

Sales & Marketing Manager Status Report – Caleb Sullivan



Facebook & Instagram Metric Report April 1 - 30 vs. March 1 - 31

- Organic Facebook Page Performance
 - Reach: 1,781,576 – (8.21% Decrease MOM)
 - Engagements: 228,953 – (3.75% Increase MOM)
 - Net Followers Gained: 2,871 – (0.906% Decrease MOM)
 - Link Clicks: 36,707
- Organic Instagram Page Performance
 - Reach: 66,879 – (7% Decrease MOM)
 - Engagements: 5,523 – (17.1% Increase MOM)
 - Net Followers Gained: 475 – (27,060 Total)
 - Link Clicks: 245 (40.8 % Increase MOM)

Facebook Ad Performance

- Total Impressions: 2,952,175
- Total Reach: 1,119,695
- Result Per Campaign
 - Visitor Guide Leads: 747/ \$1.67 CPR
 - Newsletter Leads: 3,328 \$.38 CPR
 - Page Like Campaign: 1,244/ \$.40 CPR
 - Web Traffic Campaign: 7,847/ \$.16 CPR
 - Micro Campaigns: 7,089 \$.14 CPR
 - Blog Post Campaigns: 5,464/ \$.09
 - Event -Greening Up the Mountains Campaign: 1,333 Event Responses/ \$.22 CPR
 - Event – Sylva Brew Hop: 60 Event Responses/ \$2.89 CPR



Pinterest

- Total Impressions for April totaled 53,080. (40% Increase MOM)
- Total Engagements for April totaled 2,140. (53% Increase MOM)


Updates

- Participated in [Forest Therapy News Story](#) for Spectrum 1 News out of Charlotte.
- Begun working with MPICC's Marketing & Communications Committee. This will help us increase visibility among regional meeting planners.
- Attended the Outdoor Economy Conference May 4 – 6 in Cherokee, NC.
- Working with Group Travel Leader & Premier Travel Media to secure earned coverage for Jackson County. These are both hyper-targeted publications for group travel planners across the country.



Top Performing Posts for April

  North Carolina Mount...
Wed 4/6/2022 5:36 pm PDT

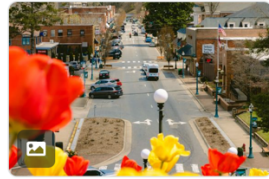
🐼🐼 'Barely' hanging in there! 📍
Cashiers, NC 🏠 Malice Grant





Total Engagements	39,115
Reactions	10,370
Comments	1,495
Shares	1,498
Post Link Clicks	5
Other Post Clicks	25,747

  North Carolina Mount...
Thu 4/14/2022 8:41 am PDT


Flowers are blooming in downtown Sylva. 🌸 Explore shops, restaurants, and breweries along...





Total Engagements	18,352
Reactions	10,684
Comments	828
Shares	713
Post Link Clicks	1,005
Other Post Clicks	5,122

  North Carolina Mount...
Sun 4/24/2022 1:18 pm PDT


Spring sunsets 🌅 📍
@solitarytravelerphoto





Total Engagements	16,161
Reactions	11,591
Comments	629
Shares	979
Post Link Clicks	—
Other Post Clicks	2,962

  discoverjacksonnc
Sat 4/2/2022 12:51 pm PDT


Who's ready for stunning wildflower blooms? 🌸🌺🌻 Find out when and where to find them this spring. Lin...





Total Engagements	641
Likes	598
Comments	7
Saves	36

  discoverjacksonnc
Wed 4/13/2022 9:45 am PDT


🌸🌺 Spring sunsets 🌅 📍 Check out the best places to enjoy golden hour on your next trip. Link in Bio. 📍...



Total Engagements	605
Likes	571
Comments	8
Saves	26

  discoverjacksonnc
Sat 4/16/2022 12:56 pm PDT

Nightlife in the Smokies 🌌 📍
@secrethike



Total Engagements	539
Likes	504
Comments	8
Saves	27

Blogs

Authored two blogs in April:

[Plan Your Spring Getaway in the North Carolina Mountains](#) – 4/1/22

[Beginners Guide to the North Carolina Mountains](#) – 4/27/2022

E-News

Authored E-Newsletter for March. Deployed on 4/21/2022

[Take a Trip This Spring](#)

TikTok Analytics April 1 - 30

- Total Audience Growth 38
- Video Views 1,480 (26.06 % Increase)

Instagram Reels April 1 – 30

- IG Reel Views 45,717

**Reels are reaching new audiences that do not follow our account*