



Jackson County TDA Rawle Murdy Monthly Activity Report April 2020

Client Meetings/Planning

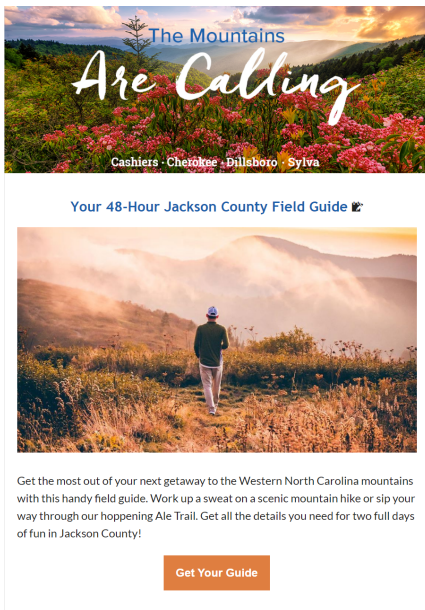
- Numerous project calls throughout the month with Director Breedlove
- FY21 Planning process/schedule established, to include strategic check-ins with Executive Committee and presentation for final approval during the 5/13/20 Board Meeting.

Campaign Result Highlights

- We had a total of 293 Visitor Guide Requests and 301 Newsletter Sign-Ups on the website, as well as 47 Visitor Guide Requests and 151 Newsletter Sign-Ups through Facebook in March.
- Overall goal completions were down 48% compared to February with the biggest decreases coming from Social Media and Display. This is due to campaign pauses because of COVID-19.
- Overall goal completions were up 6.25% compared to February of 2019 with the biggest increases coming from Email and Direct Traffic.
- Our Paid Search leads were down 60% both MoM and YoY. This is due to campaigns being paused halfway through the month because of COVID-19.

Advertising

- March eNews was deployed on March 4, 2020 at 5:00 PM. Results to be analyzed and provided in next month's report.



- Sustainability Drop Down Menu Graphic



- We saw 80 total goal completions from paid digital advertising in March, with almost all advertising turned off halfway through the month. Romantic Asheville drove the most goal completions with 44 with Visit NC right behind, driving 19, significantly down from last month due to lodging specials no longer running. Our AJC native article also drove 17 goal completions.
- Our Goodway campaign delivered almost 530,000 impressions with 8 visitors guide downloads and over 900 consumers driven to the Jackson County site. The campaign was paused on March 16 due to Covid-19.

Social Media

- 267 total goal completions (FB leads + website leads) for March
- 198 Completed Facebook Lead Form Ads - 47 visitor guide requests and 151 newsletter sign-ups.
- 16,322 link clicks from all social media platforms in March
- Total fan growth of 0.3% with 214,882 total fans across all social media, including:
 - 1598 new Facebook fans
 - 159 new Instagram followers
 - 16 new Twitter followers
- 1.4m total Impressions in March and 77,182 total Engagements

Top Engaging Ads for March



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

Meet your midweek escape in the NC Mountains. 🌄



Crowds thin out, trails all to yourself and no lines at restaurants. Adventure awaits.

👍❤️😬 3.4K 258 comments 431 shares

👍 Like 💬 Comment ➦ Share

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

"Secret season" in Jackson County is the best-kept secret in Western NC. 😬



Pay Less & Play More

👍❤️😬 1.7K 139 comments 254 shares

👍 Like 💬 Comment ➦ Share

Top Engaging Posts for March

discoverjacksonnc ...



View Insights

Promote



👍 Liked by lizalonso and 499 others

discoverjacksonnc Layers of natural beauty along the Blue Ridge Parkway. 🌄😬

North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva
Published by Sprout Social [?] · 21 March at 11:17 · ⚙️

Enjoy this beautiful distraction from everything else going on in the world right now.

👤 @natebowery



63,667 People reached **8,072** Engagements Boost Post

You and 2.2K others 58 comments 734 shares

Website



- in Progress
 - Chatbot
 - Rolling out Phase I -- button-based flow
 - Working on Phase II -- introducing conditional flow / questions based on keywords
 - General site maintenance, including continued efforts to improve site performance

Upcoming (Next Three Months)

- Continue social media campaigns and regularly scheduled strategy meetings with Director Breedlove.
- Release monthly Jackson County eNewsletters for April, May and June.
- Continue rollout of new advertising program and regularly scheduled status meetings with Director Breedlove
- Phased Re-Opening Marketing Communications Plan kickoff
- Planning to continue for FY2021 from February 2nd kickoff