



**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

The eNewsletter features a header image of a couple sitting on a rock overlooking a mountain range. The title 'Plan Your Spring Vacay In The Mountains' is prominently displayed. Below the title, a teal navigation bar lists categories: OUTDOORS | ATTRACTIONS | FOOD & DRINK | LODGING | YOUR TRIP. The main content is titled 'Budget-Friendly Spring Breakaways' and includes a paragraph about budget-conscious travel in Jackson County. It lists four items: 1. Hiker's Paradise, 2. New Experiences (Foot Golf), 3. Only-Here Adventures (Three Billboards Outside Ebbing, Missouri), and 4. Affordable Lodging. An orange button labeled 'Plan Your Spring Visit' is centered below the list. At the bottom, there is a section for 'Spring's Biggest Annual Celebration' with a small image of a festival.

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

The screenshot shows the 'EVENTS' page on the VisitNC.com website. The navigation bar includes 'THINGS TO DO', 'CITIES & REGIONS', 'EVENTS', 'PLAN YOUR VISIT', and 'FIRSTS THAT LAST'. A sidebar on the left lists various categories like 'Ghosts & Candlelight Tours', 'History & Reenactments', 'Holiday', 'Military & Air Shows', 'Multicultural', 'Performing Arts', 'Sports', 'TV & Film', and 'Wildlife & Nature'. The main content area displays a grid of event cards. The 'HOOK, LINE AND DRINKER' event in Sylva is highlighted with a 'Featured' badge. Other events shown include 'ARTSPLORE - THE RALEIGH ARTS FESTIVAL', 'BEECH MOUNTAIN METRIC', '11TH ANNUAL CRYSTAL COAST BOAT SHOW', '5TH ANNUAL BARN TOUR DAY', and 'LIL JOHN'S MOUNTAIN MUSIC FESTIVAL'.



## 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

**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

Like Comment Share

Published by Sprout Social [?] · April 26 at 4:00pm · 🌐

Some views are better than others! From sunsets overlooking an Appalachian mountain range to your favorite spots to find waterfalls, Jackson County has a little bit of everything. Now all you have to do is come see for yourself. See some of our favorite views here: <http://jax.onl/favorite-views> 📍 Brad Woods

31,007 people reached

Boost Again

Recent Activity

Boosted on Apr 27  
Audience: United States, 18 - 65+, People who like ...  
By Susannah Runkle · Completed

View Results

Like Comment Share



## 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
  - Large Market Co-op (Atlanta, Our State, Philly, Washington Post)
- Production rollout of new advertising program, upon Board approval