



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.



Stay Safe, Stay Home & We Can't Wait to Welcome you Back



During these uncertain times, it's helpful to focus on the everyday things that bring us joy. The sights and sounds of spring are awakening all around us, promising better days ahead.

It's more important than ever to stay connected with one another, so remember to stay safe, stay in touch, and stay home. We can't wait to welcome you back to Jackson County.

In the meantime, here are some of our favorite mountain moments you've shared with us!

[Take a Look Back](#)

- 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:
 - 78 new Facebook fans
 - 61 new Instagram followers
 - 19 new Twitter followers
- 470,433 Impressions in March and 38,651 total Engagements

Top Engaging Posts for March

discoverjacksonnc
Great Smoky Mountains National Park

North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva
Published by Sprout Social [?] · 3 April at 18:42 · 🌐

There's always a light at the end of the tunnel.
#StaySafeStayHome and #WeWillSeeYouSoon 😊
📍 @ ichliebeurlaub

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

38,838 People reached **4,389** Engagements **Boost Post**

👍❤️👍 Liked by lizalonso and 710 others

discoverjacksonnc Elk Crossing - These majestic creatures can't wait to welcome you back to the NC

👍❤️👍 1.4K 32 Comments 411 shares

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