



FORT BRAGG

NORTH COAST CALIFORNIA 

Marketing Campaign Monthly Update

January 12, 2023

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

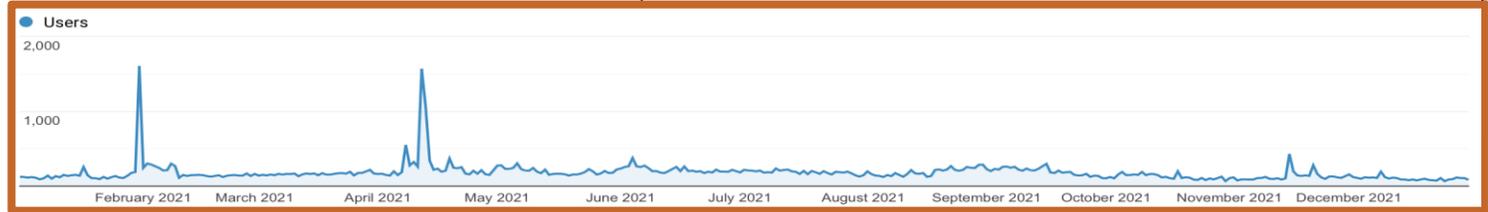
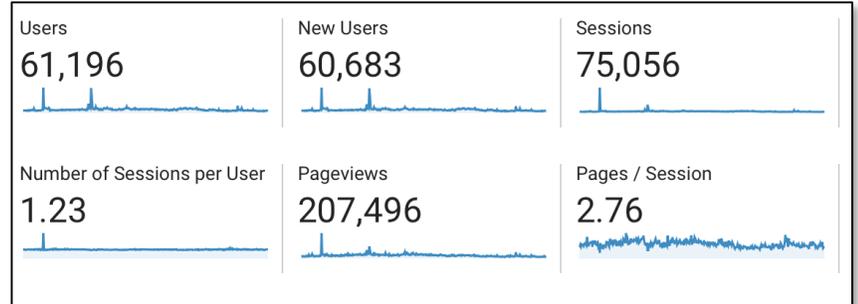
April > May 2022:

- Objective – Awareness > Nature/Environmental target

Blue Economy

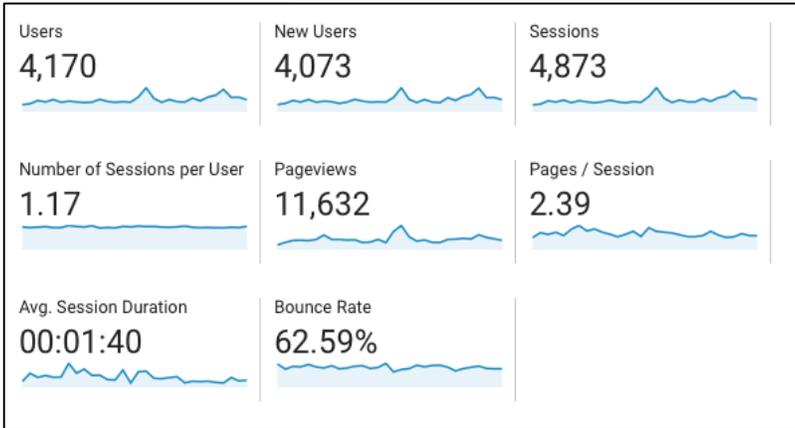
VisitFortBraggCa.com

Jan 1, 2021 - Dec 31, 2021 ▾

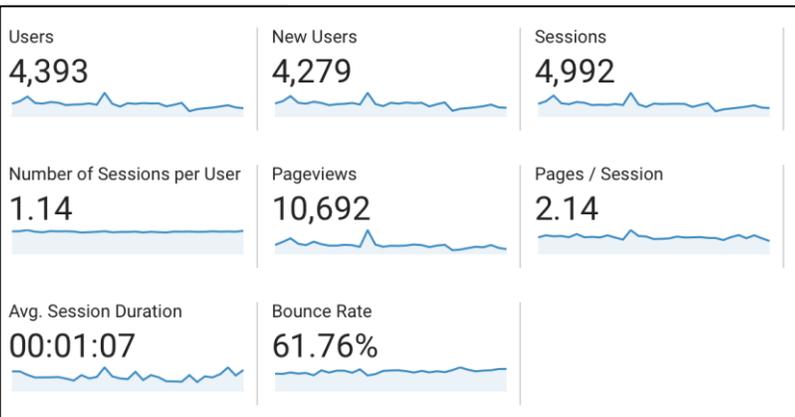


MONTHLY SITE TRAFFIC

Nov 1, 2022 - Nov 30, 2022 ▾



Dec 1, 2022 - Dec 31, 2022 ▾



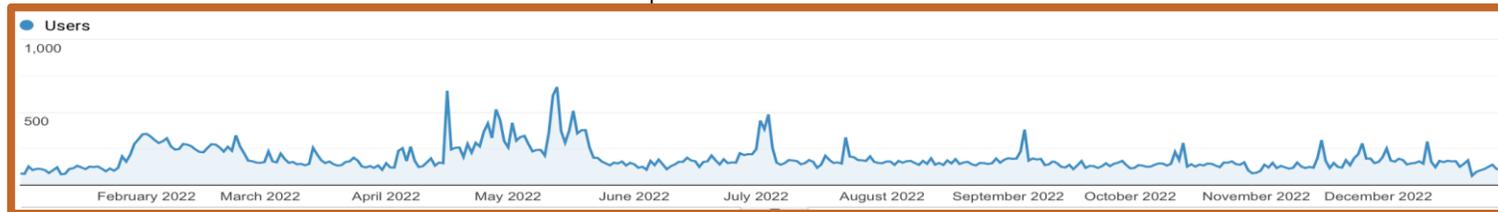
eNewsletter :

1/31/21
➤ 2,258
1/11/23
➤ 4,393

Social :

Facebook: 68,587
Instagram: 22,000

Jan 1, 2022 - Dec 31, 2022 ▲



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Campaigns

2022 Holiday Gift Guide – Final Numbers

Objectives:

- Local Merchant Awareness
- Drive Purchases

Landing Page:

- 1,367 Page Views (GA)

E-Newsletter (+ reminder)

- 3,438 Opens
- 378 Clicks

Paid Social (FB): (\$25/day 11/21 > 12/23 = \$625)

- 1,384 Link Clicks
- 5.5 CTR
- \$0.33/Click
- Lookalike Audience (skews older/female)



Buy Local.

Gift Coastal.

Bring Fort Bragg home for the holidays. Shop this year's Gift Guide for one-of-kind presents with the flavor and feel of your favorite little city on the coast. If you can't be here to shop in person, you'll find several stores with options to purchase online. There. Now you're gift shopping is all taken care of. You're welcome.

[Shop Now](#)

2022 FORT BRAGG WINTER WONDERLAND

Winter Wonderland is Saturday, Dec. 3rd
The holidays are officially here as we gather at Franklin & Laurel Streets in Downtown Fort Bragg for a full day of jolly good fun.

- 12:00 PM – 6:00 PM – Town Hall Holiday Market with festive non-profits selling holiday treats
- 2:00 PM – 5:30 PM – Photos with Santa Claus at the Guest House Museum
- 6:00 PM – Tree Lighting Ceremony
- 6:30 PM – Lighted Truck Parade begins
- Music, food and more throughout the day

[Discover More](#)

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](#)



Meredith & TC Space
In celebration of the Fort Bragg art & culture scene, meet Meredith Fredrick, and take a tour of TC Space to see what's hanging.

[Explore Now](#)

Check out Noyo Marine Center's Crow's Nest [Live Cam](#) to see for yourself.

Shoulder Season Video Reach Campaign

Objectives: Grow Engagers

- Broad Geo-Targeted Awareness
- Micro-Targeted Engagement (Adventurist, Family, etc.)
- Site Traffic & Conversion (EM sign-up, Social Followers)

Creative:

Day In The Life / Itinerary:

- Family
- Adventurist
- More To Come

Fort Bragg Stories:

- Find Your Fort Bragg Story Promotion

Landing Pages:

- Targeted Engagement, Itineraries (EM & Social incentives)
- Focus On Responsible Visiting

Timing:

Late January (post storm) Launch

Media:

- Streaming TV – (Geo Awareness)
- Paid Digital Display – Micro-Target Conversion Metrics
- Paid Social - Lookalike



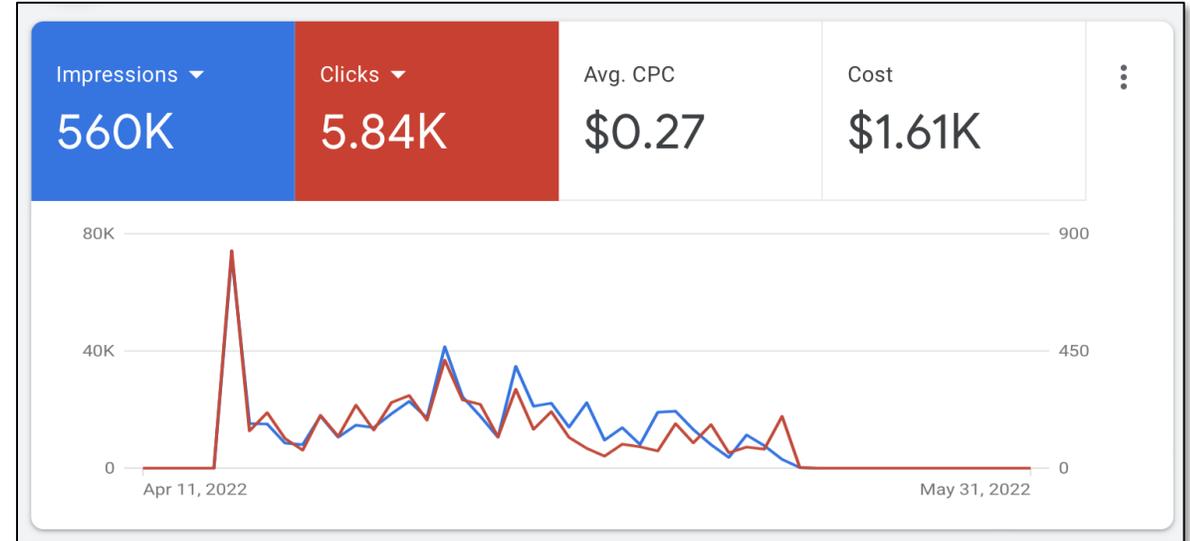
Campaigns

2022 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

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

FORWARD TO A FRIEND

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

Forward To A Friend

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

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.

Instagram, Facebook, Email icons



Visit Fort Bragg, California

WINTER IN FORT BRAGG

Plan your trip today

Learn more

Winter gets pretty quiet around here.

You're welcome.

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NORTH COAST CALIFORNIA

<p>HUDDLE AROUND A FIRE</p>	<p>WATCH A STORM BLOW IN</p>	<p>SHOP THE SHOPS</p>
<p>GET IMMERSED IN MARINE BIOLOGY</p>	<p>WAIT FOR NIGHT - LOOK UP</p>	<p>HIKE THE REDWOODS IN THE RAIN</p>
<p>EXTREME BEAUTY. MODERATE TEMPERATURES.</p>	<p>WATCH FOR WHALES</p>	<p>ORDER HERE EAT FRESH CHOWDER</p>

Campaigns

2022 Restaurant Week

Creative Upgrade

- New, original photography

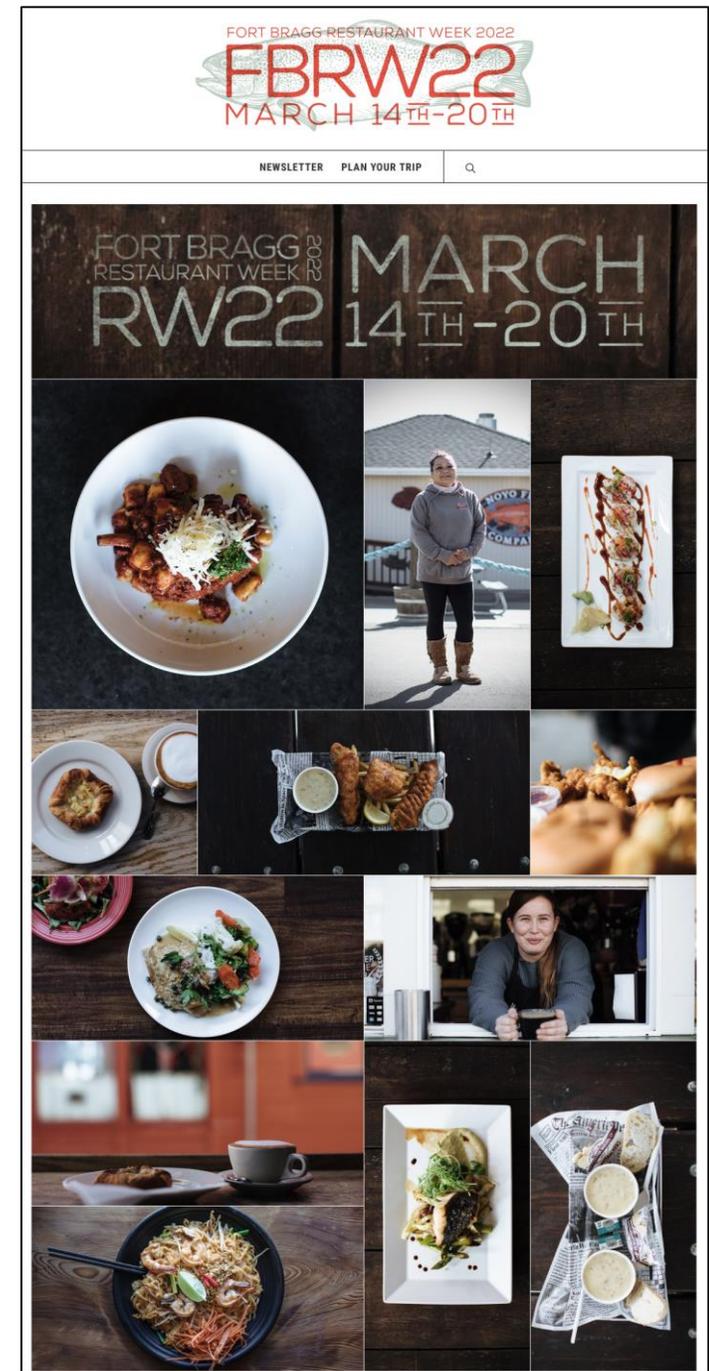
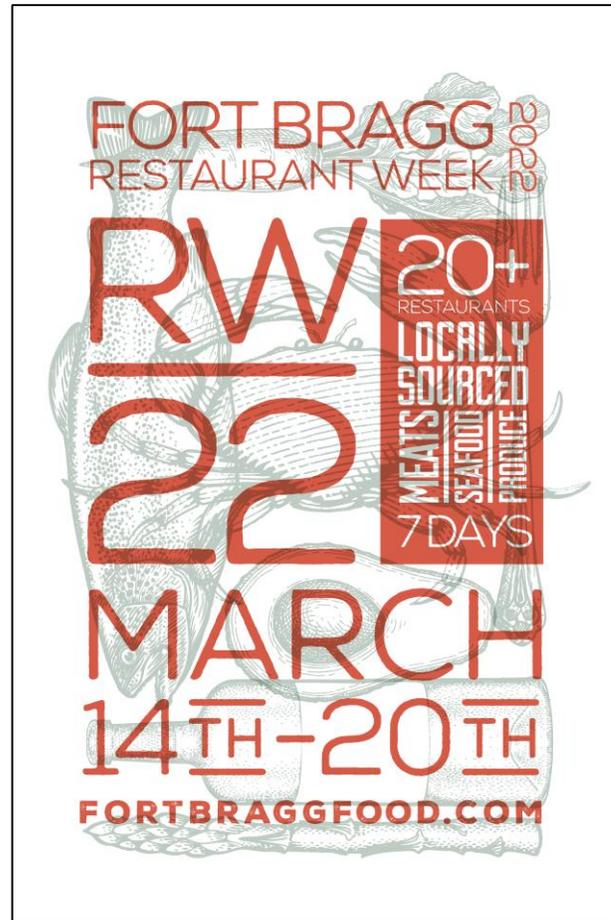
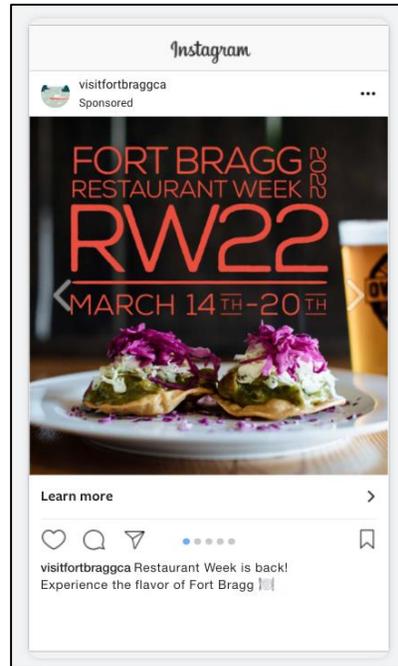
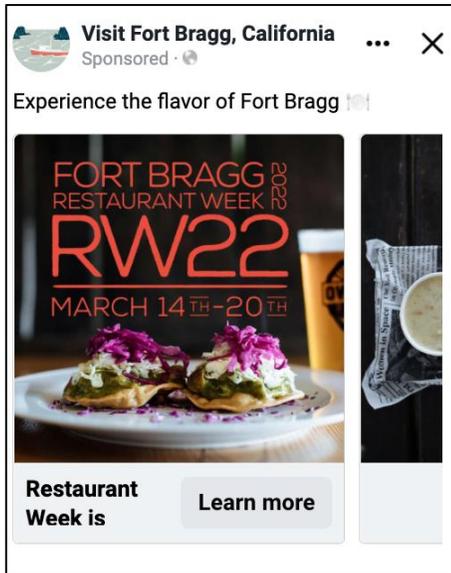
Paid Social (day driving distance)

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

Newsletter (subscriber results)

- 2,209 opens
- 313 clicks

- Confirm Dates (w/o 3/20)
- Follow On Winter Visit
- Whale Fest?



QUESTIONS?
COMMENTS?

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