



Jackson County TDA
Rawle Murdy Monthly Activity Report
April 2019

Client Meetings/Planning

- Numerous project calls throughout the month with Director Breedlove
- Review of Marketing Planning Brief with Marketing Committee 3/11
- Attended Board Meeting for presentation of visitor/destination research 3/13
- Attended VisitNC365 Conference 3/1-4/2

Campaign Result Highlights

- We had a total of 439 Visitor Guide Requests and 153 Newsletter Sign-Ups on the website, as well as 378 Visitor Guide Requests and 352 Newsletter Sign-Ups through Facebook in March.
- Overall website traffic was up 31.54% compared to February, with the biggest increase coming from Social Media.
- Overall goal completions were up 56.3% compared to March of 2018 with the biggest increases coming from Email and Paid Search.
- Our Paid Search leads were up 27.98% compared to February with the largest increases driven through our Gmail and Remarketing campaigns. We also saw our CPL improve by 14.6%.
- Our March eNewsletter with the new Visitor Guide feature led to a total of 42 goal completions, up 13.5% from the February eNewsletter.

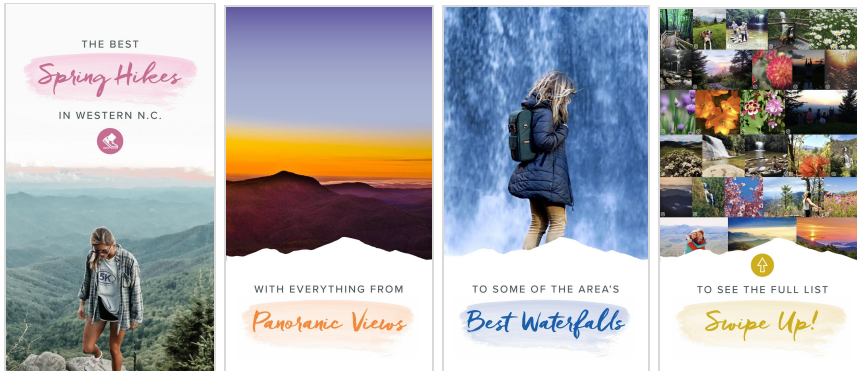
Advertising

- Greening Up the Mountains drop-down menu graphic added to the website





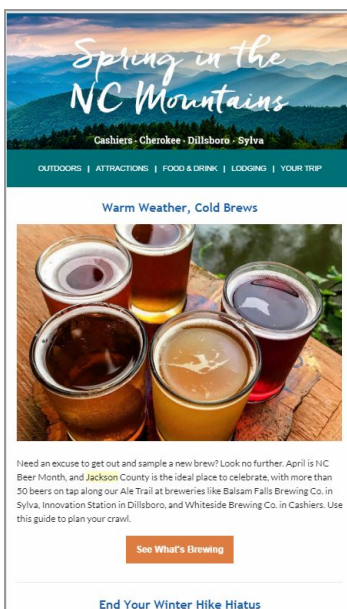
- Instagram Story - mid-March



- Instagram Story - NC Beer Month



- April eNews was deployed on April 2, 2019, at 10 am





Social Media


- 833 Total Goal Completions (leads) for March
- 730 Completed Facebook Lead Form Ads - 378 visitor guide requests and 352 newsletter sign-ups.
- 17,541 (up 54% MOM) 11,354 link clicks from all social media platforms in March
- Total fan growth of 1,031 with 196,628 total fans across all social media, including:
 - 804 new Facebook followers
 - 206 new Instagram followers
 - 15 new Twitter followers
- 1,109,621 million total Impressions in January and 23,325 total Engagements



Top Engaging Ads for March

10:54


LTE



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



Sponsored (demo)

Sign up today for our FREE Visitor Guide and find out
all there is to do in Jackson County.



Discover Jackson County
You're looking for a place that's real and t...

Sign Up



645


32 Comments

Like

Comment

10:52


LTE







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




Sponsored (demo)

With spring break just around the corner, we invite
you to head to the Jackson County, North Carolina for
the spring getaway you've been searching for.



Plan Your Spring Trip!










388

20 Comments 55 Shares

Like

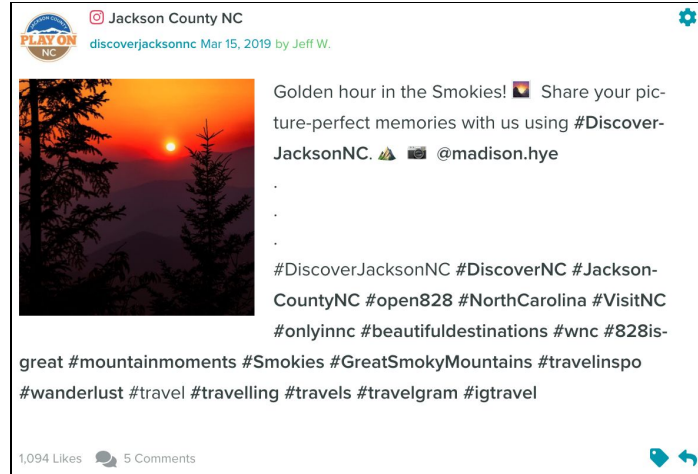
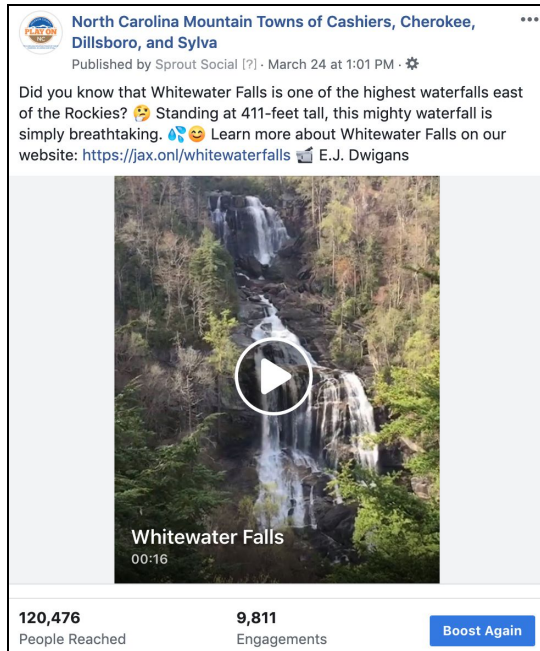
Comment

Share





Top Engaging Posts for March



Website

- Completed
 - Completed updates to primary code languages used for frontend and backend of the site: CSS, Javascript and PHP. The latter will result in improved site speed/performance.
 - Majority of the remaining mobile user interface work pushed live (carousels, tiles and masonry grids were upgraded to take full advantage of optimized images).
 - Moved Adventure content from under Attractions to two new topics under Outdoors: Adventure and Outdoor Outfitters.
 - Latest Media Mentions added to the site.
- Next up
 - Email newsletter sign-up landing page
 - 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 campaigns and regularly scheduled strategy meetings with Director Breedlove.
- Release monthly Jackson County eNewsletter for May
- Update 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 - present preview of plan to Director Breedlove 4/26