



## Marketing Campaign Monthly Update

November 2021 > January 2022



## Promotion Calendar

### August > October 2021:

- Objective – Grow Followers & Engagement
- Strategy – Bring people closer, and make them feel more connected to, Fort Bragg through Stories and Journeys that bring the city to life.

**August:** Launch (engage subscribers)

#### Newsletter:

- Story: Princess Seafood
- Journey: Sacto To Sea Spray
- About town – Photo Collection

**Paid Social:** Journey: Sacto To Sea Spray

**September:** New Stories (increase subscribers)

- Story: Beautiful Earth
- Journey: Carpool To Tidepool (East Bay)
- About Town: Redwood Ave.

**Paid Social:** Journey Carpool To Tidepool

**October:** Fall Visit

- Featured Story: Pacific Star Winery
- Experience: Naturalist
- About Town: Franklin Ave.

**Paid Social:** Hold

### November > December 2021:

- Objective – Holiday Merchant Support
- Strategy – Gift Guide & eNSL Sweepstakes

#### Gift Guide Campaign

- Landing Page > Merchants
- Paid & Organic Social Media
- eNewsletter x 2

#### Holiday Lighted Parade Downtown Wonderland

### January > February 2022:

- Objective – Drive Winter Visitation

#### Winter Visit Campaign

- Landing Page > Merchants
- Paid & Organic Social
- eNewsletter
- Google Display Advertising

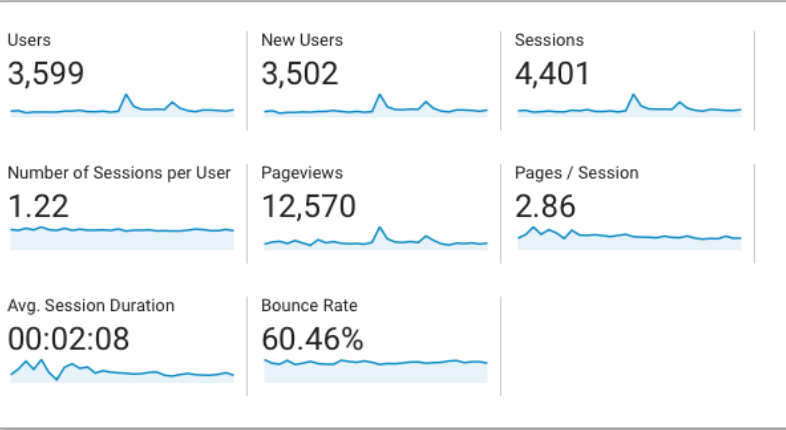
### March 2022:

- Restaurant Week

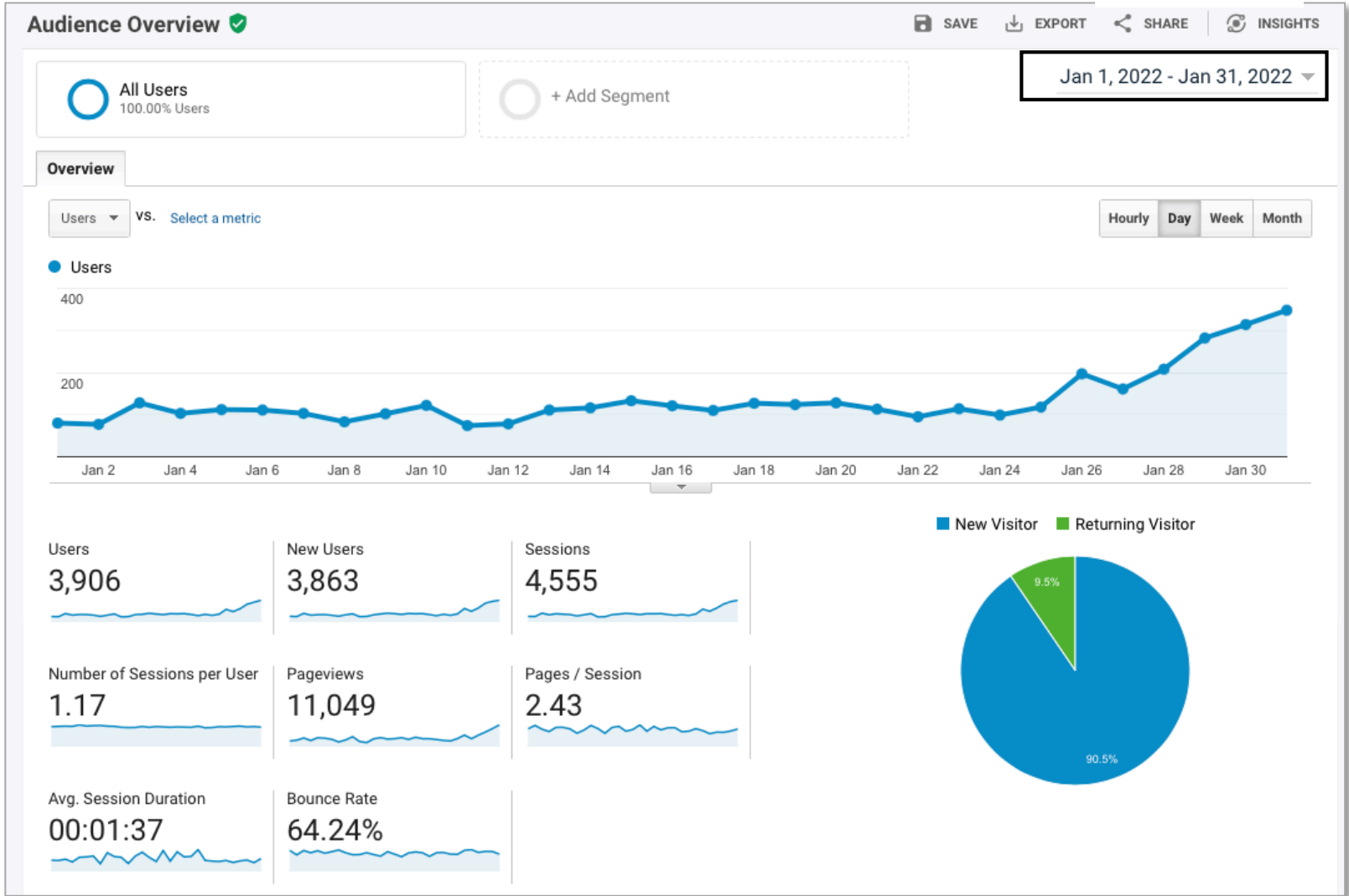
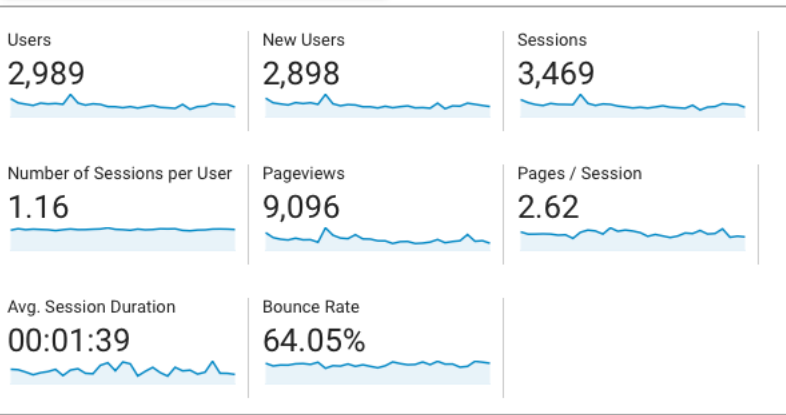
# VisitFortBraggCa.com

## MONTHLY SITE TRAFFIC

Nov 1, 2021 - Nov 30, 2021

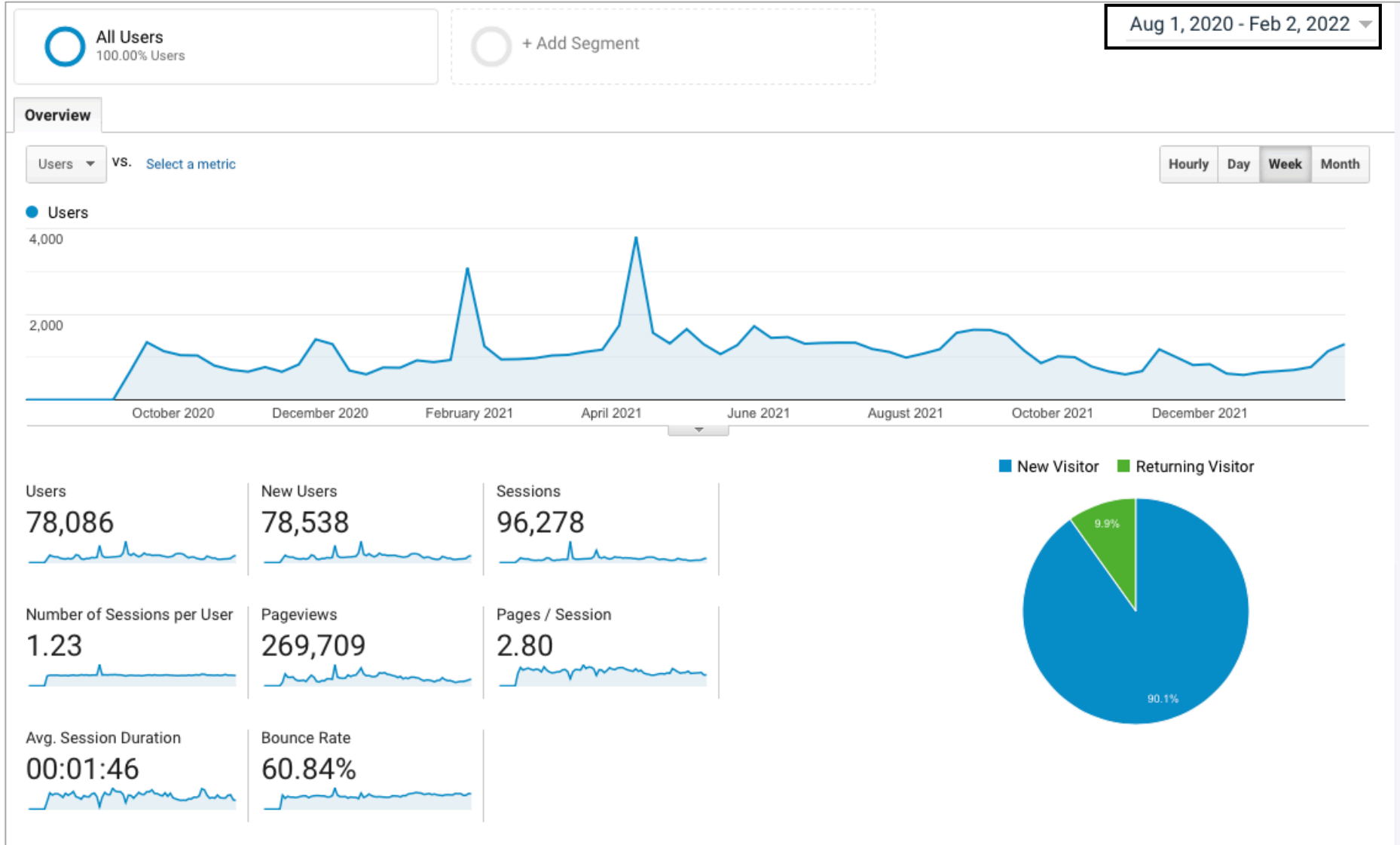


Dec 1, 2021 - Dec 31, 2021



# VisitFortBraggCa.com

## YEARLY SITE TRAFFIC



# Gift Guide Campaign

## 2021 Holiday Gift Guide

### Objective

- Increase Merchant Participation
- Increase Purchase Options
- Reach More People
  - eNewsletter
  - Paid Social

### Tactics

- Early Merchant Notice
- Landing Page > Merchants
- Paid & Organic Social Media
- eNewsletter x 2



Poster



Table Tent





# 2021 Holiday GIFT GUIDE FORT BRAGG, CALIFORNIA



Bring Fort Bragg home for the holidays. Shop this year's Gift Guide for one-of-a-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 it all taken care of. You're welcome.

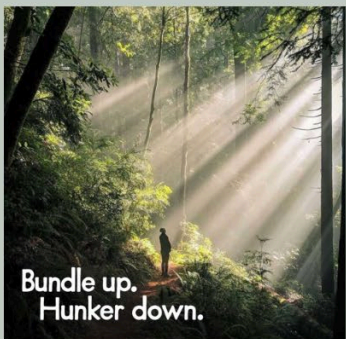
[Shop Now](#)



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](#)



### Bundle up. Hunker down.

Don't let the chilly weather keep you from coming to Fort Bragg. Here are a few ways the coast gets even cooler as winter weather arrives.

[Discover More](#)

# #1



## Steve & Roundman's Smokehouse

Meet Steve. He runs Mendocino County's only USDA-approved and inspected meat processing company, and you've never seen so much deliciousness packed into a small space as you'll find at Roundman's Smokehouse on Main Street.

[Explore Now](#)



This time of year ushers in the great gray whale migration off the Fort Bragg coast. Find a spot along the coastal trail on a calm morning. Or, if you're up for the high seas, consider a whale watching charter out of Noyo Harbor, like [Telstar Charters](#), [Anchor Charter Boats](#), [Fort Bragg Fishing](#), [Hooked on Mendo](#) or [All Aboard Adventures](#).

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



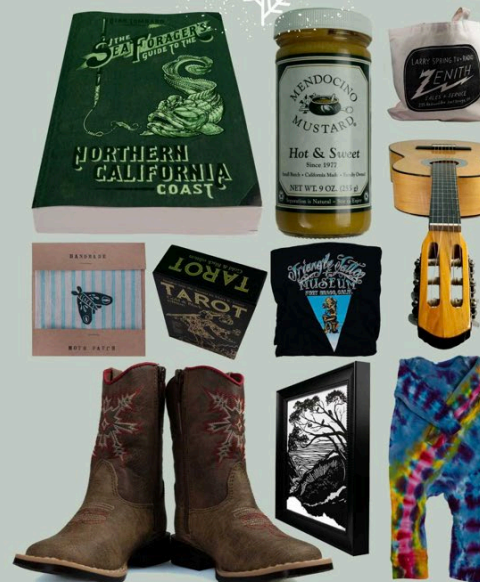
# FORT BRAGG

NORTH COAST CALIFORNIA

## Gift Guide eNewsletters

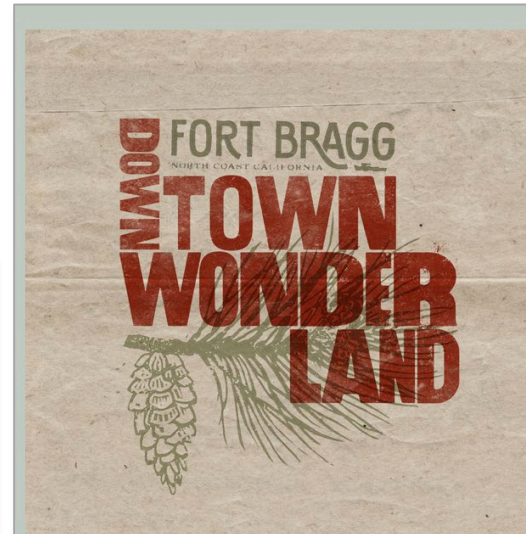
# #2

# 2021 Holiday GIFT GUIDE FORT BRAGG, CALIFORNIA



There's still time to bring Fort Bragg home for the holidays. Shop this year's Gift Guide for one-of-a-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 or by contacting them directly for shipment.

[Shop Now](#)



Ring in the holidays with an outdoor marketplace on Laurel Street this Saturday, **Dec. 11th from 11-6**. We're decking Town Hall for Santa (corner Laurel/Main Streets). Come get your photo taken! Montessori del Mar will be serving cocoa and cider and the Class of 2022 will be selling See's Candies and beautiful holiday wreaths.

Several musicians will be adding to the festivities including:

- All That Jazz: Sunny Smith & Friends
- John Redding
- Jan Kessler
- Michael Parlengas
- Joe Pardini

[LEARN MORE](#)

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



# Gift Guide eNewsletters

## Gift Guide eNewsletters

### eNSL 1

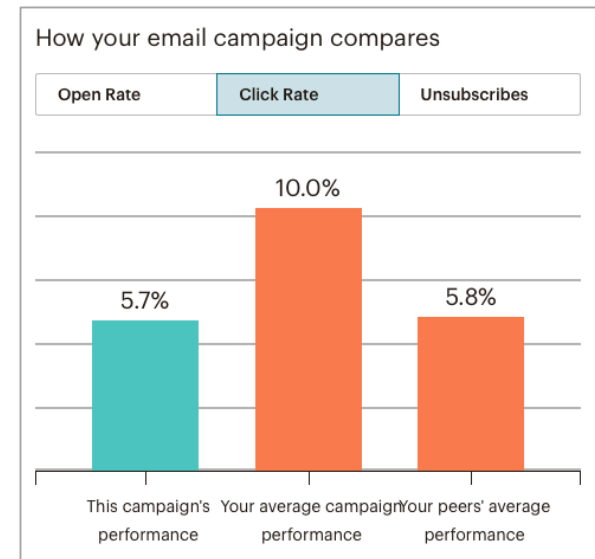
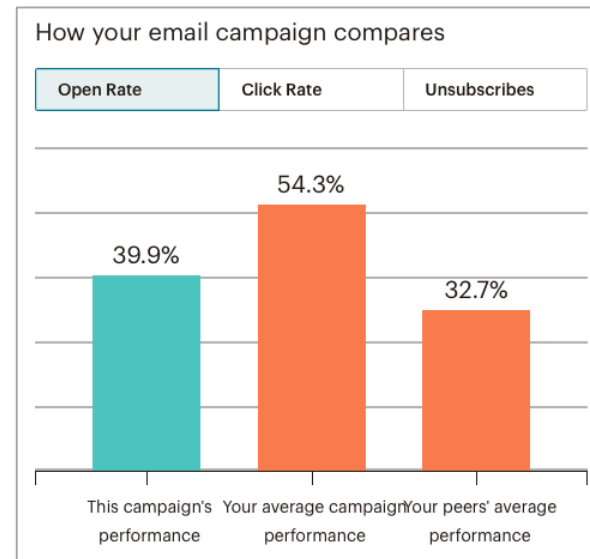
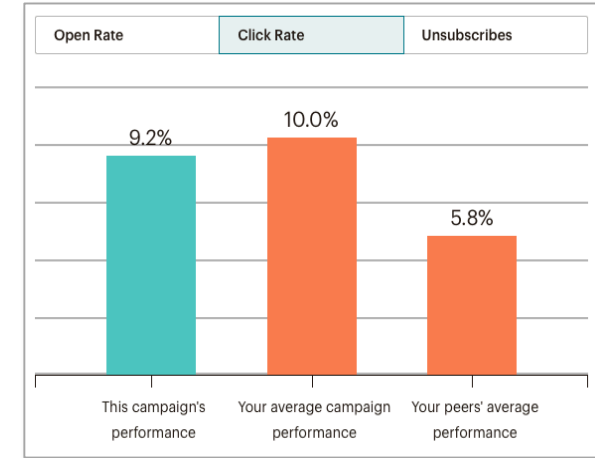
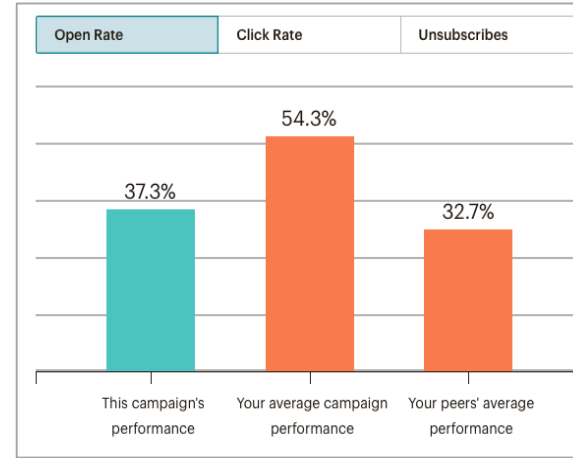
- Sent 11/16/21 > 2,367 subscribers
- Open Rate: 37.8% (1,686)
- Clicks Per Unique Open: 24.7% (381)
- Forwarded: 28 – 21 Forwarded Opens

### eNSL 2

- Sent 12/9/21 > 2,2,538 subscribers
- Open Rate: 39.9% (1,553)
- Clicks Per Unique Open: 14.3% (219)

Oct 19, 2021 - Oct 25, 2021 ▾

Page ?	Pageviews ?	Unique Pageviews ?
	<b>1,266</b> % of Total: 8.83% (14,345)	<b>727</b> % of Total: 6.23% (11,662)
1. /2021-gift-guide/	<b>1,266</b> (100.00%)	<b>727</b> (100.00%)



# Gift Guide Paid Social

## 2021 Holiday Gift Guide - Paid Social

**Campaign 1:** VFB Social Followers and look-alike audience

**Objectives:**

- Newsletter Sign-Ups – Ad directs to Gift Guide Page
- Secondary Objective: Shop the Gift Guide

**Budget:** \$350/ 30 days (started 11/17)

**CTA:** Subscribe/Sign up

**Campaign 2:** Fort Bragg Locals (FB + 15mi, Willits, Ukiah)

**Objective:**

- In Person Shopping/ Gift Guide Awareness
- Secondary Objective: Newsletter sign-ups

**Budget:** \$150/ 11/17 through 12/24

**CTA:** Shop Now

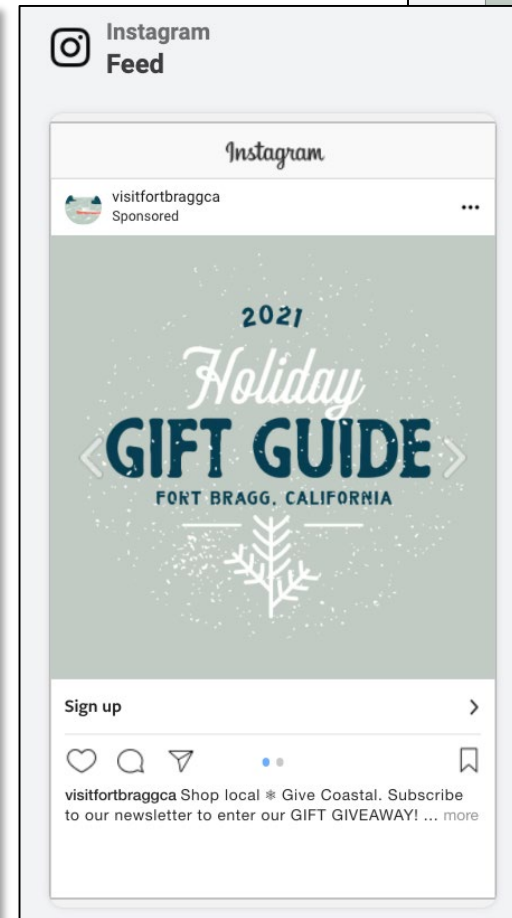
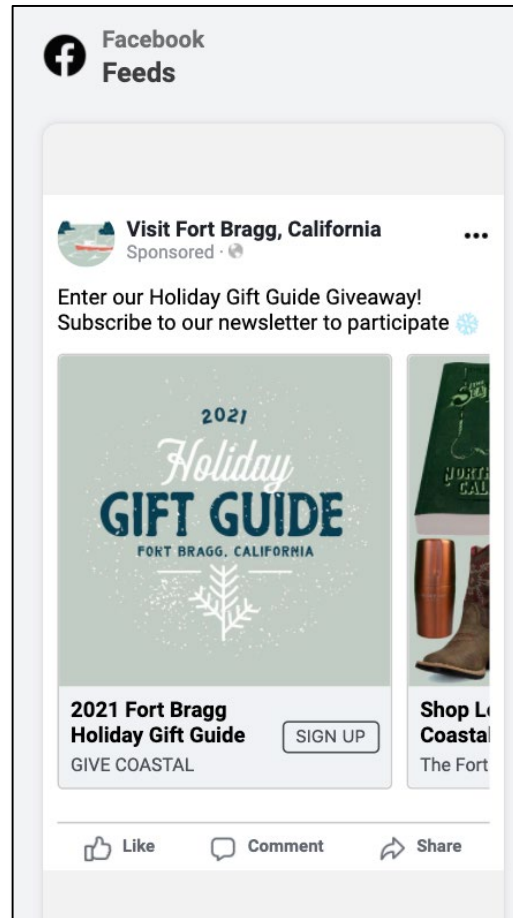
**RESULTS:**

**VFB Followers:** 687 link clicks to Gift Guide page

- 585 unique link clicks (100 users clicked on ad more than one time).
- Reached 36,956 users across both platforms

**Fort Bragg Locals:** 240 link clicks to Gift Guide page

- 185 unique link clicks.
- Reached 5,675 users across both platforms.





## 2022 Winter Visit Campaign

### Objective:

- Drive Winter Visitation

### Tactics

- Paid & Organic Social
- eNewsletter
- Google Display Advertising

The screenshot shows the Fort Bragg website homepage. At the top is the Fort Bragg logo with the tagline 'NORTH COAST CALIFORNIA'. Below the logo is a navigation bar with links for 'PLAN YOUR TRIP', 'EVENTS', 'OUR STORIES', and 'ABOUT FORT BRAGG'. The main content area features a large image of a whale breaching the ocean with the text 'Winter visitors are big around here.' and 'You're welcome.' below it. At the bottom of the main content area is a paragraph of text and a red button labeled 'SEE HOTELS'.

**FORT BRAGG**  
 NORTH COAST CALIFORNIA

PLAN YOUR TRIP ▾ EVENTS OUR STORIES ABOUT FORT BRAGG

# Winter visitors are big around here.

You're welcome.

Maybe you thought that when the first storm blows in the North Coast closes its shutters and settles in for the winter. Well, we're here to show you just how much you would miss by not planning an off-season trip to Fort Bragg. What if we said you could have a beach to yourself? Maybe a hike in the misty magic of a redwood grove in the rain. Whale watch. Deal shop. Or cozy up in your room with a fireplace and a view of the ocean. At Fort Bragg in the winter, without a lot of visitors, you'll feel more like one of the locals. So, pack a few layers, your rain boots and knit cap and join us on a journey to enjoy Fort Bragg before the summer fog blows in and the crowds come back. Be sure to check in beforehand, however. Hours and policies can change because of Covid-19 restrictions.

[SEE HOTELS](#)



A grid of nine small promotional images for Fort Bragg, each with a text overlay. The images are arranged in a 3x3 grid. The text overlays are: 'HUDDLE AROUND A FIRE', 'WATCH A STORM BLOW IN', 'SHOP THE SHOPS', 'GET IMMERSED IN MARINE BIOLOGY', 'WAIT FOR NIGHT - LOOK UP', 'HIKE THE REDWOODS IN THE RAIN', 'EXTREME BEAUTY. MODERATE TEMPERATURES.', 'WATCH FOR WHALES', and 'EAT FRESH CHOWDER'.

HUDDLE AROUND A FIRE

WATCH A STORM BLOW IN

SHOP THE SHOPS

GET IMMERSED IN MARINE BIOLOGY

WAIT FOR NIGHT - LOOK UP

HIKE THE REDWOODS IN THE RAIN

EXTREME BEAUTY. MODERATE TEMPERATURES.

WATCH FOR WHALES

EAT FRESH CHOWDER

## Campaigns

### Winter Visit Paid Social

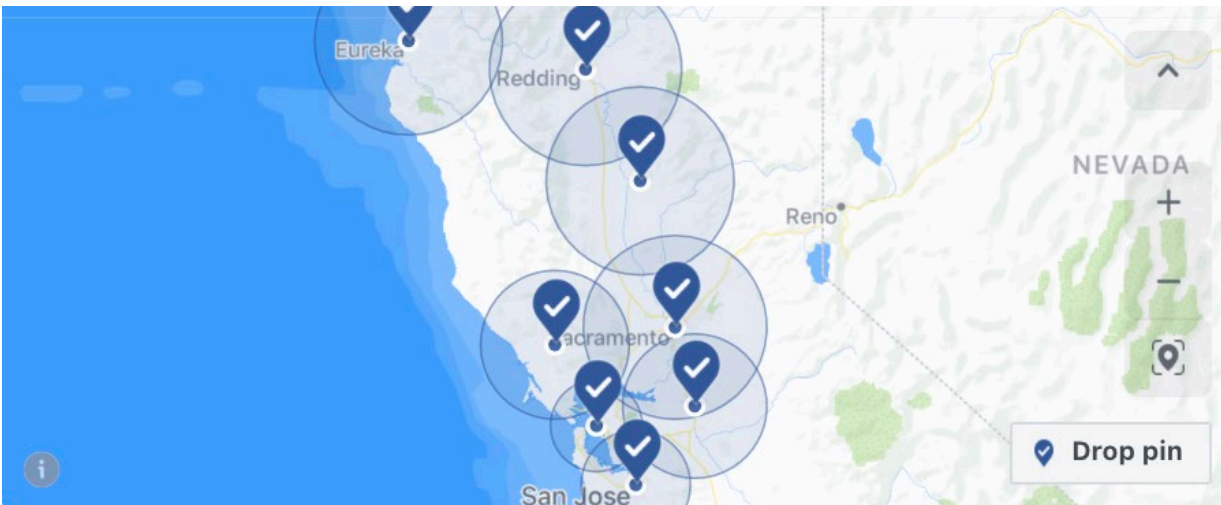
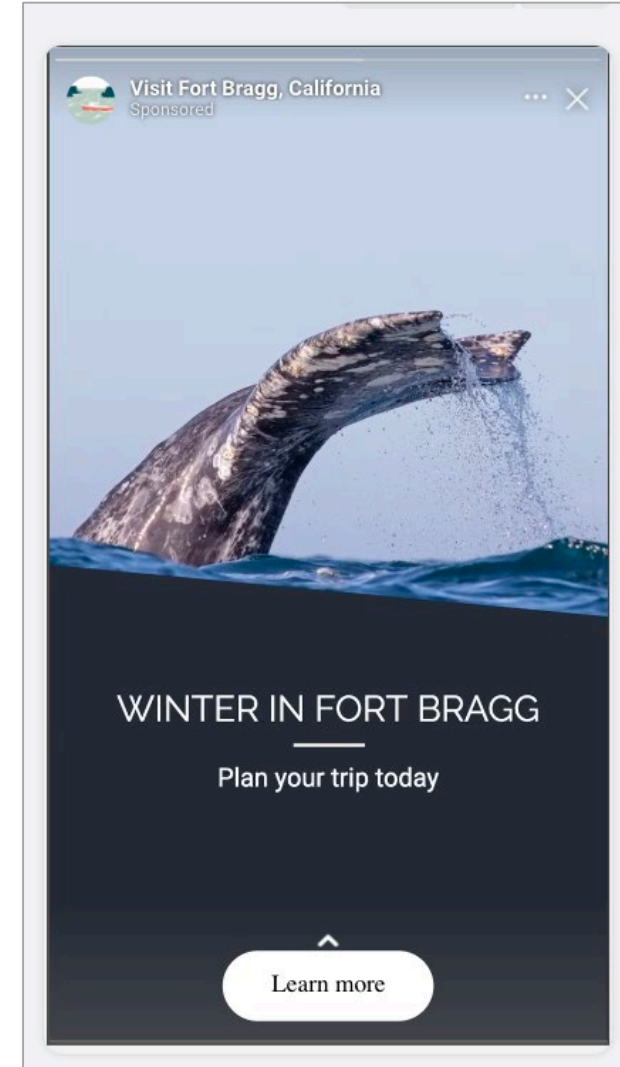
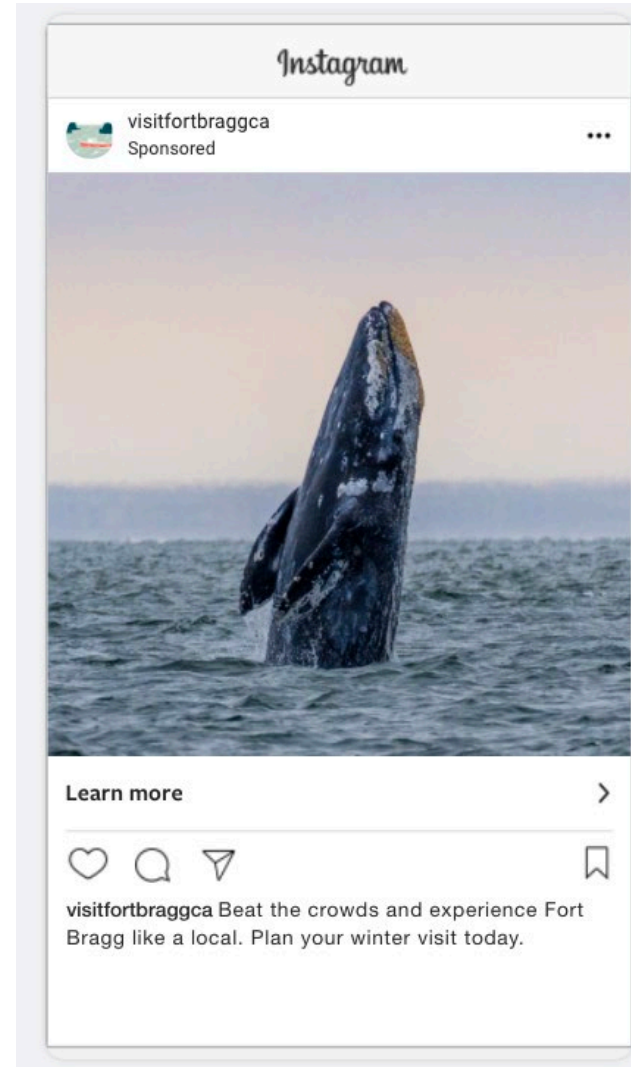
- \$15/day (\$400/mo.)
- Targeting lookalike audiences within 4-5 hour driving distance
- Excluding Mendocino County
- Runs 1/26-2/26/2022.

**2/3:**

342 link clicks, 19,684 reach. This ad is doing VERY well.

**2/17:**

1,963 clicks, 98,071 reach, 170,145 impressions - \$320 spent





# FORT BRAGG

NORTH COAST CALIFORNIA

## Campaigns

### Winter Visit eNewsletter

#### eNSL 1

- Sent 1/31/22 > 2,658 subscribers
- Open Rate: 39.5% (1,853) > **2,030**
- Clicks Per Unique Open: 14.9% (269) > **294**
- Forwarded: 3

**Recent growth**  
 New contacts added to this audience in the last 30 days.

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**103**  
 New Contacts

From Jan 4, 2022 to Feb 3, 2022	<b>103</b>	<b>0</b>
	Subscribed	Non-Subscribed

**136**  
 New Contacts

From Jan 18, 2022 to Feb 17, 2022	<b>136</b>	<b>0</b>
	Subscribed	Non-Subscribed

**FORT BRAGG**  
 NORTH COAST CALIFORNIA

Winter gets pretty quiet around here.

You're welcome.

**There's a chill vibe in Fort Bragg this time of year.**  
 You could end up with your favorite beach all to yourself. You'll find that forest hikes can get even quieter. The whales are off the coast. And downtown merchants will make you feel just a little bit more like a local. Welcome to Fort Bragg in the winter, where the weather can get somewhat wilder, but the stunning natural beauty and lost coast sense of solitude can be even more extreme. You're welcome.

Explore Now

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**FORWARD TO A FRIEND**

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

Forward To A Friend

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**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

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**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.

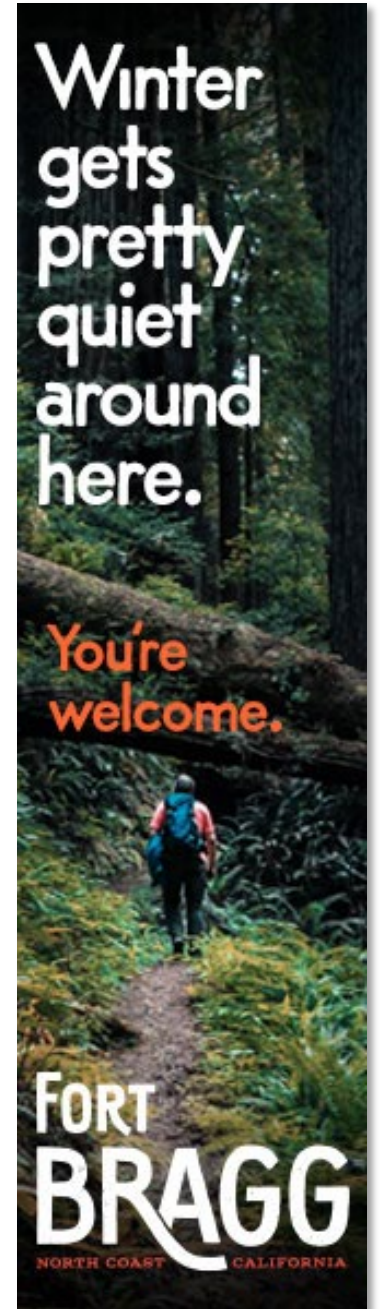
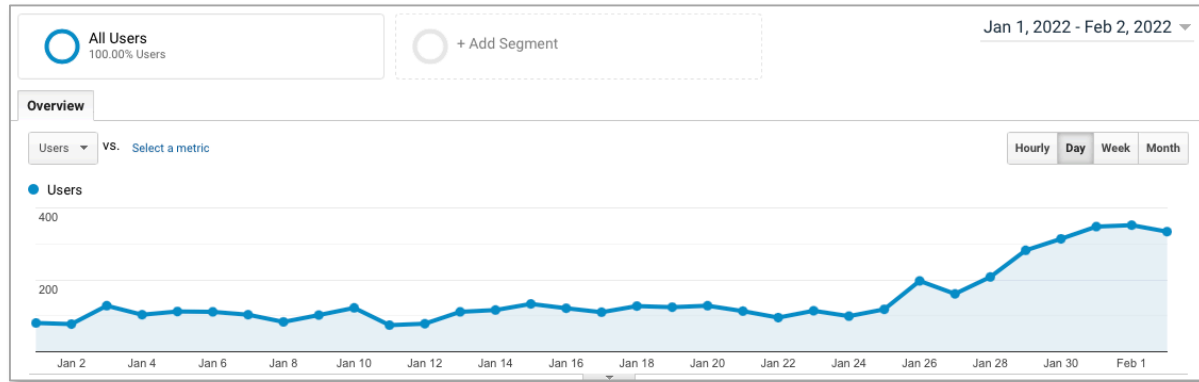


# Campaigns

## Winter Visit Paid Google Banner Ads

### Monthly Cross Platform Success Report

- Jan. 25 – Jan. 31, 2022
- **2/17** – 132K impressions, 1,316 Clicks



Campaign	Budget	Status	Optimization score	Campaign type	Clicks	Impressions	CTR	Avg. CPC	Cost	Display lost IS (budget)
VFB_remarketing_nonwebsitevisitors	\$20.00/day	Eligible	80%	Display	377	56,216	0.67%	\$0.35	\$133.65	1.72%
VFB-Remarketing-WSVisitors	\$20.00/day	Eligible	80%	Display	14	961	1.46%	\$5.70	\$79.85	1.71%
Total: All enabled campaigns					391	57,177	0.68%	\$0.55	\$213.50	1.72%
Total: Account					391	57,177	0.68%	\$0.55	\$213.50	1.72%



## Campaigns

### 2022 Restaurant Week

- Photo-Driven Creative
- Early Restaurant Outreach
- Paid & Organic Social
- Newsletter
- Regionally-Targeted Google Display Ads



THE CITY OF FORT BRAGG INVITES YOU TO PARTICIPATE IN  
THE THIRD ANNUAL FORT BRAGG RESTAURANT WEEK!

Increase customers with Restaurant Week promotions from Visit Fort Bragg.

#### HERE'S HOW TO PARTICIPATE:

1. Decide upon a signature special dish or offering that shows off what makes your establishment unique and your food especially delicious.  
This is your opportunity to brag!
2. Make sure we have your correct email address by emailing a note of confirmation to [hello@theideacooperative.com](mailto:hello@theideacooperative.com).
3. Schedule a time for our professional photographer to shoot your special item – photos will be used for the Restaurant Week 2022 promotional page on [visitfortbraggca.com](http://visitfortbraggca.com)
4. Promote the event with print and digital materials to be provided

\* Photo sessions to take place February 16-18, on location at your restaurant.  
More information to come.

FORT  
BRAGG  
NORTH COAST CALIFORNIA

#### Questions?

Call/email Cristal at City of Fort Bragg at:  
707-961-2823 ext. 103 or [cmunoz@fortbragg.com](mailto:cmunoz@fortbragg.com)



**QUESTIONS?**

**COMMENTS?**

**THANK YOU.**

