



## Jackson County TDA Rawle Murdy Monthly Activity Report March 2020

### Client Meetings/Planning

- Numerous project calls throughout the month with Director Breedlove
- FY21 Planning process/schedule established, to include strategic check-ins with Executive Committee and presentation for final approval during the 5/13/20 Board Meeting.

### Campaign Result Highlights

- We had a total of 445 Visitor Guide Requests and 475 Newsletter Sign-Ups on the website, as well as 150 Visitor Guide Requests and 319 Newsletter Sign-Ups through Facebook in February.
- Overall goal completions were up 11.14% compared to January with the biggest increases coming from Social Media and Display.
- Overall goal completions were up 126.32% compared to February of 2019 with the biggest increases coming from Paid Search and VisitNC.
- Our Paid Search leads were up by 1.88% MoM and up by 29.17% YoY. The campaigns with the best performance were our Branded and Remarketing campaigns.

### Advertising

- Atlanta Magazine Editorial
- February eNews was deployed on February 5, 2020 at 6PM. Results to be analyzed and provided in next month's report.



5 Bucket List Hikes in Jackson County



If you're searching for scenic trails in 2020, we've got you covered. Spend a day exploring the picturesque Blue Ridge Mountains and find stunning views around every corner. Whether you choose a moderate trail like Whiteside Mountain or the extreme Yellow Mountain Trail, this list includes something for everyone.

[Take a Hike](#)



- We saw 320 total goal completions from paid digital advertising in February with Visit NC driving the most goal completions on the Lodging special and Romantic Asheville driving the second most goal completions - we saw additional goal completions from native content run with the AJC and display ads running via Goodway. In addition, we saw 19 visitor guide requests from users who saw our display ads and later converted.

### Social Media

- 638 total goal completions (FB leads + website leads) for February
- 469 Completed Facebook Lead Form Ads - 150 visitor guide requests and 319 newsletter sign-ups.
- 34,072 link clicks from all social media platforms in February
- Total fan growth of 0.8% with 214,140 total fans across all social media, including:
  - 1,351 new Facebook fans
  - 259 new Instagram followers
  - 27 new Twitter followers
- 2,433,515 total Impressions in February and 140,253 total Engagements

### Top Engaging Ads for January

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

Meet your midweek escape in the NC Mountains.

Crowds thin out, trails all to yourself and no lines at restaurants. Adventure awaits.

10K 552 comments 1.2K shares

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

No matter what your idea of adventure is, Jackson County, NC has you covered.

DISCOVERJACKSONNC.COM

Explore 494-Square Miles of Mountain Beauty

LEARN MORE

### Top Engaging Posts for February



View Insights

Promote



Liked by skisapphirevalley and 616 others

discoverjacksonnc The Shadow of the Bear is NOW out of hibernation! 🐻🌲 From mid-February through early March, experience this one-of-a-kind natural phenomenon during 'Secret Season' when crowds thin out. Learn more in our Bio link. 📩 @cadeyrrn\_drust

#discoverjacksonnc #discovernc #jacksoncounty #northcarolina #visitnc #828isgreat #cashiersnc #shadowofthebear #mountainmoments #cashiersnclife #cashiersncphotography #wintertravel #itsgettingcold #winterwonderland #wintertravels #travelmode #travelwinter #discovermountains #hikelover #hikingviews #chooseseamountain #bearshadow

View all 15 comments

laura.haehl What time is it visible in the 1 ?

discoverjacksonnc @laura.haehl The Shadow of the

North Carolina Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva  
Published by Sprout Social [?] · 15 February at 10:00 · 🌐

When temps drop, waterfalls take on a whole new look! ❄️ Dry Falls located near Cashiers, NC has stunning icicles and is a beautiful photo op. Learn more about our areas waterfalls here: <https://jax.onl/Frozen-Falls-Feb20>

1. @tracysinstag  
-  
2. @tracysinstag... See more



114,652 People reached      15,462 Engagements      Boost again

## Website

- in Progress
  - Chatbot - reviewed with Nick on 2/24
  - Working on flow, copy revisions
  - Phase I launch week of 3/9

## Upcoming (Next Three Months)

- Continue social media campaigns and regularly scheduled strategy meetings with Director Breedlove.
- Release monthly Jackson County eNewsletters for March, April and May.
- Continue rollout of new advertising program and regularly scheduled status meetings with Director Breedlove
- Execution of the Midweeks approach and further planning of the "Hammock Adventure Capital" campaign.
- Planning to continue for FY2021 from February 2nd kickoff