



Jackson County TDA Rawle Murdy Monthly Activity Report June 2019

Client Meetings/Planning

- Numerous project calls throughout the month with Director Breedlove
- Review of Marketing Plan with Marketing Committee on 5/8
- Presented summary of the FY19-20' plan for Board approval on 5/22

Campaign Result Highlights

- We had a total of 489 Visitor Guide Requests and 126 Newsletter Sign-Ups on the website, as well as 190 Visitor Guide Requests and 412 Newsletter Sign-Ups through Facebook in April.
- Overall goal completions were up 38.71% compared to May of 2018 with the biggest increases coming from Email and Display.
- Overall goal completions were up by 21.02% compared to April with the biggest increases coming from Email and Display.
- Our Paid Search leads were down 4.46% compared to April with the largest decrease coming from our Branded campaigns.
- Our Paid Search leads were up 51.97% YoY with the largest increases coming from our Display campaigns.

Advertising

- Local Market Combo: Carolinas & Large Market Ads

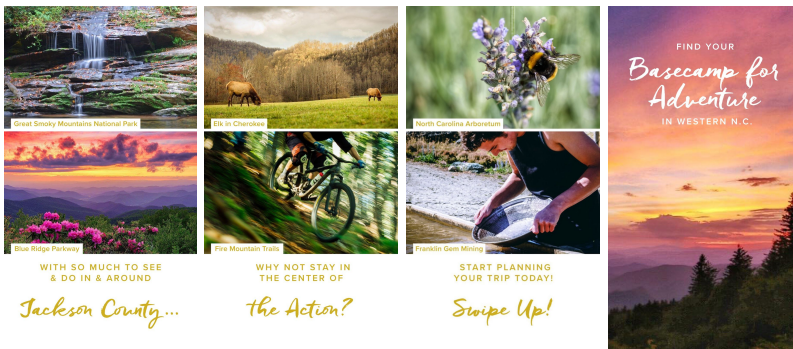




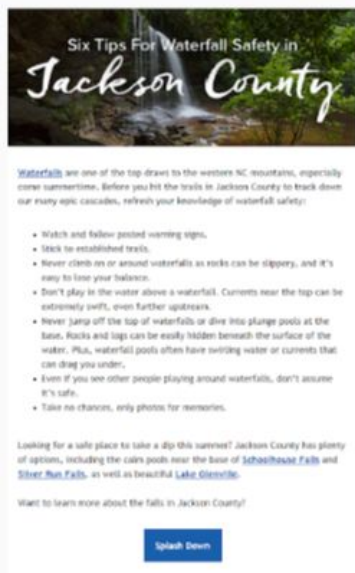
Instagram Story - Insider's Guide



Instagram Story - Basecamp

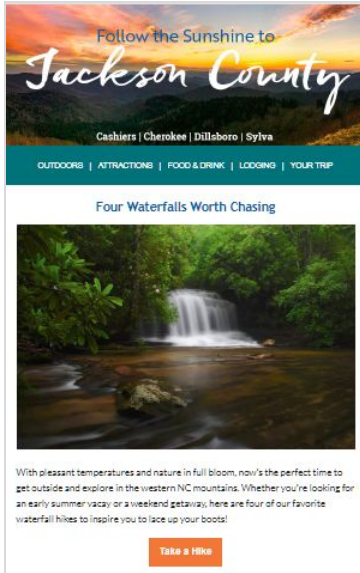


Waterfall Safety email was deployed on 5/30.

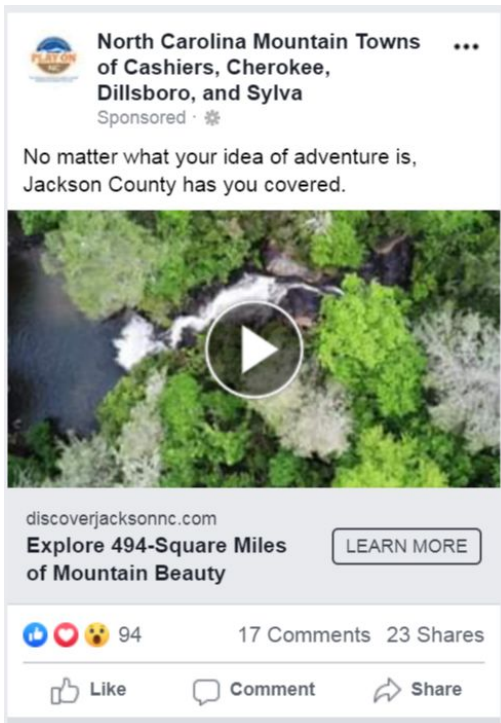




- May eNews was deployed on two different days (with a split list) to test performance on Monday, May 6, 2019 vs. Thursday May 9, 2019. Results to be analyzed and provided in next month's report.



- Keith Kuntsmann produced a Waterfall Video that has been leveraged in social media ads and will continue to be used on other digital advertising platforms.





Social Media

- 728 total goal completions (FB leads + website leads) for May
- 602 Completed Facebook Lead Form Ads - 190 visitor guide requests and 412 newsletter sign-ups.
- 15,300 link clicks from all social media platforms in May
- Total fan growth of 1.1% with 199,774 total fans across all social media, including:
 - 1946 new Facebook followers
 - 381 new Instagram followers
 - 15 new Twitter followers
- 1,100,000 million total Impressions in May and 33,600 total Engagements



Top Engaging Ads for May

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

Get an up-close look at your gateway to the western NC mountains with the Jackson County monthly eNewsletter. Sign up today!



Your Great Escape

Sign Up

2.5K

79 comments

Like

Comment

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

With Spring in full swing, we invite you to head to Jackson County, North Carolina for the mountain getaway you've been searching for.



Plan Your Spring Trip!



987

38 comments 125 shares

Like


Comment

Share

Top Engaging Posts for May

North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva Published by Sprout Social


Did you know that Cullowhee Falls turns into the most forceful waterfall in the entire state several days a year? This happens when the Glenville Dam is released for whitewater kayakers! Upcoming release dates: June 8, July 13 & 27. Learn more about dam releases here: <https://jax.onl/rafting>



Get more likes, comments and shares. Boost this post for \$50 to reach up to 12,000 people.

60,927 People reached 7,557 Engagements **Boost Post**

82 Comments 525 shares



View Insights **Promote**

3,012 views · Liked by **highsouthadventures** and **exploresylva**

discoverjacksonnc The NC Mountains have no shortage of beautiful sunrises like this one today at Whiteside Mountain near Cashiers, N.C. Learn more at our website. Link in bio. .



Website

- Completed
 - Lodging specials page ready to populate with new deals and specials
 - Emergency Messaging Banner
 - Latest Media Mentions added to the site
- Next up
 - Farmers Market child page added within Attractions
 - June roll-out:
 - Chatbot
 - eNews slider
 - Prep/planning for interactive map

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.
- Strategic planning for Midweeks approach as the "Hammock Adventure Capital".
- Begin execution of the new ad materials 2019-2020 Fiscal Year.