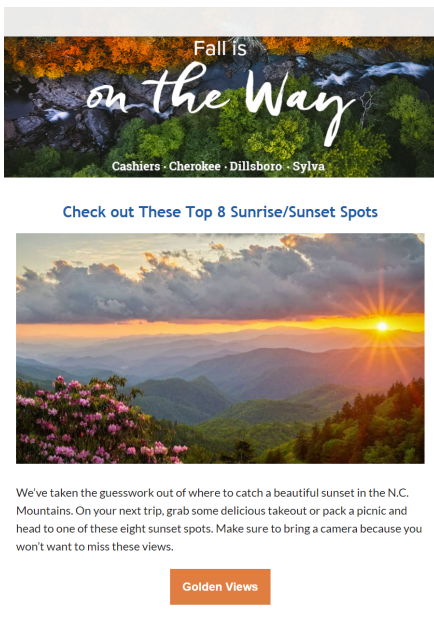




- Visit NC Grant Display Ads



- September eNews was deployed on Tuesday, September 8 at 11am. Results to be analyzed and provided in next month's report.



- Advertising in September included Romantic Asheville and Visit NC co-op placements. Overall traffic was up over 30% month over month with nearly 2.6k sessions. We saw just over 175 goal completions - in line with last month - with 142 from Romantic Asheville and 37 from VisitNC.



Social Media

- 26,571 link clicks from all social media platforms in September
- Total fan growth of 1% with 223,414 total fans across all social media, including:
 - 1,859 new Facebook fans
 - 1,036 new Instagram followers
 - 21 new Twitter followers
- 2,287,081 Impressions in September and 120,378 total Engagements

Top Engaging Posts for September

North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva is at Whiteside Mountain Trail.

Published by Sprout Social [?] · 7 September · 🌟

Happy Labor Day from Jackson County, NC! 🇺🇸 🇺🇸 Wishing everyone a safe and fun-filled holiday. 😊

📷 Captured by Stephen Ozcomert

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

57,253 People reached **5,266** Engagements [Boost post](#)

👍👍👍 Chloe Deane and 3.3K others 64 Comments 415 shares

[View Insights](#) [Promote Again](#)

👍👍👍 Liked by lizalonso and 1,617 others

discoverjacksonnc Beautiful views 🌄 and open roads 🚗 are yours for the taking when you book a midweek leaf-looking trip. Midweek trips offer more affordable rates and the mountains all to yourself. Discover your "Off the Beaten Path" autumn adventure in our latest blog. 🌟 🍂 Link in bio.



Website

- Work in progress to add six new trail (hiking) pages
- Updated the Hiking & Trails map
- Added new Media Mentions

Upcoming (Next Three Months)

- Roll out of Visit NC Grant program tactics.
- Secret Season video development.
- Continue social media campaigns and regularly scheduled strategy meetings with Director Breedlove.
- Release monthly Jackson County eNewsletters for October, November and December.
- Continue rollout of new advertising program and regularly scheduled status meetings with Director Breedlove
- Execution of approved FY21 advertising plan