



Jackson County TDA Rawle Murdy Monthly Activity Report March 2021

Client Meetings/Planning

- Numerous project calls throughout the month with Director Breedlove

Campaign Result Highlights

- We had a total of 513 Visitor Guide Requests (1 additional form submission from January) and 359 Newsletter Sign-Ups (up 734% MoM due to the implementation of pop-up Newsletter Feature that went back on February 10th) on the website in February.
- Paid social media delivered 528 Visitors Guide Requests and 1,599 Newsletter Sign-Ups in February.
- - Overall goal completions were up 42.39% MoM, largely attributed to the new Pop-Up Newsletter feature. All traffic Channels saw a drastic increase due to the feature mentioned above.
- - Due partially to pull back in ad spend to pace for budget for the month, traffic was down 13.37% in paid search campaigns. However, goal completions were up 32% and the goal conversion rate was up 53.89% MoM compared to January, showing that we were driving more quality traffic.

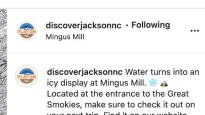
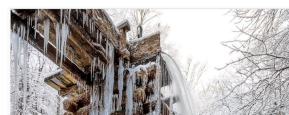
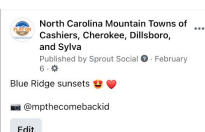
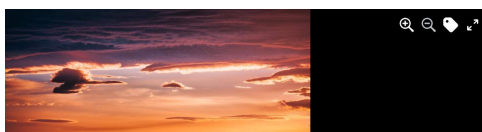
Advertising

- Completed travel deals with Visit NC (Hotel Cashiers, Laurelwood Inn, and The Orchard Cottage)
- Completed Visit NC native advertising focused on natural attractions - "Spread Out on These 13 Trails in Western North Carolina this Spring"
- Smoky Mountain Living ad complete
- Advertising in February included Romantic Asheville and Visit NC co-op placements. Overall traffic was down from January (35%); however, again, we saw much higher quality traffic with goal completions up 17% month over month to 112 goal completions. Romantic Asheville drove 101 of the total advertising goal completions for February.

Social Media

- 9,838 link clicks from all social media platforms in February
- Total fan growth of 0.2% with 234,190 total fans across all social media, including:
 - 967 new Facebook fans
 - 807 new Instagram followers
 - 26 new Twitter followers
- 2,200,955 Impressions (-32.3 MoM) in February and 120,490 total Engagements (-43.9% MoM)

Top Engaging Posts





Website

- Updated all eight [Town Pages](#) with new content to improve SEO results
- Created new Jackson Co. [fact page](#)
- Added the email newsletter signup banner back to the [discoverjacksoncounty.com](#) homepage

Creative Deliverables

- February eNews deployed on 2/9
- March eNews deployed on 3/9
- Developed assets for Dream Wedding Contest:
 - Email - will deploy on 3/15
 - Entry and confirmation landing pages - live 3/15
 - Paid social graphics
 - Search and display ads
 - Banner ads on [discoverjacksonnc.com](#) website

Upcoming (Next Three Months)

- Begin work on next fiscal year budget; share recommendations for Spring planning
- Release monthly Jackson County eNewsletters for April, May, and June
- 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