

## Sales & Marketing Manager Status Report – Caleb Sullivan



### Organic Cross Channel Report July 1 - 31 vs. June 1 - 30

- Total Audience Growth increased by 1.7% MOM (274,989)
  - Total Instagram Followers (27,385)
  - Total Facebook Page Likes (244,018) – Organic Increase of (1,309)
- Total Impressions Increased by 43.3% MOM. (4,801,736)
- Total Engagement Increased by 80% MOM (305,350)
- Facebook Post Link Clicks Increased by 63.4% (58,644)

### Facebook Ad Performance

- Total Impressions: 2,557,040
- Total Reach: 1,052,153
- Result Per Campaign
  - Visitor Guide Leads: 972/ \$1.54 CPR
  - Newsletter Leads: 3,795 \$.40 CPR
  - Page Like Campaign: 2,513/ \$.30 CPR
  - Web Traffic Campaign: 12,651/ \$.10 CPR
  - Micro Campaigns: 17,069/\$.14 CPR
  - Blog Post Campaigns: 7,680/ \$.07

### Pinterest



- Total Impressions for July totaled 62,310. (.3% Increase MOM)
- Total Engagements for July totaled 2,650. (9.4 % Increase MOM)




### Updates


- Attended Destinations International’s Annual Convention in Toronto, ON, July 18 – 22. This is one of the top educational conferences in our industry.
- Began onboarding our new Social Media Content Specialist, Tiffany Collins.
- July was the first month of our newly increased social media advertising budget. We have seen some incredible results so far.
- Attended US Travel Association’s ESTO Conference, August 8 – 10. Had a chance to work with staff from TikTok and learned best practices for DMOs. Additionally, the state of North Carolina won 2 ‘Mercury Awards,’ which is one of the highest honors for a state DMO.




## Top Performing Posts for July



  North Carolina Mount...  
Fri 7/29/2022 6:18 pm PDT



"You belong among the wildflowers."  
   @honeybadgerimages




<b>Total Engagements</b>	<b>73,538</b>
Reactions	52,874
Comments	4,255
Shares	4,867
Post Link Clicks	2
Other Post Clicks	11,540






  North Carolina Mount...  
Mon 7/25/2022 1:52 pm PDT



Layers   @spencervisual




<b>Total Engagements</b>	<b>36,510</b>
Reactions	27,547
Comments	1,808
Shares	1,413
Post Link Clicks	—
Other Post Clicks	5,742






  North Carolina Mount...  
Sun 7/10/2022 6:35 am PDT

Did you know that Jackson County holds the NC record for the largest Rainbow Trout caught?  ...




<b>Total Engagements</b>	<b>12,831</b>
Reactions	4,634
Comments	240
Shares	313
Post Link Clicks	66
Other Post Clicks	7,578






  discoverjacksonnc  
Thu 7/21/2022 11:52 am PDT



This Saturday, rapids at High Falls will transform to Class IV for the West Fork Recreational Releases. ...




<b>Total Engagements</b>	<b>1,224</b>
Likes	1,114
Comments	4
Saves	106






  discoverjacksonnc  
Fri 7/8/2022 8:56 am PDT


Did you know that Jackson County holds the NC record for the largest Rainbow Trout caught?   ....




<b>Total Engagements</b>	<b>500</b>
Likes	464
Comments	11
Saves	25




  discoverjacksonnc  
Wed 7/13/2022 8:11 am PDT

The Richland Balsam Trail is a relaxing trek through a spruce-fir forest.  Beginning at the Haywoo...



<b>Total Engagements</b>	<b>498</b>
Likes	392
Comments	14
Saves	92



## Blogs

Authored two blogs in July:

[Top 15 Free Attractions in the NC Mountains](#) – 7/7/22

[One Tank Trips to the NC Mountains](#) – 7/29/2022

## E-News

Authored E-Newsletter for July. Deployed on 7/18/2022

[Your Guide to Affordable Adventure](#)

## TikTok Analytics July

- Total Audience Growth 20 (174 total)
- Video Views 1,204 (5.71 % Increase)

## Sales & Marketing Manager Status Report – Caleb Sullivan



### Organic Cross Channel Report June 1 - 30 vs. May 1 - 31

- Total Audience Growth increased by 1.4% MOM (273,593)
  - Total Instagram Followers (27,385)
  - Total Facebook Page Likes (244,018) – Organic Increase of (1,309)
- Total Impressions Decreased by 21.6% MOM. (3,351,482)
- Total Engagement Decreased by 25% MOM (168,200)
- Facebook Post Link Clicks Increased by 3.1% (35,885)

### Facebook Ad Performance

- Total Impressions: 2,089,828
- Total Reach: 834,557
- Result Per Campaign
  - Visitor Guide Leads: 650/ \$1.92 CPR
  - Newsletter Leads: 2,501 \$.50 CPR
  - Page Like Campaign: 1,930/ \$.26 CPR
  - Web Traffic Campaign: 8,777/ \$.14 CPR
  - Micro Campaigns: 8,578/\$.14 CPR
  - Blog Post Campaigns: 3,787/ \$.13

## Pinterest



- Total Impressions for June totaled 59,560. (1.9% Decrease MOM)
- Total Engagements for June totaled 2,320. (4.1% Decrease MOM)

## Updates


- Attended my second year of STS Marketing College. This is the second of three years required to achieve my Travel Marketing Professional (TMP) certification.
- Worked with Nick to review the job description for the Social Media & Digital Content Specialist role.




## Top Performing Posts for June



  North Carolina Mount...  
Fri 6/3/2022 7:06 am PDT

Sunrise from Clingmans Dome 🍷💚  
❤️📷 @cody.wanders




<b>Total Engagements</b>	<b>15,806</b>
Reactions	11,324
Comments	577
Shares	747
Post Link Clicks	—
Other Post Clicks	3,158






  North Carolina Mount...  
Sat 6/18/2022 7:21 am PDT

🌸💚📷 @leslie\_restivo




<b>Total Engagements</b>	<b>13,382</b>
Reactions	10,279
Comments	580
Shares	719
Post Link Clicks	140
Other Post Clicks	1,664






  North Carolina Mount...  
Fri 6/24/2022 7:05 am PDT

The best lakes in the NC Mountains are in Jackson County. 🌿🏞️ Cool off by exploring them this summer...

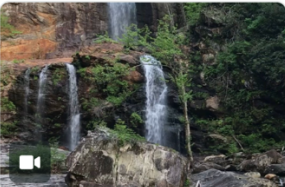


<b>Total Engagements</b>	<b>9,612</b>
Reactions	5,875
Comments	199
Shares	291
Post Link Clicks	633
Other Post Clicks	2,614






  discoverjacksonnc  
Thu 6/30/2022 1:52 pm PDT

📍 High Falls, Glensville, NC is this week's #SummerOfAdventure spotlight. 🏞️. This stunning triple...




<b>Total Engagements</b>	<b>1,539</b>
Likes	1,347
Comments	9
Saves	183






  discoverjacksonnc  
Sun 6/26/2022 9:48 am PDT

Who can name this waterfall? 😊  
Hint: it's located in Panthertown Valley. 🏞️ Find out on our website....

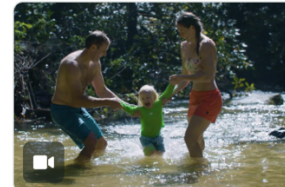


<b>Total Engagements</b>	<b>595</b>
Likes	551
Comments	14
Saves	30




  discoverjacksonnc  
Thu 6/23/2022 1:47 pm PDT

📍 Cashiers Sliding Rock, Cashiers, NC is this week's #SummerOfAdventure spotlight. 🏞️...



<b>Total Engagements</b>	<b>534</b>
Likes	475
Comments	3
Saves	56



## **Blogs**

Authored two blogs in June:

[Find Your Adventure in Jackson County This Summer](#) – 6/2/22

[10 Must Dos in the NC Mountains This Summer](#) – 6/17/2022

## **E-News**

Authored E-Newsletter for June. Deployed on 6/12/2022

[Experience Summer Sun & Mountain Fun](#)

## **TikTok Analytics June**

- Total Audience Growth 28 (142 total)
- Video Views 1,057(25.25 % Decrease)