



**Jackson County TDA**  
**Rawle Murdy Monthly Activity Report**  
**January 2020**

**Client Meetings/Planning**

- Numerous project calls throughout the month with Director Breedlove
- FY21 Planning process/schedule established, to include strategic check-ins with Executive Committee and presentation for final approval during the 5/20/20 Board Meeting.

**Campaign Result Highlights**

- We had a total of 199 Visitor Guide Requests and 299 Newsletter Sign-Ups on the website, as well as 127 Visitor Guide Requests and 434 Newsletter Sign-Ups through Facebook in December.
- Overall goal completions were down 2.2% compared to November with the biggest decreases coming from Organic Search and Email. We saw a much larger seasonal decrease last year, so it's great to see an improvement there.
- Overall goal completions were up 84.47% compared to December of last year with the biggest increases coming from Direct Traffic and VisitNC.
- Our Paid Search leads were up 7.59% compared to November with the largest increases coming from our Branded and Remarketing campaigns.
- Our Paid Search leads were up 28.93% YoY with the largest increases coming from our Branded and Display campaigns.


**Advertising**

- Goodway Group












- AJC.com Sponsored Content

 By Discover Jackson County NC

Jan 06 2020 - 4:33 PM

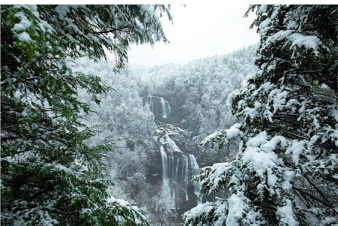
     

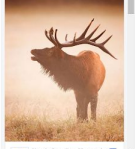




It's always a great time to visit the Smokies. Breathtaking vistas, all sorts of outdoor activities and plenty of delicious food beckon to visitors year-round. But winter is a special time in the mountains. During "secret season," crowds thin out and the cool, clear air offers otherworldly views of familiar peaks and valleys.

Jackson County, North Carolina, in particular, presents visitors with all the best of the season. Just under three-hours' drive from Atlanta, the area boasts the perfect combination of nature, history, sport and relaxation.

Here are 10 great reasons you should plan a trip to Jackson County, North Carolina, this winter:






Tweets by @JacksonNC

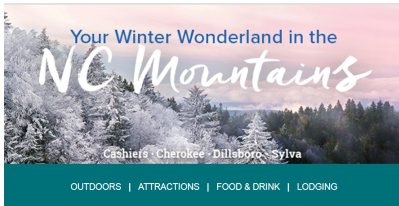
Visit Jackson County @JacksonNC

Looking to stay active in 2020? There's nothing better than the NC Mountains in Jackson County! 🌲 Our area is the perfect home base to begin your next active adventure. Learn more here: [go.jacksonnc.com](http://go.jacksonnc.com) @JacksonNCmountains





- December eNews was deployed on December 4, 2019. Results to be analyzed and provided in next month's report.



#### Ho-Ho-Holiday Happenings in Jackson County



The holidays in Jackson County are filled with fun and festive traditions. From holiday shopping and the Cashiers Christmas parade to tree lighting ceremonies and photo ops with Santa, there are plenty of ways to celebrate the season. Check out these eight must-do holiday activities in Jackson County this winter.

[Deck the Halls](#)


- We saw 138 total goal completions from paid digital advertising with Visit NC driving the most leads on the Lodging special and Romantic Asheville driving the second most goal completions. While Romantic Asheville completions were slightly down month over month, Visit NC was up over 250% as compared to November.

## Social Media

- 670 total goal completions (FB leads + website leads) for December
- 561 Completed Facebook Lead Form Ads - 127 visitor guide requests and 434 newsletter sign-ups.
- 13.6k link clicks from all social media platforms in December
- Total fan growth of 0.8% with 210,518 total fans across all social media, including:
  - 1264 new Facebook fans
  - 272 new Instagram followers
  - 20 new Twitter followers
- 1.3 million total Impressions in December and 98.6k total Engagements



Top Engaging Ads for December




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

29 November 2019 · 🌐

Like Page

\*\*\*

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



DISCOVERJACKSONNC.COM


**Explore 494-Square Miles of Mountain Beauty**

If you are looking for a trip to the North Carolina...

Learn More

👍❤️👏 358


30 comments 72 shares



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

29 November 2019 · 🌐

Looking for the best of the North Carolina Mountains this holiday season? 🍂 Like our page and let us inspire your next mountain getaway. 🌲



Travel company

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

194,148 people like this

Like Page

👍❤️👏 1.1K

53 comments 263 shares 6.2K views

Top Engaging Posts for December

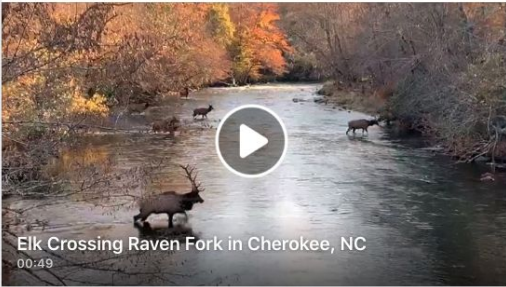




**North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva** is at North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva.

Published by Nick Breedlove [?] · 4 December at 11:42 · Sylva, NC · 🌐

Elk sighting! This herd was seen crossing a river on the Western North Carolina Fly Fishing Trail®. Sam Smith captured this majestic sight while fly fishing.



Elk Crossing Raven Fork in Cherokee, NC  
00:49

Boost again

Boosted on 5 Dec 2019  
By Estelle Mae Lampela

People reached	9.8K	ThruPlays	4.3K
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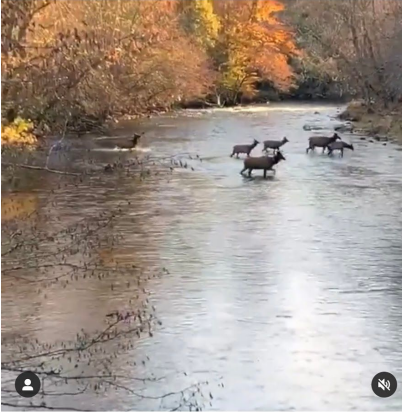
View results

👍👎👤 1.5K      105 Comments 1,682 shares

T-Mobile 11:56 AM 17%

< Video ↺

discoverjacksonnc  
North Carolina Mountain Towns of Cashiers, Cherokee...



View Insights Promote Again

👍👎👤 6,518 views · Liked by exploresylva

discoverjacksonnc Elk sighting! This herd was seen crossing a river on the Western North Carolina Fly Fishing Trail. @coach\_sam\_smith captured this beautiful sight while fly fishing.

🏠 🔍 + ❤️ 🌐

## Website

- Completed
  - Vacation Rentals [page](#)
  - Added UGC galleries to all Trip Ideas pages
- Near completion
  - Interactive Map -- Finalizing mobile and adding to Your Trip and Maps pages
- Next up
  - Chatbot -- Completed training and starting playbook creation for internal testing

## Upcoming (Next Three Months)

- Continue social media campaigns and regularly scheduled strategy meetings with Director Breedlove.
- Release monthly Jackson County eNewsletters for January and February.
- Continue rollout of new advertising program and regularly scheduled status meetings with Director Breedlove
- Execution of the Midweeks approach and further planning of the "Hammock Adventure Capital" campaign.
- Planning to begin for FY2021 in February.