The Cliffs unveils new, improved website

Community also will fund several digital initiatives

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The Cliffs, the Travelers Rest-based collection of seven private residential mountain and lake communities, has unveiled a new website, expanded its team to drive online engagement and is funding an array of digital initiatives.

In 2014, The Cliffs embarked upon a technology and marketing initiative that has helped transform and reinforce The Cliffs' brand of luxury lifestyle, company officials said. CliffsLiving.com launched in March.

Company officials said two key hires allow The Cliffs to execute the digital strategy: Libby McMillan, the new content and social media manager, and Jeremy Hensley, the digital technology manager.



Libby McMillan | Jeremy Hensley

McMillan brings 20 years of journalism experience to her position. Since 2009, McMillan has focused almost exclusively on digital and social media, most recently having worked as an award-winning content and social media manager for USA TODAY 10Best.

Her travel and lifestyle content has been published in print and online across a wide spectrum of media outlets, and she's produced an award-winning documentary for public television.

Her scope of responsibility includes content for The Cliffs' website and blog as well as management of each of The Cliffs' social media channels.

Hensley has more than 10 years of web development experience. He has led projects in web development, video, social media and email.

In 2013, his team's work on two websites earned five awards from eduStyle including Best Visual Design, Most Innovative and Best Admissions Site.

In 2014, he joined The Cliffs and led implementation of CliffsLiving.com. Hensley's responsibilities focus primarily around tracking the effectiveness of CliffsLiving.com and digital technology.

To help drive traffic to www.CliffsLiving.com, the company is employing several tactics, from heavy digital presence in its key markets through advertising, pay per click and search engine optimization, to content-laden email communication plans for members and prospective members.