

Jackson County TDA Rawle Murdy Monthly Activity Report May 2018 Created 5.11.18

Client Meetings

- Status call: 4/11 and 5/9
- Numerous project calls throughout the month with Director Breedlove
- Marketing Communications Draft shared with the Marketing Committee 4/30

Campaign Result Highlights (April)

- Total Leads were up 3.2% compared to March with the biggest increase coming from Email (up 150%) and Paid Search (up 62%)
- Overall goal completions were up 14% compared to April of 2017 with the biggest increase coming from Display (up 208.33%) and Organic Search (up 168%)
- We saw a 17.3% increase in website traffic compared to March, and a 56.3% increase compared to April 2017.
- The biggest increase in overall YoY website traffic came from Organic Search (up 258%)

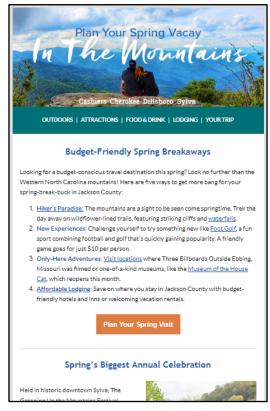
Advertising

• Approved stickers to be produced in early July.

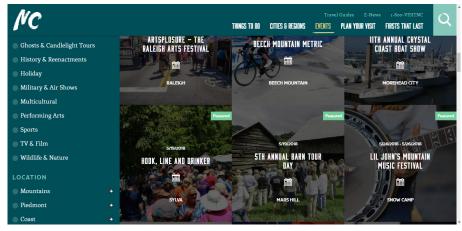




• April eNewsletter released 4/5



Hook, Line and Drinker event went live as a Featured Event on the VisitNC.com

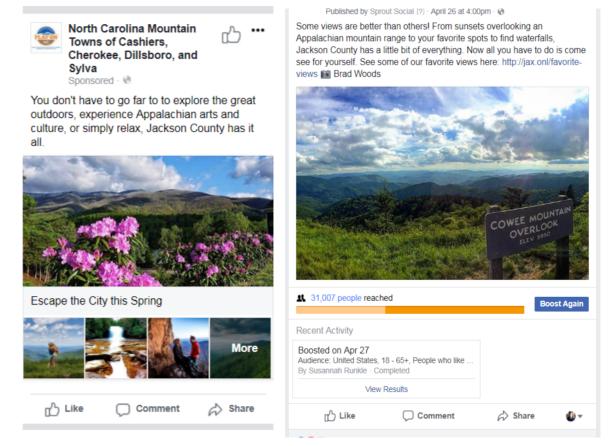


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Social Media

- 273 Total Goal Completions for April.
- 225 Lead Form Ads- 99 visitor guide downloads and 126 newsletter sign-ups.
- 540 New Page Likes from re-targeting website visitors.
- Total fan growth of 972. 739 new Facebook page likes, 206 new Instagram followers, and 27 new Twitter followers in April.
- 930,764 total Impressions in April, 1.7% increase month over month.

Top Engaging Ads for April





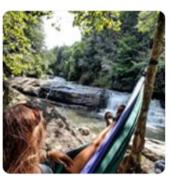
Instagram Top Posts



@discoverjacksonnc 685 Engagements



@discoverjacksonnc 459 Engagements



@discoverjacksonnc 455 Engagements

Website

- Mobile user experience (UX) enhancements near completion
- Strategy completed and approved for expanded integration of user generated content (Crowdriff images/galleries) throughout the website project to start in June and conclude in August.
- Uploaded recent media mentions
- Posted new event drop down menu graphics





Upcoming

- Continue social media campaign and regularly scheduled Social Strategy meetings with Director Breedlove
- Creation of additional content for the NATIVO Native Advertising campaign
- June eNewsletter in progress to release 6/7
- Regularly changing out event graphics on the website menus after the events conclude (Summer Concert Series to go live 5/21)
- Marketing Communications final plan to be presented to the full Board on 5/16
- VisitNC Co-op Ads to be approved and released:
 - Outside Magazine
 - o Large Market Co-op (Atlanta, Our State, Philly, Washington Post)
- Production rollout of new advertising program, upon Board approval