

FORT BRAGG

NORTH COAST CALIFORNIA 

Marketing Campaign Monthly Update

June 23, 2022



Promotion Calendar

2022 > 2023

- Continue to grow followers and increase engagement
- Stave off post-covid travel decline
- Continue promotional cadence
- Wayfinding
- Monthly Stories > Promotions
- Existing + new(?) events
- Drought messaging

Note: Newsletter 9/28/2000 > Present: 400 > 3,400 Subscribers

June > July:

- Objective – Increase Digital Engagement

The Great Fort Bragg Photo Collection

August:

- Objective – Grow Followers - Story Promo #1

Paid Digital: Psychographic Targeted

September:

- Objective – Grow Followers via Experience (families?)

Paid Digital: Psychographic Targeted

October:

- Objective – Grow Followers - Story Promo #2

Paid Digital: Psychographic Targeted

November > December 2021:

- Objective – Holiday Merchant Support

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:

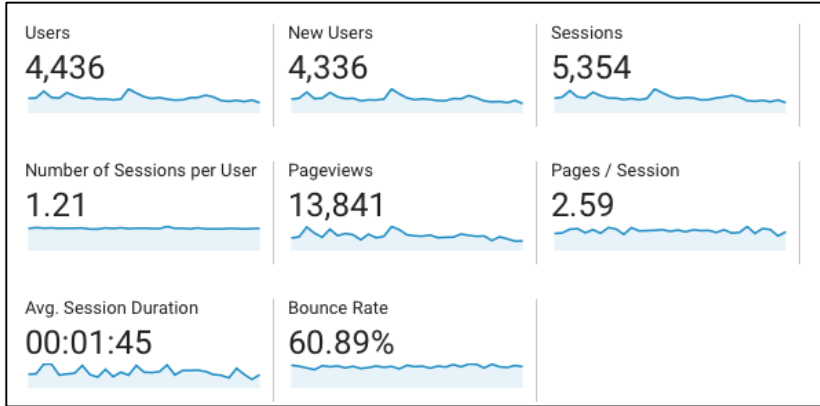
- Objective – Awareness > Nature/Environmental target

Blue Economy

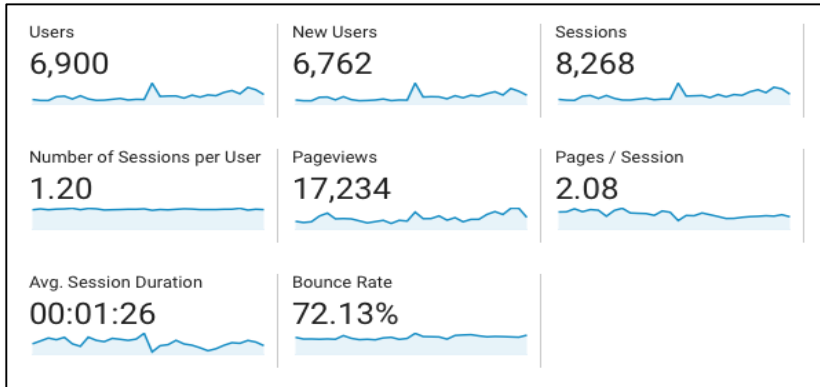
VisitFortBraggCa.com

MONTHLY SITE TRAFFIC

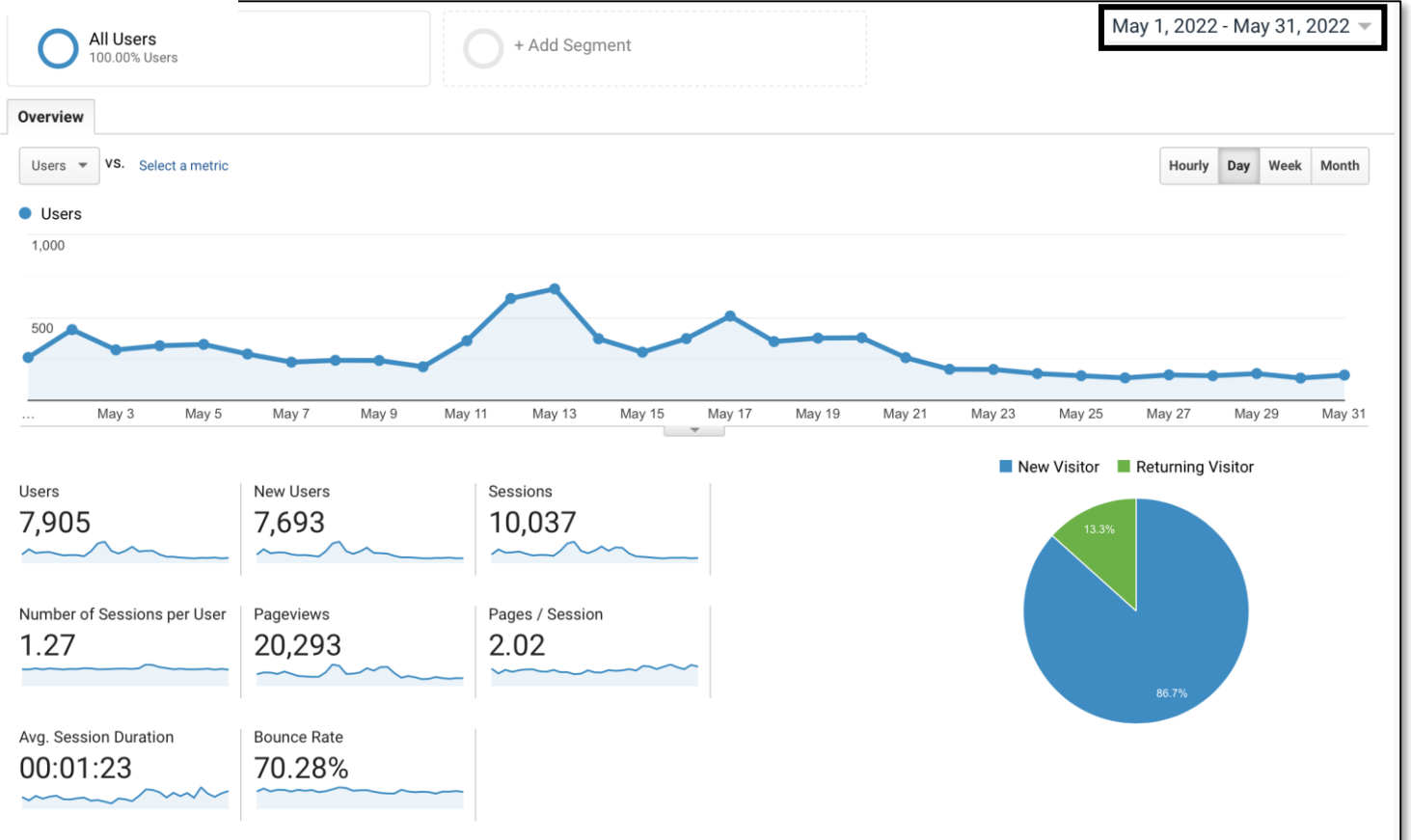
Mar 1, 2022 - Mar 31, 2022



Apr 1, 2022 - Apr 30, 2022



Analytics



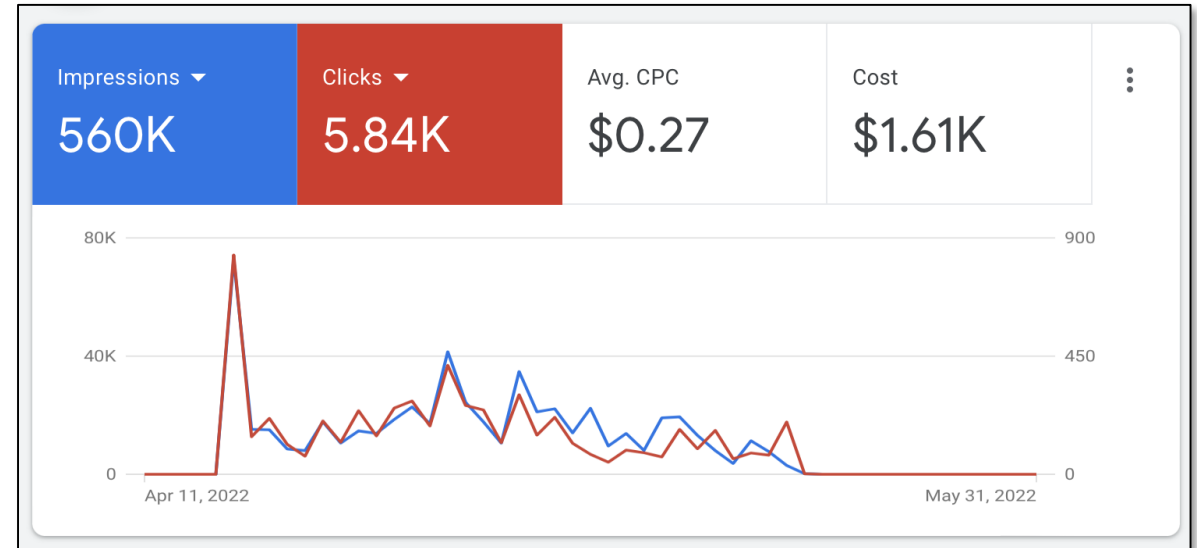
Campaigns

Sea & Do Sweepstakes - Paid Google Banner Ads

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

Campaign Results

- 560,000 impressions
- 5,840 clicks
- 85 Conversions = newsletter sign-up
- \$0.27 cost per click
- 18 > 32 yr. old highest CTR
- 91.1% campaign optimization score
- 84% > 91% Mobile
- Prize Kit Awarded



Campaigns

Blue Economy

Newsletter:

- 1,265 Opens
- 177 Clicks

Learning & Opportunities

- Symposium a rousing success
- Learning Festival would benefit from additional marketing support
 - Photos will help
- Blue Economy landing pages drove heavy site traffic
- Landing Page changing to Symposium videos by category




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](#)



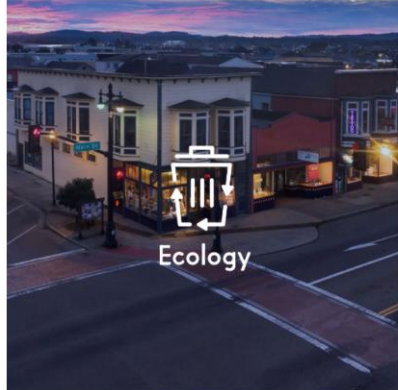
Help For The Kelp
You probably know how climate change and purple urchins are devastating CA's kelp forest. Now get to know the people who are doing something about it. Tristin McHugh and Grant Downie are making an impact.

[Explore Now](#)

FORWARD TO A FRIEND 

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.







Currently In Development



Symposium Videos Page



Mural Walking Map

FORT BRAGG
NORTH COAST CALIFORNIA

Independence

DAY




Fireworks

Saturday, July 2ND - 9:30 PM

WATCH FROM:

- South Coastal Trail at Noyo Headlands*
- Pomo Bluffs Park
- Todd Point Parking Area

Fort Bragg Police will strictly enforce restrictions on illegal discharge of fireworks & open containers of alcohol in public.
* \$20 PARKING FEE



QUESTIONS?

COMMENTS?

THANK YOU.

