



## **Jackson County TDA Rawle Murdy Monthly Activity Report April 2021**

### **Client Meetings/Planning**

- Numerous project calls throughout the month with Director Breedlove

### **Campaign Result Highlights**

- We had a total of 498 visitor guide requests (compared to 513 in February) and 481 newsletter sign-ups (up 33% MoM due to the implementation of pop-up newsletter Feature that went back on February 10th)
- Paid social media delivered 533 Visitors Guide Requests and 1,266 Newsletter Sign-Ups via Facebook Lead Forms in March, and an additional 41 Visitor Guide Requests and 20 Newsletter Sign-Ups via the website.
- Goal completions were up 60.6% compared to February, with increases across the board. The largest increases in goal completions came from direct and referral traffic.
- Traffic was up 14.69% compared to February. The biggest increase came from referral and direct traffic.
- Towns pages experienced an increase of 24.65% in page views. Maps pages also experienced a significant increase of 64.07% on page views attributed to internal SEO efforts.

### **Advertising**

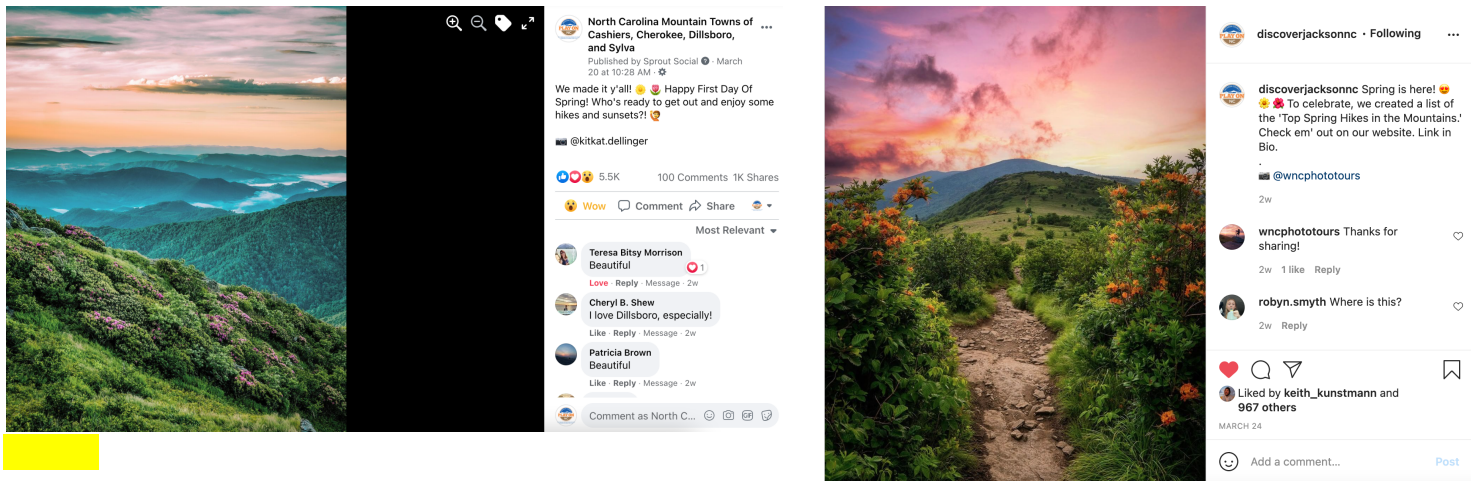
- Advertising in March included Romantic Asheville and Visit NC co-op placements. Overall traffic was up from February (nearly 35%) to 1.4k sessions; traffic remained high quality with 165 goal completions, also up from February (over 32%). Romantic Asheville drove 106 of the total advertising goal completions for March.
- In addition to our year-long media, we ran email blasts advertising the wedding giveaway with Our State and Smoky Mountain Living, which drove users to the Castle Ladyhawk wedding landing page. Overall, the Our State blast drove 823 sessions with 288 goal completions (with a 17% email open rate) and Smoky Mountain Living drove only 7 sessions with 2 goal completions (with a 20% email open rate).

### **Social Media**

- 9,297 (-5.5% MoM) link clicks from all social media platforms in March
- Total fan growth of 0.2% with 234,628 total fans across all social media, including:
  - 633 new Facebook fans
  - 518 new Instagram followers
  - 18 new Twitter followers
- 1,695,852 Impressions (-32.3 MoM) in February and 81,377 total Engagements (-32.5% MoM)



## Top Engaging Posts



## Website

- Remove “What’s Open” from Chatbox update and point to COVID-19 travel info
- Provided an evaluation of Frase vs. Drift and made the recommendation to continue with Drift; will prepare a Drift 2.0 plan for 2022 FY
- Developing new meetings page

## Creative Deliverables

- Deployed April eNews on 4/6
- Developing campaign materials for Spring Planning - Phase 2 Rollout, including: paid media/native ads, paid social ads, organic social, paid search, and a new dedicated landing page
- Created a last chance email for the wedding giveaway
- Creating print ad for Sylva Herald
- Creating Flipbook for 2021 visitor guide

## Upcoming (Next Three Months)

- Release monthly Jackson County eNewsletters for May, June, July
- 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
- FY22 planning