



Jackson County TDA Rawle Murdy Monthly Activity Report March 2019

Client Meetings/Planning

- Numerous project calls throughout the month with Director Breedlove
- Team planning call leveraging rough draft of planning brief 2/22
- Director Breedlove confirmed planning brief with the RM team on 3/1
- Review brief on a call with the Marketing Committee - 3/11
- Planned meetings with Director Breedlove for FY20 marketing planning

Total Goal Completions

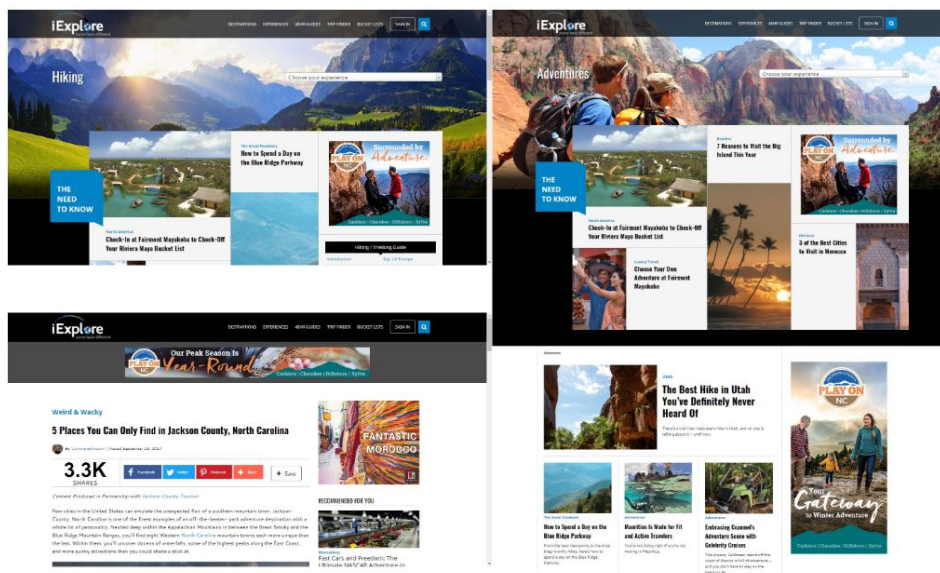
- We had a total of 982 Visitor guide signups/downloads and 618 Newsletter signups in February.

Campaign Result Highlights

- We had a total of 403 Visitor Guide Requests and 126 Newsletter Sign-Ups on the website, as well as 579 Visitor Guide Requests and 492 Newsletter Sign-Ups through Facebook in February.
- Overall goal completions were up 73.8% compared to February of 2018 with the biggest increases coming from Email and Display.
- Overall website traffic was up 16.5% compared to January, with the biggest increase coming from Social Media.
- Overall goal completions were up 23.9% compared to January, with the biggest increases coming from Paid Search and Organic Search.

Advertising

- Our spring ads are live on the iExplore website





- March eNews was deployed on March 5, 2019, at 10 am

Spring is in the Air in
Western NC
Cashiers | Cherokee | Dillsboro | Sylva
OUTDOORS | ATTRACTIONS | FOOD & DRINK | LODGING | YOUR TRIP

Can We Spring Forward Already?

Spring is the light at the end of the winter tunnel. And that light is extra bright in Jackson County thanks to these annual events that embrace the warmer weather. Leisure lover? Join the Sylva Brew Hop or Dillsboro's Easter Hat Parade. Adventure seeker? Enter the Valley of the Lilies Half Marathon/5K or the

- NC Beer eNews Sponsorship

JACKSON COUNTY
PLAY ON
NC

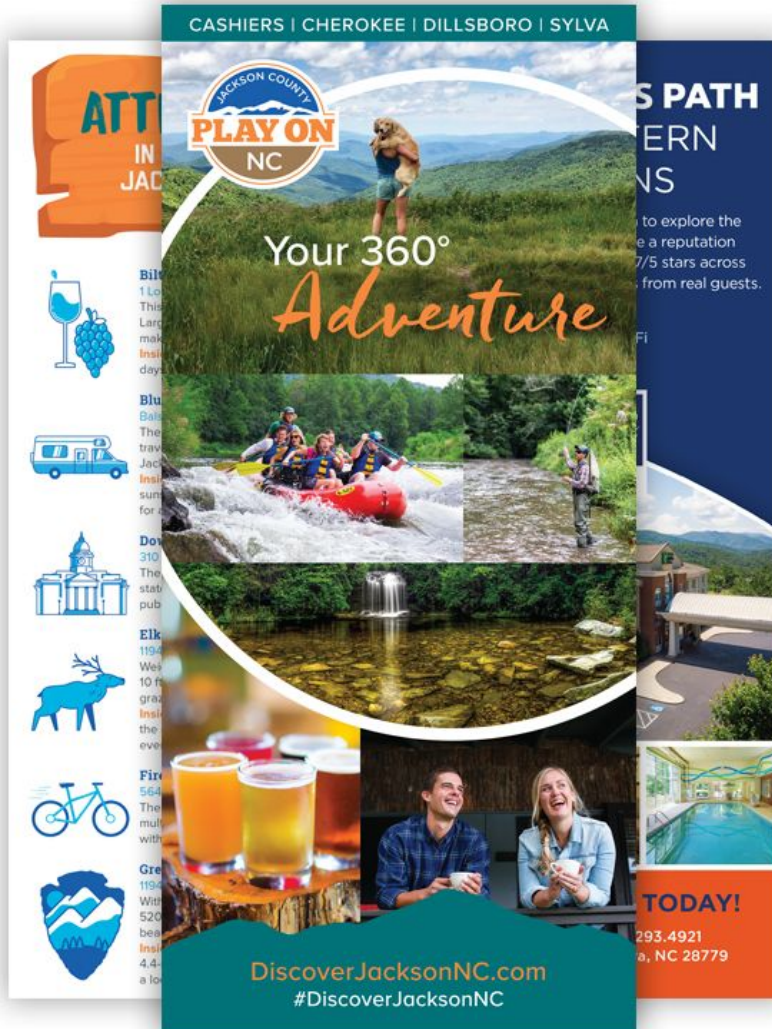
Sylva's **Hoppin'** on April 6th
Ale Yeah!

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- The 2019 Visitor Guide is live on the Jackson County website

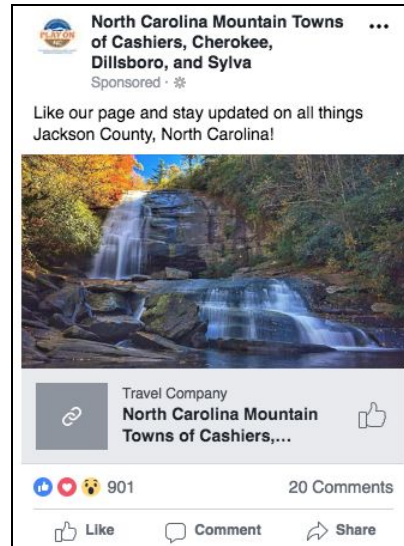
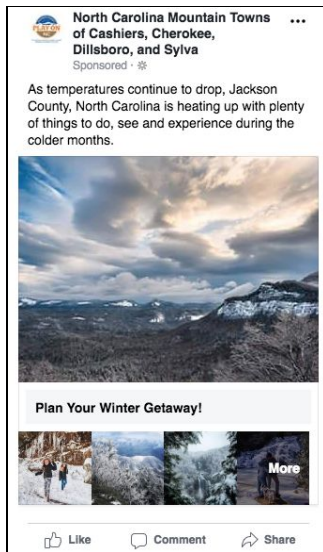


Social Media

- 1,231 Total Goal Completions (leads) for February
- 1,071 Completed Facebook Lead Form Ads - 579 visitor guide requests and 492 newsletter sign-ups.
- 11,354 link clicks from all social media platforms in February
- Total fan growth of 2,281 with 195,326 total fans across all social media, including:
 - 1,932 new Facebook followers
 - 334 new Instagram followers
 - 11 new Twitter followers
- 987,153 million total Impressions in January and 26,900 total Engagements



Top Engaging Ads for February



Website

- Nothing significant to report on this month
- Next up
 - Mobile user Interface changes for the home page, header/menu, masonry pages, now that significant portion of performance enhancements are in place (see last month's report)
 - Continued roll-out of error detection tools and progressive web application functionality
 - Finishing print-friendly options such as updating formatting and styling of printed pages. Also, rolling out print buttons on select pages, e.g., TDA for ease of printing.
 - Finishing testing feeding Facebook events into the event calendar.

Upcoming (Next Three Months)

- Creation of a new social media video episodes.
- Continue social media campaign and regularly scheduled Social Strategy meetings with Director Breedlove.
- Continue release monthly Jackson County eNewsletter for April
- 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.
- Execution of regional attractions strategy content for future promotional ads/materials.
- Continue planning for the 2019-2020 Fiscal Year - conference call 3/11 with the Marketing Committee to review the planning brief.