



Jackson County TDA Rawle Murdy Monthly Activity Report November 2019

Client Meetings/Planning

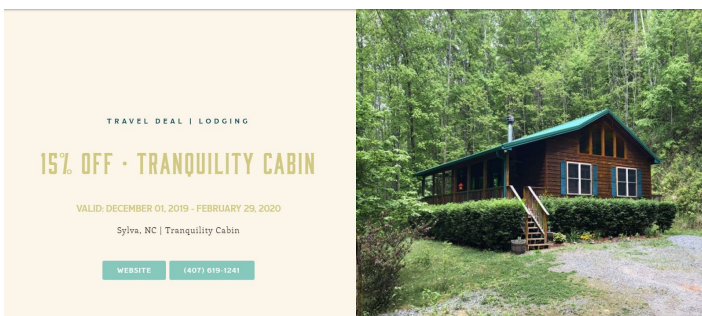
- Numerous project calls throughout the month with Director Breedlove

Campaign Result Highlights

- We had a total of 327 Visitor Guide Requests and 363 Newsletter Sign-Ups on the website, as well as 184 Visitor Guide Requests and 528 Newsletter Sign-Ups through Facebook in October.
- Overall goal completions were down 25.6% compared to September with the biggest increases coming from Facebook and Email. We saw similar decreases the last two Octobers, so this is likely a seasonal trend.
- Overall goal completions were up 37.5% compared to October of last year with the biggest increases coming from Organic Search and Paid Search.
- Our Paid Search leads were up 2.75% compared to September with the largest increases coming from our Display and Remarketing campaigns.
- Our Paid Search leads were up 62.6% YoY with the largest increase also coming from our Branded campaigns.

Advertising

- Visit NC: Travel Deals





- October eNews was deployed on October 2, 2019. Results to be analyzed and provided in next month's report.



- 114 total goal completions from paid digital advertising in October with Romantic Asheville driving the most leads, followed by Visit NC.

Social Media

- 758 total goal completions (FB leads + website leads) for October
- 703 Completed Facebook Lead Form Ads - 182 visitor guide requests and 521 newsletter sign-ups.
- 15,744 link clicks from all social media platforms in October



- Total fan growth of 0.8% with 208,512 total fans across all social media, including:
 - 1,320 new Facebook fans
 - 410 new Instagram followers
 - 11 new Twitter followers
- 1,306,833 million total Impressions in October and 77,249 total Engagements

Top Engaging Ads for October

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

Adventure stretches out in every direction when you start in Jackson County, NC. 🌄



DISCOVERJACKSONNC.COM
**Explore 494-Square Miles
of Mountain Beauty**

LEARN MORE

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

Come and enjoy unique handcrafted treasures from more than 100 artisans and merchants while being surrounded by the

...See More




👍❤️👤 5.6K 92 Comments 357 Shares

👍 Like 💬 Comment ➦ Share


Top Engaging Posts for Oct.






North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva is at Whitewater Falls.
Published by Sprout Social [?] · October 22 at 10:45 AM · Jackson, NC ·

"If you're looking for cool places to explore in North Carolina, you'll want to add this massive 411-foot waterfall to your bucket list - because the views are totally worth it". -Narcity USA 🌄 We couldn't agree more! Click on the link to learn about this Jackson County treasure: <https://jax.onl/Narcity-WhiteWaterFalls>




NARCITY.COM
This Brief Hike In North Carolina Leads To Insane Views Of A Massive 411-Foot Waterfall

 **Get More Likes, Comments and Shares**
Boost this post for \$50 to reach up to 9,300 people.


50,432
People Reached


7,009
Engagements

Boost Post


 Dana Bott, Joyce Alberto and 1K others

47 Comments 456 Shares



 **discoverjacksonnc**
Wed 10/16/2019 4:45 pm PDT

Hues and views that will take your breath away. 🌄 🌄 🌄 Colors are taking over higher elevations. Watch weekly color



Total Engagements580

Likes567

Comments1

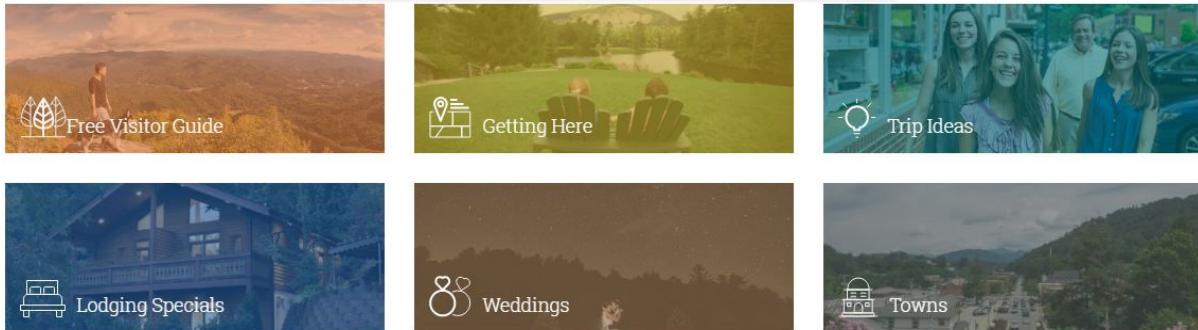
Saves12

Website

- Completed
 - Latest Media Mentions added to the site
 - [Accessibility page](#) (new)
 - [Motorcycle Routes page](#) (new)
 - [Lodging Specials page](#) (new)
 - [Wedding planning resources page](#) (expanded)
 - New Crowdriff galleries added to [Brewery Trail](#), [Festivals & Events](#), [Biking](#), [Rafting](#), [Golf](#), [Shopping](#), [Trails](#), [Kids](#) pages
 - Addition of Lodging Specials to Plan Your Trip component:



Plan Your Visit



- Near completion
 - Interactive map design and development
 - Updating mobile UI
- Next up
 - Chatbot
 - FAQs page

Upcoming (Next Three Months)

- Continue social media campaigns and regularly scheduled strategy meetings with Director Breedlove.
- Release monthly Jackson County eNewsletters for November, December and January.
- 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."