



Jackson County TDA
Rawle Murdy Monthly Activity Report
November 2021

Client Meetings/Planning

- Numerous project calls throughout the month with Director Breedlove
- Status check-in calls with Bandwango to review Ale Trail Pass deliverables and go-live date

Campaign Result Highlights

- Goal completions were down 19.3% month-over-month but up 90.4% compared to this time last year.
- Traffic was up 4.66% compared to September, with the largest increase from referral and media channels.

Advertising

- October was our final month running the micro campaigns on Stackadapt. Overall, there have been more than 900,000 total impressions throughout the month. The Cashiers Leaf Festival featured event with VisitNC was supposed to run in October however, due to internal issues on their side, it did not run (*we have received a comp advertising run in lieu of this error*). Two native listings on VisitNC (Natural Attractions and Outdoor Adventures) finished their run on the website with over 2,500 impressions combined. In October we also had the WNC Pottery Fest social media post with Blue Ridge Moments go live which helped increase sessions by 61%. Finally, streaming audio finished off this month with a combined total of over 384K impressions.

Website

- Updated forms on the website to include “zip code” to help with tracking. This includes adding a “hidden” zip code capture based on IP addresses for the top-of-the-homepage sign up.
- SEO audit is still in progress.
- Work has started on the migration to the new Mailchimp campaign builder.

Creative Deliverables

- Worked with Real Digital to compile the first draft of persona videos.
- Reviewed clips of drone footage for compilation video being created by Romantic Asheville.
- Developed a visitor survey for the Nashville metro area aimed at finding out why people from this area are converting online (requesting visitor guides and eNews) but not visiting Jackson County based on Zartico data.
- Throughout the month of October, we developed assets to promote the Ale Trail Pass (live on 11/15). This includes: tabletops, posters, business cards, social graphics, and stickers. We'll deploy an email on 11/15 announcing the pass and include it on social media and in our next eNews. As part of our next phase of promotion, we'll develop retargeting ads, coasters, and include it in upcoming media/advertising initiatives.
- Deployed October eNews on 10/13 and had a 21.1% open rate and 3.7% click through rate.
- Continue to organize and develop campaign assets for FY22.

Upcoming (Next Three Months)

- Release monthly Jackson County eNewsletters for November, December, and January



- Work with Zartico on persona set up
- Plan for Secret Season (Jan-March)
- Review paid search copy for winter months
- Continue rollout of new advertising program and regularly scheduled status meetings with Director Breedlove
- FY22 planning and execution