



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

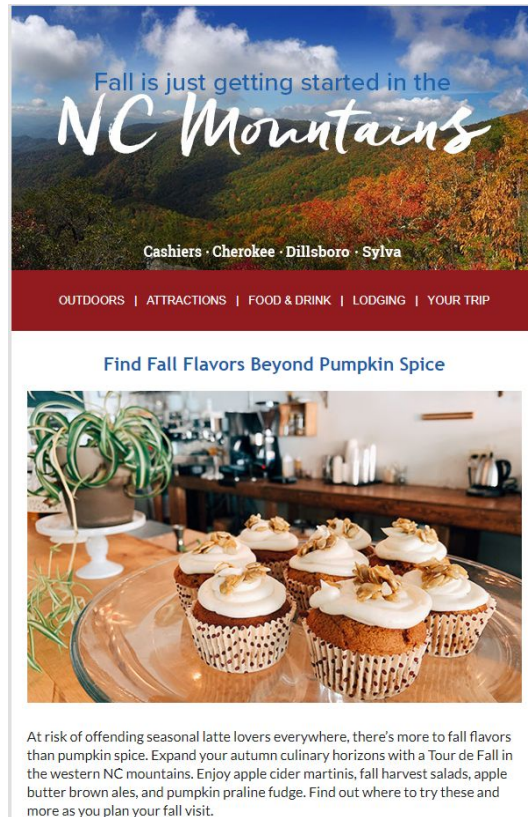


Some experiences you can only get in one place. And some experiences you can only get in one place at one time, like Shadow of the Bear. The larger-than-life bear shadow appears for just 30 minutes (around 5:30 p.m.) as the sun sets behind Whiteside Mountain. Plan a visit between mid-October and early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

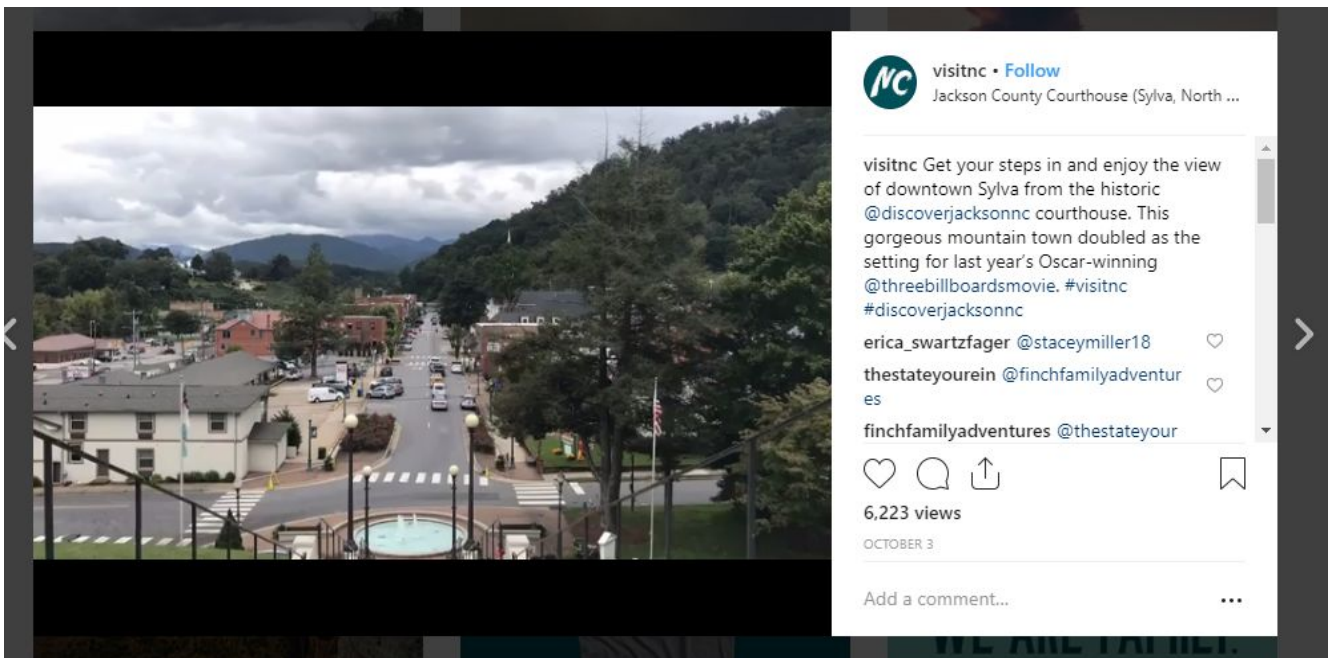
[Behold the Bear](#)



- November eNewsletter released 11/1

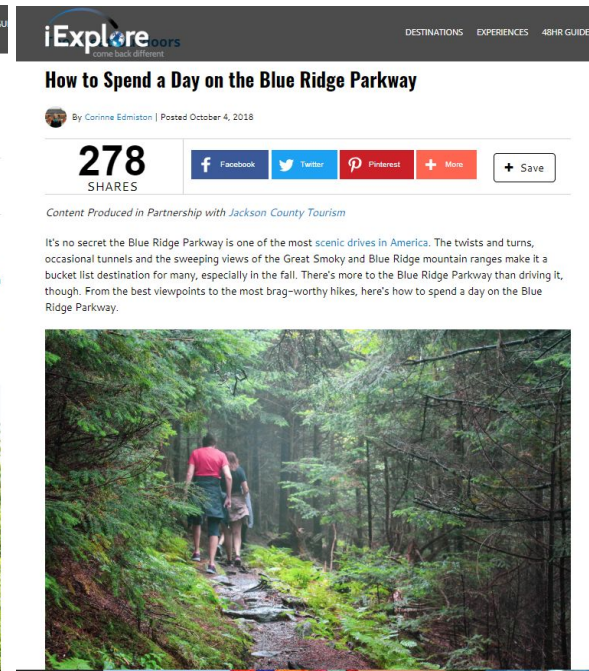


- VisitNC has launched their spotlight on Jackson County. This includes an Instagram story, post (pictured below), and several posts on Facebook and Twitter, too.





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

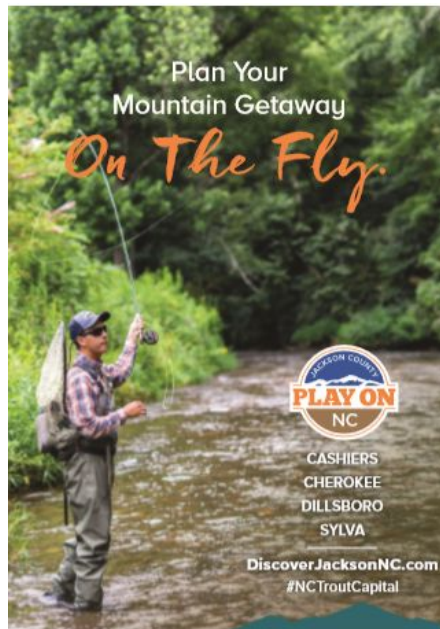


- Jackson County placed an ad in the Mountain Heritage Day guide that was handed to guests from all over the South East.

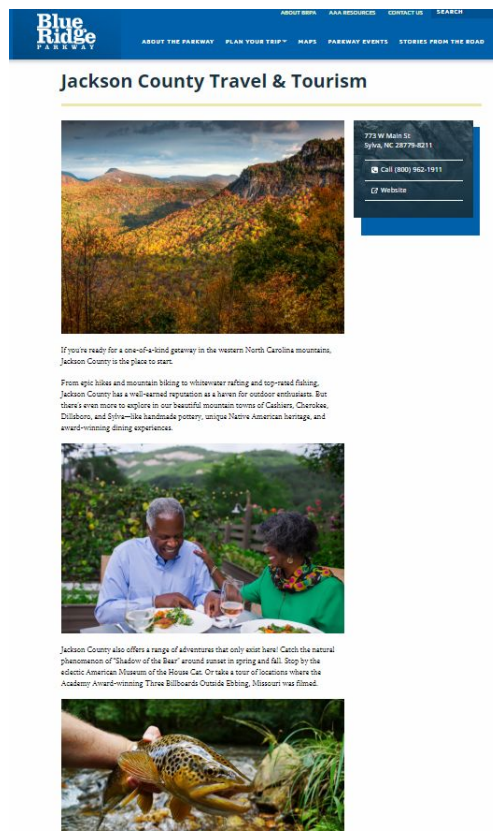




- This Garden and Gun ad will be published in the Spring.



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

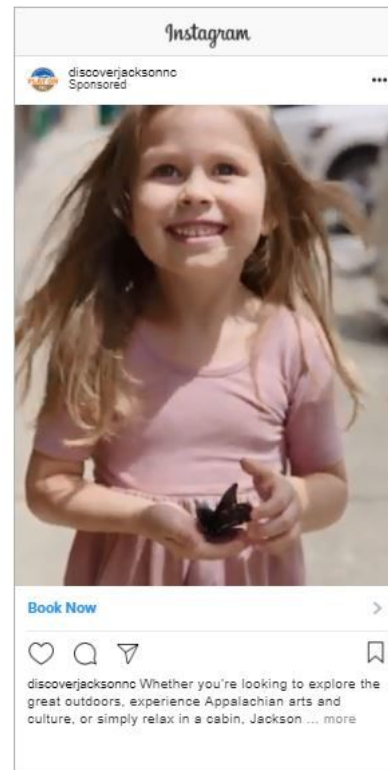
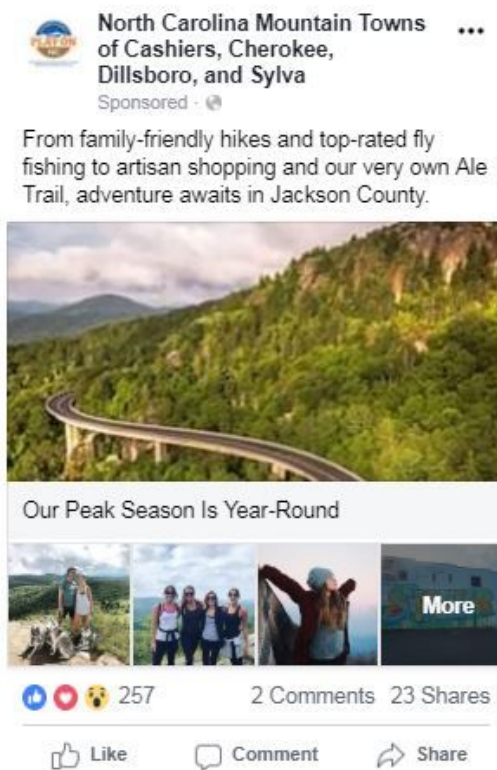




Social Media

- 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





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