



Jackson County TDA
Rawle Murdy Monthly Activity Report
December 2018
Created 11/29/18

Client Meetings/Planning

- Status calls (11/28) and numerous project calls throughout the month with Director Breedlove
- In person meeting with the full board, marketing committee, and Director Breedlove on 11/7
- Planned meetings with Director Breedlove for website/visitor guide/FY20 budget forward planning (Dec 13, 2018) and FY20 marketing planning (Feb 6, 2019)

Campaign Result Highlights

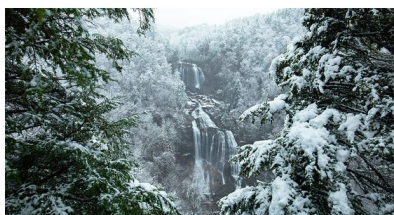
- We had a total of 301 Visitor guide signups/downloads and 182 Newsletter signups in November.
- Overall goal completions were up 144.8% compared to November of 2017 with the biggest increases coming from Social Media (up 300%) and Referrals - mainly from the Survey (up 228.89%).
- Overall website traffic was down 27% compared to October, with the biggest decrease coming from Social Media (down 48.81%). We saw a similar decrease in traffic last November, so this is likely a seasonal trend.
- Overall goal completions were down 4.9% compared to October, with the biggest decrease coming from Email (down 42.8%). We saw a much larger MoM decrease last November, so it's nice to see less of a seasonal decline here.

Advertising

- December eNewsletter released 11/29 to capture the audience for 12/1 events



Wander in Our Wonderland



A holiday getaway to the western NC mountains is the perfect time to try our year-round activities, plus some seasonal favorites. Outdoor enthusiasts can enjoy great fly fishing and crisp hiking, plus try out skiing or snow tubing at Sapphire Valley. Prefer to chill indoors? Spa treatments, retail therapy, and high-quality cuisine are sure to warm your spirit.

[Brrring It On](#)



- The email survey for Jackson County was deployed on 11/8

Jackson County Survey
Cashiers · Cherokee · Dillsboro · Sylva

Take Our Quick Survey on Jackson County, NC for a Chance to Win \$250

As a subscriber to our monthly newsletter, we want to hear your thoughts about Jackson County so we can continue to improve the travel experience for you and other visitors.

Please take the quick survey below, created by the independent research firm, Young Strategies Inc. Whether you recently visited Jackson County, visited years ago, live in Jackson County, or still haven't checked it off your bucket list, you are eligible to participate. By completing the survey, you'll get a chance to win a \$250 VISA® Gift Card!

Begin Survey

You can also copy and paste the URL (www.research.net/r/JCTDA-2018) into your internet browser.

Several local organizations are assisting in this research. If you receive multiple invitations, please only take the survey once. Your responses will be confidential and will not be used for any other purposes. Thank you for taking the time to take

- The new iExplore banners are ready to go live on their website

Seek an Adventure. Reap the Rewards.
Cashiers | Cherokee | Dillsboro | Sylva

Our Peak Season Is Year-Round.
Cashiers | Cherokee | Dillsboro | Sylva

Surrounded by Adventure.
Cashiers | Cherokee | Dillsboro | Sylva

Your Gateway to Winter Adventure
Cashiers | Cherokee | Dillsboro | Sylva



- Our ad as part of the VisitNC Co-Op will be published in several southern market magazines in April



Social Media

- 937 Total Goal Completions for November.
- 789 Completed Lead Form Ads - 322 visitor guide requests and 467 newsletter sign-ups.
- 14,900 link clicks from all social media platforms in November
- Total fan growth of 391 with 189,648 total fans across all social media, including:
 - 117 new Facebook followers
 - 255 new Instagram followers
 - 19 new Twitter followers
- 1 million total Impressions in November and 25,700 total Engagements.



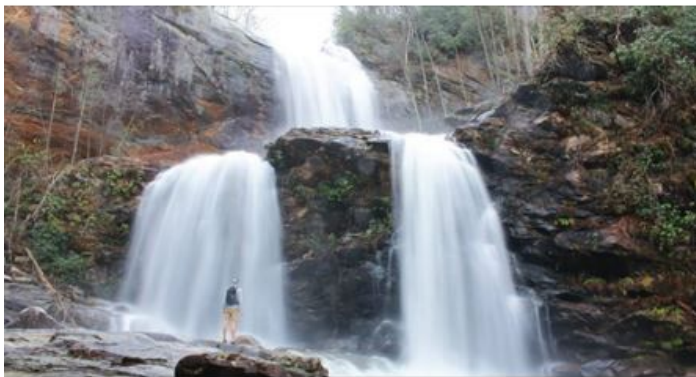
Top Engaging Ads for November



North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva (Sylva, NC)

Sponsored · ⚙

Discover your great escape! Jackson County, North Carolina, offers 494-square miles of adventures for all ages.



Your Great Escape

The North Carolina Mountain Towns of Cashiers, Cherokee,...

Sign Up



North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva (Sylva, NC) shared an event.

Sponsored · ⚙

Journey back to the days of yesteryear. Experience the magic as the entire town is transformed into a winter wonderland of lights, candles, laughter, and song! 2500 luminaries light your way to shops and studios. Horse and buggy rides available each night. Shopkeepers provide live music and serve holiday treats with hot cider and cocoa. Carolers sing and children visit with Santa and Mrs. Claus. Live Nativity at Jarrett Memorial Baptist Church. Free shuttle service from Monteith Park. Click here for more information: <https://bit.ly/2xW12VA>



FRI, DEC 7 AND 3 MORE

Festival of Lights and Luminaries

North Carolina Mountain Towns of Cashiers, Cherokee...
15,360 people interested

★ Interested



North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva (Sylva, NC)

Sponsored · ⚙

We want to hear about your visit to Jackson County, North Carolina. Complete our short Visitor Survey and those who complete it can enter to win one of two \$250 Visa Gift Cards. https://jax.onl/visitor_survey



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

Travel Company

Learn More



Website

- Mobile UI / UX enhancements
 - Tracked down all original feature images needed for resizing on the planned mobile view for pages with image grids (top-level, non-location pages); re-uploading those images and finalizing code for those pages.
 - The (new) media control plugin automatically creates optimized versions of these images needed for presenting within parent/jump pages and for the proposed mobile layout of those pages.
 - Majority of backend functionality and content management enhancements completed in Q3 have yielded significant performance improvements for site visitors, including a decreased bounce rate
- Crowdriff images/galleries --Moving forward with next batch of candidate pages to include hero galleries.
 - Nick identifying new curated galleries and candidate pages/heroes
 - RM team to implement in early December
- Event content -- updated/added fields to align with Google event schema
- Uploaded recent media mentions
- Posted new event drop-down menu graphic for November and December





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 January.
- 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.
- Assist in the development of regional attractions strategy policy for the TDA to consider and adopt.
- Execution of regional attractions strategy content for the visitors' guide and other future promotional ads/materials.