



FORT BRAGG

NORTH COAST CALIFORNIA 

Marketing Campaign Monthly Update

January 9, 2024

THE IDEA  COOPERATIVE
SONOMA COUNTY

Promotion Calendar

2023 > 2024

July > August

- The Great Fort Bragg Photo Collection - Beaches

August

- Shop Downtown
- Fall Events

September

- Wrap Beach Bragg
- Mural Walk
- Launch Fort Bragg Beer

October

- Fort Bragg Beer
- Visitor Profiles
- Magic Market

November > December

Objective – Holiday Merchant Support

- Winter Events
- **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 Biking
TV – Fort Bragg Stories

May

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

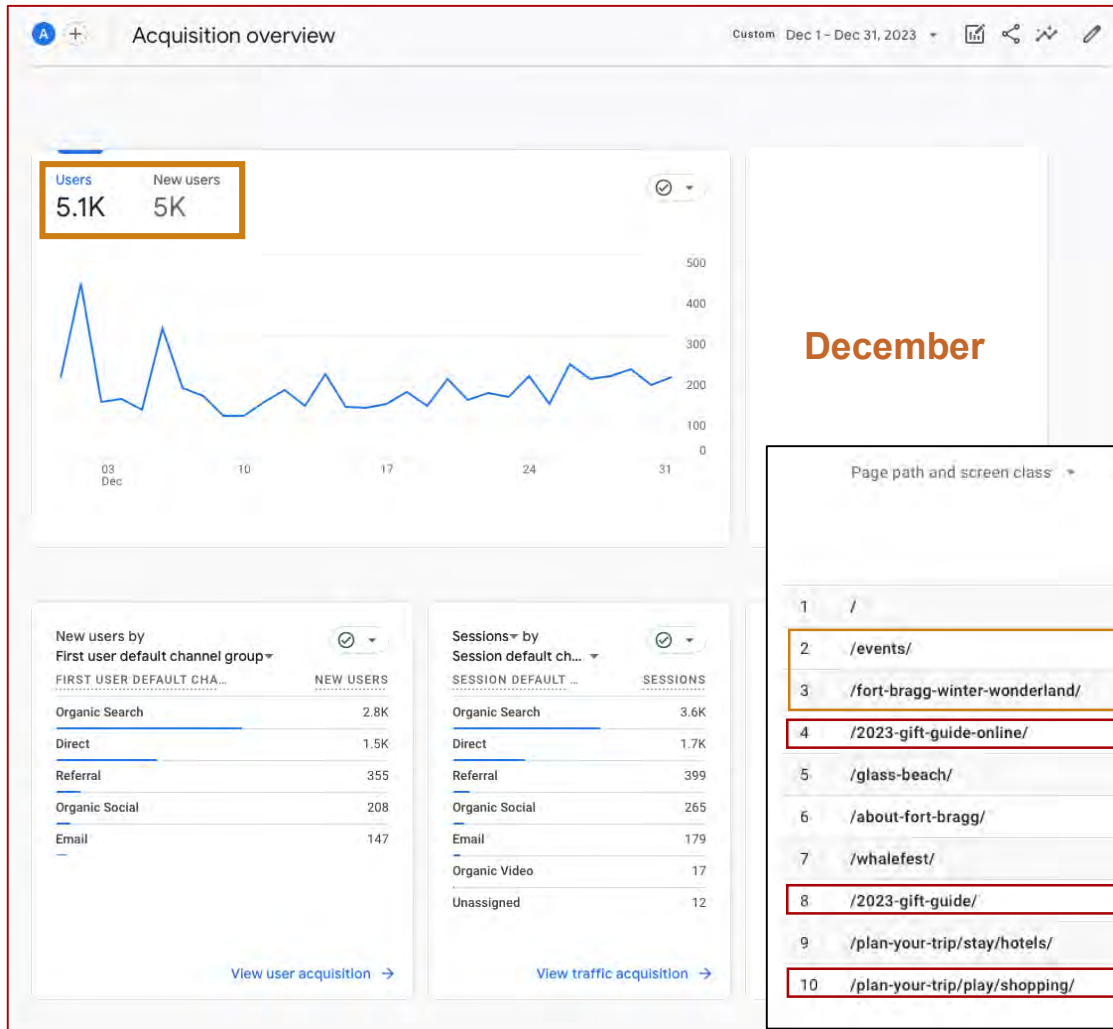
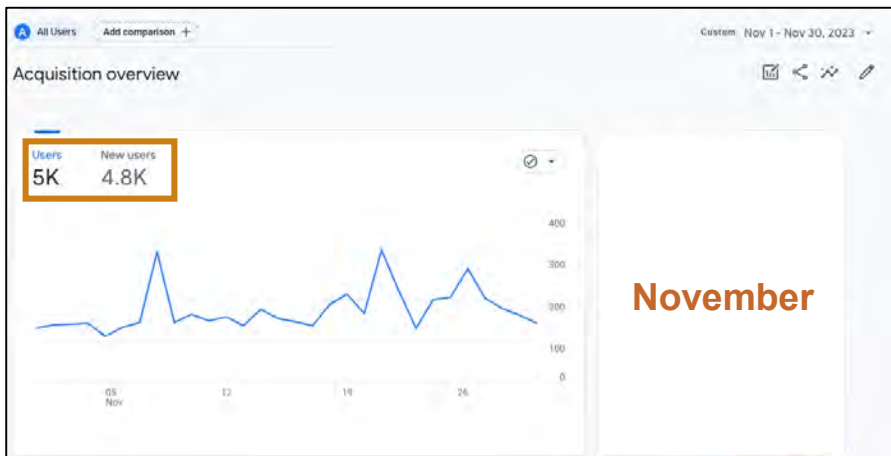
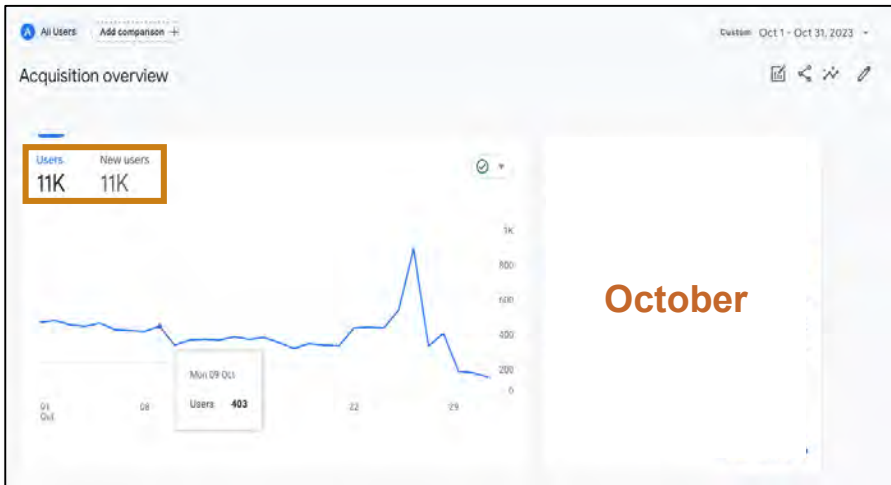
June

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

VisitFortBraggCa.com

MONTHLY SITE TRAFFIC

Google Analytics



Dec. 2022 – 4,393

Page path and screen class	Views	Users
	15,141 100% of total	5,090 100% of total
1 /	4,469	1,437
2 /events/	748	477
3 /fort-bragg-winter-wonderland/	739	547
4 /2023-gift-guide-online/	493	309
5 /glass-beach/	403	356
6 /about-fort-bragg/	385	302
7 /whalefest/	364	278
8 /2023-gift-guide/	325	197
9 /plan-your-trip/stay/hotels/	220	143
10 /plan-your-trip/play/shopping/	219	173

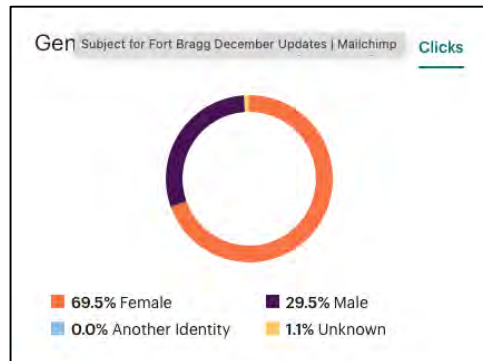
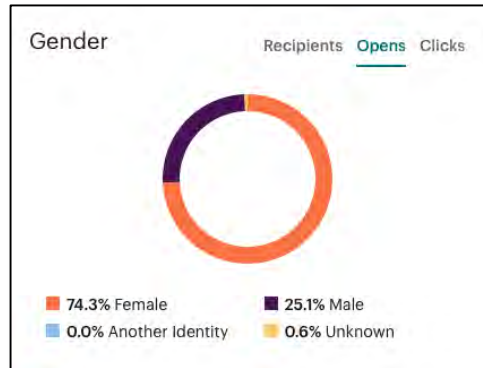
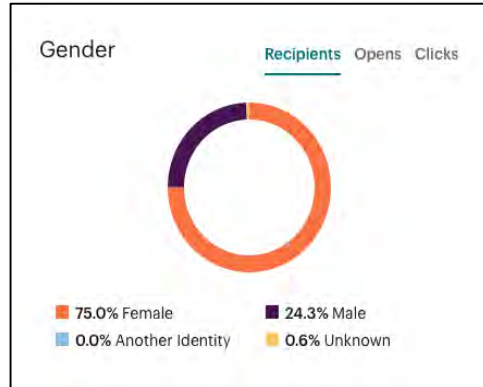
FORT BRAGG

NORTH COAST CALIFORNIA

Campaigns

DECEMBER E-NEWSLETTER

- 5,273 Deliveries
- 2,731 Total Opens
- 301 Total Clicks
- 12 Unsubscribes
- 13 Forwarded



View this email in your browser

FORT BRAGG

NORTH COAST CALIFORNIA



Fort Bragg Gifts for Procrastinators

It's not too late to bring the joy of your favorite North Coast town to your holiday celebration with a gift from Fort Bragg.

[Shop Online](#)

[Shop In Town](#)

RESTAURANT

WEEK 24

FORT BRAGG, CA



Mark Your Calendar for Restaurant Week

The Fort Bragg food festivities start in late January 2024, so start making plans now to be in Fort Bragg for a celebration of all the amazing flavors of the North Coast culinary scene, from down-home comfort food to upscale white tablecloth fare.

[Explore](#)

FORWARD TO A FRIEND

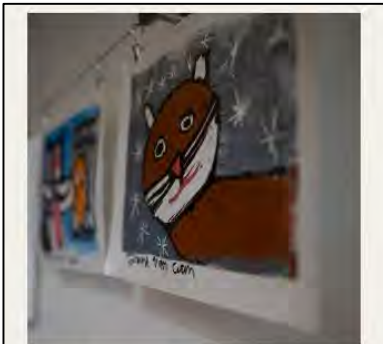
FOR THE CHANCE TO WIN A FREE GIFT.

Click below to forward this email to your friends. Every email you forward using the button below enters you in a drawing to win a free gift from one of the stores in the guide.

[Forward To A Friend](#)

Top links clicked

https://fortbraggfood.com	88
https://noyocenter.org/noyolive/	82
https://visitfortbraggca.com/2023-gift-guide-online/	69
https://visitfortbraggca.com/2023-gift-guide/	50
https://visitfortbraggca.com/art-and-the-explorers/	10



The Art of Changing Lives

Art Explorers is a nonprofit creative art studio in downtown Fort Bragg for people with developmental disabilities and brain injuries. Learn more about the studio and then look into purchasing some of the amazing artwork being created there every day.

[Explore](#)

Watch As Winter Moves onto The North Coast

The [Noyo Marine Center's Crow's Nest Live Cam](#) offers a continuous view of the coast near Fort Bragg. Take a look and watch as the winter weather starts moving in.



FORT BRAGG HOLIDAY Gift Guide

23

Walk In & Online

- 35 stores
- 923 views


Online Only

- 20 stores
- 773 views

FORT BRAGG NORTH COAST CALIFORNIA

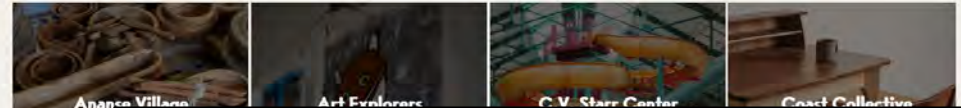
Campaigns


/kama-loka/	104
/annual-rhododendron-show/	102
/fort-bragg-independence-day-fireworks/	102
/pomo-rv-park-and-campground/	99
/the-outdoor-store/	99
/sneakerwave-dtfb/	97
/obsidian-monarch/	96
/sherwood-company/	96
/coast-collective/	95
/paul-bunyan-days/	92
/salt-girl-apparel/	90
/atrium-garden-inn/	88
/skunk-train/	88
/lunar-tide/	87
/pippis-longstockings/	86
/beautiful-earth-rocks/	85
/downtown-mural-tour/	85
/fort-bragg-cyclery/	85
/glass-beach-inn/	85
/jackson-demonstration-state-forest/	84
/art-and-the-explorers/	83
/the-culturist/	83
/the-mariner/	83
/nice-work-mother-nature/nice-work-mother-nature-ecology/	82
/the-tall-guy-and-his-tap-room/	82
/er-energy-kitchen-and-gift/	80
/lost-coast-surf-shack/	80



FORT BRAGG HOLIDAY GIFT GUIDE

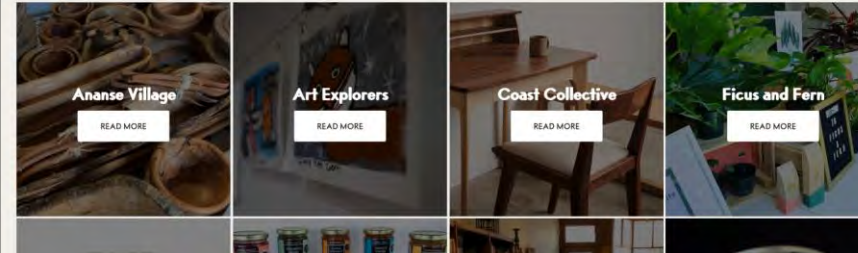
You can learn a lot about a place as you wander through town shopping for holiday gifts. That's why we created the Fort Bragg Holiday Gift Guide. So come on in, the door is open, feel free to browse around and discover a gift to bring a welcome reminder of Fort Bragg to your holiday celebrations. And, if you can't be here to shop in person, here's where to find your **online shopping** options.





FORT BRAGG HOLIDAY GIFT GUIDE

ONLINE MERCHANT SHOPPING GUIDE





- Site live at fortbraggfood.com
- Seven restaurant sign-ups
- All restaurants included
- Posters and table tents being distributed
- Social ongoing, newsletter soon (in Dec. newsletter)
- Coop Team there for content next week

PAID SOCIAL

December

Website promotion	Dec 26, 2023 • Created b...	Completed	2,789 Reach	241 Link clicks	\$34.94 Spent at \$5.00 per day
 Website visitors The fifth annual Fort Bragg...					
Website promotion	Dec 26, 2023 • Created b...	Completed	5,884 Reach	125 Link clicks	\$34.96 Spent at \$5.00 per day
 Website visitors Save the Date for Restaura...					

January In Market



Restaurant Week is January 26 - February 4!

Thanks to those who have already signed up to participate! If you have not filled out the form for your restaurant, please follow the simple steps below.

- 1) Go to the [Restaurant Week Page](#) to check your current information.
- 2) Go to the [Sign Up Form](#) to make any changes or additions to your page, including your offering or signature dish. If uploading a photo, a camera phone image is fine.
- 3) Download graphic files from the [Restaurant Press Kit](#) to use on your social media and printed materials.

VISIT FORT BRAGG WILL BE PROMOTING RESTAURANT WEEK TO TENS OF THOUSANDS OF PROSPECTIVE VISITORS STARTING NEXT WEEK. GET READY TO PUT YOUR BEST FOOD FORWARD!

Additional Opportunity!

The production crew from The Idea Cooperative (Visit Fort Bragg's marketing agency) will be conducting photo shoots and quick interviews January 19, 20, 21, onsite at Fort Bragg restaurants. If you would like to schedule an hour for this opportunity to have your restaurant and food photographed, along with your chef and/or owner, please reach out to melissa@theideacooperative.com.

Questions? Contact Barbara Bruce at barbarabruce@gmail.com.

[Sign Up](#)

Top Posts

Organic Social – December

Followers:

Facebook : 69.334 (+ 3)

Instagram: 22.948 (+ 63)

Reach:

Facebook : 44.7K, Engagement: 4.2K (-)

Instagram: 16.9K, Engagement: 5.7K (+)

Facebook

Beautiful Ladies of the North Coast
Locals Only Case at Princess
Historical Harbor
When the fog rolls in...
Happy Holidays

Reach

14.9K
11.1
9.2K
8K
5.9K

Engagement

350
114
312
352
231

Instagram

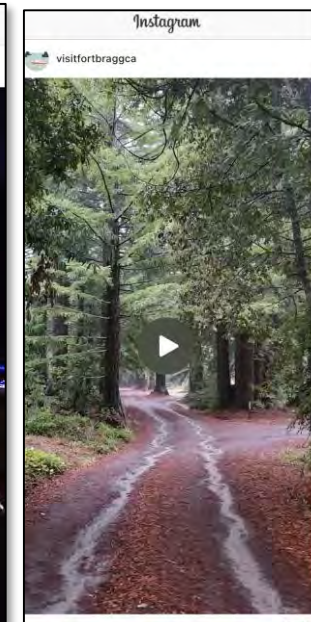
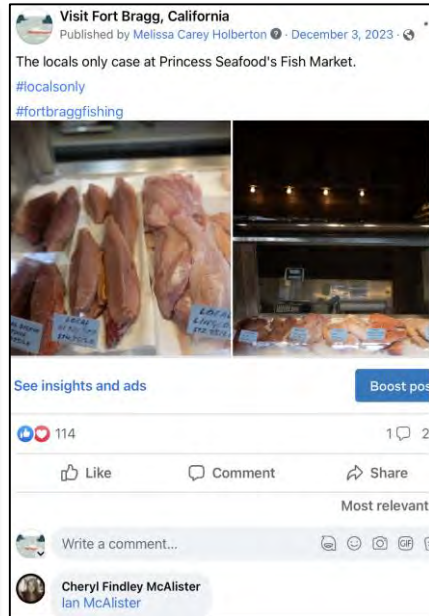
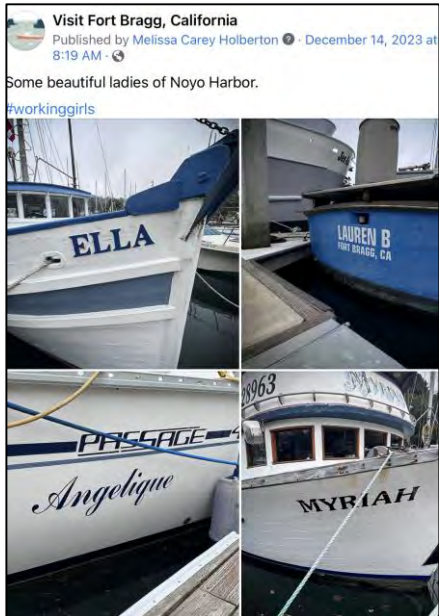
Light Display Video
Rainy Walk in Redwoods Video
Lighted Truck Parade Video
Restaurant Week Save the Date
Historical Harbor

Reach

7.2K
5.3K
4.7K
4.2K
3.9K

Engagement

576
772
709
114
369



Upcoming Events + Promotions

Whale Run & Walk Confirmed

Others/

Google Paid Ad Campaign



Downtown Wine Walk

The Mendocino Coast Chamber of Commerce and Visit Fort Bragg are thrilled to bring back the Fort Bragg Whale Festival Downtown Wine Walk. On Saturday, March 16 from 12:00 to 4:00 PM over a dozen merchants will host wineries and serve complimentary food to pair with wines.

[SEE LAST YEAR'S WINE WALK](#)



Fort Bragg Rotary Club's Beer Fest

Rotary Beer Festival is back. Save the date and join us on Saturday, March 16, 2024 at the Eagles Hall from 12-4pm. Tickets are \$40 and will be available soon. The Rotary Club is lining up some great beer to taste and an awesome band.



Town Hall Craft Fair

The Soroptimists are also hosting an indoor craft fair at town hall on Sat-Sun March 16-17 from 10:00 AM to 5:00 PM. Come by to see the incredible work of local artisans and craftspeople. You won't find a better place to get a one-of-a-kind gift for a fan of Fort Bragg.



Noyo Center Whale Events & Exhibits

Join the Noyo Center for Marine Science throughout March for a variety of special events and exhibits to celebrate Whale Festival and the annual gray whale migration. Click the link below for the full schedule and remember that your support helps the Noyo Center do its incredible work.



Mendo Park Educational Activities

Join MendoParks for free guided whale walks at MacKerricher State Park on Fridays and Saturdays in March, from 11:00 AM to 2:00 PM. While you're there, check out the gray whale skeleton articulation next to the Visitor Center.



Try the Chowders

The Official Fort Bragg Chowder Tasting and Competition is still on hiatus. But don't let that stop you from visiting local restaurants during Whale Fest to enjoy a piping hot cup or bowl full of coastal deliciousness.

Questions?

Comments?

