



**FORT BRAGG**  
NORTH COAST CALIFORNIA 

**Marketing Campaign  
Monthly Update**

October 13, 2022

THE IDEA  COOPERATIVE  
SONOMA COUNTY

## 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**

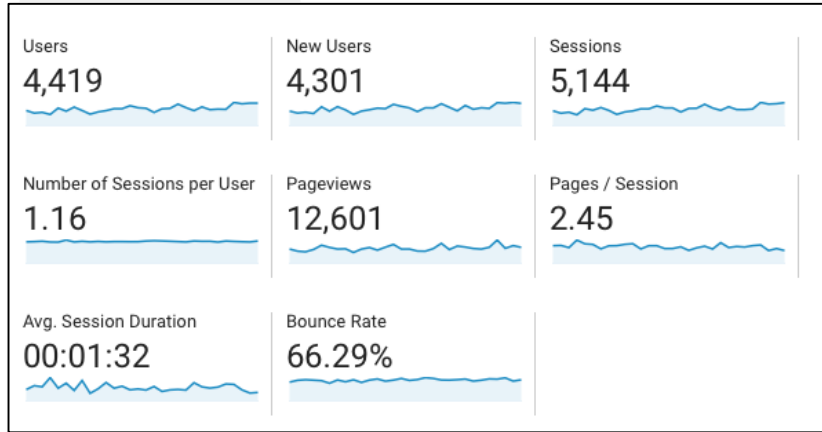
#### April > May 2022:

- Objective – Awareness > Nature/Environmental target

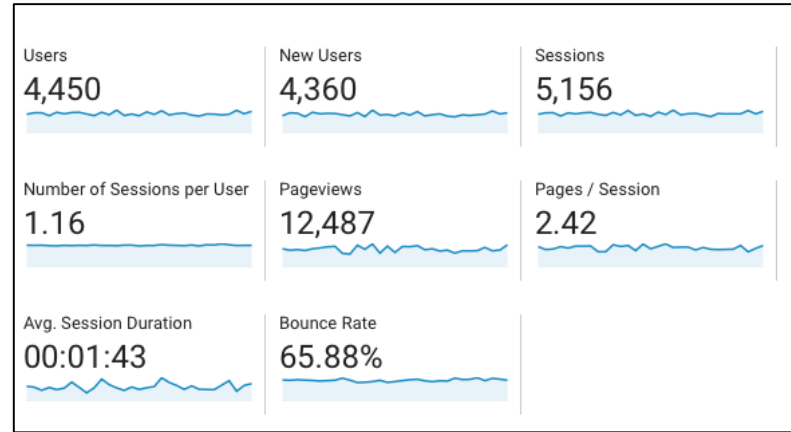
#### **Blue Economy**

## MONTHLY SITE TRAFFIC

Jun 1, 2022 - Jun 30, 2022 ▾



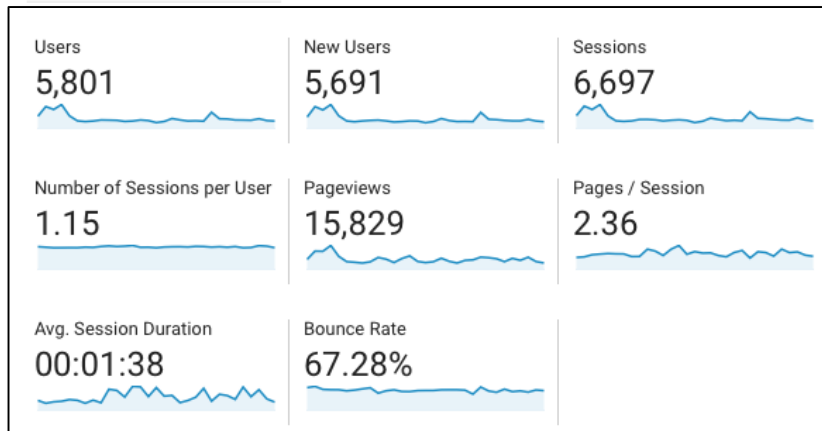
Aug 1, 2022 - Aug 31, 2022 ▾



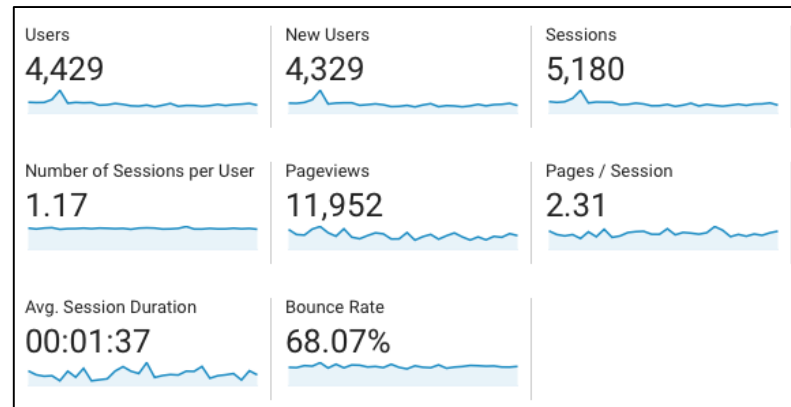
eNewsletter Subscribers:

➤ **3,920 (+ 69/Mo.)**

Jul 1, 2022 - Jul 31, 2022 ▾



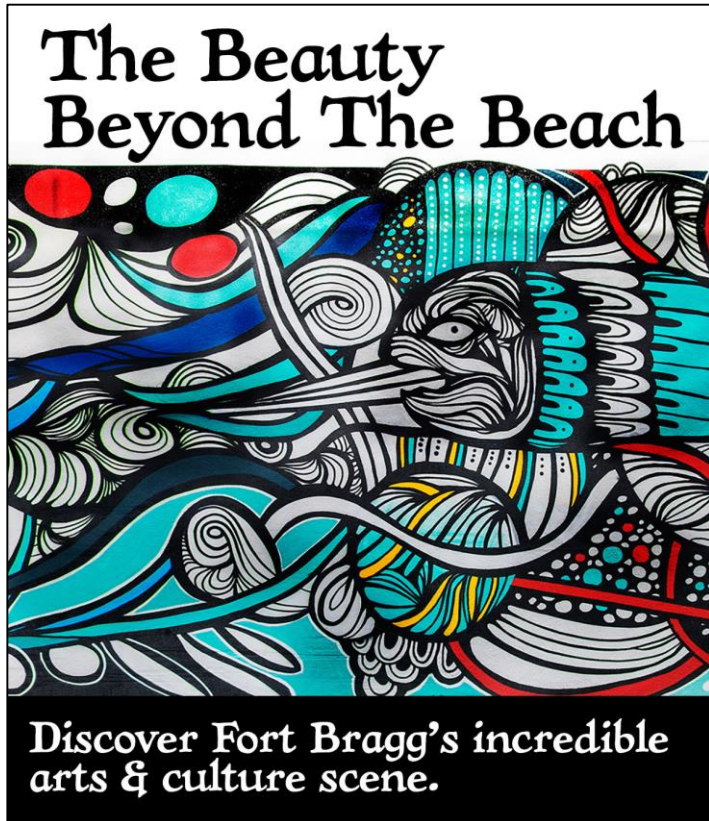
Sep 1, 2022 - Sep 30, 2022 ▾



## Campaigns

### Art & Culture Page & Promotion

- Showcase Uniquely Fort Bragg Art & Culture
- Multi-Page “[Microsite](#)”
- Ongoing Additions & Features
- Promotion
  - [Newsletter Feature](#)
  - Paid & Organic Social



## Campaigns

### Shoulder Season Video Reach Campaign

#### Objectives & Metrics:

- Expand Awareness
- Click Through Rate
- E-newsletter Sign-Ups
- Off Season Visitors

#### Media:

- Streaming TV
- YouTube Pre-Roll
- Paid Social

#### Creative:

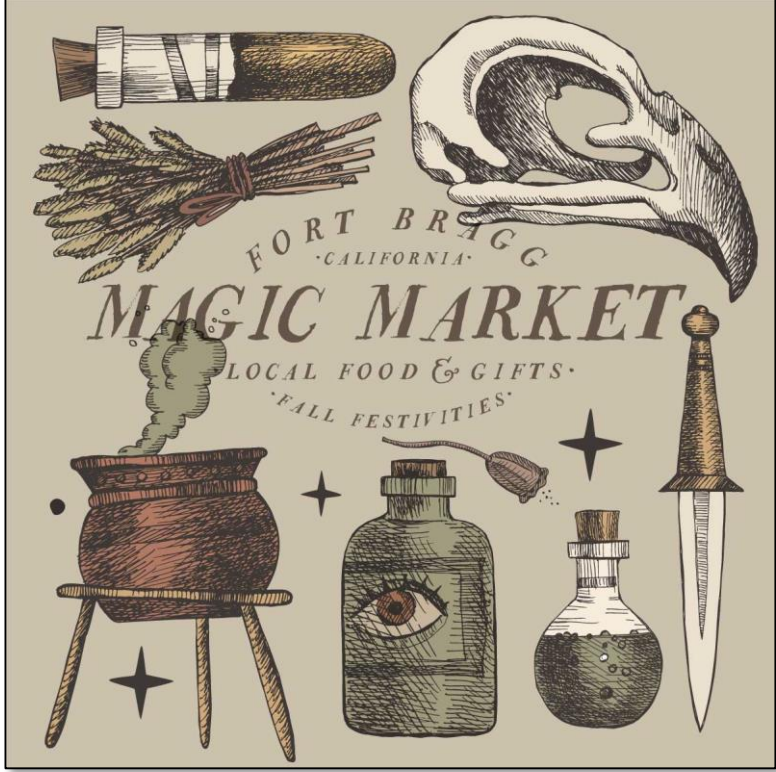
Day In The Life of:

- Family
- Adventurist
- More To Come

Fort Bragg Stories:

- Numbered With Landing Pages
- Find Your Fort Bragg Story Promotion






Magic Market

Miscellaneous



Four New Stories  
(arts related)

FORT BRAGG  
NORTH COAST CALIFORNIA 

PLAN YOUR TRIP ▾ EVENTS OUR STORIES ABOUT FORT BRAGG 🔍

# FORT BRAGG POP UP

**FORT BRAGG POP UPS**

It's time for Fort Bragg's vibrant community of artists and craftspeople to get their due. The City of Fort Bragg is launching a Pop-Up program to get the work of local artisans into downtown shops. The goal is to have pop up shops featuring local artists in downtown stores in time for holiday shopping and the launch of the Fort Bragg Gift Guide in mid-November.

Here's how it works:

- If you're a local craftsperson, reach out to a downtown merchant.
- If you're a merchant, reach out to local artists you know

Once you've determined what art or local crafts will be sold at which store, fill out and submit the form below so the Visit Fort Bragg campaign can help promote your partnership.

If you want help connecting with a shop or artist, leave the other fields blank, and we'll connect you.

Artist Name \*

Artist Website / URL

Shop Name \*

Shop Website / URL


Date / Time of Pop Up Opening

Date  Time

Phone

(201) 555-0023

Email \*

**FORT BRAGG**  
NORTH COAST CALIFORNIA 

STAY CONNECTED

Email

Artist Pop Ups



**QUESTIONS?**

**COMMENTS?**

**THANK YOU.**

