

Sales & Marketing Manager Status Report – Caleb Sullivan



Organic Cross Channel Report August 1 – 31 vs. July 1 - 31

- Total Audience Growth increased by 2.1% MOM (281,809)
 - Total Instagram Followers (29,212)
 - Total Facebook Page Likes (252,597) – Organic Increase of (1,778)
- Total Impressions Increased by 12.5% MOM. (5,400,199)
- Total Engagement Decreased by 1.3% MOM (301,520)
- Facebook Post Link Clicks Decreased by 11.9% (51,656)

Facebook Ad Performance

- Total Impressions: 2,938,225
- Total Reach: 1,199,616
- Result Per Campaign
 - Visitor Guide Leads: 952/ \$1.58 CPR
 - Newsletter Leads: 3,490 \$.43 CPR
 - Page Like Campaign: 2,968/ \$.25 CPR
 - Web Traffic Campaign: 8,343/ \$.15 CPR
 - Micro Campaigns: 16,950/\$.16 CPR
 - Blog Post Campaigns: 6,211/ \$.08

Pinterest


- Total Impressions for August totaled 72,470. (16% Increase MOM)
- Total Engagements for August totaled 3,360. (27 % Increase MOM)

Updates


- Represented our hotel lodging partners at the VMA/NCMA/MCASC Regional Meeting & Tradeshow. This tradeshow is motorcoach focused and works with operators in the North & South Carolina and Virginia.
- Began working with Nick and CrowdRiff on the Localhood platform. This will enable us to create 'story' content that will boost our rankings on Google.
- Attended the STS Connections Conference in Concord, NC. This is one of the top educational conferences for regional DMOs.




Top Performing Posts for August


 North Carolina Mountai...
Tue 8/16/2022 6:01 pm PDT

"Moonset" on the Blue Ridge Parkway 🌄🌄🌄
@ezeziel_coppersmith




Total Engagements	19,755
Reactions	14,237
Comments	795
Shares	1,398
Post Link Clicks	3
Other Post Clicks	3,322





 North Carolina Mountai...
Wed 8/17/2022 7:18 am PDT

End the day with a mountain sunset 🌄🌄 Check out the top spots to enjoy 'golden hour' in Jackson...




Total Engagements	16,681
Reactions	11,925
Comments	762
Shares	1,107
Post Link Clicks	416
Other Post Clicks	2,471






 North Carolina Mountai...
Mon 8/15/2022 1:03 pm PDT

Cashiers Sliding Rock is fun for the whole family! 🌄💚 Check out our 'Top Swimming Holes' to cool off...




Total Engagements	15,858
Reactions	6,912
Comments	462
Shares	710
Post Link Clicks	1,903
Other Post Clicks	5,871






  discoverjacksonnc
Fri 8/12/2022 8:51 am PDT

Check out the highest elevation point along the Blue Ridge Parkway, located right here in Jackson...




Total Engagements	1,166
Likes	1,045
Comments	4
Saves	117






  discoverjacksonnc
Tue 8/16/2022 9:00 am PDT

Are you looking for a water adventure? Cashiers, Sliding Rock, is a natural rock slide into a mountain...




Total Engagements	747
Likes	604
Comments	14
Saves	129




  discoverjacksonnc
Thu 8/4/2022 2:23 pm PDT

📍 Lake Glenville, Glenville, NC is this week's #SummerOfAdventure spotlight. 🌄. Lake Glenville has ov...



Total Engagements	610
Likes	564
Comments	3
Saves	43



Blogs

Authored two blogs in August:

[Best Swimming Holes & More in the NC Mountains](#) – 8/11/22

[Visit Jackson County's Iconic Courthouse](#) – 8/26/2022

E-News

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

[Escape the Heat in Jackson County, NC](#)

Social Media & Digital Content Specialist Status Report – Tiffany Collins

TikTok Analytics August 1 – 31

Analytics

Overview | Content | Followers | LIVE

Jul 31 - Aug 30 Custom ▾

Engagement ⓘ >

- ▶ Video views
7,747 (+543.44%)
- ☰ Profile views
189 (+372.5%)
- ♡ Likes
518 (+979.17%)
- 💬 Comments
89 (+2,125%)
- ➦ Shares
43 (+290.91%)

Followers ⓘ >

594 in total
Net +105 in Jul 31 - Aug 30







Content ⓘ >

10 posts

Updates:

- Created a link tree for TikTok. Viewers and followers can access our other social media channels and website via 1 click.
- Attended STS Connections Conference in Concord. Attended conferences on Sustainable Travel, Social Media Influencer, Air BnB, and General Marketing Strategies.

Top Instagram Reels from August 1 – 31

 <p>Visit Lake Glenville! Enjoy the sandy beach, fish from th... <small>🎵 Razvan Mitrol - Summer Vibes August 9 - Duration 0:18</small></p> <p>11369 417 3 74 63</p>	 <p>Check out the highest elevation point along the Blue Ri... <small>🎵 This New Light - The Mountains August 12 - Duration 0:24</small></p> <p>22180 1084 4 207 122</p>	 <p>Are you looking for a water adventure? Cashiers, Slidin... <small>🎵 Animal Island - Gimme That Sunshine August 16 - Duration 0:16</small></p> <p>17050 608 14 150 130</p>
<p>Reel Insights ⓘ</p> <p>Instagram and Facebook plays 11,400 Instagram and Facebook likes 417</p>	<p>Reel Insights ⓘ</p> <p>Instagram and Facebook plays 22,217 Instagram and Facebook likes 1,084</p>	<p>Reach ⓘ</p> <p>16,744 Accounts reached</p>
<p>Instagram ⓘ</p> <p>10,854 Accounts reached</p>	<p>Instagram ⓘ</p> <p>21,545 Accounts reached</p>	<p>Plays 17,050</p> <p>Content Interactions ⓘ 902 Likes 608</p>
 <p>Craving stellar burgers and fries, Cosmic Carry-Out in... <small>🎵 John Williams, London Symphony Orchestra - Star War... August 26 - Duration 0:10</small></p> <p>11599 412 12 144 34</p>	 <p>Experience class one and two rapids on the Tuckasegee... <small>🎵 discoverjacksonnc - Original audio August 19 - Duration 0:16</small></p> <p>11575 470 9 107 90</p>	 <p>Towering over the town of Sylva is the Jackson County... <small>🎵 Lux-Inspira - So Much Happiness August 30 - Duration 0:19</small></p> <p>5075 165 5 18 6</p>
<p>Reach ⓘ</p> <p>10,906 Accounts reached</p> <p>Plays 11,599</p>	<p>Reach ⓘ</p> <p>11,534 Accounts reached</p> <p>Plays 11,575</p>	<p>Reel Insights ⓘ</p> <p>Instagram and Facebook plays 5,079 Instagram and Facebook likes 165</p>
<p>Content Interactions ⓘ 602 Likes 412</p>	<p>Content Interactions ⓘ 676 Likes 470</p>	<p>Instagram ⓘ</p> <p>4,775 Accounts reached</p>