

Marketing Campaign Monthly Update

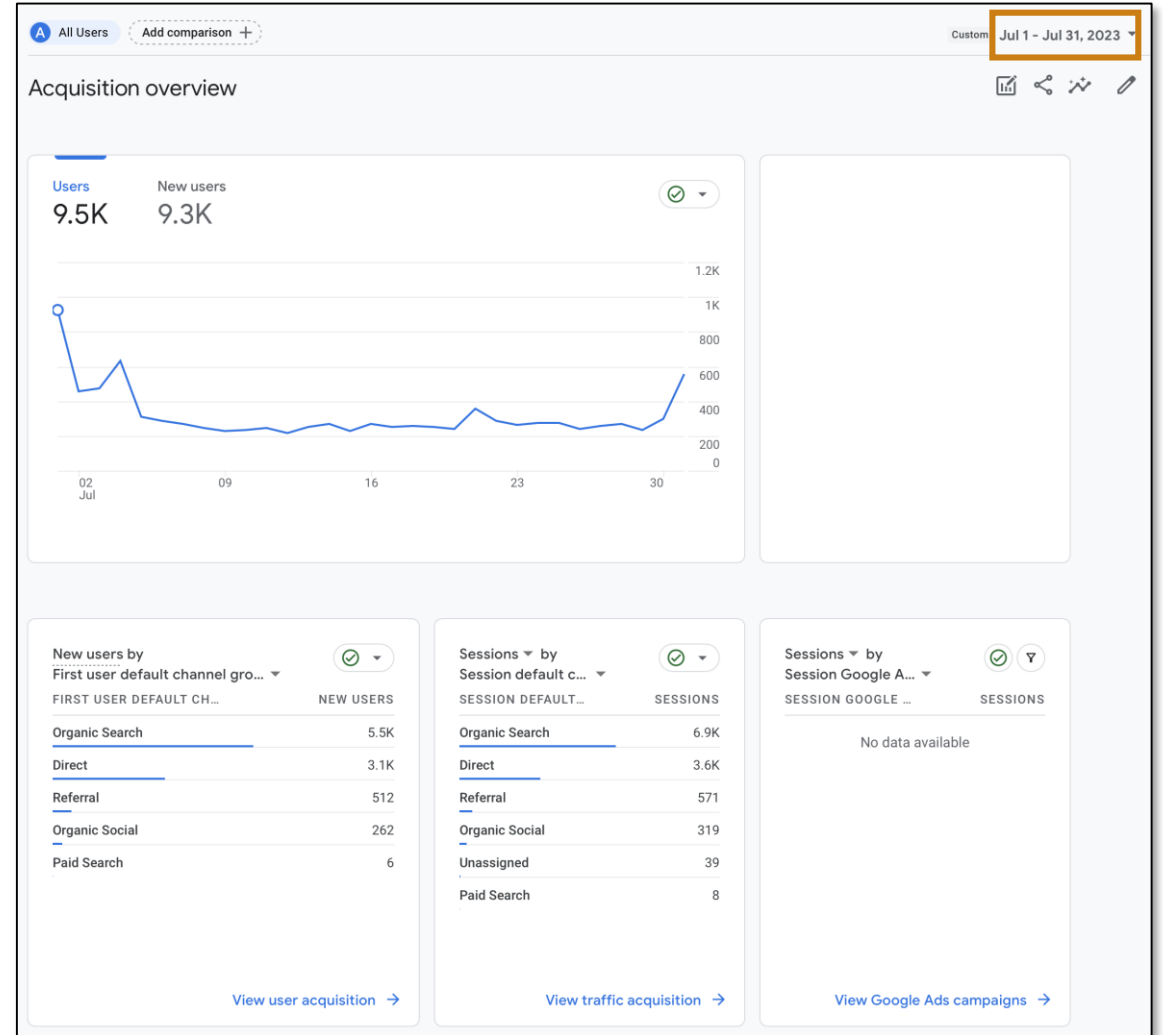
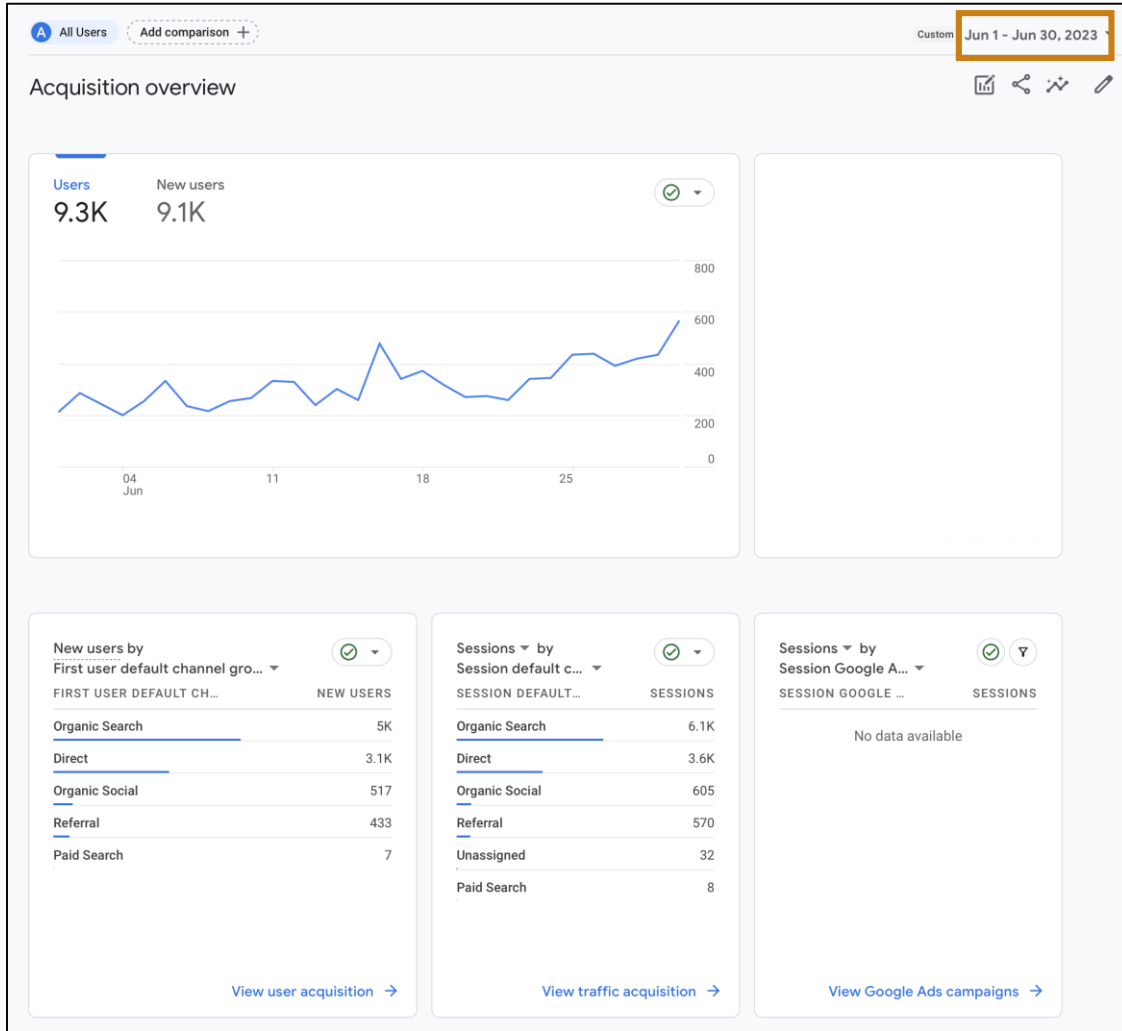
August 8, 2023



VisitFortBraggCa.com

MONTHLY SITE TRAFFIC

Google Analytics



Promotion Calendar

2023 > 2024

July > August

Objective – Increase Digital Engagement

The Great Fort Bragg Photo Collection - Beaches

August > September

Objective – Increase Digital Engagement

Visitor Profiles

Art Walk

September > October

Objective – Shoulder Season Visitation

Fort Bragg Beer Month

November > December

Objective – Holiday Merchant Support

Gift Guide

January 2024

Objective – Merchant Support/Shoulder Season Visitation

Restaurant Week

February > March

Objective – Merchant Support/Shoulder Season Visitation

Whale Fest (+ wine walk, beer fest, 10K, etc.)

April

Objective – Shoulder Season Visitation

Fort Bragg Mountain Bike Race

May

- **Book Early** (feature event weekends)
- **Summer Season Events**
- **Mendocino Film Festival**

June

- **Stay Sustainably**
- **Getting To Fort Bragg**

BEACH BRAGG

Website

- Home Page
- Landing Page

Newsletter:

Total Opens: 3,072

Total Clicks: 430

- 109 Live Cam
- 101 Beach Bragg

Posts:

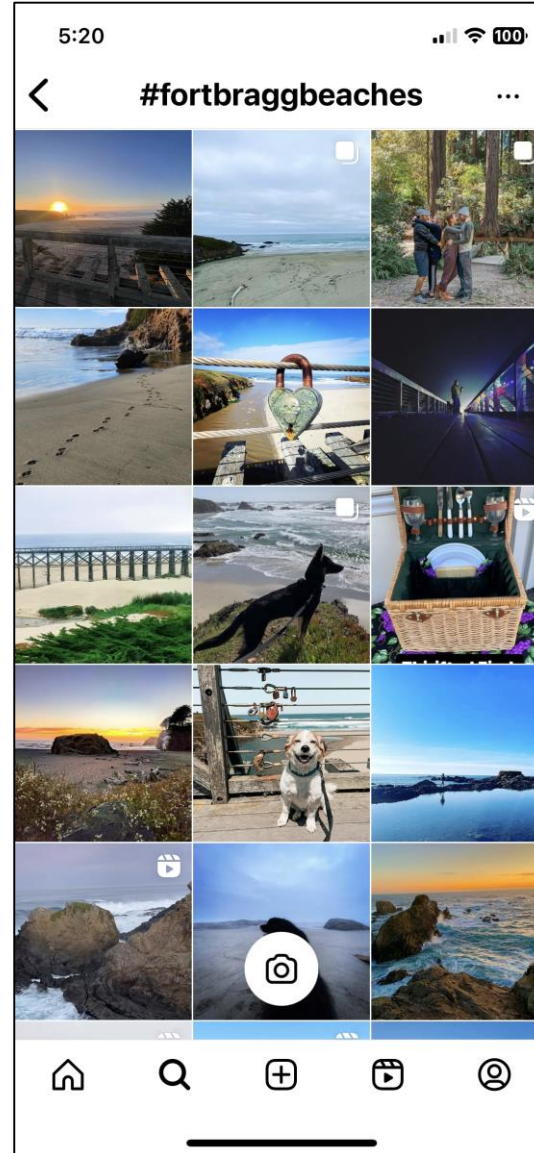
IG: 317




FORT BRAGG

NORTH COAST CALIFORNIA


Campaigns



View this email in your browser




BEACH BRAGG



Post your beach photos for a chance to win a free night at the Beachcomber.
From Russian Gulch to Glass Beach, Pudding Creek to MacKerricher, the beaches within and nearby the city limits of Fort Bragg boast some amazing beach scenery. Brag about your visit to the beautiful Fort Bragg coastline by entering our photo contest to win a free night at The [Beachcomber Motel](#). From now until August 31, 2023 every photo you post on social media with the hashtag #fortbraggbeaches is automatically entered to win.


[Learn More](#)



Tall Guy Brewing
Fort Bragg has a fresh new brewery and taproom located in the heart of town at Franklin and Laurel Streets. [Tall Guy Brewing](#) has a variety of craft beers on tap from Lager to Porter, with lots of IPAs in between. Food options include a food truck, local purveyors such as Cucina Verona that will deliver to the pub, a Tall Guy signature pretzel dog with chips, or you're welcome to bring in your own choice of takeout. Stop in for a brew and a bite on your next visit to downtown Fort Bragg.

[Learn More](#)


DOWNTOWN FIRST FRIDAYS




Downtown First Friday #3 Is August 4th
Speaking of fun things happening in the heart of town, the monthly First Friday is coming up. And, there will be cornhole! Competitive divisions for all ages and abilities. No tickets or registration necessary. See you there.

[Noyo Harbor Fish Market](#)
Second Saturdays


[Fort Bragg Farmer's Market](#)
Every Wednesday

FORWARD TO A FRIEND 

[FORWARD](#)



See If The Coast Is Clear
Remember, if you can't be here in Fort Bragg, you can always check out [Noyo Center's Crow's Nest Live Cam](#) for a moment of fresh, coastal, virtual zen.



VISITOR PROFILES

- Social/Geographic Engagement
- Tagged To Hometowns
- Mini-Itineraries



Campaigns

JULY

State Fair

Noyo Harbor Festival

VMC Event Integration

Magic Market Merch

CA Welcome Center


Dynamic Home Page

Coast Cam

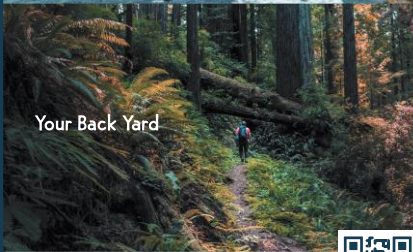
Merchant Updates



Your Front Yard




Your Back Yard



You're welcome.

In Fort Bragg, along with all the amazing things to see, eat, drink, explore, discover and experience, there's also a refreshing sense of community here. So you'll always feel, well, welcome. Explore For Yourself at VisitFortBraggCA.com



FORT BRAGG
NORTH COAST CALIFORNIA



Questions?

Comments?

