



**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

**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

**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

**North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva**  
Published by Sprout Social [?] · March 24 at 1:01 PM · 🌟

Did you know that Whitewater Falls is one of the highest waterfalls east of the Rockies? 🤔 Standing at 411-feet tall, this mighty waterfall is simply breathtaking. 🌊😍 Learn more about Whitewater Falls on our website: <https://jax.onl/whitewaterfalls> 📧 E.J. Dwigans



Whitewater Falls  
00:16

120,476 People Reached      9,811 Engagements      [Boost Again](#)

**Jackson County NC**  
discoverjacksonnc Mar 15, 2019 by Jeff W.



Golden hour in the Smokies! 📸 Share your picture-perfect memories with us using #DiscoverJacksonNC. 📧 @madison.hye

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#DiscoverJacksonNC #DiscoverNC #JacksonCountyNC #open828 #NorthCarolina #VisitNC #onlyinncc #beautifuldestinations #wnc #828isgreat #mountainmoments #Smokies #GreatSmokyMountains #travelinspo #wanderlust #travel #travelling #travels #travelgram #igtravel

1,094 Likes      5 Comments

## 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