



Jackson County TDA
Rawle Murdy Monthly Activity Report
August 2018
Created 8/8/18

Client Meetings

- Status call: 7/11, 7/25, 8/8
- Numerous project calls throughout the month with Director Breedlove

Campaign Result Highlights

- We had a total of 423 Visitor guide signups/downloads and 107 Newsletter signups in July.
- Overall website traffic was up 41.93% compared to June, with the biggest increase coming from Social Media (up 95.84%).
- Overall goal completions were up 30.8% compared to June, with the biggest increases coming from Direct traffic (up 48.15%) and Referrals, mainly RomanticAsheville.com & VisitNC.com (up 47.71%).
- Overall goal completions were up 37.77% compared to July of 2017 with the biggest increases coming from Paid Search (up 204%) and Referrals, mainly RomanticAsheville.com (up 103.8%)

Advertising

- August eNewsletter released 8/7



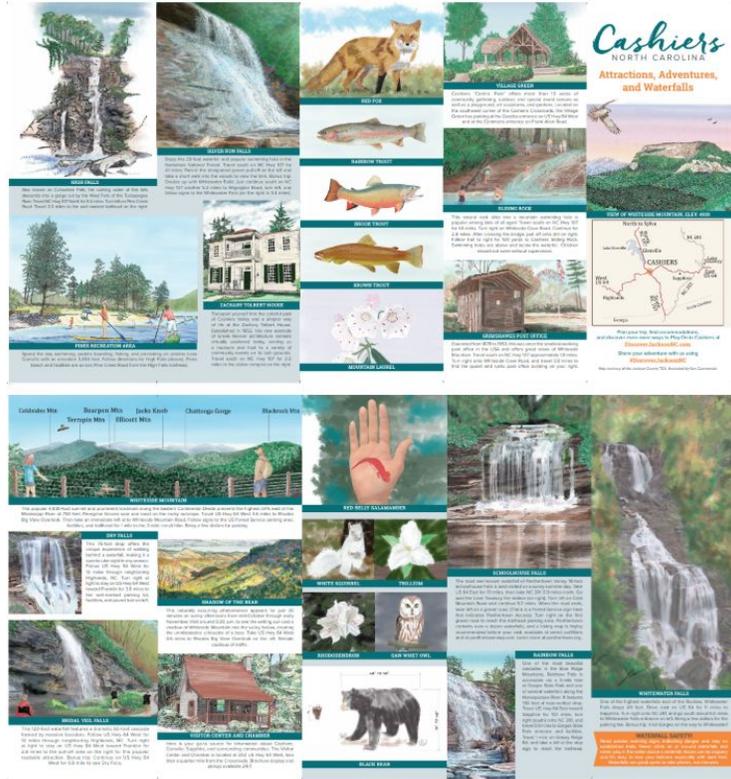
Beat the Summer Heat



There are endless ways to cool off in the NC mountains. Float down the Tuckasegee River, plunge into the swimming hole beneath Silver Run Falls, or spend a day out on Lake Glenville...just to name a few. Discover even more ways to dive into your Jackson County getaway.



- Cashiers Attractions Map is available for distribution throughout Jackson County



- Conversant targeting and retargeting banners are live

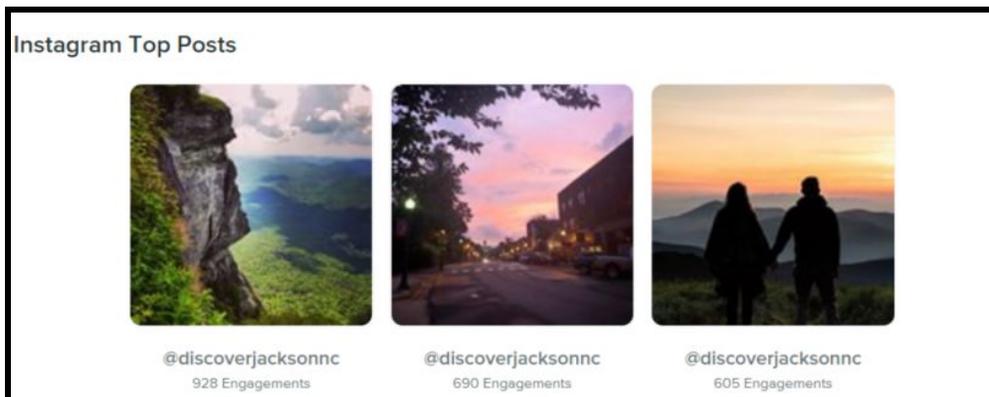




Social Media

- Coordination of video project with Director Breedlove - shooting began 8/4.
- **369 Total Goal Completions for July.**
- **252 Lead Form Ads-** 106 visitor guide downloads and 146 newsletter sign-ups.
- **22,600 link clicks** from all social media platforms in July.
- **Total fan growth of 9,945.** 1,553 new Facebook page likes, 155 new Instagram followers, and 25 new Twitter followers in July.
- **1.1 total Impressions in July**, with the largest increase on Facebook with a 12.7% increase month over month.
- **23,00 total Engagements in June**, with the largest increase on Pinterest with a 51.2% increase month over month.
- **22,600 link clicks from Facebook.**
- **10,100 Instagram followers.**

Top Engaging Ads for July





Website

- Mobile user experience (UX) and user interface (UI) enhancements continuing; performance improvements pushed live last month; backend admin and content management improvements completed. Frontend UI improvements taking longer than anticipated, impacted by issues surfacing during our efforts to upgrade version control tools and processes.
- Integration of user generated content (Crowdriff images/galleries) throughout the website
 - In final stages; reviewing design elements and testing page load times
 - Project will be live mid-August
- Your Trip Maps page completed, <https://www.discoverjacksonnc.com/your-trip/maps/>, that includes 10 + surrounding area maps. This additional section and page will add tool for future visitors to plan their trip to Jackson County.
- Uploaded recent media mentions
- Posted new event drop down menu graphic



Upcoming (Next Three Months)

- Completion of social media video development.
- Continue social media campaign and regularly scheduled Social Strategy meetings with Director Breedlove
- Creation of content for NC Travel Guide, Garden & Gun, VisitNC Native Advertisements, iExplore, Southern Living and Large Market Combo ads.
- Release monthly Jackson County eNewsletter for September
- Regularly changing out event graphics on the website menus after the events conclude
- Continue rollout of new advertising program and regularly scheduled status meetings with Director Breedlove