



## Jackson County TDA Rawle Murdy Monthly Activity Report August 2019

### Client Meetings/Planning

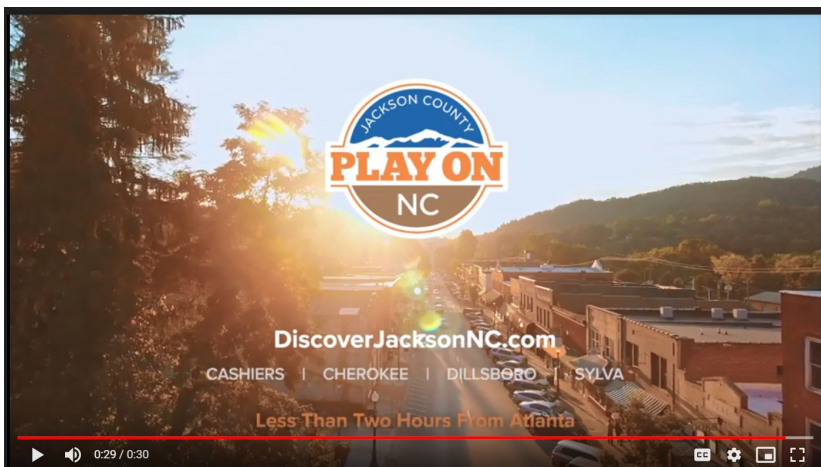
- Numerous project calls throughout the month with Director Breedlove
- Discussed Midweeks Hammock Plan partnership with marketing representative for ENO
- Budget reduction to revert \$40k back to TDA budget (primarily from contingency and media buys)

### Campaign Result Highlights

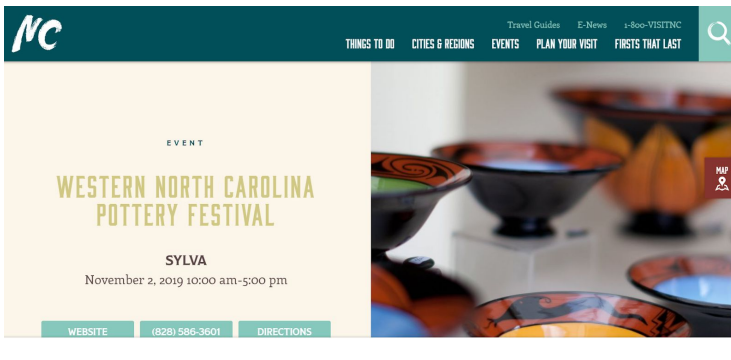
- We had a total of 443 Visitor Guide Requests and 243 Newsletter Sign-Ups on the website, as well as 283 Visitor Guide Requests and 389 Newsletter Sign-Ups through Facebook in July.
- Overall goal completions were up 26.54% compared to July of 2018 with the biggest increases coming from Email.
- Overall goal completions were up 39% compared to June with the biggest increases coming from Paid Search & Referrals.
- Our Paid Search leads were up 48.04% compared to June with the largest increases coming from our Branded & Remarketing campaigns. This is partly due to our budget increase MoM.
- Our Paid Search leads were down a small 0.66% YoY with the largest decrease coming from our Branded campaign.

### Advertising

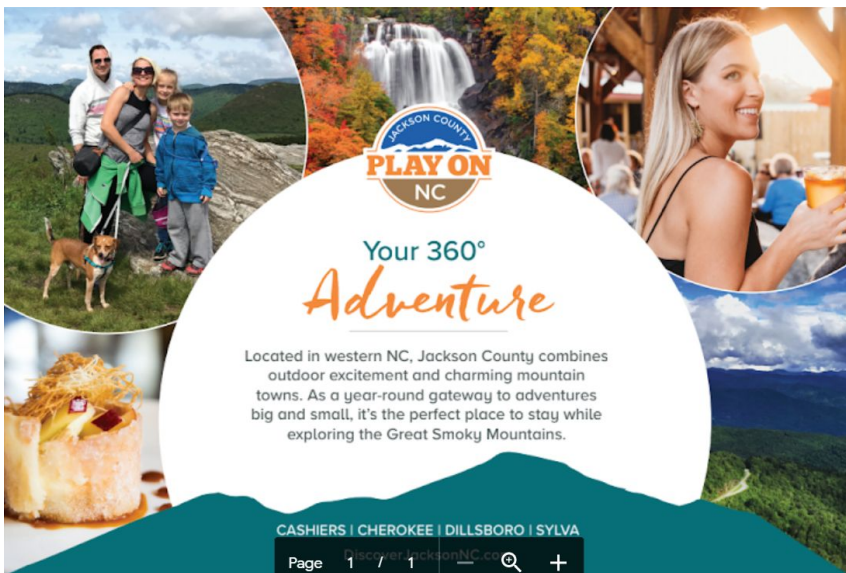
- Visit NC Co-Op :15 & :30 spot



- Visit NC: Featured Events - Fall 19'



- Visit NC: Travel Guide



- TripAdvisor Digital Ads



- TripAdvisor Native Ad

 Jackson County NC



### Your 360-Degree Adventure

Your NC mountain getaway starts here with trails, fishing, breweries, waterfalls and more!

DISCOVERJACKSONNC.COM

[Plan Your Trip](#)

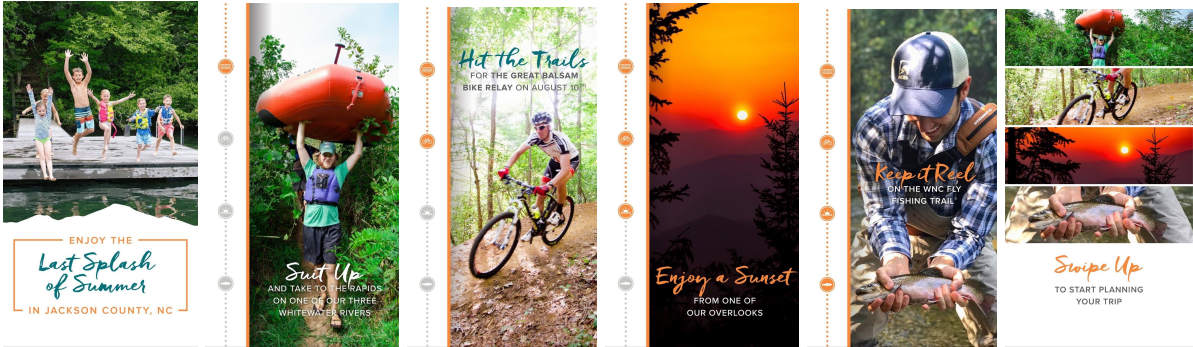
- TripAdvisor Video Component



Instagram Story - Wellness Retreat

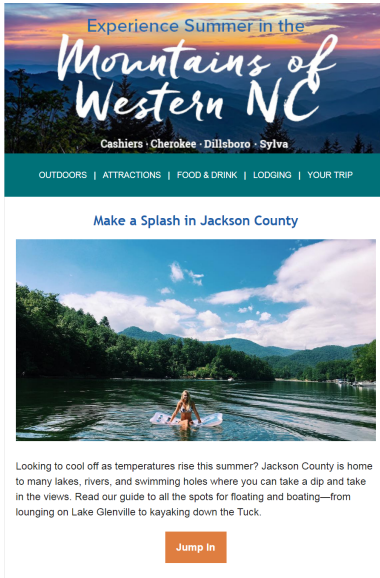


Instagram Story - Last Splash of Summer





- July eNews was deployed on Wednesday July 10, 2019. Results to be analyzed and provided in next month's report.




## Social Media

- 1,358 total goal completions (FB leads + website leads) for July
- 672 Completed Facebook Lead Form Ads - 283 visitor guide requests and 389 newsletter sign-ups.
- 9,721 link clicks from all social media platforms in July
- Total fan growth of 0.7% with 202,836 total fans across all social media, including:
  - 1186 new Facebook followers
  - 286 new Instagram followers
  - 14 new Twitter followers
- 1,000,000 million total Impressions in June and 22,900 total Engagements




Top Engaging Ads for July



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

No matter what your idea of adventure is, Jackson County has you covered.




[discoverjacksonnc.com](https://discoverjacksonnc.com)  
**Explore 494-Square Miles of Mountain Beauty**  
[LEARN MORE](#)

1.3K



83 comments 366 shares

Like Comment Share



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

Get an up-close look at your gateway to the Western North Carolina mountains with the Jackson County monthly eNewsletter. Sign up today!



**Fishing**  
[Sign Up](#)

**Adventure**

Top Engaging Posts for June






**discoverjacksonnc**  
Waterrock Knob

#DiscoverJacksonNC #DiscoverNC #JacksonCountyNC #NorthCarolina #VisitNC #Sunset #BRP #blueridgeparkway #waterrockknob #optoutside

1w

 **weseelightplay** 📸 Love this photo! Follow us to view our photography, all our posters are available for purchase on @etsy!

6d Reply

 **rg2776** Beautiful ⭐⭐⭐


5d 1 like Reply

View replies (2)

Liked by kkmabry and 701 others

7 DAYS AGO


Add a comment... [Post](#)



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

Published by Sprout Social [?] · 31 July at 11:03 · ⚙

Looking to cool off this summer? 🌞 **USA TODAY 10Best** lists both High Falls and Whitewater Falls as some of the best and easiest waterfall hikes in the Southeast! 🏆



10BEST.COM | BY THIS GIRL TRAVELS

**10 of the best and easiest waterfall hikes in the Southeast**  
DO go chasing these waterfalls

**Get more likes, comments and shares**  
Boost this post for \$50 to reach up to 5,500 people.

**26,521**  
People reached

**1,889**  
Engagements

[Boost Post](#)

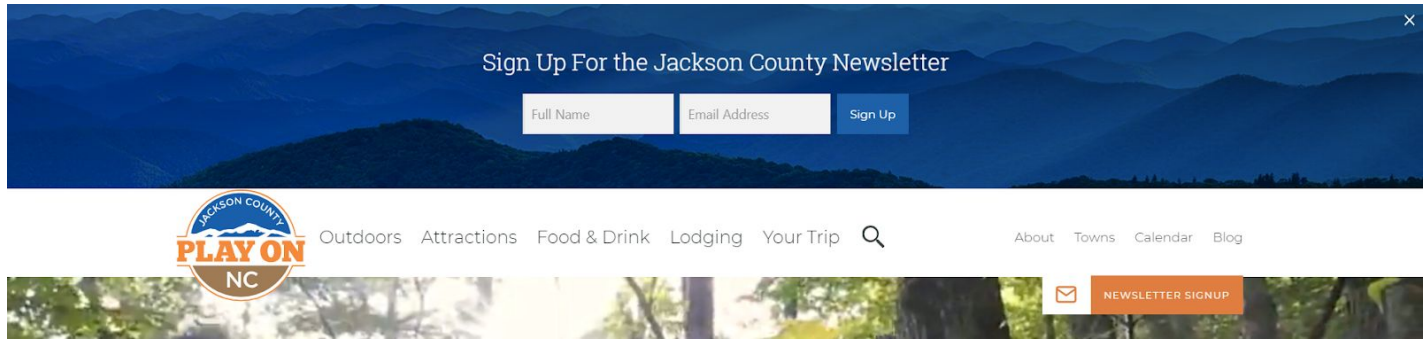
335

18 Comments 197 shares



## Website

- Completed
  - eNews sign-up slider on homepage, screenshot below



- Webcam page, <https://www.discoverjacksonnc.com/your-trip/webcams/>
  - Latest Media Mentions added to the site
  - eNewsletter Subscriber Confirmation/Thank You email
- Next up
    - Chatbot
    - Interactive map design and development
    - Wedding planning resources page
    - Additional promotion of Tours & Experiences

## Upcoming (Next Three Months)

- Continue social media campaigns and regularly scheduled strategy meetings with Director Breedlove.
- Release monthly Jackson County eNewsletters for August, September and October.
- 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.
- Continued strategic planning for Midweeks approach as the "Hammock Adventure Capital" and "Wellness Trail".
- Development of rack card/map for Ale Trail