



Jackson County TDA
Rawle Murdy Monthly Activity Report
November 2018
Created 10/29/18

Client Meetings/Planning

- Status calls (9/26, 10/10) and numerous project calls throughout the month with Director Breedlove
- Contributed to visitor research study by providing thoughts for online survey
- Planned meetings with Director Breedlove for both website forward planning (Dec 13, 2018) and FY20 marketing/budget planning (Feb 6, 2019)

Campaign Result Highlights

- We had a total of 372 Visitor guide signups/downloads and 165 Newsletter signups in October.
- Overall website traffic was up 7.45% compared to September, with the biggest increase coming from Email (up 92.86%).
- Overall goal completions were down 14% compared to September, with the biggest decrease coming from Organic Search (down 44.44%). We saw a similar decrease last October, so this is likely a seasonal trend.
- Overall goal completions were up 37.53% compared to October of 2017 with the biggest increases coming from Email (up 409%).

Advertising

- October eNewsletter released 10/2



The Bear Necessities for Fall Getaways



Some experiences you can only get in one place. And some experiences you can only get in one place at one time, like Shadow of the Bear. The larger-than-life bear shadow appears for just 30 minutes (around 5:30 p.m.) as the sun sets behind Whiteside Mountain. Plan a visit between mid-October and early November to catch a glimpse of this naturally occurring phenomenon.

[Behold the Bear](#)



- November eNewsletter released 11/1

Cashiers · Cherokee · Dillsboro · Sylva

OUTDOORS | ATTRACTIONS | FOOD & DRINK | LODGING | YOUR TRIP

Find Fall Flavors Beyond Pumpkin Spice

At risk of offending seasonal latte lovers everywhere, there's more to fall flavors than pumpkin spice. Expand your autumn culinary horizons with a Tour de Fall in the western NC mountains. Enjoy apple cider martinis, fall harvest salads, apple butter brown ales, and pumpkin praline fudge. Find out where to try these and more as you plan your fall visit.

- VisitNC has launched their spotlight on Jackson County. This includes an Instagram story, post (pictured below), and several posts on Facebook and Twitter, too.

visitnc • Follow
Jackson County Courthouse (Sylva, North ...)

visitnc Get your steps in and enjoy the view of downtown Sylva from the historic @discoverjacksonnc courthouse. This gorgeous mountain town doubled as the setting for last year's Oscar-winning @threebillboardsmovie. #visitnc #discoverjacksonnc

erica_swartzfager @staceymiller18
thestateyourein @finchfamilyadventures
finchfamilyadventures @thestateyour

6,223 views
OCTOBER 3

Add a comment...



- iExplore has posted two articles about Jackson County after visiting in September.

iExploreacks come back different DESTINATIONS EXPERIENCES 48HR GUIDE

A Handy Guide to the Mountain Towns of Jackson County, North Carolina

By Corinne Edmiston | Posted October 4, 2018

5 SHARES

Facebook Twitter Pinterest + More + Save

Content Produced in Partnership with Jackson County Tourism

Home to more mountaintops than anywhere else in the state, we feel fairly confident that if you were to look up the word "adventure" in a dictionary, you would find a map of Jackson County beside it. Nestled in between the Blue Ridge and Great Smoky mountain ranges, this region is bursting with waterfalls, hiking trails and streams. A natural magnet for outdoor enthusiasts, the real charm is found in its **mountain towns**. Technically eight communities in all, Sylva, Cashiers, Cherokee and Dillsboro serve as the main anchors of Jackson County, and each have their own appeal. While you can certainly visit all of the towns (and we highly recommend doing so), here's a handy guide for navigating Jackson County based on your travel style.



iExploredoors come back different DESTINATIONS EXPERIENCES 48HR GUIDE

How to Spend a Day on the Blue Ridge Parkway

By Corinne Edmiston | Posted October 4, 2018

278 SHARES

Facebook Twitter Pinterest + More + Save

Content Produced in Partnership with Jackson County Tourism

It's no secret the Blue Ridge Parkway is one of the most **scenic drives in America**. The twists and turns, occasional tunnels and the sweeping views of the Great Smoky and Blue Ridge mountain ranges make it a bucket list destination for many, especially in the fall. There's more to the Blue Ridge Parkway than driving it, though. From the best viewpoints to the most brag-worthy hikes, here's how to spend a day on the Blue Ridge Parkway.



- Jackson County placed an ad in the Mountain Heritage Day guide that was handed to guests from all over the South East.

There's Even More
Adventure
To Unpack



JACKSON COUNTY
PLAY ON
NC

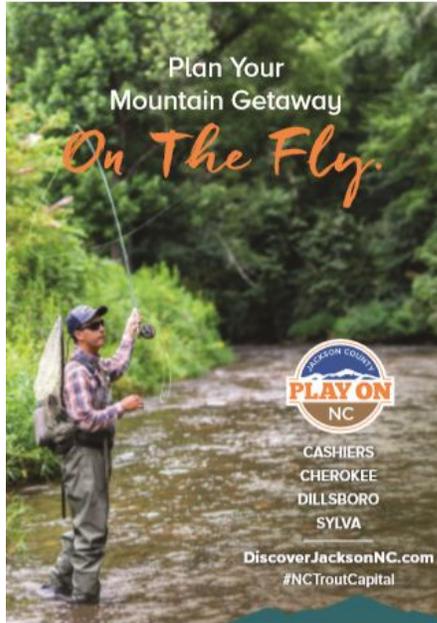
CASHIERS
CHEROKEE
DILLSBORO
SYLVA

DiscoverJacksonNC.com

We hope you loved Mountain Heritage Day and you'll come back soon to explore more of the western North Carolina mountains. From family-friendly hikes and top-rated fly fishing to artisan shopping and our very own Ale Trail, adventure awaits in Jackson County.



- This Garden and Gun ad will be published in the Spring.



- The Blue Ridge Parkway Expanded Listing is now live on the app and website.

Blue Ridge Parkway ABOUT BERN AAA RESOURCES CONTACT US SEARCH

ABOUT THE PARKWAY PLAN YOUR TRIP MAPS PARKWAY EVENTS STORIES FROM THE ROAD

Jackson County Travel & Tourism

773 W. Main St.
Sylva, NC 28779-8211
Call (800) 962-1911
Website

If you're ready for a one-of-a-kind getaway in the western North Carolina mountains, Jackson County is the place to start.

From epic hikes and mountain biking to whitewater rafting and top-rated fishing, Jackson County has a well-earned reputation as a haven for outdoor enthusiasts. But there's even more to explore in our beautiful mountain towns of Cashiers, Cherokee, Dillsboro, and Sylva—like handmade pottery, unique Native American heritage, and award-winning dining experiences.

Jackson County also offers a range of adventures that only exist here! Catch the natural phenomenon of "Shadov of the Bear" around sunset in spring and fall. Stop by the edictic American Museum of the House Car. Or take a tour of locations where the Academy Award-winning Three Billboards Outside Ebbing, Missouri was filmed.



Social Media

- 248 Total Goal Completions for October.
- 866 Completed Lead Form Ads - 367 visitor guide requests and 499 newsletter sign-ups.
- 16,900 link clicks from all social media platforms in October.
- Total fan growth of 1,688 with 189,400 total fans across all social media, including:
 - 1,409 Facebook Likes
 - 265 new Instagram followers
 - 14 new Twitter followers
- 1.7 million total Impressions in October, with the largest increase on Facebook with 1.5 million impressions—a 37.6% month-over-month increase.
- 41,700 total Engagements in October, with the largest increase on Instagram with 11,600 engagements, a 54% increase month over month.

Top Engaging Ads for October

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

From family-friendly hikes and top-rated fly fishing to artisan shopping and our very own Ale Trail, adventure awaits in Jackson County.

Our Peak Season Is Year-Round

257 2 Comments 23 Shares

Like Comment Share

Instagram

discoverjacksonnc Sponsored

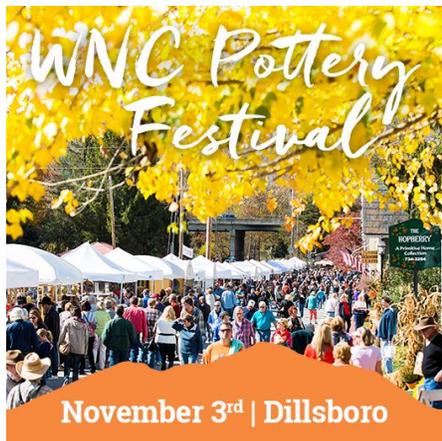
Book Now

discoverjacksonnc Whether you're looking to explore the great outdoors, experience Appalachian arts and culture, or simply relax in a cabin, Jackson ... more



Website

- Mobile UI / UX enhancements
 - Implemented media control plugin. (Used to help better manage uploaded media and, ultimately, improve site performance.)
 - Reviewed proposed mobile UI updates for the home page, header area, navigation slide-out and collections pages (Food & Drink, Lodging category pages) with Nick Breedlove; minor adjustments from feedback in progress.
 - Re-uploading many of the original feature images for top-level, non-location pages. The media control plugin will automatically create optimized versions of these images needed for presenting within parent/jump pages and for the proposed mobile layout of those pages.
- Recommended next batch of candidate pages for user-generated content (Crowdriff images/galleries) provided to Nick.
- Uploaded recent media mentions
- Posted new event drop-down menu graphic in October and November





Upcoming (Next Three Months)

- Creation of a new social media video.
- Continue social media campaign and regularly scheduled Social Strategy meetings with Director Breedlove
- Creation of content for Madden Media, *Southern Living*, VisitNC Large and Southern markets, Atlanta Hulu commercials.
- Continue release monthly Jackson County eNewsletter for December
- 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