



Jackson County TDA Rawle Murdy Monthly Activity Report December 2020

Client Meetings/Planning

- Numerous project calls throughout the month with Director Breedlove
- Rawle Murdy team attended November board meeting (11/18)

Campaign Result Highlights

- We had a total of 378 Visitor Guide Requests and 46 Newsletter Sign-Ups on the website in November.
- Overall goal completions were down 32.3% compared to October with the biggest decreases coming from Email and Facebook. We saw a similar seasonal decrease last November.
- Overall goal completions were down 8.09% compared to November of 2019 with the biggest increases coming from Social Media & Direct Traffic.

Advertising

- November eNews was deployed on Tuesday, November 10 at 10am. Results to be analyzed and provided in next month's report.



Safe Travels in the NC Mountains



- Advertising in November included Romantic Asheville, Visit NC co-op placements, and Visit NC Grant money - this month, the grant placements included display ads and video across special interest outdoor sites, the Our State e-newsletter, Social-Powered Special Interest Mobile ads,

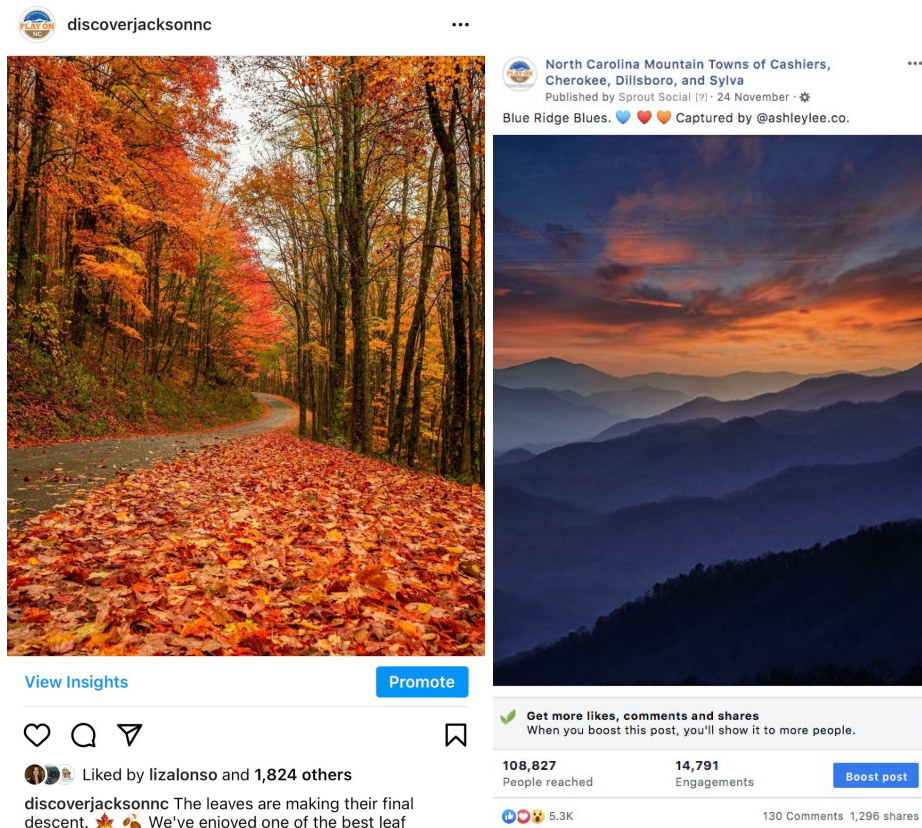


Travel-Focused Mobile ads, and Cox Premium connected TV ads. Overall traffic was up over 75% month over month and over 90% year over year. We saw 87 goal completions, which is down from October but up 10% when compared with last year - Romantic Asheville drove 74 goal completions while Visit NC drove 10. From all grant placements combined, we only saw 3 goal completions, which all came from the Our State e-newsletter.

Social Media

- 9,554 link clicks from all social media platforms in November
- Total fan growth of 0.7% with 228,867 total fans across all social media, including:
 - 1,631 new Facebook fans
 - 642 new Instagram followers
 - 21 new Twitter followers
- 1,860,241 Impressions in November and 117,238 total Engagements

Top Engaging Posts for November



Website

- Added video to [Fire Mountain Trails page](#)
- Added step-by-step directions to trailheads of new trails added last month



- Added new Media Mentions
- Kicking off work to expand content on Town pages

Upcoming (Next Three Months)

- Confirm lodging details with vendors and begin to implement travel deals after November
- Begin planning for budget amendment items that were approved during November board meeting, including:
 - Print ads (Smoky Mountain Visitor Guide and Blue Ridge Parkway)
 - Website enhancements (town page, fact page)
 - Creative deliverables (secret season video)
- Release monthly Jackson County eNewsletters for December, January, and February
- Continue social media campaigns and regularly scheduled strategy meetings with Director Breedlove
- Continue rollout of new advertising program and regularly scheduled status meetings with Director Breedlove
- Execution of approved FY21 advertising plan