



## Jackson County TDA Rawle Murdy Monthly Activity Report August 2020

### Client Meetings/Planning

- Numerous project calls throughout the month with Director Breedlove

### Campaign Result Highlights

- We had a total of 770 Visitor Guide Requests and 154 Newsletter Sign-Ups on the website in July.
- Overall goal completions were up 100.9% compared to June with the biggest increases coming from Paid Search and Social Media. This is due to our Paid Search campaigns relaunching in July.
- Overall goal completions were up 39.7% compared to July of 2019 with the biggest increases coming from Organic Search and Social Media.

### Advertising

- July eNews was deployed on July 8 at 10:00 AM. Results to be analyzed and provided in next month's report.



Cash in Your Saved Up 'Me Time'



We've all been looking forward to enjoying that much deserved time away from everything going on right now. The best way to do this is by spending some 'me time' enjoying Recreation & Relaxation. Enjoy the best of the NC Mountains at your own pace in Jackson County, NC!

Bring on the R&R

- Re-Engagement Campaign email number 2 deployed July 27 with a more urgent CTA and "last chance" copy.



**Still Interested in Hearing from Us?**

We hope that you and your loved ones are safe and well during this time—and that you've enjoyed staying up to date with what's happening in Jackson County, NC in the meantime! We haven't heard from you in a while, and we want to ensure that you feel the content you're receiving from us is still relevant to you.

If you'd like to stay connected with us, please update your profile information below. We'd love to see you stick around! You can also unsubscribe if you no longer want to receive communications from us.

Stay Connected

Unsubscribe

- Advertising this month included Romantic Asheville and Visit NC co-op placements and overall traffic was up over 20% from June. We saw just over 200 goal completions with 167 from Romantic Asheville and 34 from VisitNC, both up from June as well.

**Social Media**

- 32,003 link clicks from all social media platforms in July
- Total fan growth of 1.3% with 218,592 total fans across all social media, including:
  - 2,956 new Facebook fans
  - 427 new Instagram followers
  - 12 new Twitter followers
- 2,390,137 Impressions in July and 153,923 total Engagements

**Top Engaging Posts for July**



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

Published by Nick Breedlove [?] · 7 July · 🌟

Stunning mountain views along the Blue Ridge Parkway! 🌈 Ed Green captured this image at the Lake Junaluska overlook. Thank you for the amazing photo!



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

**93,229**  
People reached

**11,634**  
Engagements

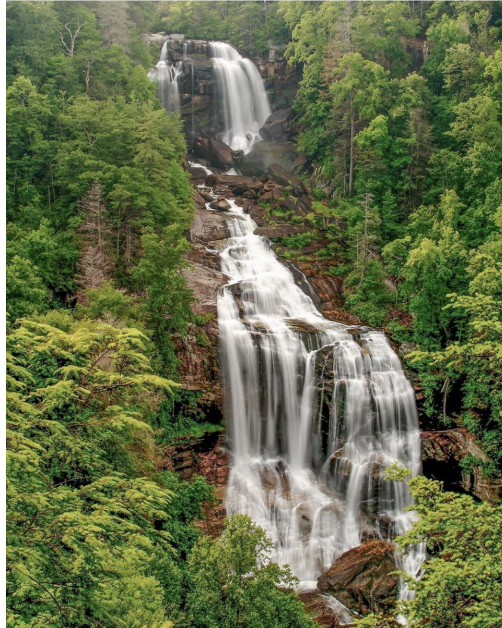
[Boost post](#)

👍👎👤 5.1K

119 Comments 1,059 shares



**discoverjacksonnc**  
North Carolina Mountain Towns of Cashiers, Chero...



[View Insights](#)

[Promote](#)



👤👤👤 Liked by [whistlestopinn.nc](#) and 719 others



## Website

- Added additional call-out for Welcome Back page on home page:



- Added latest press mentions

### Publicity and Media Mentions

🔗 19 OF THE BEST PLACES TO CAMP IN THE U.S. IF YOU'RE CRAVING ADVENTURE

07.20.2020

🔗 DID SOMEONE SAY ROAD TRIP?

07.05.2020

🔗 26 GREAT KAYAKING SPOTS IN THE CAROLINAS

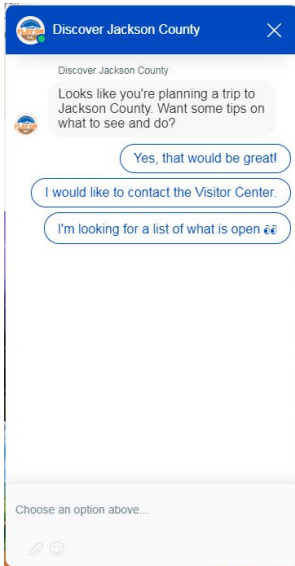
07.01.2020

🔗 ON THE ROAD AGAIN

07.01.2020

🔗 CROWD-FREE SUMMER VACATIONS YOU CAN

- Added a feature to direct users to the Welcome Back page, showing what businesses are open.



**Upcoming (Next Three Months)**

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