



Jackson County TDA
Rawle Murdy Monthly Activity Report
December 2021

Client Meetings/Planning

- Numerous project calls throughout the month with Director Breedlove

Campaign Result Highlights

- Website traffic was down 35.37% MoM, with the biggest decrease coming from social and display advertising. This isn't surprising given the time of year. However, YoY, website sessions increased 42.63% with goals up over 100%.
- We had 657 newsletter sign-ups just from our pop-up notification on the Jackson County homepage. The November open rate increased to 25.9%, but we saw fewer goal completions. We believe this is again due to seasonality.

Advertising

- In November, we had a Visit NC featured event as well as a video listing for Lights & Luminaries. The featured event listing will run until December 11 when the event ends. We also had some social media posts for Lights & Luminaries with Romantic Asheville and Blue Ridge Moments. Both campaigns should help increase overall sessions and traffic to the Jackson County website. There is nothing going live in December; however, our current Romantic Getaways listing with VisitNC will finish running and we will continue running the Bed & Breakfast listing. We are in the process of creating several ads across vendors (Visit NC, 6AM City, Our State) that promote Secret Season.

Website

- We'll be changing the homepage video to our Secret Season video.
- We're working through data and documentation flow updates for Drift and will begin working on copy edits in early January.
- SEO audit is still in progress.
- Work has started on the migration to the new Mailchimp campaign builder.

Creative Deliverables

- We launched the Ale Trail Pass on November 15 and created several pieces of content to support the launch that were distributed to the breweries: posters, stickers, business cards, social graphics, coasters (*coming*), and table top tents.
- The drone video that we have partnered with Romantic Asheville to create is in its final stage of revisions and we should have a final version back to us before the holidays.
- Our Nashville visitor survey launched on December 1. The second email will deploy on 12/15 with the final deploying on 12/31. We aim to find out why people from the Nashville area are engaging with us online but not visiting Jackson County in person.



- Secret Season is nearing, so we've been working on several advertising campaigns to promote it. This includes: The featured story for 6AM City, Visit NC Instagram story, display ads, streaming audio, organic social posts, and Our State eNews.

Upcoming (Next Three Months)

- Release monthly Jackson County eNewsletters for December, January, and February
- Review personas in Zartico
- Review results from Nashville survey and make recommendations for future advertising campaigns for that geographic area
- Review paid search copy for winter months
- Continue rollout of new advertising program and regularly scheduled status meetings with Director Breedlove
- FY22 planning and execution