



Jackson County TDA
Rawle Murdy Monthly Activity Report
December 2019

Client Meetings/Planning

- Numerous project calls throughout the month with Director Breedlove

Campaign Result Highlights

- We had a total of 249 Visitor Guide Requests and 359 Newsletter Sign-Ups on the website, as well as 291 Visitor Guide Requests and 505 Newsletter Sign-Ups through Facebook in November.
- Overall goal completions were down 7.9% compared to October with the biggest decreases coming from Organic Search and Display. We saw a similar decrease last November, so this is likely a seasonal trend.
- Overall goal completions were up 33.3% compared to November of last year with the biggest increases coming from Facebook and Direct traffic.
- Our Paid Search leads were down 22.46%% compared to October with the largest decreases coming from our Branded campaigns.
- Our Paid Search leads were up 14.17% YoY with the largest increases coming from our Branded and Play On Regional campaigns.

Advertising

- Visit NC: NC Beer Guys Digital Ad



Nonstop Flights
in Jackson County

The Ale Trail Awaits

[Start Sipping](#)

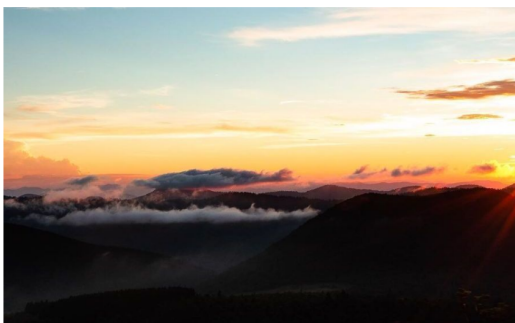
- Plateau Magazine Ad



- November eNews was deployed on November 5, 2019. Results to be analyzed and provided in next month's report.



Western NC's Best Kept Secret



If you're looking for a little R&R in the mountains, visit during our "secret season" this winter for a midweek getaway. Unplug and unwind with less crowds and more views of gorgeous snow-capped mountains. Plus, you'll get your pick of the most charming inns and hotels Jackson County has to offer at a discount. Need more reasons? We've got you covered.

[Convince Me](#)




- 80 total goal completions from paid digital advertising in November with Romantic Asheville driving the most leads, followed by Visit NC. Romantic Asheville goal completions were down 35% in November, which may be due to seasonality.


Social Media

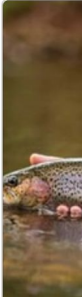
- 844 total goal completions (FB leads + website leads) for November
- 796 Completed Facebook Lead Form Ads - 291 visitor guide requests and 505 newsletter sign-ups.
- 5,544 link clicks from all social media platforms in November
- Total fan growth of 0.5% with 209,625 total fans across all social media, including:
 - 743 new Facebook fans
 - 361 new Instagram followers
 - 36 new Twitter followers
- 979,229 million total Impressions in November and 57,858 total Engagements

Top Engaging Ads for November


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

Get inspiration for your next trip to the NC Mountains 🏞️ by signing up for our monthly e-newsletter today! 📧



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

**Fishing**



   3.2K





104 Comments

 Like  Comment

[www.DISCOVERJACKSONNC...](#)
Fall Color at Whitewater Falls
[LEARN MORE](#)

Top Engaging Posts for November



 North Carolina Mountain ... Fri 11/8/2019 12:40 pm PST	 discoverjacksonnc Mon 11/4/2019 12:01 pm PST
Experience the magic as Dillsboro, NC is transformed into a winter wonderland during the Lights and Luminaries festival.	@blueridgenps will be answering YOUR questions tomorrow! 🌄 Directly from our Instagram Story, ask anything to
	
Total Engagements 4,080	Total Engagements 914
Reactions 2,227	Likes 878
Comments 92	Comments 6
Shares 207	Saves 30
Message Clicks 1,554	

Website

- Completed
 - [Wellness page](#) (new)
 - [Soco Falls Waterfalls page](#) (new)
 - [Sustainability page](#) (new)
 - New Crowdriff galleries added to the following pages
 - biking page, <https://www.discoverjacksonnc.com/outdoors/biking/>
 - festivals, <https://www.discoverjacksonnc.com/attractions/festivals-events/>
 - rafting, <https://www.discoverjacksonnc.com/outdoors/rafting/>
 - kids, <https://www.discoverjacksonnc.com/attractions/for-kids/>
 - golf, <https://www.discoverjacksonnc.com/outdoors/golf/>
 - shopping, <https://www.discoverjacksonnc.com/attractions/shopping/>
 - trail, <https://www.discoverjacksonnc.com/attractions/brewery-trail/>
- Near completion
 - Interactive map design and development
 - Updating mobile UI
- Next up
 - Chatbot
 - FAQs page copy

Upcoming (Next Three Months)

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



- 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.
- Execution of the Midweeks approach and further planning of the "Hammock Adventure Capital" campaign.
- Planning to begin for FY2021