



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

### **Client Meetings/Planning**

- Numerous project calls throughout the month with Director Breedlove

### **Campaign Result Highlights**

- We had a total of 1798 goal completions (compared to 1689 in July) Up 6.45 % compared to last month.
- Traffic was down 5.5% in August compared to July - The biggest contributors were Organic and Social
- Goal conversion rate increased by 12.66% compared to last month.

### **Advertising**

- Advertising in August included Romantic Asheville, 2 Visit NC events: the 23rd Annual Greening Up the Mountain event as well as the Jackson County Hook, Line & Drinker Festival, a featured story in 4 of the 6AM City markets which went live mid to late August. We launched our 4 micro campaigns in mid August as well. Finally, we ran 2 print ads this past month to include the Mountain Heritage Day ad with the Sylva Herald as well as a listing in the Annual Buyers Guide Directory. With the launch of the new micro campaigns, we have seen an increase in sessions as compared to last month and expect that to continue increasing overtime. Goal completions continued to increase month over month with 176 total goal completions, 142 driven by Romantic Asheville. We saw a combined total of over 300 unique clicks generated from the Visit NC featured events. Our increased presence on Romantic Asheville and on the VisitNC website as well as launching our micro campaigns likely helped drive goal completions as well as sessions .

### **Website**

- Working on Bandwango integration
- In progress: SEO audit
- Kicking off: migration to new Mailchimp campaign builder

### **Creative Deliverables**

- Finalize September eNews (deploying 9/7)
- Begin drafting scripts for microcampaign videos and provide creative direction to Real Digital
- Provide assets for Romantic Asheville promotion of Colorfest
- Create "Fall for Sylva" full-page ad for Sylva Herald
- Coordinate drone video of Jackson County with Romantic Asheville
- Continuing to organizing and developing campaign assets for FY22

### **Upcoming (Next Three Months)**



- Release monthly Jackson County eNewsletters for October, November, December
- Research visitors and prospective visitors via Zartico/Visa Vue and set up microaudience segments
- Planning for multiple video campaigns (microcampaigns and Romantic Asheville drone)
- Rollout survey to Nashville audience to better understand why they aren't visiting Jackson County *(this group shows interest online through goal completions -- signing up for eNews -- but Zartico shows us that they don't visit in person)*
- Develop supporting assets for rollout of Bandwango brewery gamification
- Continue rollout of new advertising program and regularly scheduled status meetings with Director Breedlove
- FY22 planning and execution