



Jackson County TDA Rawle Murdy Monthly Activity Report June 2020

Client Meetings/Planning

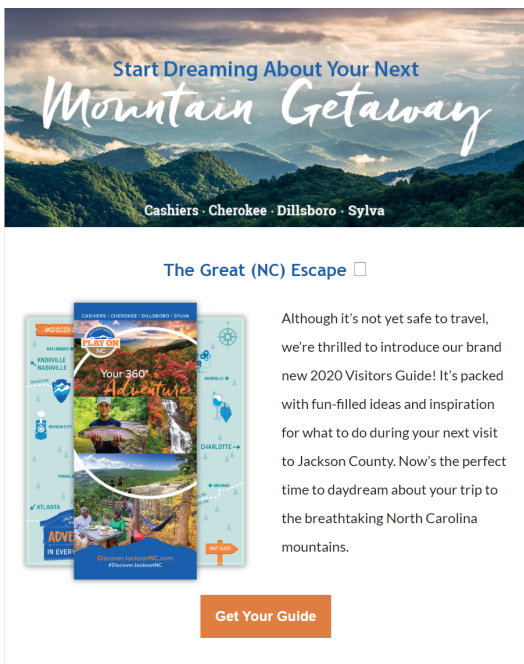
- Numerous project calls throughout the month with Director Breedlove
- Reviewed FY21 marketing plan with Executive Committee 5/13, and the full board on 5/20; Approved

Campaign Result Highlights

- We had a total of 422 Visitor Guide Requests and 51 Newsletter Sign-Ups on the website.
- Overall goal completions were up 154.2% compared to April with the biggest increases coming from Social Media & Referrals.
- Overall goal completions were down 11.32% compared to May of 2019 with the biggest decreases coming from Paid Search and Display.

Advertising

- May eNews was deployed on May 7 at 4:00 PM.. Results to be analyzed and provided in next month's report.



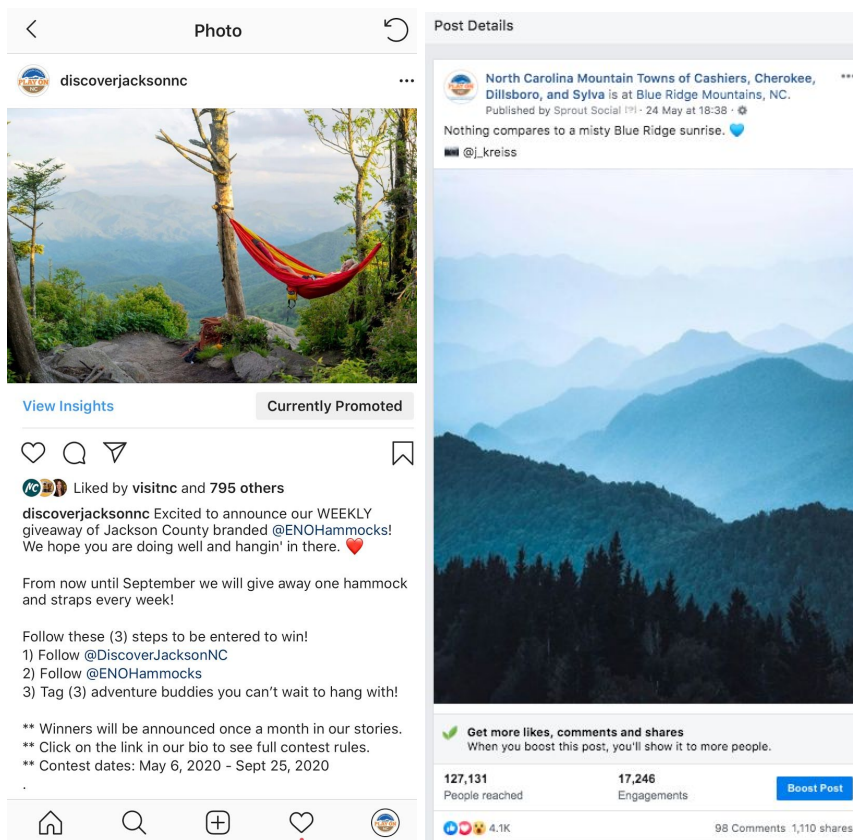
- While advertising continued to be limited this month, traffic was up from April. Overall, we saw 130 goal completions, more than doubled month over month. Romantic Asheville drove 97 goal completions while VisitNC and AJC drove 33 completions.



Social Media

- 35,260 link clicks from all social media platforms in May
- Total fan growth of 0.2% with 215,299 total fans across all social media, including:
 - 203 new Facebook fans
 - 180 new Instagram followers
 - 11 new Twitter followers
- 1,608,463 Impressions in May and 113,243 total Engagements

Top Engaging Posts for March



Website

- Re-opening ('Welcome back') banner and page launched in late May
 - <https://www.discoverjacksonnc.com/welcome-back/>
 - Also launched a new, related Trip Idea page: Avoid the Crowds
- New Media Mentions added to site



- General site maintenance, including updates to site map and 404 pages

Upcoming (Next Three Months)

- Continue social media campaigns and regularly scheduled strategy meetings with Director Breedlove.
- Release monthly Jackson County eNewsletters for June, July and August.
- Continue rollout of new advertising program and regularly scheduled status meetings with Director Breedlove
- Execution of approved FY21 advertising plan