is wearing a blue shirt. They are both using trekking poles.

JACKSON COUNTY
PLAY ON
NC

Hikes that
Pay Off at
Every Turn

Follow the Falls

➤

Cashiers | Cherokee
Dillsboro | Sylva



- Completion of creative assets needed for the NATIVO advertising placements for the spring program
- Completed upload of 2018 Visitor Guide into FlipBook digital brochure platform
 - <https://storage.googleapis.com/rawle-murdy-public/Jackson%20County%20NC%20Visitor%20Guide%202018/index.html>
- Deployed April [JCTDA eNewsletter](#)
- Ad creation for Summer in Sylva program guide



Social Media

- 305 Total Goal Completions for March.
- 201 Lead Form Ads- 107 visitor guide downloads and 94 newsletter sign-ups.
- 977 New Page Likes - from re-targeting website visitors.
- 10,840 link clicks from all social media platforms in March.
- Instagram website sessions had the largest increase with an increase of 520% year over year.
- Total fan growth of 1,406, .8% increase. 1,187 new Facebook page likes, 191 new Instagram followers, and 28 new Twitter followers in March.
- 944,123 total Impressions in March, 17.1% increase month over month.
- 25,532 total Engagements in March, 28.6% increase month over month.



Top Engaging Ad for March



**North Carolina Mountain
Towns of Cashiers,
Cherokee, Dillsboro, and
Sylva**
Sponsored · 🌐



You don't have to go far to explore the great outdoors, experience Appalachian arts and culture, or simply relax, Jackson County has it all.



Escape the City this Spring



More





Like Comment Share



North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva

Sponsored · 🌐

You're looking for a place that's real and true and full of great things to do. And Jackson County, North Carolina, is the perfect spot.



Your Great Escape

The North Carolina Mountain Towns ...

Sign Up

  142

2 Comments

 Like

 Comment

Instagram Top Posts



@discoverjacksonnc
680 Engagements



@discoverjacksonnc
506 Engagements

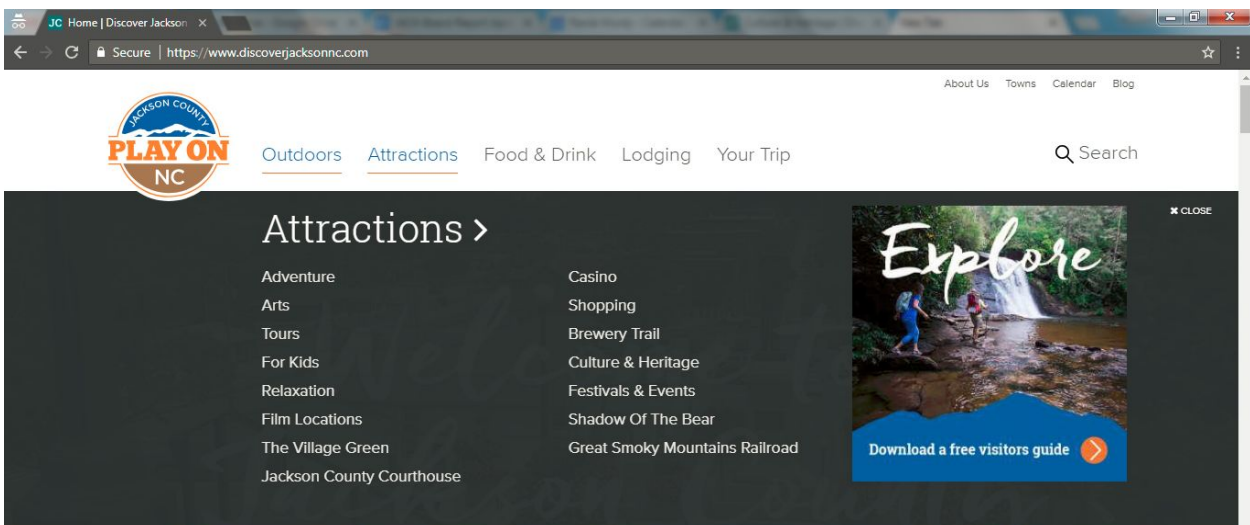


@discoverjacksonnc
464 Engagements



Website

- Mobile user experience (UX) enhancements near completion and ready for client review 4/13
- Website Health Care Report completed (performed every 6 months going forward)
- Created Culture and Heritage page
<https://www.discoverjacksonnc.com/attractions/culture-heritage/>
- Uploaded recent media mentions
- Reorganization of Attraction menu items



Upcoming

- Continue social media campaign and regularly scheduled Social Strategy meetings with Director Breedlove
- Creation of additional content for the NATIVO Native Advertising campaign
- Regularly changing out event graphics on the website menus after the events conclude
- 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
- Strategy for continued integration of user generated content (Crowdriff images/galleries) throughout the website