



Jackson County TDA Rawle Murdy Monthly Activity Report September 2020

Client Meetings/Planning

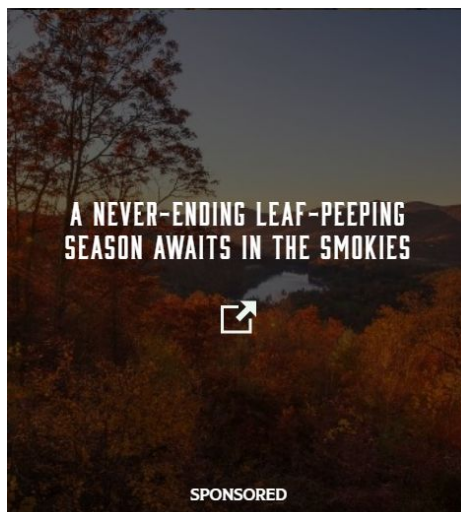
- Numerous project calls throughout the month with Director Breedlove
- Developing recommendation for NC Cares grant money from VisitNC. Grant budget will include \$88k to run before the end of the year and advertise Jackson County as a safe location to travel.

Campaign Result Highlights

- We had a total of 750 Visitor Guide Requests and 83 Newsletter Sign-Ups on the website in August.
- Overall goal completions were down 7.6% compared to July with the biggest decreases coming from Organic Search. This is due to the typically decline after a spike in 4th of July traffic for the previous month.
- Overall goal completions were up 54.9% compared to August of 2019 with the biggest increases coming from Social Media and Email.

Advertising

- Visit NC Native Ads went live 9/1 in the Outdoor Adventures and Great Smoky Mountains categories.



- August eNews was deployed on Thursday, August 6 at 1:00 PM. Results to be analyzed and provided in next month's report.



Top 10 Must-See Waterfalls in the NC Mountains



- Advertising in August included Romantic Asheville and Visit NC co-op placements. Overall traffic trended down month over month for the first time since May with sessions down 38%. Sessions were still up over June, however, and most of the additional July traffic looks to have been driven around interest in July 4 events. We saw just over 175 goal completions with 163 from Romantic Asheville and 15 from VisitNC as well as an increase in conversion rate from July (16% compared to 13% in July).


Social Media

- 21,014 link clicks from all social media platforms in August
- Total fan growth of 1.7% with 222,269 total fans across all social media, including:
 - 2,056 new Facebook fans
 - 2,233 new Instagram followers
 - 20 new Twitter followers
- 2,288,265 Impressions in August and 154,009 total Engagements

Top Engaging Posts for August



discoverjacksonnc
Bear Lake Reserve



[View Insights](#) Not Approved

♥ 💬 📌

Liked by [whistlestopinn.nc](#) and 1,744 others

discoverjacksonnc ! GIVEAWAY Alert! 🏠 2-night, 3-day getaway! 🎁🎁🎁 Enter for your chance to win a FREE NC Mountain Getaway to Bear Lake Reserve! 📌

Enter for a chance to win a:

- 🏠 2 Night / 3 Day Mountain Lodge stay (sleeps 4)
- 🎁 A \$50 marina gift card
- 🎁 A \$50 Lake Club Gift Card

North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva is at North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva. Published by Sprout Social [?] · 19 August · 🌐

It's important we all do our part to keep each other safe. 🤝❤️ That is why we've become proud partners of #RecreateResponsibly. Learn more on our website here: <https://jax.onl/RecreateResponsibly>



266,209 **36,864**
People reached Engagements [Boost again](#)

Boosted on 25 Aug 2020 Completed By Estelle Mae Lampela

People reached	41.2K	Post engager	10.4K
View results			

👍👍👍 21K 320 Comments
3,374 shares



Website

- New Family Field Trip trip idea page live



Family Field Trip

Wasn't the best part of going to school the field trips? From exploring museums to getting to eat somewhere other than the school cafeteria, field trips always gave us something to look forward to.

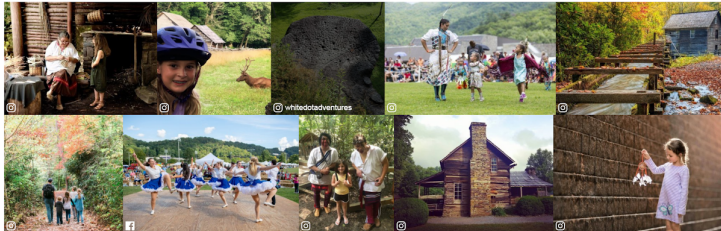
With many school systems across the country returning virtually, we know that school-sponsored field trips are on hold for the foreseeable future. However, with many employers also shifting to a "work from anywhere" mentality, parents can turn time off into rich hands-on learning experiences for themselves and their children.

Make your family vacation a family field trip and expand your children's development beyond the classroom. Learn the legends of our mountain heritage, beautifully told through the generations of families that call Jackson County home. Our itinerary, developed by both local educators and students, is designed to help families make the most out of their "field trip."

Load the Activity Bus (or car): Jackson County's location is only a few hour's drive from the Southeast's largest cities. Load up the family and take a road trip to our mountain towns. Our family-friendly accommodation prices are up to a fourth of the price of regional cities, and we have even more adventure to offer and enjoy.

Morning Meeting

While enjoying the abundant educational opportunities that our mountain towns of Cashiers, Cherokee, Dillsboro, and Sylva have to offer, we ask that all visitors continue to keep the safety of their family, and our residents top of mind. Please make sure to adhere to **local and state regulations** regarding masks, social distancing, and group gatherings, as these can change rather quickly.



Social Studies

[Learn the History of the Eastern Band of the Cherokee Indian](#)

The **Oconaluftee Indian Village**, located in Cherokee, transports visitors back to the 1760s. This transformational experience immerses you in authentic and rich culture, as you witness authentic demonstrations such as cultural dances, blowgun making, basket weaving, storytelling, and canoe building. From early June to mid-August, the **Unto These Hills Drama** takes center stage. This historical show traces the Cherokee people through the ages, from the zenith of their power

Upcoming (Next Three Months)

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