

FORT BRAGG
NORTH COAST CALIFORNIA

Marketing Campaign Monthly Update

March 14, 2023

THE IDEA  COOPERATIVE
SONOMA COUNTY

MARCH 13TH-19TH

ANGELINA'S
FORT BRAGG
RESTAURANT
20 **WEEK** 23



MARCH
18TH



FORT BRAGG WHALE FESTIVAL
**DOWNTOWN
WINE WALK**

**WITCHING
STICK**
AT
**CHAMBER
WELCOME
CENTER**

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

January > March 2023

Shoulder Season Reach Campaign

Streaming TV: Targeted TV Ads and Online Pre-Roll

February > March 2023:

Whale Fest + Restaurant Week

April > May 2023:

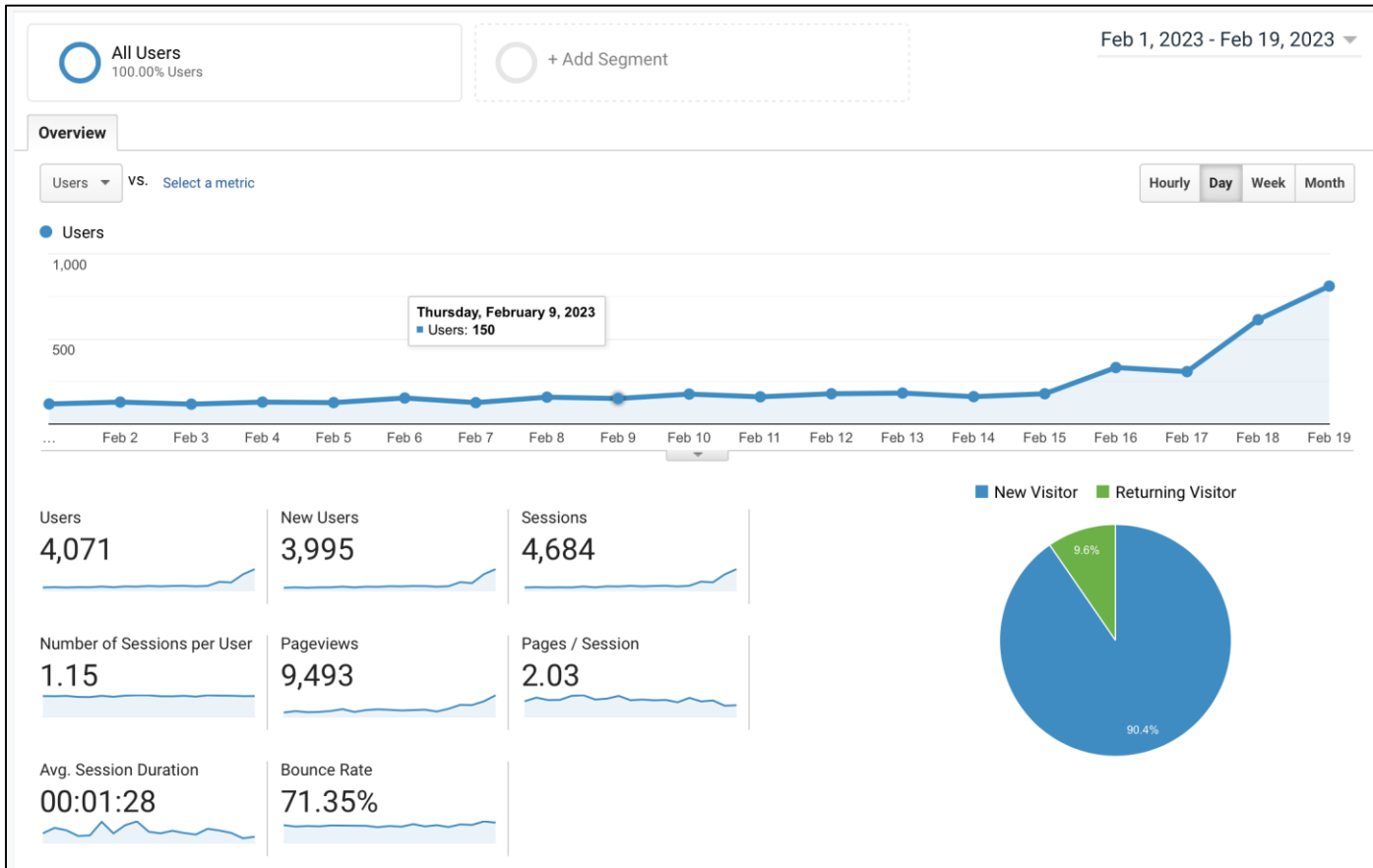
- Art & Culture
- Mountain Biking

TBD:

Blue Economy

MONTHLY SITE TRAFFIC

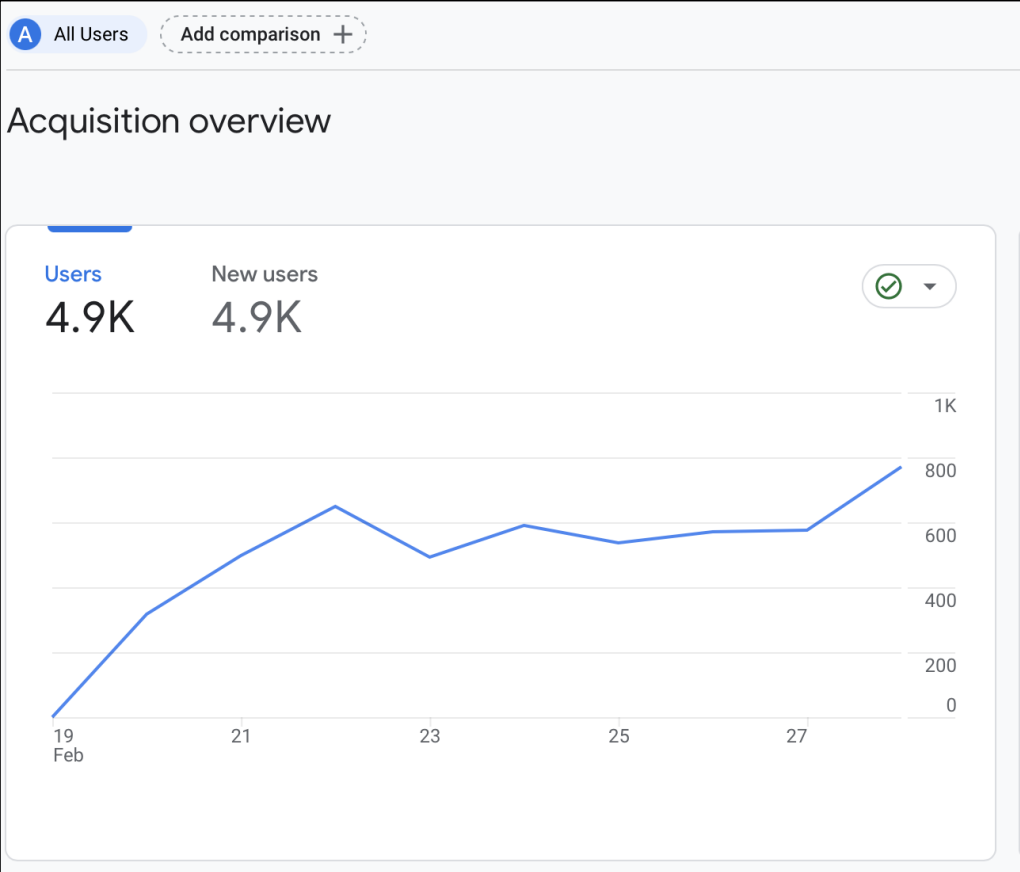
GA



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
	9,493 100.00% (9,493)	8,014 100.00% (8,014)	00:01:25 Avg for View: 00:01:25 (0.00%)	4,684 100.00% (4,684)
1. /	1,736 (18.29%)	1,429 (17.83%)	00:00:57	1,365 (29.14%)
2. /whalefest/	786 (8.28%)	584 (7.29%)	00:03:02	384 (8.20%)
3. /whale-fest-promo/	768 (8.09%)	684 (8.54%)	00:02:14	680 (14.52%)
4. /glass-beach/	560 (5.90%)	513 (6.40%)	00:02:16	488 (10.42%)
5. /events/	486 (5.12%)	329 (4.11%)	00:01:04	65 (1.39%)
6. /whale-fest-wine-walk/	223 (2.35%)	175 (2.18%)	00:02:34	84 (1.79%)
7. /about-fort-bragg/	189 (1.99%)	182 (2.27%)	00:01:36	55 (1.17%)
8. /plan-your-trip/stay/hotels/	189 (1.99%)	132 (1.65%)	00:00:55	14 (0.30%)
9. /plan-your-trip/	172 (1.81%)	133 (1.66%)	00:00:17	34 (0.73%)
10. /plan-your-trip/eat-drink/eat/	147 (1.55%)	103 (1.29%)	00:01:22	20 (0.43%)
11. /plan-your-trip/play/shopping/	137 (1.44%)	97 (1.21%)	00:01:03	67 (1.43%)
12. /our-stories/	116 (1.22%)	98 (1.22%)	00:00:53	9 (0.19%)
13. /thank-you/	114 (1.20%)	98 (1.22%)	00:00:41	12 (0.26%)
14. /adventurist/	103 (1.09%)	91 (1.14%)	00:00:40	12 (0.26%)
15. /story-number-12/	87 (0.92%)	72 (0.90%)	00:01:55	61 (1.30%)
16. /the-family/	81 (0.85%)	72 (0.90%)	00:00:54	10 (0.21%)
17. /plan-your-trip/stay/camping/	74 (0.78%)	45 (0.56%)	00:00:36	24 (0.51%)
18. /story-number-23/	73 (0.77%)	64 (0.80%)	00:03:52	60 (1.28%)
19. /the-naturalist/	73 (0.77%)	66 (0.82%)	00:00:33	7 (0.15%)
20. /plan-your-trip/play/coastal-activities/	72 (0.76%)	51 (0.64%)	00:01:02	4 (0.09%)

MONTHLY SITE TRAFFIC
GA4

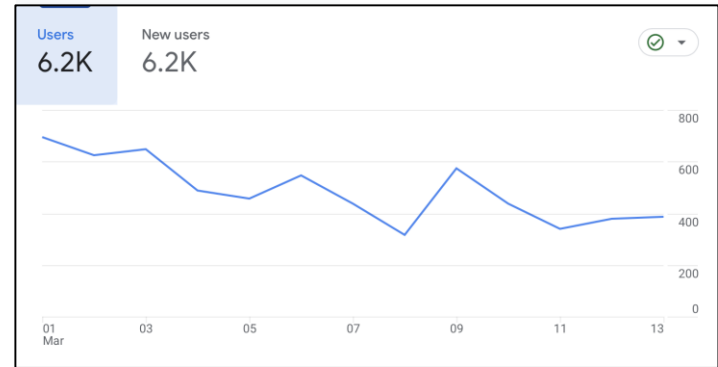
Feb 19 - Feb 28, 2023



Pages and screens: Page title and screen class

Page title and screen class	Views	Users
	8,044 100% of total	4,906 100% of total
1 Whale Fest Promo - Fort Bragg	3,459	2,858
2 Whale Fest - Fort Bragg	1,133	898
3 Fort Bragg Home - Fort Bragg	813	642
4 Glass Beach - Fort Bragg	259	206
5 Events - Fort Bragg	210	152
6 Whale Fest Wine Walk - Fort Bragg	158	131
7 Thank You - Fort Bragg	152	103
8 About Fort Bragg - Fort Bragg	102	91
9 Hotels - Fort Bragg	89	68
10 Plan Your Trip - Fort Bragg	86	70
11 - C.R. Johnson and the Union Lumber Company - Fort Bragg	57	4
12 Eat & Drink - Fort Bragg	53	36
13 Our Stories - Fort Bragg	53	45
14 Shopping - Fort Bragg	44	37
15 Camping - Fort Bragg	41	23
16 Coastal Activities - Fort Bragg	37	31
17 The Adventurist - Fort Bragg	33	28
18 Story Number 12 - Fort Bragg	32	24
19 A Message From The City Manager - Fort Bragg	29	28
20 The Naturalist - Fort Bragg	28	24

Mar 1 - Mar 13, 2023



Sessions by Session default channel group

SESSION DEFAULT CHANNEL G...	SESSIONS
Display	2.5K
Paid Search	1.3K
Direct	1.3K
Organic Search	1K
Referral	646
Organic Social	442
Email	17

Jan Site Traffic: 3,315

Feb Site Traffic: 8.9K

March 1 > 13: 6.2K

eNewsletter :

2/11 > 3/13 (+372)

➤ 5,083 Total



Shoulder Season Video Reach Campaign

Campaign Delivery Overview:

- Flight: 2/6 > 2/27 (originally scheduled through 3/17)
- Market: San Francisco - Oakland - San Jose
- Impressions Delivered: 291,273
- Hours of Video Interaction: 2,162
- Viewed In Full: **87%**
- Final spend: \$10k



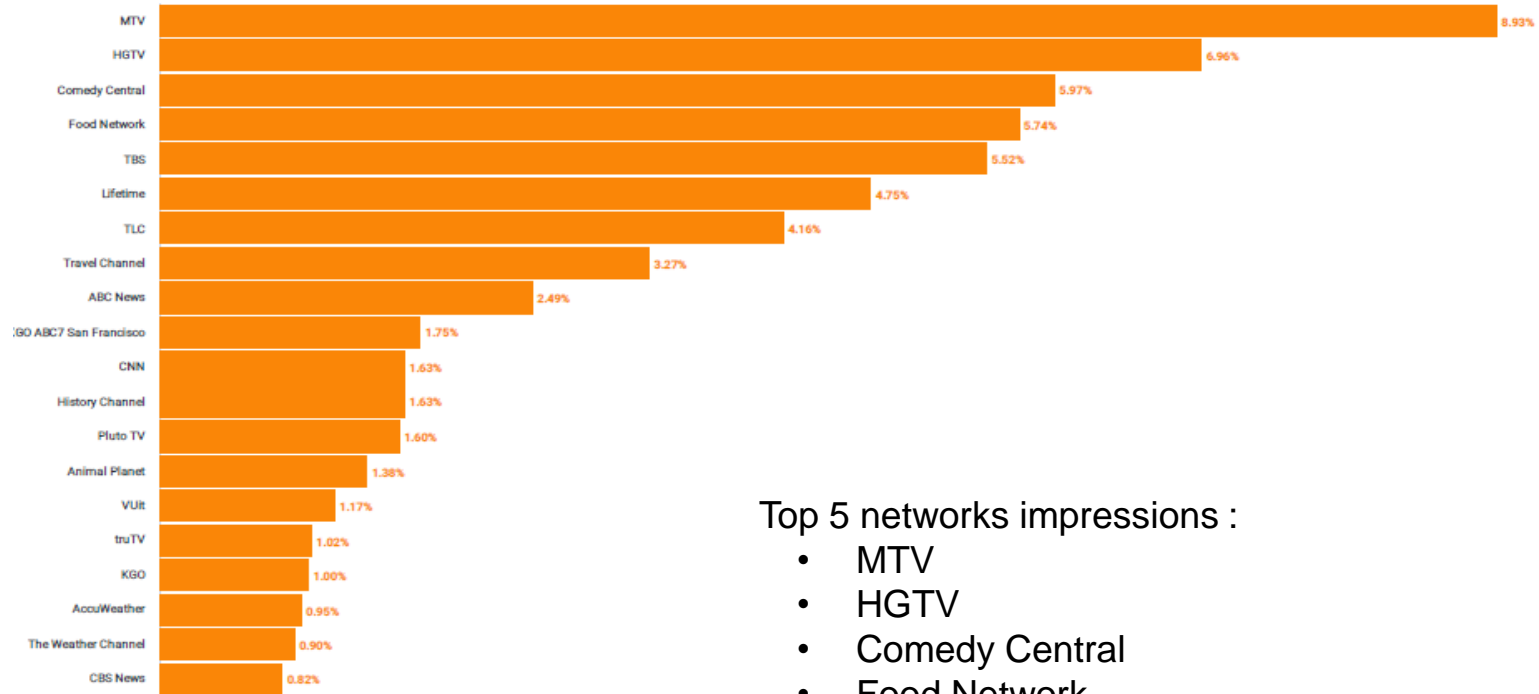
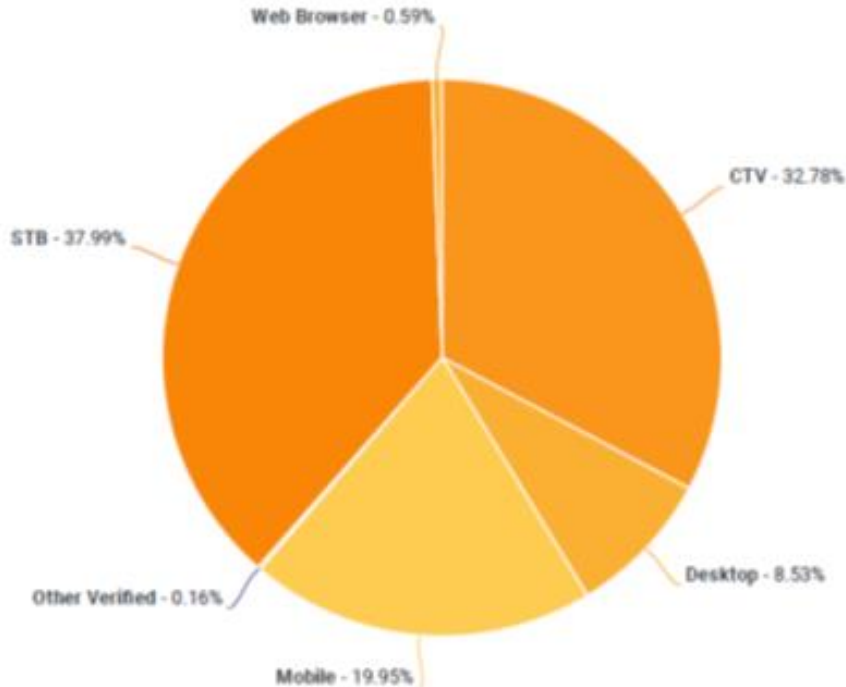
Campaigns

Shoulder Season Video Reach Campaign

Delivery By Platform:

- Set Top Box – 38%
- Cable TV – 33%
- Mobile – 20%
- Desktop – 8.5%

Delivery by Platform



Top 5 networks impressions :

- MTV
- HGTV
- Comedy Central
- Food Network
- TBS

Campaigns

2023 Fort Bragg Whale Fest +

- Restaurant Week
- Wine Walk
- Beer Fest
- Craft Fair
- Noyo Center Events
- Mendo Parks

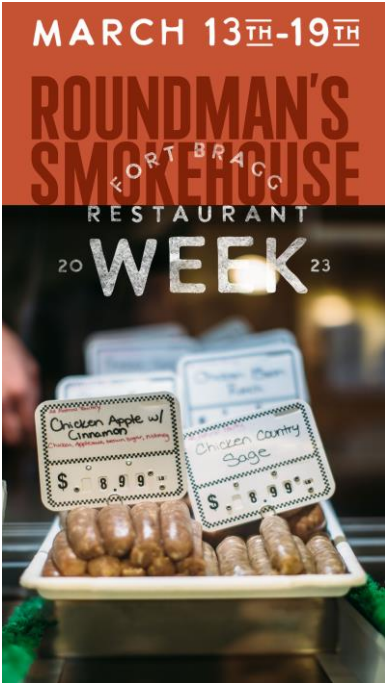
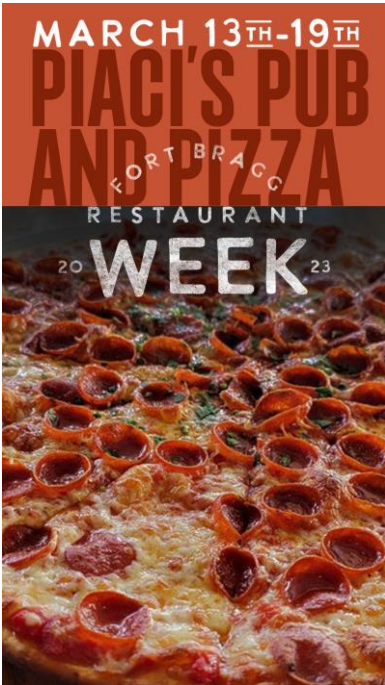
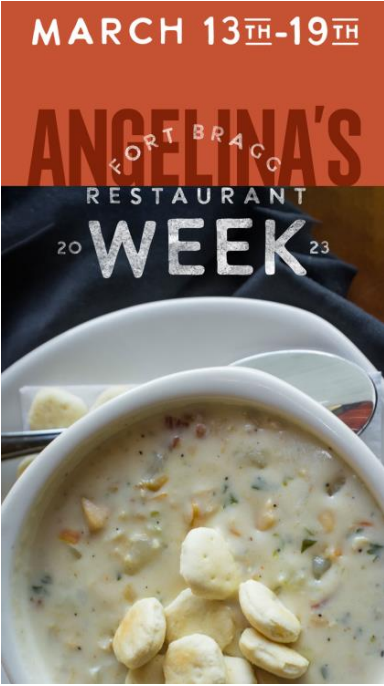
Campaign:

- [Landing Page](#) (eNSL sweeps)
- Newsletter
- Google Display Campaign (\$5K)
 - Nature/Whales
 - Food
 - Wine
 - Beer
- Sacramento Magazine
- Organic Social



Campaigns

2023 Fort Bragg Whale Fest +
RESTAURANT WEEK SOCIAL



Campaigns

2023 Fort Bragg Whale Fest +
WINE WALK SOCIAL

MARCH 18TH



FORT BRAGG WHALE FESTIVAL
DOWNTOWN WINE WALK

GRAZIANO
FAMILY OF WINES

AT CUCINA
VERONA
MERCATO

MARCH 18TH



FORT BRAGG WHALE FESTIVAL
DOWNTOWN WINE WALK

FATHERS +
DAUGHTERS

AT PIPPI
LONG
STOCKINGS

MARCH 18TH



FORT BRAGG WHALE FESTIVAL
DOWNTOWN WINE WALK

ROEDERER
ESTATE

AT HOME
TOWN
STORE

MARCH 18TH



FORT BRAGG WHALE FESTIVAL
DOWNTOWN WINE WALK

WITCHING
STICK

AT CHAMBER
WELCOME
CENTER

Campaigns

2023 Fort Bragg Whale Fest + GOOGLE AD CAMPAIGN



Campaigns

2023 Fort Bragg Whale Fest +
COLLATERAL

- Cucina Verona Mercato – Graziano Family of Wines
- Hometown Store – Roederer Estate
- Mendo Photographer Guild – Lula Cellars
- Kokkos Bar – Bee Hunter Wine
- LaTre Clothing – Goldeneye Winery
- Pippi Longstockings – Fathers + Daughters Cellars
- The Quarry – Witching Stick Wines
- Sherwood & Co – Husch Vineyards
- Frame Mill – McNab Ridge Winery
- Splendiferous – Meyer Family Cellars
- Reynolds + Wren – Jaxon Keys Winery & GWR
- Oasis x Tango – Frey Vineyards
- Kama Loka – McFadden Family Vineyard & Farm
- The Outdoor Store – Handley Cellars and Pennyroyal Farms
- Ficus and Fern – Brutocao Cellars



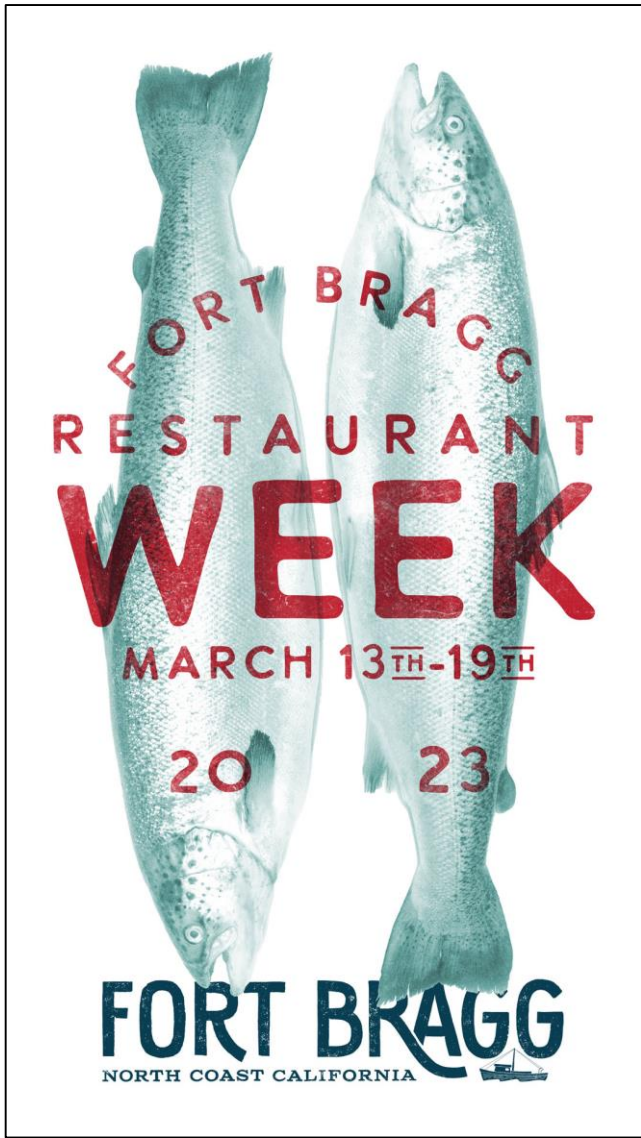
Tickets:
\$50.00 ahead
\$55.00 day of



MARCH 18TH
12:00^{PM} - 4:00^{PM}



FORT BRAGG
NORTH COAST CALIFORNIA



Campaigns

2023 Fort Bragg Whale Fest +
SACRAMENTO MAGAZINE

[March Issue](#) (Whale Fest) – Page 3

Print Magazine + Online Newsletter





QUESTIONS?
COMMENTS?

