

Jackson County TDA Rawle Murdy Monthly Activity Report May 2020

Client Meetings/Planning

- Numerous project calls throughout the month with Director Breedlove
- FY21 Planning process/schedule established, team reviewed with Nick on 4/30 and will incorporate his feedback prior to the 5/13 strategic check-in with the Executive Committee. Final presentation for approval is set for the during the 5/20/20 Board Meeting.

Campaign Result Highlights

- We had a total of 172 Visitor Guide Requests and 44 Newsletter Sign-Ups on the website.
- Overall goal completions were down 65.17% compared to March with the biggest decreases coming from Paid Search and Display. This is due to campaign pauses because of COVID-19.
- Overall goal completions were down 57.79% compared to April of 2019 with the biggest decreases also coming from Paid Search and Display.

Advertising

 April eNews was deployed on April 7 at 9:00 AM. Results to be analyzed and provided in next month's report.



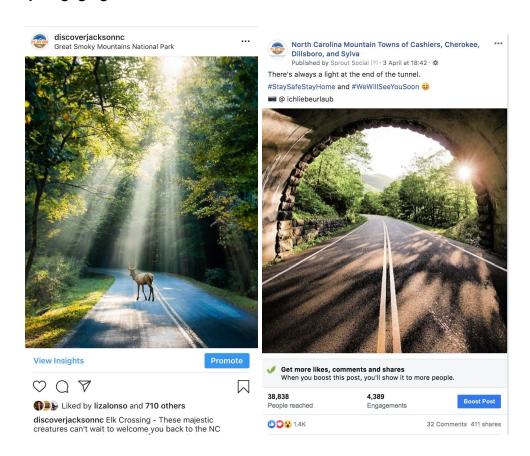
Advertising was much more limited this month, but still saw 49 goal completions. Romantic Asheville
drove 39 goal completions with emails and social posts saved as credits for next fiscal year while
VisitNC drove 10 from referrals.



Social Media

- 224 link clicks from all social media platforms in April
- Total fan growth of 0.1% with 214,987 total fans across all social media, including:
 - o 78 new Facebook fans
 - o 61 new Instagram followers
 - 19 new Twitter followers
- 470,433 Impressions in March and 38,651 total Engagements

Top Engaging Posts for March



Website

• Chatbot rolled out on April 9 (button-based flow)





- Phase II (conditional flow / questions based on keywords) paused until we get a better look at usage data from Phase I implementation
- New Visitor Guide Flipping Book live
- 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 May, June and July.
- Continue rollout of new advertising program and regularly scheduled status meetings with Director Breedlove
- Presentation of the Phased Re-Opening Marketing Communications Plan for FY20-21