



**Jackson County TDA
Rawle Murdy Monthly Activity Report
May 2019**

Client Meetings/Planning

- Numerous project calls throughout the month with Director Breedlove
- Review of Marketing Plan and budget with Director Breedlove 4/26 and with the Marketing Committee on 5/8
- Attended Board Meeting for strategic planning workshop 4/17

Campaign Result Highlights

- We had a total of 425 Visitor Guide Requests and 87 Newsletter Sign-Ups on the website, as well as 199 Visitor Guide Requests and 447 Newsletter Sign-Ups through Facebook in April.
- Overall goal completions were up 35% compared to April of 2018 with the biggest increases coming from Social Media and Direct Search.
- Our Paid Search leads were down 6.05% compared to March with the largest decrease coming from our Remarketing campaigns. However, we saw our conversion rate increase by 2.1% showing that we are getting more quality leads.

Advertising

- Evergreen events-focused drop-down menu graphic added to the website

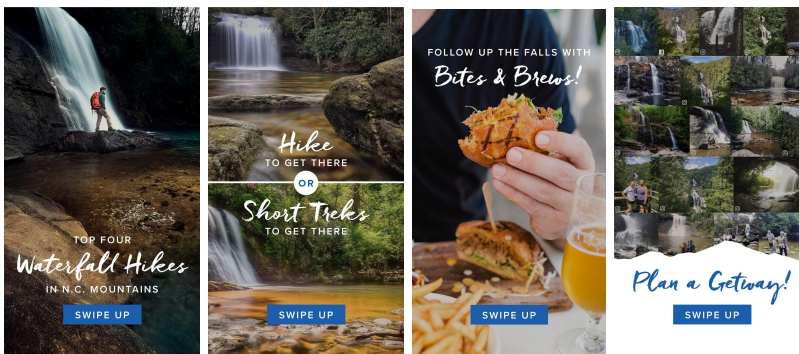




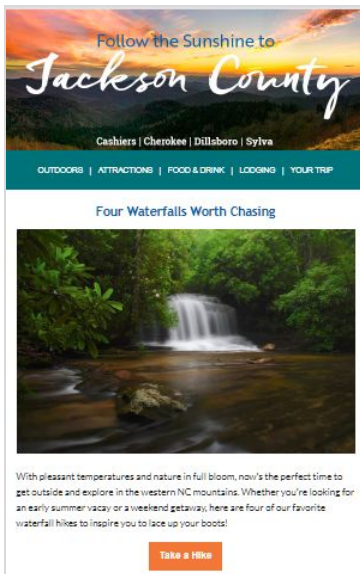
- Instagram Story - Greening up the Mountain



- Instagram Story - Waterfalls



- May eNews was deployed on two different days (with a split list) to test performance on Monday, May 6, 2019 vs. Thursday May 9, 2019. Results to be analyzed and provided in next month's report.

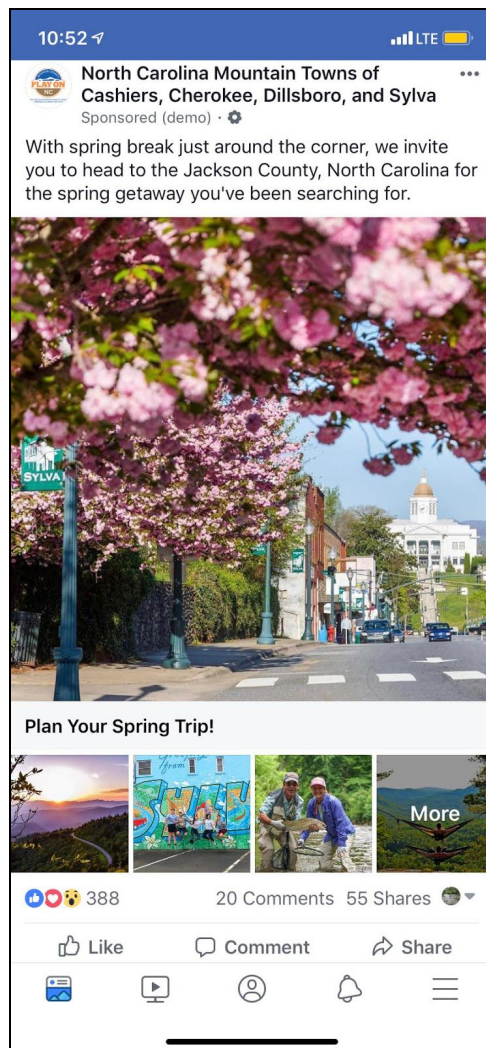
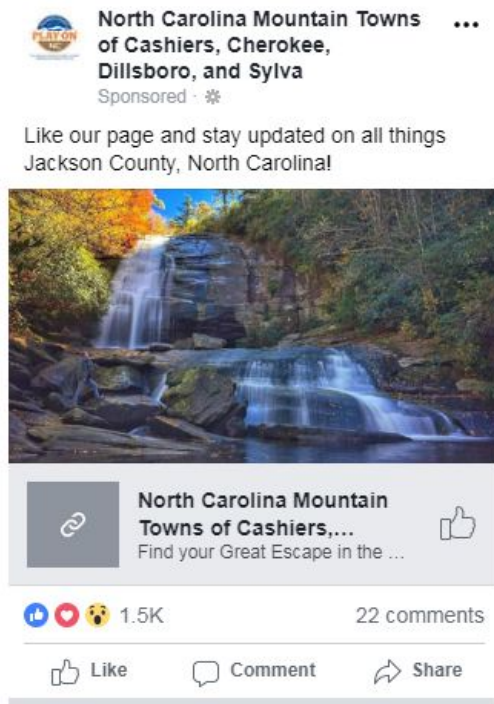




Social Media

- 757 total goal completions (FB leads + website leads) for April
- 646 Completed Facebook Lead Form Ads - 199 visitor guide requests and 447 newsletter sign-ups.
- 14,700 link clicks from all social media platforms in April
- Total fan growth of 1% with 197,629 total fans across all social media, including:
 - 1736 new Facebook followers
 - 351 new Instagram followers
 - 16 new Twitter followers
- 1,154,179 million total Impressions in April and 24,303 total Engagements

Top Engaging Ads for April





Top Engaging Posts for April

Post

North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva

The Blue Ridge Parkway is one of the most celebrated motor 🚗 routes in America, with miles and miles of scenic vistas 🌄 to take in. Let us help you plan 🗓️ your next getaway on our website: <https://jax.onl/plan-your-trip> 📷 @natebowery



discoverjacksonnc



Chasing waterfalls this Spring? Surrounded by lush greenery 🌿, Whitewater Falls is one of the highest waterfalls east of the Rockies

907

17

7.58%

and never disappoints. Your next getaway awaits in #JacksonCountyNC! Let us help you plan your trip on our website. Link in bio. 📷 @maxrenfro7

#DiscoverJacksonNC #DiscoverNC
#JacksonCountyNC #NorthCarolina
#VisitNC #828isgreat #optoutside
#goexplore #upperwhitewaterfalls
#waterfalls #chasingwaterfalls



Website

- Completed - New Webpages
 - e-News landing page, <https://www.discoverjacksonnc.com/signup/>
 - Pet-Friendly addition to the Your Trip page, <https://www.discoverjacksonnc.com/your-trip/> as well as the creation of the Pet-Friendly Lodging and Pet-Friendly Food & Drink pages.
 - <https://www.discoverjacksonnc.com/lodging/type/pet-friendly/>
 - <https://www.discoverjacksonnc.com/food-drink/type/pet-friendly/>
 - Latest Media Mentions added to the site.
- Next up
 - Finalizing the print-friendly options such as updating formatting and styling of printed pages. Also, rolling out print buttons on select pages, e.g., TDA for ease of printing.
 - May roll-out:
 - Emergency Messaging Banner
 - Lodging Specials Page
 - Chatbot

Upcoming (Next Three Months)

- Creation of new social media videos.
- Continue social media campaigns and regularly scheduled strategy meetings with Director Breedlove.
- Setup of TripAdvisor page
- Release monthly Jackson County eNewsletters for June, July and August
- Continue rollout of new advertising program and regularly scheduled status meetings with Director Breedlove
- Execution of regional attractions strategy content for future promotional ads/materials.
- Continue planning for the 2019-2020 Fiscal Year - present summary of the plan for Board approval on 5/22, and begin execution of the new ad materials