

Sales & Marketing Manager Status Report – Caleb Sullivan



Organic Cross Channel Report Feb 1 – 28 vs. January 1 – 31

- Total Audience Growth increased by .7% MOM (263,242)
 - Total Instagram Followers (26,216)
 - Total Facebook Page Likes (233,969) – Organic Increase of (799)
- Total Impressions Decreased by 36.7% MOM. (4,160,493)
- Total Engagement Decreased by 56.3% MOM (155,756)
- Facebook Post Link Clicks Decreased by 22.8% (30,554)

**Decreases recognized due to viral elk video in January as well as three fewer days in February. Numbers are still comparable to an above-average month.*

Facebook Ad Performance

- Total Impressions: 2,830,591
- Total Reach: 1,093,062
- Result Per Campaign
 - Visitor Guide Leads: 537/ \$2.26 CPR
 - Newsletter Leads: 1,505/ \$.82 CPR
 - Page Like Campaign: 1,313/ \$.36 CPR
 - Web Traffic Campaign: 5,106/ \$.24 CPR
 - Micro Campaigns: 7,229 \$.14 CPR
 - Blog Post Campaigns: 5,960/ \$.08
 - Valentine’s Day Campaign: 738 / \$.31 CPR
 - Event – Outhouse Races: 1,431 Event Responses/ \$.48 CPR


Pinterest

- Total Impressions for February totaled 32,810. (.4% Increase MOM)
- Total Engagements for January totaled 1,160. (13% Increase MOM)


Updates

- Hosted Valentine’s Giveaway with Hotel Cashiers.
- Updated our Social Media Guidelines with insights from last year.
- Begun follow-up with tour operators from STS Domestic Showcase.
- Most of my efforts have been devoted to onboarding Jon. He’s been a very fast learner and has already created several high-performing pieces of content including our first TikTok on 3/7. I’ve taken him on several immersion trips across Jackson County.
- Begun incorporating Spring content in our organic and paid social media efforts.
- Attending VisitNC 365, March 20 – 22, in Durham, NC.


Top Performing Posts for February


 **North Carolina Mount...**
Sat 2/26/2022 6:34 am PST


Learn the stories of Judaculla Rock. Located in Cullowhee, NC, this massive soapstone boulder is a...




Total Engagements	17,177
Reactions	2,919
Comments	177
Shares	305
Post Link Clicks	1,479
Other Post Clicks	12,297





 **North Carolina Mount...**
Mon 2/28/2022 4:28 am PST



 Silver Run Falls, Cashiers, NC.
Find it here: <https://jax.on/SR-Falls>




Total Engagements	13,513
Reactions	9,219
Comments	317
Shares	683
Post Link Clicks	629
Other Post Clicks	2,665






 **North Carolina Mount...**
Tue 2/22/2022 11:22 am PST

 Tuesday | 2-22-22 | 2:22pm 




Total Engagements	13,452
Reactions	9,610
Comments	431
Shares	694
Post Link Clicks	1
Other Post Clicks	2,716






  **discoverjacksonnc**
Sat 2/5/2022 9:17 am PST

Did you know the Outhouse Races are less than two weeks away? 🏠🏁 Start planning your trip to see one ...




Total Engagements	822
Likes	763
Comments	15
Saves	44






  **discoverjacksonnc**
Tue 2/1/2022 8:05 am PST

ENTER TO WIN A VALENTINE'S WEEKEND GETAWAY to the North Carolina Mountains! 🌸🏔️ Enter to...




Total Engagements	790
Likes	324
Comments	455
Saves	11




  **discoverjacksonnc**
Thu 2/17/2022 6:47 am PST

Enjoy views like this from the comfort of your car at the Oconaluftee Visitor Center. 🌲🏔️...



Total Engagements	479
Likes	461
Comments	4
Saves	14



Blogs

Authored two blogs in February:

[6 Top Reasons Couples Love Jackson County](#) – (updated for 2022) 2/1/2022

[Top Foodie Favorites in Jackson County](#) – 2/11/2022

E-News

Authored E-Newsletter for January. Deployed on 2/9/2022

[You Deserve a Relaxing Retreat This Year](#)

**This was one of our top-performing E-Newsletters to Date*

Social Media & Digital Content Specialist Status Report – Jon Moore

- **Original Content Captured and Produced Feb 21 – 28**
 - **Instagram Reels/TikTok:**
 - Dogwood Crafters
 - **Still Images/Photo Essays:**
 - Silver Run Falls
 - **#takeaminute series:**
 - Various scenes in Dillsboro

- **Original Content Forthcoming March 1 – 31**
 - **Instagram Reels/TikTok:**
 - Mingus Mill
 - Soco Falls
 - Sunrise over the Blue Ridge Parkway
 - Mountain Farm Museum
 - Rainy Day Itinerary
 - Judaculla Rock
 - **Still Images/Photo Essays:**
 - Silver Run Falls
 - Soco Falls
 - Mingo Falls
 - Mingus Mill
 - Whitewater Falls
 - Rainy Day Itinerary

- **#takeaminute series:**
 - Whitewater Falls
 - Downtown Sylva
 - Pinnacle Park
 - Whiteside Mountain
 - Various locations
- **Short Films/YouTube Videos:**
 - Wilderness Therapy/Shinrin-Yoku film w/ Mark Ellison @ Pinnacle Park
 - Two separate films (Self-Guided vs. Guided)
- **Ideas:**
 - Instagram Guides (experimentation in progress)
 - Extra Hour of Sunlight Content
 - Content to compliment adventure section of discoverjacksonnc.com
 - **Horseback riding, fly fishing, hiking, mountain biking, rafting/kayaking, etc.**