



Jackson County TDA
Rawle Murdy Monthly Activity Report
June 2018
Created 6/11/18

Client Meetings

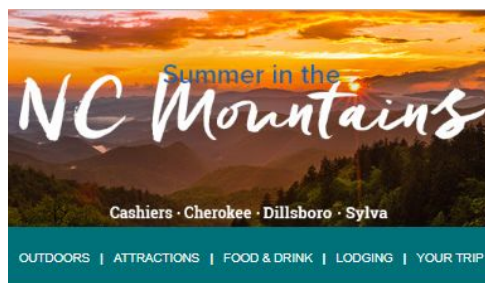
- Status call: 6/13
- Numerous project calls throughout the month with Director Breedlove
- Board presentation: 5/16

Campaign Result Highlights (May)

- Total Leads were up 21.79% compared to April with the biggest increases coming from Direct traffic (up 58.82%) and Social Media (up 45.45%).
- We had a total of 345 Visitor guide signups/downloads and 109 Newsletter signups in May.
- Overall website traffic was up 1.9% compared to the specific time period in April, with the biggest increase coming from Referrals (up 40.37%).
- Overall goal completions were up 190.62% compared to May of 2017 with the biggest increases coming from Paid Search (up 400%) and Social Media (up 329.03%)

Advertising

- June eNewsletter released 6/7



Pottery Lovers, Mark Your Calendars

One of the North Carolina mountains' unique cultural events is right around the corner. The 12th annual POTS on the Green will take place on The Village Green, a 12.5-acre park in Cherokee. The free two-day event runs from June 30 to July 1 and includes pottery demonstrations and plenty of one-of-a-kind pieces available for sale from dozens of local regional artisans. Make room in your cabinets because no one leaves POTS on the mountain an empty handed.

[Save The Date](#)

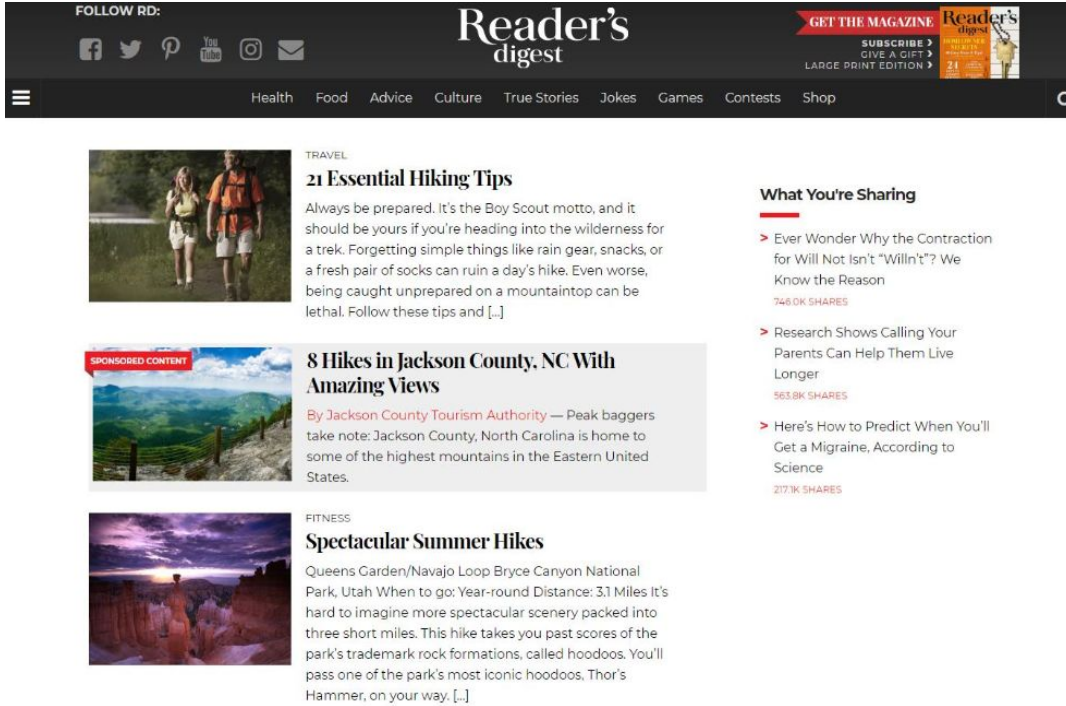
8 Views that Are Worth the Hike

Some of the highest mountains in the Eastern United States, western NC offers an incredible range of trail hiking.





- Nativio advertisements have gone live on sites like Reader's Digest, Travel Savvy, Worthly, and more



Social Media

- 343 Total Goal Completions for May.
- 214 Lead Form Ads- 95 visitor guide downloads and 119 newsletter sign-ups.
- Total fan growth of 920. 764 new Facebook page likes, 134 new Instagram followers, and 22 new Twitter followers in May.
- 944,600 total Impressions in May, with the largest increase on Instagram with 13.2% increase month over month.
- 22,100 total Engagements in May, with the largest increase on Instagram with 6.5% increase month over month.
- 62.1% increase in Facebook website visits month over month.
- 27.5% increase in Instagram website visits month over month.



Top Engaging Ads for May

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

PLAY ON
DiscoverJacksonNC.com

Your Mountain Adventure Starts Here

More

👍 🗨️ 😊 You, Aliana Holliday and 646 others
33 Comments 151 Shares

👍 Like 🗨️ Comment ➦ Share

Lake Glenville, located in Cashiers, is a getaway in itself! This beautiful attraction has 26 miles of shoreline, 7 islands, and 3 waterfalls. Check out our website for more information about some of our favorite Jackson County rivers and lakes! jax.on/lakeglenvilletownspotlight

📷 Christi Carpenter

Instagram Top Posts



@discoverjacksonnc
696 Engagements



@discoverjacksonnc
635 Engagements



@discoverjacksonnc
612 Engagements



Website

- Mobile user experience (UX) enhancements continuing; completion expected by end of June
- 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 graphic



Upcoming (Next Three Months)

- Continue social media campaign and regularly scheduled Social Strategy meetings with Director Breedlove
- Creation of additional content for VisitNC Social Media Spotlight, Romantic Asheville, and Madden Media.
- Release monthly Jackson County eNewsletters beginning in July.
- Regularly changing out event graphics on the website menus after the events conclude (Cashiers Plein Air Festival to go live on July 1).
- Continue rollout of new advertising program and regularly scheduled status meetings with Director Breedlove.