



Jackson County TDA
Rawle Murdy Monthly Activity Report
September 2018
Created 9/6/18

Client Meetings

- Status call: 8/22
- Numerous project calls throughout the month with Director Breedlove

Campaign Result Highlights

- We had a total of 433 Visitor guide signups/downloads and 174 Newsletter signups in August.
- Overall website traffic was down 5.8% compared to July, with the biggest decrease coming from Organic Search (down 31.97%). While traffic was down a small bit, our goal completions were up showing that we are getting more quality traffic.
- Overall goal completions were up 12% compared to July, with the biggest increases coming from Display (up 6125%).
- Overall goal completions were up 23% compared to August of 2017 with the biggest increases coming from Display (up 452.38%) and Paid Search (up 207.6%).

Advertising

- Calculated three year paid media seasonality spend to assist Young Strategies Inc. in Jackson County.
- September eNewsletter released 9/6

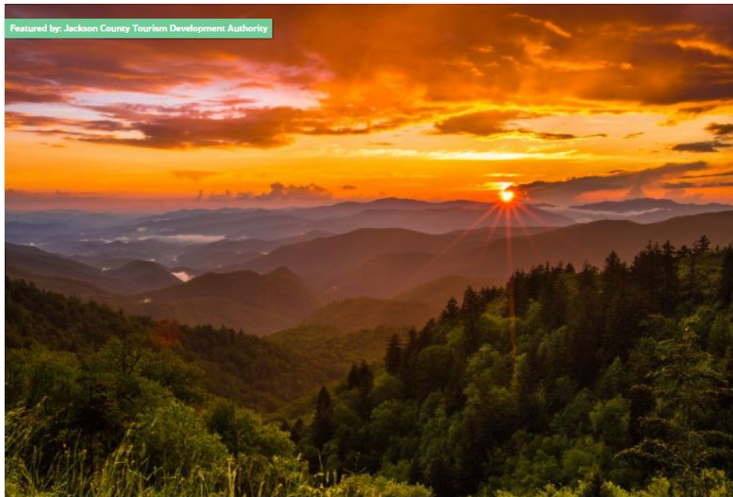


Wag-Worthy Adventures Await





- The scenic getaways story on VisitNC.com with Jackson County's featured section is live.



3 MOUNTAIN VIEWS EVERYWHERE

Sylva, Cashiers, Dillsboro

See on map

Plan your next getaway to see and be seen - discover the adventures in Jackson County, and inspire your friends with the many Instagram-able views. Choose the mountain towns of Sylva, Cashiers or Dillsboro for your stay, and you're a 20-minute drive to both the Great Smoky Mountains National Park and Blue Ridge Parkway. Make sure Silver Run Falls is on your list of natural attractions to visit. It's one of the most picturesque waterfalls and is easily accessible inside Nantahala National Forest. Or take the challenging, yet rewarding, hike on Waterrock Knob Trail to an elevation of nearly 6,300 feet, the highest point on the parkway. Then trade an adventure trail for a leisure one - the Ale Trail includes stops at Innovation Brewing, Balsam Falls Brewing Co. and Whiteside Brewing Co.

WEBSITE

DIRECTIONS

- Third page advertisement for the 2019 NC Travel Guide





- 8 VisitNC Native Advertisements have gone live (4 are a free gift from VisitNC for being a partner)



Social Media

- 400 Total Goal Completions for August.
- 248 Lead Form Ads- 119 visitor guide downloads and 129 newsletter sign-ups.
- 24,200 link clicks from all social media platforms in August.
- Total fan growth of 1,929 with 186,800 total fans across all social media. 1,514 new Facebook page likes, 406 new Instagram followers, and 5 new Twitter followers in August.
- 1.2 million total Impressions in August, with the largest increase on Instagram with 207,100 impressions, a 5.2% increase month over month.
- 25,100 total Engagements in August, with the largest increase on Instagram with 10,000 engagements, a 75% increase month over month.



- 24,200 link clicks from all social media in August

Top Engaging Ads for August

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

No matter what your idea of adventure is, Jackson County, NC has it all.

One Big Package of Adventure

376 44 Comments

Like Comment Share

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

Savor the last moments of summer with an al-fresco dining experience! 🍷🍷 We're listing some of our favorite places to dine outdoors on our blog: <https://jax.onl/perfectpatios> 📍

Christain Grum

1.5K 76 Comments 137 Shares

Like Comment Share

Instagram Top Posts

@discoverjacksonnc
906 Engagements

@discoverjacksonnc
773 Engagements

@discoverjacksonnc
689 Engagements

Website

- Continuing to work on frontend User Interface improvements; shifted approach to get around some issues with our efforts to upgrade version control tools and processes. Implemented some tracking scripts for real-time error notification, to alert us as we proceed with frontend enhancements, some of which are in progress; others to follow some remaining functionality and database updates.
- Integration of user generated content (Crowdriff images/galleries) throughout the website is now live
- Uploaded recent media mentions



- Posted new event drop down menu graphic



Upcoming (Next Three Months)

- Completion of social media video.
- 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.
- Continue release monthly Jackson County eNewsletter for October
- 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