



## Marketing Campaign Monthly Update

February > April 2022



## Promotion Calendar

### August > October 2021:

- Objective – Grow Followers & Engagement
- Strategy – Bring people closer, and make them feel more connected to, Fort Bragg through Stories and Journeys that bring the city to life.

**August:** Launch (engage subscribers)

- Newsletter

**Paid Social:** Journey: Sacto To Sea Spray

**September:** New Stories (increase subscribers)

- Newsletter

**Paid Social:** Journey Carpool To Tidepool

**October:** Fall Visit

- Newsletter

### November > December 2021:

- Objective – Holiday Merchant Support
- Strategy – Gift Guide & eNSL Sweepstakes

**Gift Guide Campaign**

### 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 > Environmental Community

**Blue Economy**

- Newsletter > local + subscribers
- Posters & Table Cards

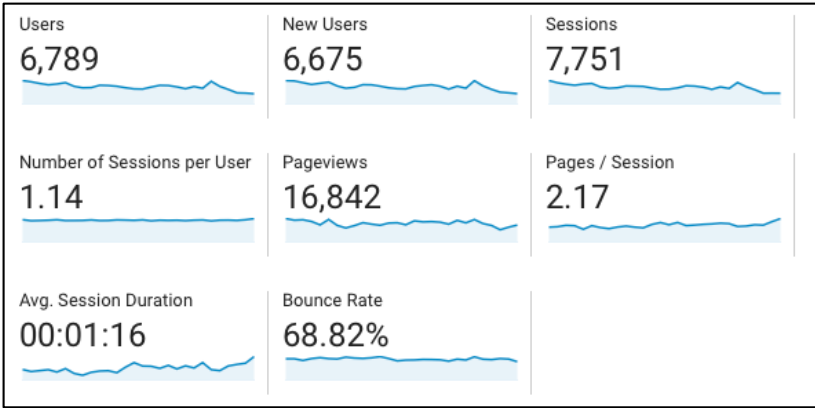
**Sea & Do Sweepstakes**

- Google Ads Campaign
- Newsletter > Subscribers

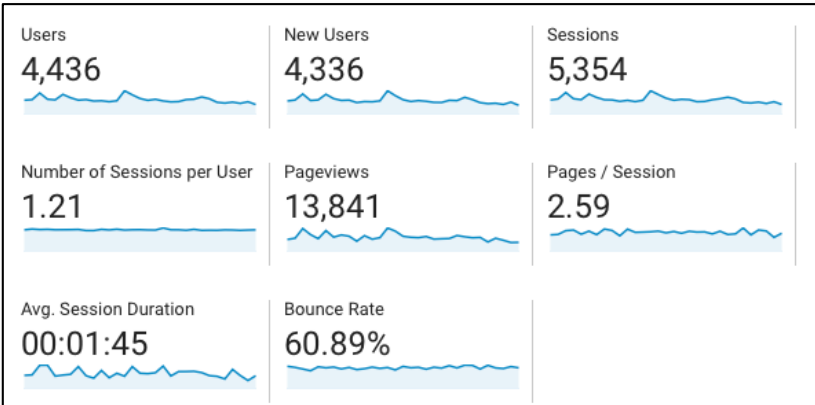
# VisitFortBraggCa.com

## MONTHLY SITE TRAFFIC

Feb 1, 2022 - Feb 28, 2022



Mar 1, 2022 - Mar 31, 2022



### Audience Overview

SAVE EXPORT SHARE INSIGHTS

Mar 27, 2022 - Apr 26, 2022

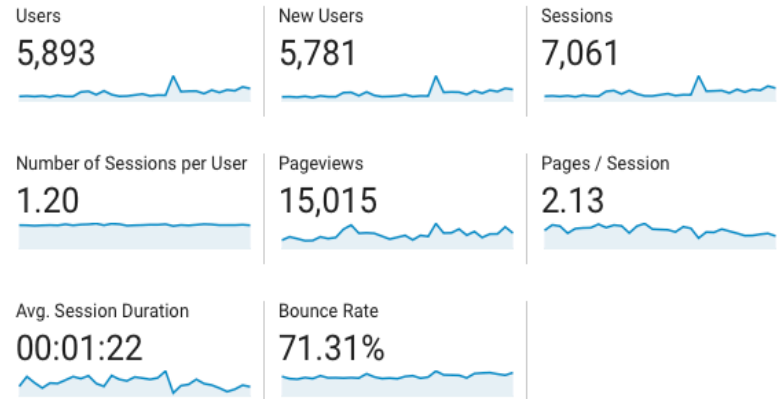
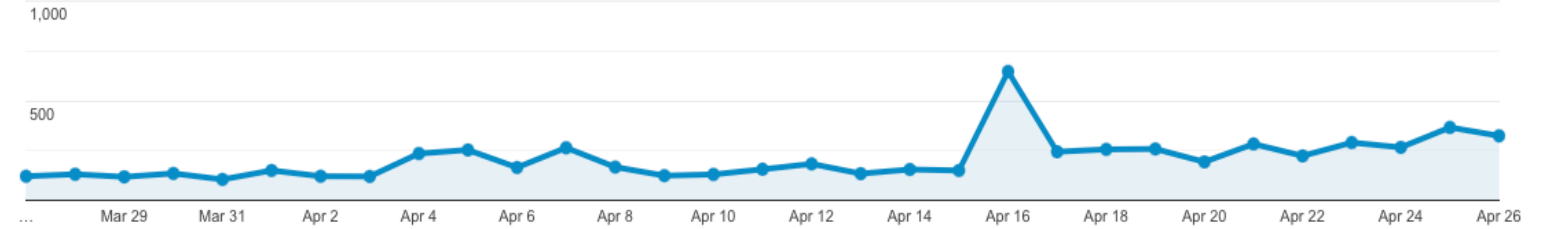
All Users 100.00% Users + Add Segment

#### Overview

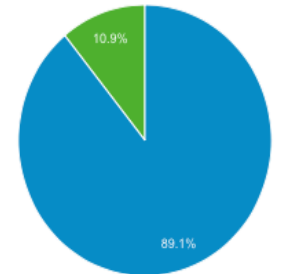
Users vs. Select a metric

Hourly Day Week Month

Users



New Visitor Returning Visitor



## Campaigns

### 2022 Winter Visit Campaign

#### Paid Social


- 1,963 clicks
- 98,071 reach
- 170,145 impression

#### Digital Display Ads

- 1,7081 clicks
- 237,200 impressions

#### Newsletter

- 2,124 opens
- 314 clicks
- 3 forwarded




**FORT BRAGG**  
NORTH COAST CALIFORNIA

Winter gets pretty quiet around here.

You're welcome.

**Explore Now**

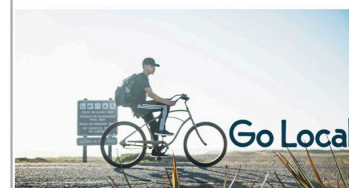
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**FORWARD TO A FRIEND** 

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

**Forward To A Friend**

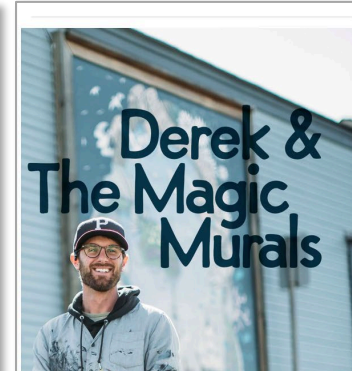
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**Go Local**

For visitors who prefer not to feel like a tourist, now is the season to feel right at home in Fort Bragg. We've assembled an experience that introduces you to the secret places only the natives know about. So click below and then schedule a trip to your new home away from home in Fort Bragg.

**Discover More**



**Derek & The Magic Murals**

Some artists just seem to belong in a certain place. So it is with Derek DiOrio. While his artistic travels have taken him all over the world, since settling here on the North Coast, his incredible murals have become part of the aesthetic of Fort Bragg. Although paint is his favored medium, you can hear Derek's story in his own words.

**Explore Now**


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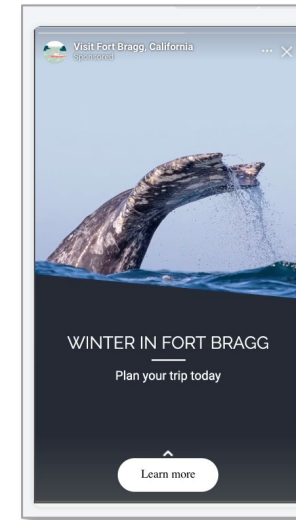
**EXTREME BEAUTY. MODERATE TEMPERATURES.**

"LIVE FEED"

Yes, it's kind of cool up here on the North Coast this time of year. But as you pack the parka, keep in mind that being this close to the ocean keeps the temperatures pretty mild even when it's freezing inland. With Fort Bragg's rainforest-like climate, you may find the weather a little warmer than you expected.

Check out Noyo Marine Center's Crow's Nest [Live Cam](#) for current conditions.





Visit Fort Bragg, California

WINTER IN FORT BRAGG

Plan your trip today

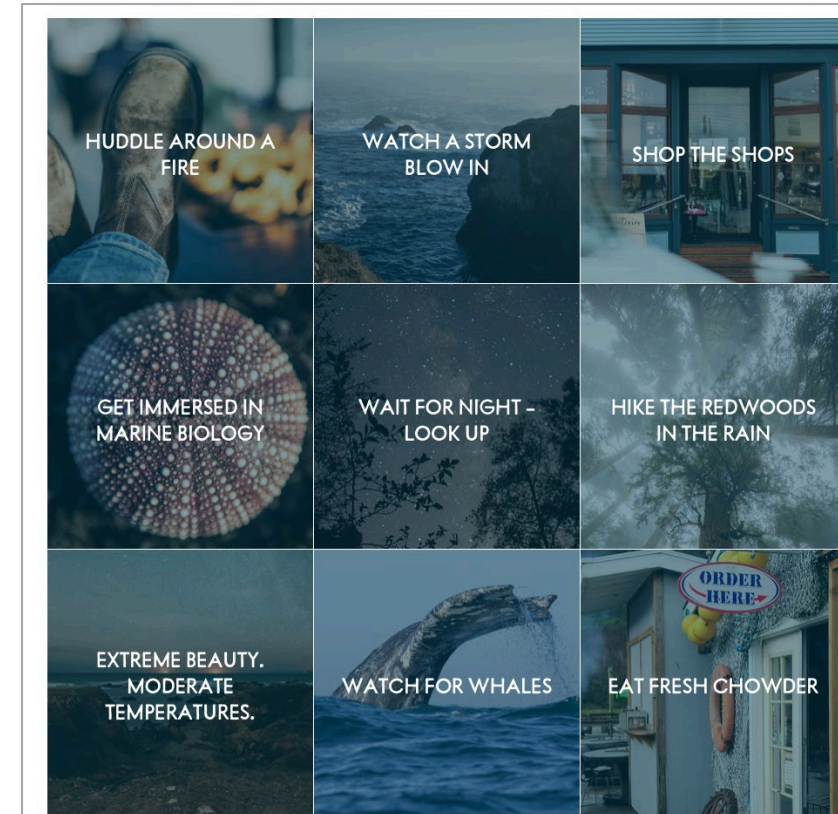
**Learn more**



Winter gets pretty quiet around here.

You're welcome.

**FORT BRAGG**  
NORTH COAST CALIFORNIA



**HUDDLE AROUND A FIRE**

**WATCH A STORM BLOW IN**

**SHOP THE SHOPS**

**GET IMMERSSED IN MARINE BIOLOGY**

**WAIT FOR NIGHT - LOOK UP**

**HIKE THE REDWOODS IN THE RAIN**

**EXTREME BEAUTY. MODERATE TEMPERATURES.**

**WATCH FOR WHALES**

**EAT FRESH CHOWDER**



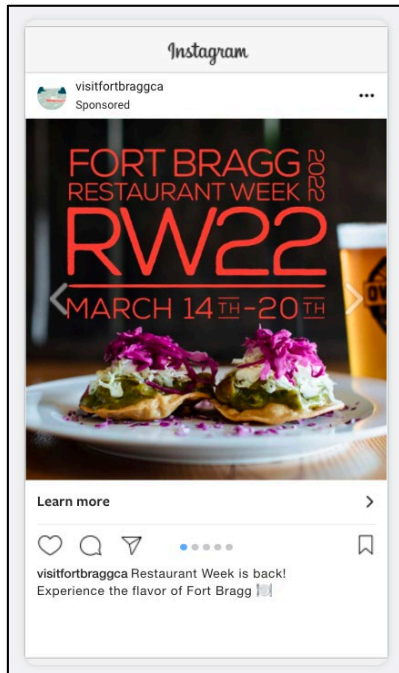
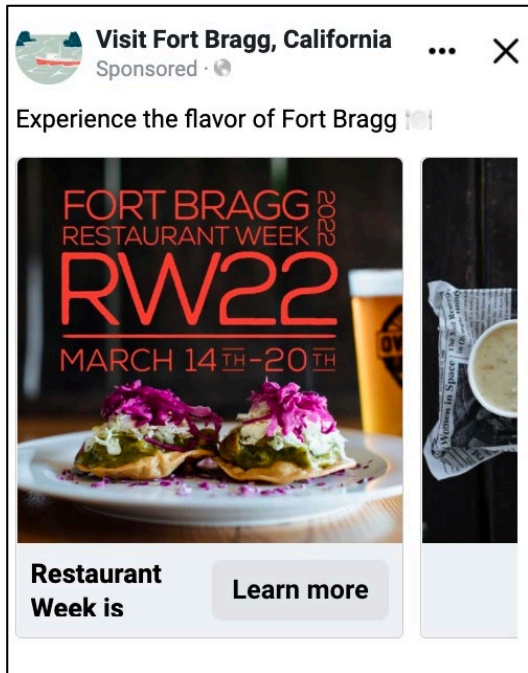
## 2022 Restaurant Week

### Paid Social

- 2,142 clicks
- 43,120 reached
- 131,214 impressions

### Newsletter (subscriber results)

- 2,209 opens
- 313 clicks



## Campaigns



## Campaigns

### Sea & Do Sweepstakes - Paid Google Banner Ads

- Targeting outdoors enthusiasts/environmentalists
- Subscribe to Newsletter to win ocean adventure experience
- Runs 4/15 – 5/18

### Mid Campaign Results

- 2,810 clicks
- 236,000 impressions



**FORT BRAGG**  
NORTH COAST CALIFORNIA

PLAN YOUR TRIP ▾ EVENTS OUR STORIES ABOUT FORT BRAGG

# FORT BRAGG Sea & Do Sweepstakes

It's said that those who love nature are more likely to help protect it. That's why Fort Bragg is so excited to announce the Ocean Adventure Sweepstakes. As we prepare for our big Blue Economy Symposium & Learning Festival, we're giving some lucky nature lover the chance to win an oceanic experience like no other. Here's everything you get:

**To Enter:**

- The Beachcomber Hotel - Fall asleep to the sound of the ocean
- Liquid Fusion Kayaking - Take a guided tour of Noyo Harbor
- KW Saltwater Grill - Enjoy exquisitely prepared local seafood
- Roundman's Smokehouse - Take home some locally caught smoked salmon
- Noyo Fish Company - Lunch on the harbor as the fishing boats come in
- Princess Seafood - Get a gift certificate from a female-owned fish company
- Noyo Center For Marine Science - Get free merch and a donation in your name

Just sign up for our newsletter. All new sign-ups are automatically entered until May 20, 2022. Winner will be announced at the Blue Economy Symposium in Fort Bragg on Saturday, May 20, 2022.

**Enter To Win Now**

Email \*

SUBMIT

**blue economy**  
SYMPOSIUM & LEARNING FESTIVAL  
MAY 19 TO 22, 2022  
FORT BRAGG, CA

The City of Fort Bragg is proud to host this fun and informative weekend fully committed to a more sustainable approach to ocean resources and economic development of coastal communities. We hope you'll join us live or online.

April Newsletter

- Sent Today
- Two New Stories



FORT BRAGG  
NORTH COAST CALIFORNIA

Campaigns



**Blue Economy Symposium & Learning Festival**  
May 19 to 22, 2022 - Fort Bragg, CA  
It's said that a rising tide lifts all boats, and that's a good way to think about the Blue Economy coming to Fort Bragg in May. There's a two-day leadership forum and weekend full of fun, informative activities. Join top researchers, educators, purveyors, guides and fishers to immerse yourself in a multitude of ocean-related enterprises at the core of a sustainable economic future on the Mendocino Coast.

[Learn More](#)



**Meet Noyo's New Harbor Master**  
Anna Neumann might not be what you'd expect in a Harbor Master. But you'll be even more amazed to hear about all the incredible things she's doing to make Noyo Harbor even more fun, safe and sustainable.

[Explore Now](#)



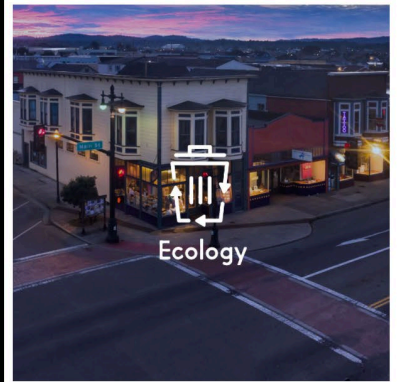
**Help For The Kelp**  
You probably know how climate change and purple urchins are devastating CA's kelp forest. Now get to know the people who are doing something about it. Tristin McHugh and Grant Downie are making an impact.

[Explore Now](#)



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

[Forward To A Friend](#)



**Stay Sustainably**  
If you're coming for the Blue Economy, or any time of year, we know you'll do your best to protect and preserve our incredible natural surroundings as you enjoy them. Click below to explore some of the many ways you can help keep Fort Bragg beautiful for generations to come.

[Learn More](#)

Check out Noyo Marine Center's Crow's Nest [Live Cam](#) for current conditions.



# Campaigns

## Miscellaneous

### Newsletter Subscribers


- 3,195 subscribers
- + 100 per month

### Walking Map


### Mendocino Film Festival



Your Front Yard



You're welcome.



### EXPLORE FRANKLIN STREET



SCAN ME

### WIGGLY GIGGLY PARK



Give your kids a good swing, slide, run and climb in the playground or hit the basketball and tennis courts.  
442-498 E Laurel Street

### EXPLORE REDWOOD AVENUE



SCAN ME

### TAKE A HIKE



Head towards the ocean to pick up the incredible Coastal Trail or hoof it into the mountains for one of the area's tranquil forest hikes.

### TO THE HARBOR



Noyo Harbor is a working fishing port where you can enjoy fresh fish on the river's edge.

### C.V. STARR COMMUNITY CENTER



Locals and visitors alike can dive into the aquatics center with a lap pool, water slide and more. Bring Bowser to the dog park and shred the skatepark.

### OTIS JOHNSON PARK



Find your moment of tranquility in this little slice of redwood heaven just a few blocks down Laurel Street.



**KEY** ■ SHOPPING ○ FOOD ● BARS ● COFFEE \$ BANK ● FIRE STATION ● POST OFFICE

**TO THE BEACH!** For beaches, bluff top views, biking, murals, artisan benches, whale watching and more, head west.





**QUESTIONS?**

**COMMENTS?**

**THANK YOU.**

