



Jackson County TDA
Rawle Murdy Monthly Activity Report
May 2021

Client Meetings/Planning

- Numerous project calls throughout the month with Director Breedlove
- Strategic planning meeting held April 26 to inform marketing plans and budgets for FY22

Campaign Result Highlights

- Traffic was up 66.4% compared to April 2020, with the largest increase coming from paid search and organic.
 - 10.7% increase from last March
- Our CPL for paid search improved by 16.5%
- Goal completions were down 12.6% compared to March. The largest decrease in goal completions came from direct and referral traffic. However, overall goal competitions were up 501% compared to April 2020 due to social and paid search.
- April Email Newsletter open rate increased by 70% compared to March, and the CTR increased by 13.9%
- We had a total of 643 visitor guide requests (compared to 498 in March) and 638 newsletter sign-ups (up 32% MoM due to the implementation of the pop-up newsletter Feature that went back on February 10th).

Advertising

- Advertising in April included Romantic Asheville and Visit NC co-op placements. Overall traffic was down from March (about 35%) to 1k sessions due to the end of some Visit NC placements; traffic remained high quality with 131 goal completions, down 28% from March. Romantic Asheville drove 113 of the total advertising goal completions for April, up from last month.

Social Media

- 14,894 (+60.2% MoM) link clicks from all social media platforms in April
- Total fan growth of 0.5% with 235,871 total fans across all social media, including:
 - 1,318 new Facebook fans
 - 550 new Instagram followers
 - 28 new Twitter followers
- 2,800,303 Impressions (+65.1% MoM) in April and 156,653 total Engagements (+92.5% MoM)



Top Engaging Posts



Website

- Added Phase 2 Reopening Landing Page
- Updated Blue Promo Box from Wedding Contest to Play On LP
- Added new Meetings page
- In April there were 39,422 chatbot impressions (**down 1.6%** compared to March) and 23,183 visitor sessions (**up 6.1%**). Of the 23,183 visitor sessions, **444 (1.9%) conversations** were started, **up 8%** compared to March. Only 12% of people were looking for COVID info, and 73% wanted travel advice.

Creative Deliverables

- Completed Phase 2 Reopening Rollout
 - Landing Page, Organic + Paid Social, Paid Media + Search/Display
- Deployed May eNews on 5/4

Upcoming (Next Three Months)

- Release monthly Jackson County eNewsletters for June, July, August
- 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 and implementation
 - Review of plan draft 5/11
 - Presenting high level plan to the Board on 5/19
 - Finalization of plan and budget by early June