



Jackson County TDA

Rawle Murdy Monthly Activity Report

July 2018

Created 7/11/18

Client Meetings

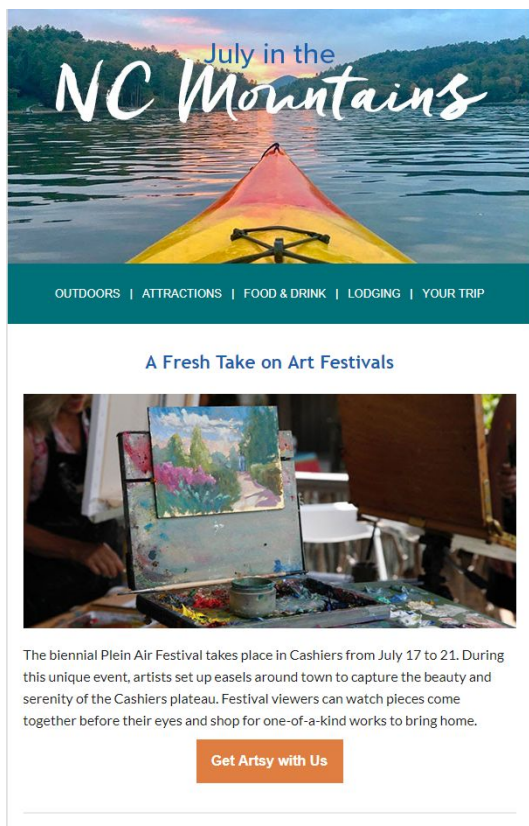
- Status call: 6/13
- Numerous project calls throughout the month with Director Breedlove

Campaign Result Highlights

- We had a total of 310 Visitor guide signups/downloads and 104 Newsletter signups in June.
- Overall website traffic was up 21.3% compared to May, with the biggest increase coming from Email (up 1376.74%).
- Overall goal completions were up 95.07% compared to June of 2017 with the biggest increases coming from Email (up 312.5%) and Organic Search (up 111.11%)

Advertising

- July eNewsletter released 7/11

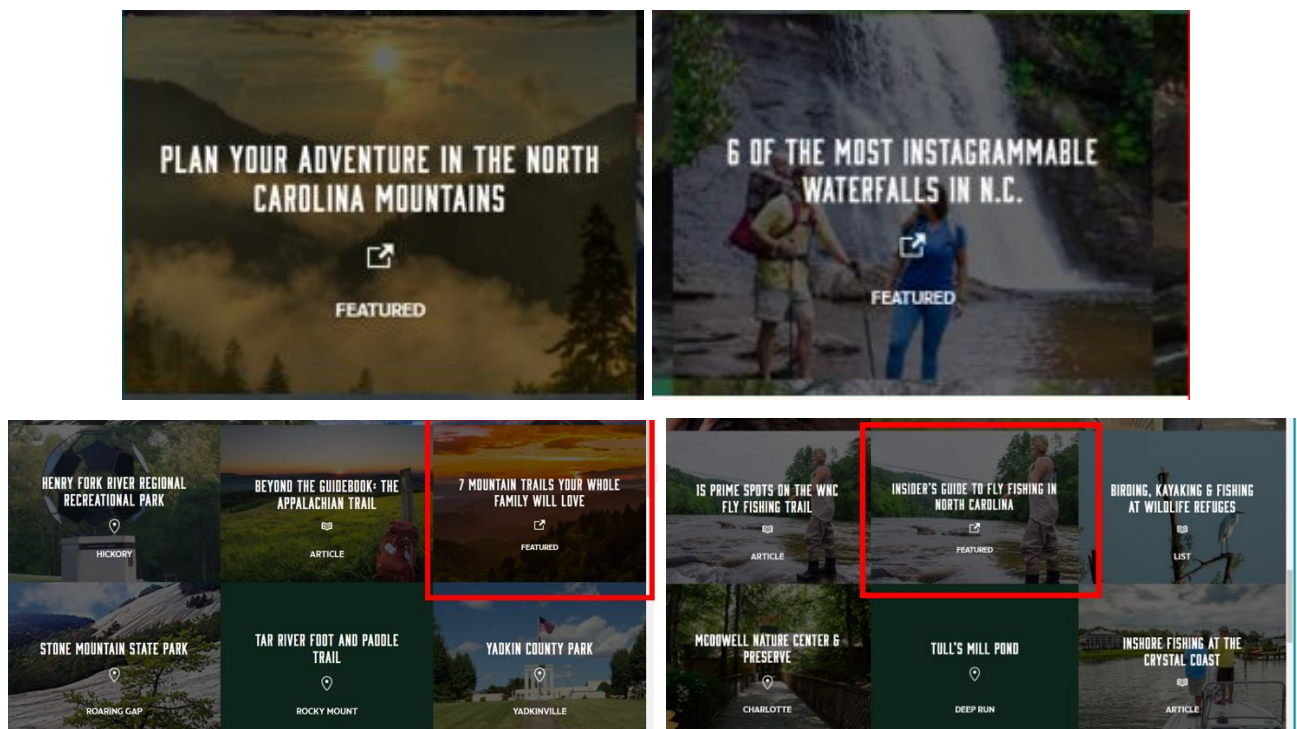




- Jackson County Stickers are available throughout Jackson County



- Native Advertisements for VisitNC have gone live



- Photo gallery created for partners to use



- VisitNC Large Market Combo will be published August 1. Atlanta Magazine, Our State, Philadelphia Magazine, Washington Post Magazine, and Outside Magazine

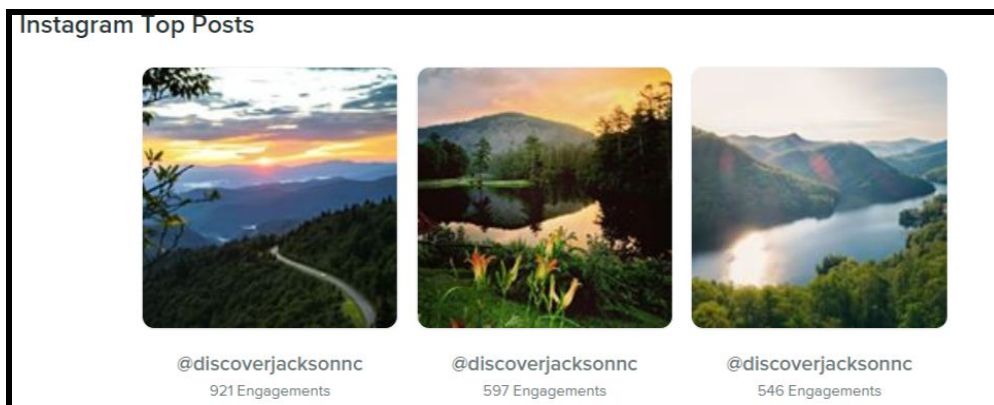


Social Media

- 334 Total Goal Completions for June.
- 242 Lead Form Ads- 111 visitor guide downloads and 131 newsletter sign-ups.
- 5,972 link clicks from all social media platforms in June.
- Total fan growth of 920. 816 new Facebook page likes, 134 new Instagram followers, and 19 new Twitter followers in June.
- 1.2 million total Impressions in June, with the largest increase on Facebook with a 26.5% increase month over month.
- 23,300 total Engagements in June, with the largest increase on Facebook with an 18.2% increase month over month.
- 99.% increase in Facebook website visits month over month. 2,554 in June vs 1,279 in May.
- 218.9% increase in Instagram website visits month over month. 118 in June vs 37 in May.
- 171.4% increase in Twitter website visits month over month. 76 in June vs 28 in May.



Top Engaging Ads for June



Website

- Mobile user experience (UX) enhancements continuing; handful of performance improvements pushed live two weeks ago; remaining backend admin and frontend user interface improvements completion expected by end of July
- Integration of user generated content (Crowdriff images/galleries) throughout the website
 - Began testing the image placement within hero areas, finalizing styling work, and selecting gallery images
 - Review and finalize project mid-August



- Progress on new section of the Your Trip page, <https://www.discoverjacksonnc.com/your-trip/>, that will include 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)

- Continue social media campaign and regularly scheduled Social Strategy meetings with Director Breedlove
- Creation of content for iExplore, Conversant Targeting, Southern Living eNewsletter, and VisitNC Native Advertising
- Release monthly Jackson County eNewsletters for August
- 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