



Jackson County TDA Rawle Murdy Monthly Activity Report November 2020

Client Meetings/Planning

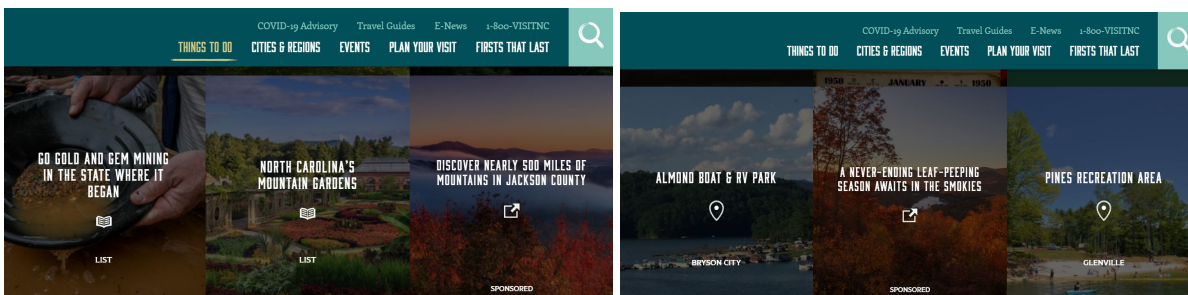
- Numerous project calls throughout the month with Director Breedlove
- Rawle Murdy team to attend upcoming November board meeting

Campaign Result Highlights

- We had a total of 579 Visitor Guide Requests and 49 Newsletter Sign-Ups on the website in October.
- Overall goal completions were down 18.5% compared to September with the biggest increases coming from Facebook & Direct Traffic. A decrease in goal completions can be attributed to the Facebook ad account being paused for 19 days.
- Overall goal completions were up 25.17% compared to October of 2019 with the biggest increases coming from Social Media & Paid Search.

Advertising

- Visit NC Native Ads continued for Outdoors and GSMNP categories

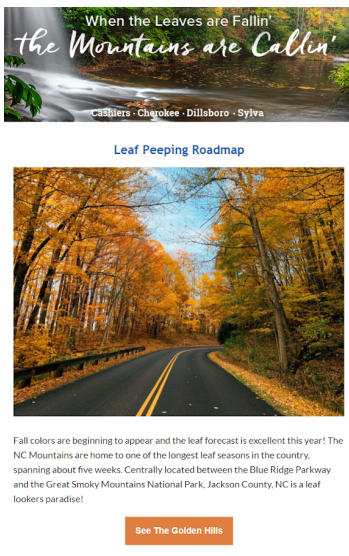


- Visit NC Grant Display Ads that ran on special interest sites in October





- October eNews was deployed on Tuesday, October 6 at 11am. Results to be analyzed and provided in next month's report.



- Advertising in October included Romantic Asheville, Visit NC co-op placements, and newly launched Visit NC Grant money - this month only had one grant placement, display ads across special interest outdoor sites. Overall traffic was up over 18% month over month and nearly 40% year over year. We saw just 140 goal completions - slightly down from September but still up from October of 2019 - with 108 from Romantic Asheville, 31 from VisitNC, and 1 from the VisitNC grant placement.

Social Media

- 21,825 link clicks from all social media platforms in October
- Total fan growth of 1.2% with 227,208 total fans across all social media, including:
 - 2,754 new Facebook fans



- 766 new Instagram followers
- 15 new Twitter followers
- 4,789,204 Impressions in October and 441,435 total Engagements

Top Engaging Posts for October

The image shows two social media posts side-by-side. The left post is from 'discoverjacksonnc' and features a sunset over mountains with the caption 'Waterrock Knob'. It has a 'View Insights' button and a 'Promote Again' button. The right post is from 'North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva' and features a waterfall surrounded by autumn foliage. The caption reads: 'Waterfalls take on a new look as the leaves change. Looking for an autumn adventure? Check out our "Top 10 Must-See Waterfalls in the NC Mountains": https://jax.onl/TopFallWaterfalls'. Below the image, it shows '1,073,071 People reached' and '128,531 Engagements'. There is also a 'Boost post' button.

Website

- Six new trail (hiking) pages added to the site
- Added new Media Mentions
- General maintenance (CMS, plugin and API updates)

Upcoming (Next Three Months)

- Rollout Visit NC December eNewsletter as part of grant program
- Share Visit NC native content for Winter placement (“Discover the Secret Season of the Mountains” and “Where to Cozy Up with a Craft Beer”)
- Confirm lodging details with vendors and begin to implement travel deals after November
- Continue social media campaigns and regularly scheduled strategy meetings with Director Breedlove
- Release monthly Jackson County eNewsletters for November, December, and January



- Continue rollout of new advertising program and regularly scheduled status meetings with Director Breedlove
- Execution of approved FY21 advertising plan