



FORT BRAGG

NORTH COAST CALIFORNIA 

Marketing Campaign Monthly Update

November 10, 2022

Promotion Calendar

2022 > 2023

June > July:

- Objective – Increase Digital Engagement

The Great Fort Bragg Photo Collection

August > September

- Art & Culture Content Creation
- Reach Campaign Production

October:

- Art & Culture Promotion > Ongoing
- Reach Campaign Production (shoot this Sun./Mon.)

Paid Digital: Art & Culture Paid Social

November > December 2021:

- Objective – Holiday Merchant Support

Gift Guide Campaign

Shoulder Season Reach Campaign

Objectives:

- Increase Targeted Seasonal Awareness
- Bring Fort Bragg Experience To Life

Streaming TV: Targeted TV Ads and Online Pre-Roll

January > February 2022:

- Objective – Drive Winter Visitation

Winter Visit Campaign

March 2022:

Objectives:

- Support Merchants
- Grow Dining Destination Perception

Restaurant Week

April > May 2022:

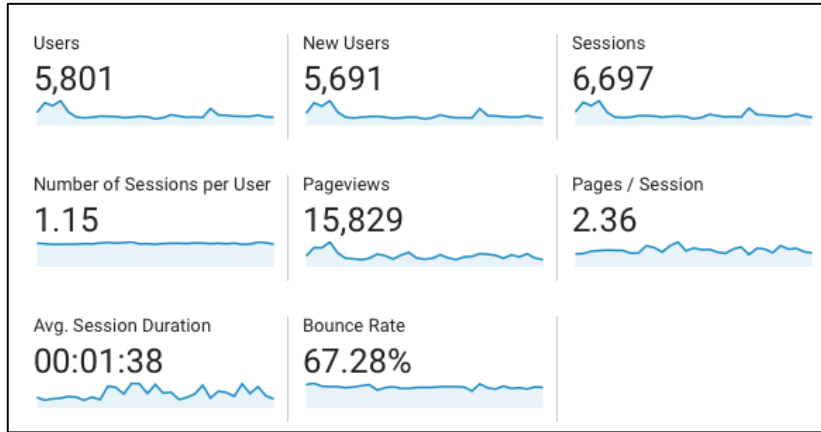
- Objective – Awareness > Nature/Environmental target

Blue Economy

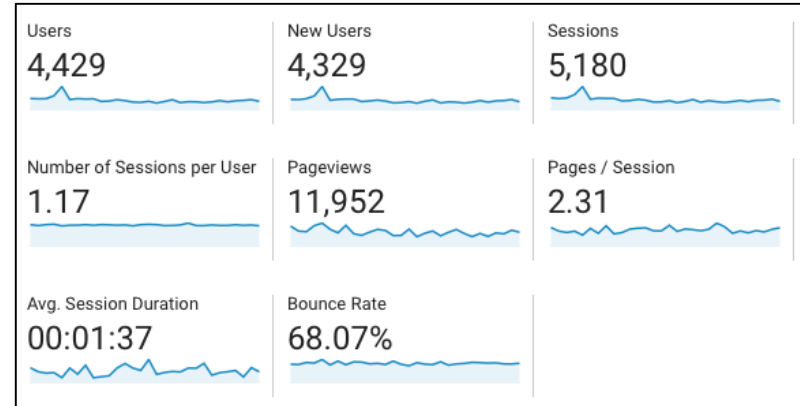
VisitFortBraggCa.com

MONTHLY SITE TRAFFIC

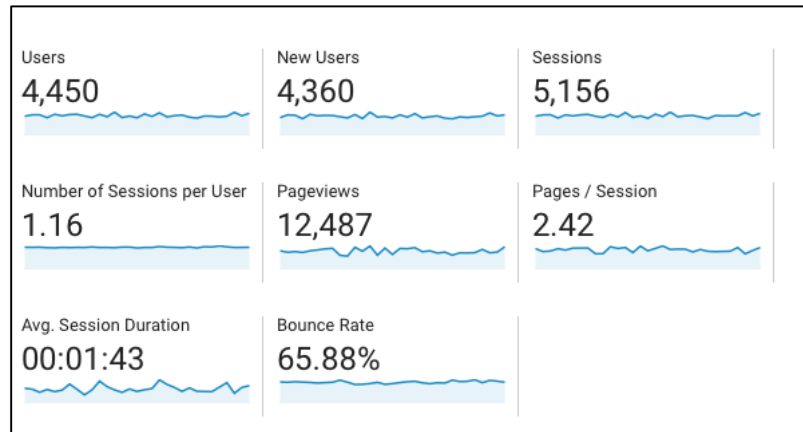
Jul 1, 2022 - Jul 31, 2022 ▾



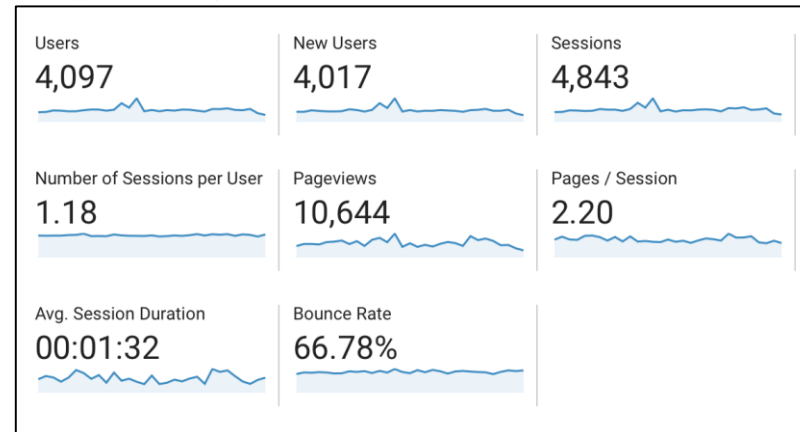
Sep 1, 2022 - Sep 30, 2022 ▾



Aug 1, 2022 - Aug 31, 2022 ▾



Oct 1, 2022 - Oct 31, 2022 ▾



eNewsletter Subscribers:

➤ **3,871 (+ 96/Mo.)**

Campaigns

Art & Culture Page & Promotion

- Showcase Uniquely Fort Bragg Art & Culture
- Multi-Page “[Microsite](#)”
- Ongoing Additions & Features
- Newsletter
 - 2,618 Opens
 - 310 Clicks



FORT BRAGG
NORTH COAST CALIFORNIA

The Beauty Beyond The Beach

Discover Fort Bragg's incredible arts & culture scene.

Those who really know Fort Bragg know there's more than stunning ocean views and towering redwoods. There's also a thriving, vibrant, diverse and incredibly talented art and culture scene. Allow us to introduce you to just a few of these amazing North Coast artisans.

[Explore Now](#)

The Weavers
Pacific Textile Arts serves as a hybrid gallery, art school, studio space and museum showcasing textiles from around the world and offering classes that explore a variety of disciplines.

[EXPLORE >](#)

The Woodworkers
The Krenov School and Coast Collective have been attracting aspiring craftspeople to Fort Bragg, making the city a mecca for hand-crafted wood works of extraordinary quality.

[EXPLORE >](#)

The Muralists
It's likely that you've seen some of Fort Bragg's amazing murals around town. But The Alleyway Art Project let's you map them & learn more about each mural & the artists who craft them.

[EXPLORE >](#)

The Arts
Whatever your artistic passions and appreciations, there's something for you in Fort Bragg, from craft shops and galleries to museums and, yes, a renowned tattoo parlor.

[EXPLORE >](#)

FORWARD TO A FRIEND

Share your love of Fort Bragg. Click below to forward this email to your friends.

[Forward To A Friend](#)

OH, SNAP. IT'S THE GREAT FORT BRAGG PHOTO FAVORITES CONTEST

And The Winners Are...
It wasn't easy. Not with all the awesome entries, but here are the five Photo Contest winners for 2022. Keep clicking and posting to #fortbraggphotos. You can enter anytime for the next contest in 2023.

[Discover More](#)

FORT BRAGG CALIFORNIA
MAGIC MARKET
LOCAL FOOD & GIFTS
FALL FESTIVITIES

Saturday, October 29th - 11 AM to 4 PM
Come celebrate fall, Halloween, and all things magical in Downtown Fort Bragg. Parts of Laurel and Franklin Street will be closed to traffic and open to local vendor booths and fall festivities, including:

- Sidewalk Chalk Art Drawing
- Pumpkin Carving Contest
- Costume Contest
- Face Painting
- Wand Making
- Photo Booths

[Discover More](#)



Shoulder Season Video Reach Campaign

Creative:

Day In The Life of:

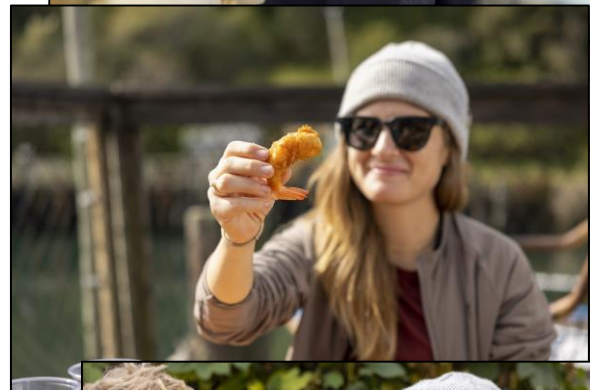
- Family
 - Morning Donuts
 - Tide Pooling
 - Harborside Dining
 - Noyo Center Discovery Center
 - Fireside S'mores
- Adventurist
 - Morning Coffee
 - Mountain Biking
 - Harborside Dining
 - Local Beer
 - Sunset Kayaking
- More To Come

Fort Bragg Stories:

- Numbered With Landing Pages
- Find Your Fort Bragg Story Promotion

Timing:

In Edit – January Launch



Campaigns

2022 Holiday Gift Guide

Merchant Outreach:

- Via Email
- Photo Tips

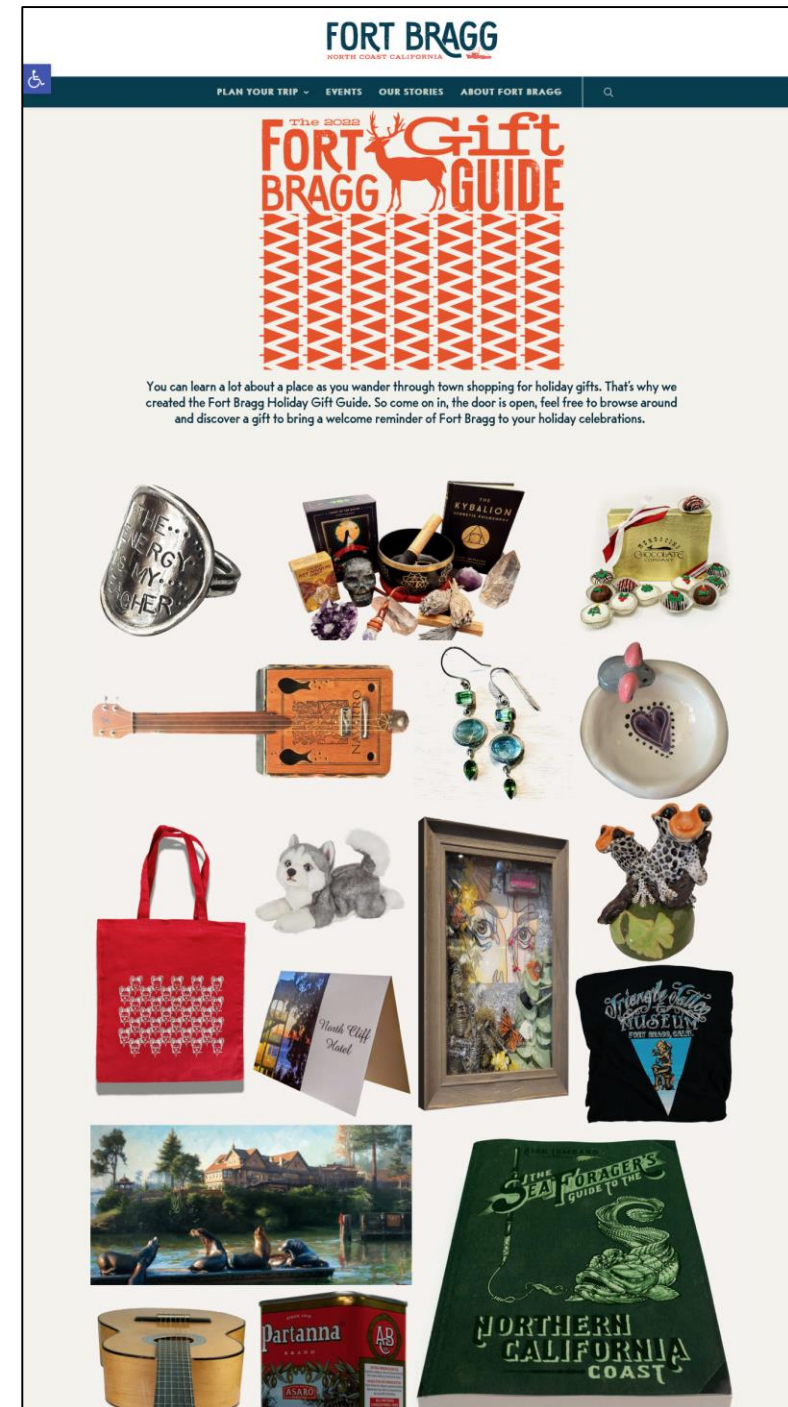
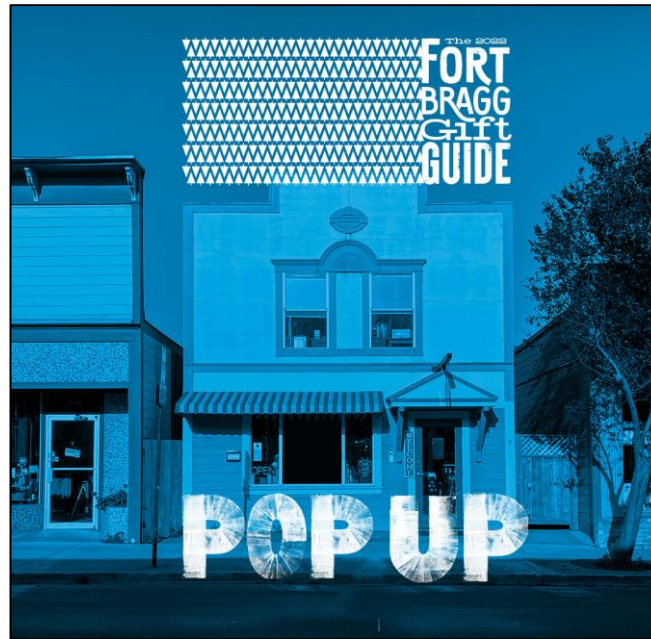
Outreach:

- Paid Social (e-newsletter sweeps)
- Organic Social
- E-Newsletter

Pop Ups:

Bring Arts & Culture Into Gift Guide

ADDITIONAL MERCHANT
ENGAGEMENT NEEDED



Upcoming

2022 Winter Wonderland

Confirm Activities And Timing

Combine With Lighted Truck Parade?

Mountain Biking Campaign

Targeted Social & Digital Display



QUESTIONS?

COMMENTS?

