



Jackson County TDA Rawle Murdy Monthly Activity Report January 2021

Client Meetings/Planning

- Numerous project calls throughout the month with Director Breedlove

Campaign Result Highlights

- We had a total of 362 Visitor Guide Requests and 51 Newsletter Sign-Ups on the website in December.
- Overall goal completions were down 15.3% compared to November with the biggest decreases coming from Organic & Paid Search. We saw a similar seasonal decrease last December.
- Overall goal completions were down 20.38% compared to December of 2019 with the biggest decreases coming from VisitNC & Facebook. The pop-up newsletter signup was running on the website last December, which drove a significant amount of subscribers, which is why we are seeing this YoY decrease.

Advertising

- December eNews was deployed on Wednesday, December 9 at 9am. Results to be analyzed and provided in next month's report.



Christmas in Jackson County:
8 Must-Do's for the Whole Family



With 2020 coming to an end, many of us simply want to skip ahead to next year. Let's not forget to celebrate the holidays in a safe and fun-filled way. Jackson County is safely decking the halls with family-friendly events for everyone to enjoy.

Experience The Holiday Cheer



- Advertising in December 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 down about 13% month over month, mostly driven by lower traffic from the Visit NC grant placements, which may have been down due to competition during the holiday season and rises in covid cases. However, traffic was up nearly 90% as compared to December of last year. We saw 81 goal completions, down from 87 last month - Romantic Asheville drove 69 goal completions while Visit NC drove 12. Visit NC goal completions were notably down year over year as we had Visit NC Lodging Specials live in December of last year. We still have those to launch this fiscal year.


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




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View Insights Promote

North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva
Published by Sprout Social [?] · 24 November · ⚙️
Blue Ridge Blues. ❤️🔥🍂 Captured by @ashleylee.co.



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

108,827 People reached 14,791 Engagements Boost post

5.3K 130 Comments 1,296 shares

Liked by lizalonso and 1,824 others

discoverjacksonnc The leaves are making their final descent. 🍂🍁 We've enjoyed one of the best leaf

Website

- Added gallery feature to lodging location pages
- Added new Media Mentions
- Continued work to expand content on Town pages

Creative Deliverables

- Coordinate filming and photography for secret season; Rawle Murdy team to visit Jackson Co. on 1/12 to capture new footage

Upcoming (Next Three Months)

- Confirm lodging details with vendors and begin to implement travel deals
- Begin/continue work on 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 January, February, and March
- 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