



**Jackson County TDA**  
**Rawle Murdy Monthly Activity Report**  
**September 2019**

**Client Meetings/Planning**

- Numerous project calls throughout the month with Director Breedlove

**Campaign Result Highlights**

- We had a total of 403 Visitor Guide Requests and 470 Newsletter Sign-Ups on the website, as well as 291 Visitor Guide Requests and 306 Newsletter Sign-Ups through Facebook in August.
- Overall goal completions were up 28.84% compared to August of 2018 with the biggest increases coming from Direct Search and Facebook.
- Overall goal completions were up 25.97% compared to July with the biggest increases coming from Organic and Direct Search.
- Our Paid Search leads were up 27.81% compared to July with the largest increases coming from our Branded campaigns.
- Our Paid Search leads were up 6.04% YoY with the largest increase coming from our Branded campaigns.

**Advertising**

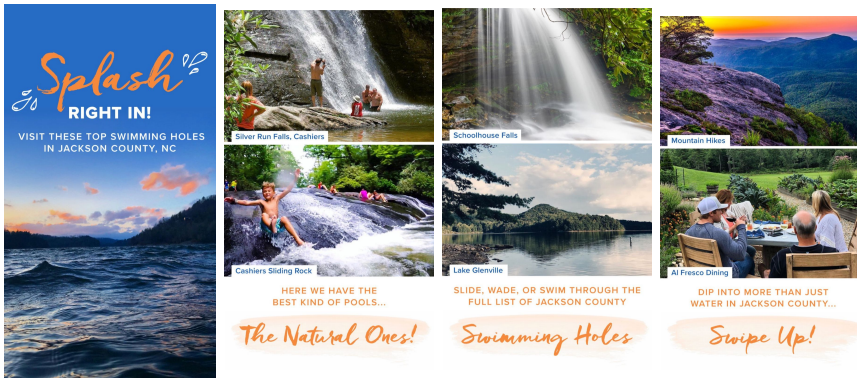
- Visit NC: Featured Event - Winter 19'
  - Lights and Luminaries



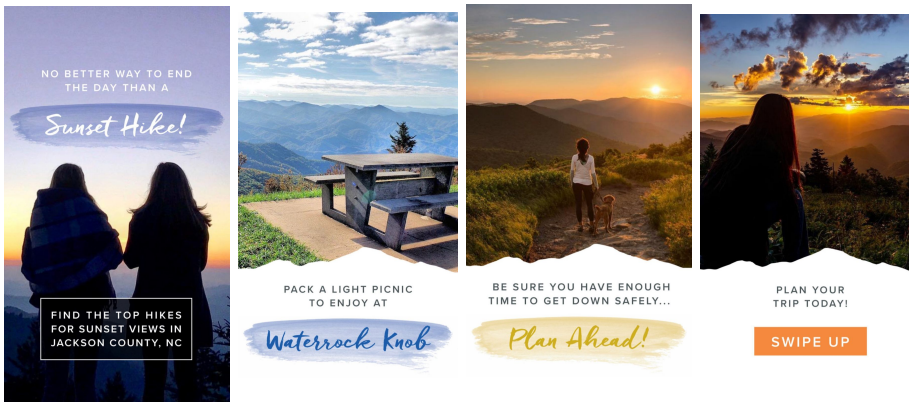




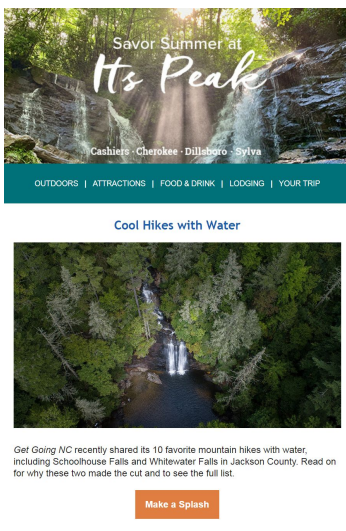
- Instagram Story - Top Swimming Holes



- Instagram Story - Top Hikes



- August eNews was deployed on August 1, 2019. Results to be analyzed and provided in next month's report.





## Social Media

- 1,470 total goal completions (FB leads + website leads) for August
- 597 Completed Facebook Lead Form Ads - 291 visitor guide requests and 306 newsletter sign-ups.
- 7,253 link clicks from all social media platforms in August
- Total fan growth of 0.6% with 204,040 total fans across all social media, including:
  - 1040 new Facebook followers
  - 173 new Instagram followers
  - 15 new Twitter followers
- 1,000,000 million total Impressions in Aug and 63,600 total Engagements

## Top Engaging Ads for August



**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  
**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

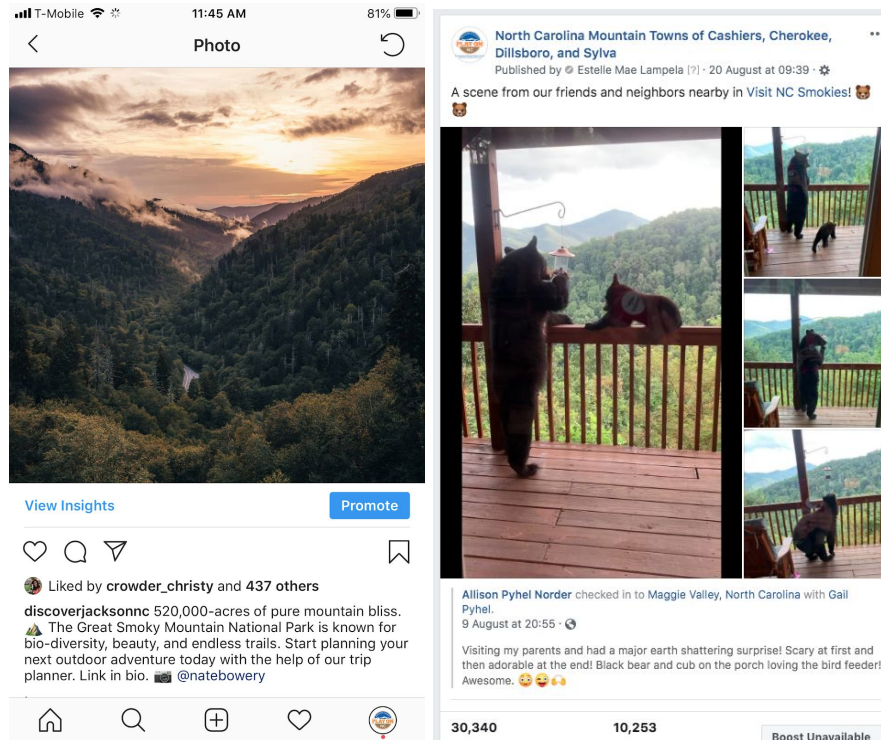


**Adventu**





## Top Engaging Posts for August



## Website

- Completed
  - Webcam page, <https://www.discoverjacksonnc.com/your-trip/webcams/>
    - Added two additional webcams
      - High Hampton Resort Webcam
      - Newfound Gap Webcam
- Near completion
  - Interactive map design and development
    - Under the first round of review
- Latest Media Mentions added to the site
- Next up
  - Ale Trail Map addition to maps [page](#)
  - Chatbot
  - Motorcycle route page
  - Wedding planning resources page

## Upcoming (Next Three Months)

- Continue social media campaigns and regularly scheduled strategy meetings with Director Breedlove.



- Release monthly Jackson County eNewsletters for September, October and November.
- 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."