



Jackson County TDA
Rawle Murdy Monthly Activity Report
August 2021

Client Meetings/Planning

- Numerous project calls throughout the month with Director Breedlove

Campaign Result Highlights

- We had a total of 731 visitor guide requests (compared to 826 in June) and 804 newsletter sign-ups (slightly down 10% from May)
- Goal completions were down 10% compared to June, mainly from paid search and social media.
- Traffic was up 37% in July compared to June - The biggest contributors were Organic and Social

Advertising

- Advertising in July included Romantic Asheville, and new 2021 Visit NC co-op placements. We also posted 3 new billboards in the Jackson County area. With the completion of the display campaign last month, we saw sessions decrease, with 2.2k sessions driven by advertising in July. However, goal completions were slightly up month over month with 159 total goal completions, 126 driven by Romantic Asheville. Our increased presence on Romantic Asheville and on the VisitNC website likely helped to drive these additional goal completions.

Website

- Working on Bandwango integration
- Kicked off SEO audit and migration to new Mailchimp campaign builder

Creative Deliverables

- Finalize August eNews (deploying 8/10)
- Present concepts for microcampaign video(s)
- Develop fall native and display ads
- Design Group Travel ad
- Continuing to organizing and developing campaign assets for FY22

Upcoming (Next Three Months)

- Release monthly Jackson County eNewsletters for September, October, November
- Continue rollout of new advertising program and regularly scheduled status meetings with Director Breedlove
- FY22 planning and execution
- Planning for multiple video campaigns (microcampaigns and Romantic Asheville drone)



Jackson County TDA Rawle Murdy Monthly Activity Report July 2021

Client Meetings/Planning

- Numerous project calls throughout the month with Director Breedlove

Campaign Result Highlights

- We had a total of 826 visitor guide requests (compared to 752 in May) and 942 newsletter sign-ups (slightly down 8% from May)
- Paid social media delivered 963 Visitors Guide Requests and 2,487 Newsletter Sign-Ups via Facebook Lead Forms in May, and an additional 114 Visitor Guide Requests and 86 Newsletter Sign-Ups via the website.
- Goal completions were unsteady compared to May down slightly 0.16% with the largest drop coming from email and social.
- Traffic was up 3.76% in June compared to May - The biggest contributors were Organic and Paid search.

Advertising

- Advertising in June included Romantic Asheville, Visit NC co-op placements, and display and native ads reaching travel intenders with our Phase 2 opening messaging. Sessions and goal completions continued to rise as campaign optimizations took place. In June, traffic was up 25% from May with over 3.6k sessions driven by advertising and a total of 155 direct-click goal completions. Once again, Romantic Asheville drove the most goal completions with 121 of the total advertising completions this month while our display and native campaign drove nearly 2k visitor sessions.
- Our native and display campaigns drove 122 Visitors Guide downloads in June as well as 271 visits to other pages linked on the landing page (trip ideas, attractions, and maps). Note that this includes direct click conversions as well as users who converted within 7 days after being served an ad.

Website

- Working on Bandwango integration
- Kicking off SEO audit and migration to new Mailchimp campaign builder
- Updated Media page, including adding new Fact Sheet

Social Media

- Top source for goal completions
- 24,752 link clicks from all social media platforms in June
- Total fan growth of 1,893 with 241,452 total fans; 2,211 Facebook, 335 Instagram, and 17 new Twitter followers.



Creative Deliverables

- Deployed July eNews on 7/7
- Creative Presentation for new fiscal year
 - Take Inside Outside + Compass Ideas
 - Moving forward with Take Inside Outside
- Continuing to organizing and developing campaign assets for FY22
- Directional Billboards (3 Total)
- Our State - Special Mountain Edition
- Visit NC Native Ads - Hiking + Blue Ridge Pkwy



Upcoming (Next Three Months)

- Release monthly Jackson County eNewsletters for August, September, October
- Completed transition from Rawle Murdy handling social to Caleb handling internally.
- Continue rollout of new advertising program and regularly scheduled status meetings with Director Breedlove
- FY22 planning and execution