



FORT BRAGG

NORTH COAST CALIFORNIA 

Marketing Campaign Monthly Update

April 11, 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:

- Objective – Holiday Merchant Support

Gift Guide Campaign

January > March 2023

Shoulder Season Reach Campaign

Streaming TV: Targeted TV Ads and Online Pre-Roll

February > March 2023:

Whale Fest + Restaurant Week

April 2023:

- Art & Culture

May 2023:

- Mountain Biking

June:

- Mendocino Film Fest
- Photo Collection
- Blue Economy ?

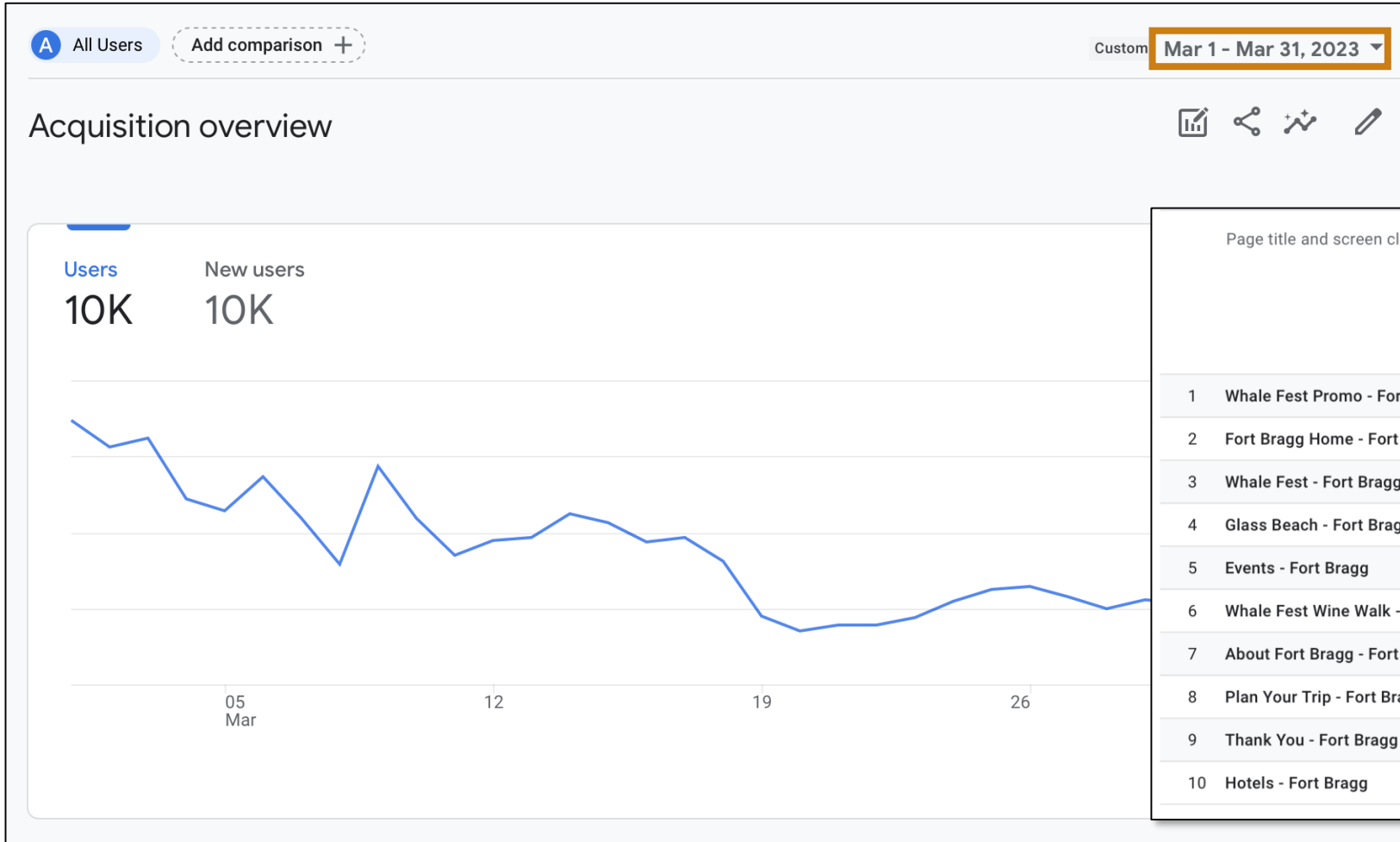
Jan Site Traffic: 3.3K

Feb Site Traffic: 8.9K

March Site Traffic: 10K

MONTHLY SITE TRAFFIC

Google Analytics



E-Newsletter:

3/8 > 4/7 (+159)

> **5,177** Total

Facebook:

68,761

Instagram:

22K

Page title and screen class	Views	Users	Views per user
	21,726 100% of total	10,488 100% of total	2.07 Avg 0%
1 Whale Fest Promo - Fort Bragg	4,898	4,042	1.21
2 Fort Bragg Home - Fort Bragg	3,546	2,676	1.33
3 Whale Fest - Fort Bragg	1,946	1,445	1.35
4 Glass Beach - Fort Bragg	994	877	1.13
5 Events - Fort Bragg	934	620	1.51
6 Whale Fest Wine Walk - Fort Bragg	641	451	1.42
7 About Fort Bragg - Fort Bragg	530	459	1.15
8 Plan Your Trip - Fort Bragg	429	325	1.32
9 Thank You - Fort Bragg	407	259	1.57
10 Hotels - Fort Bragg	386	254	1.52

Campaigns

2023 Fort Bragg Whale Fest +

- Restaurant Week
- Wine Walk
- Beer Fest
- Craft Fair
- Noyo Center Events
- Mendo Parks

Campaign:

- [Landing Page](#) (eNSL sweeps)
- Newsletter
- Google Display Campaign (\$5K)
 - Nature/Whales
 - Food
 - Wine
 - Beer
- Sacramento Magazine
- Organic Social



Campaigns

2023 Fort Bragg Whale Fest + - Google Ads



Campaign	Budget	Status	Optimization score	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost
Whale Fest - Wine Walk	\$50.00/day	Paused	—	Display	21,481	699,645	3.07%	\$0.07	\$1,480.55
Whale Fest - Beer Fest	\$50.00/day	Paused	—	Display	10,572	563,188	1.88%	\$0.14	\$1,467.33
Whale Fest - Restaurant Week	\$50.00/day	Paused	—	Display	6,910	1,233,510	0.56%	\$0.21	\$1,453.89
VFB_remarketing_nonwebsitevisitors	\$18.00/day	Paused	—	Display	0	0	—	—	\$0.00
VFB-Remarketing-WSVisitors	\$20.00/day	Paused	—	Display	0	0	—	—	\$0.00
Sea & Do	\$50.00/day	Paused	—	Display	0	0	—	—	\$0.00
Total: All but removed campaigns in your cur...					38,963	2,496,343	1.56%	\$0.11	\$4,401.76
Total: Account					38,963	2,496,343	1.56%	\$0.11	\$4,401.76



Campaigns

April ARTS & CULTURE

Add to ongoing A&C content – Posts, Pages & April E-newsletter

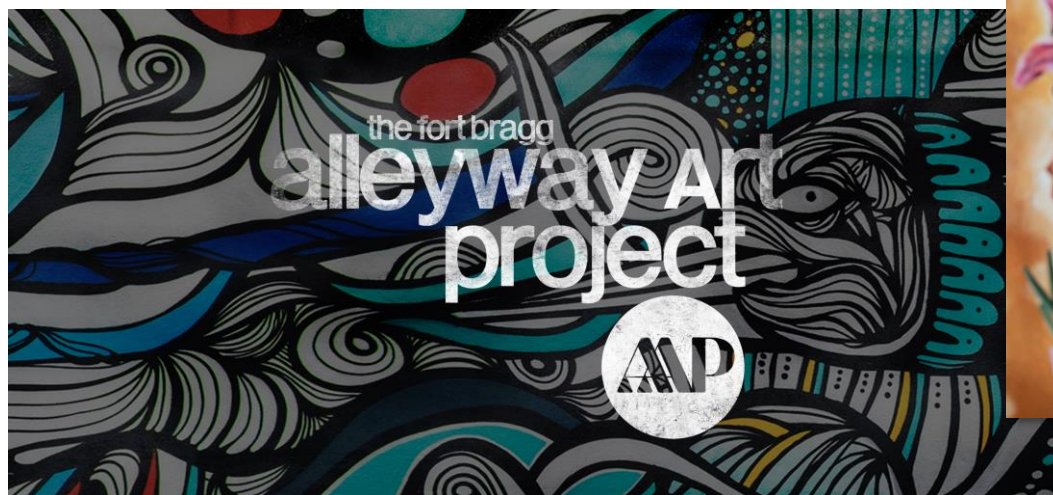
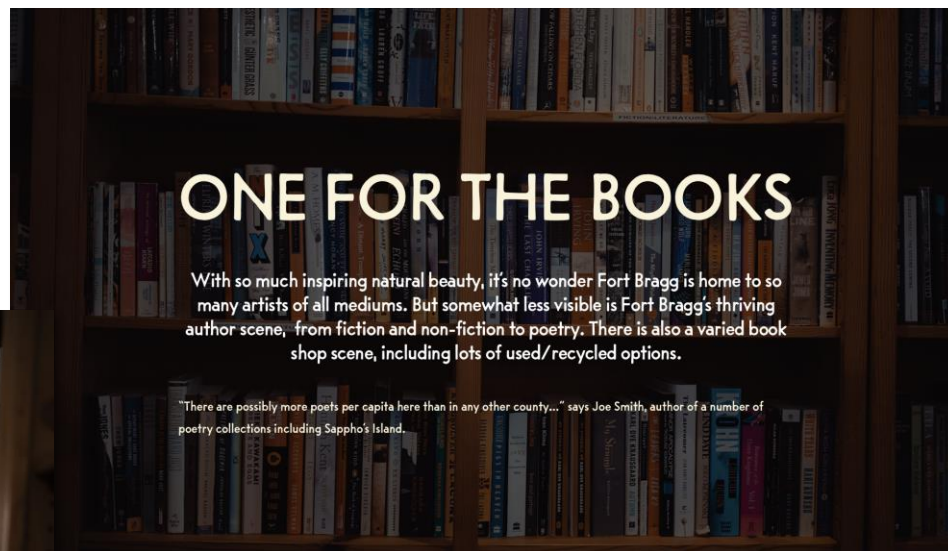
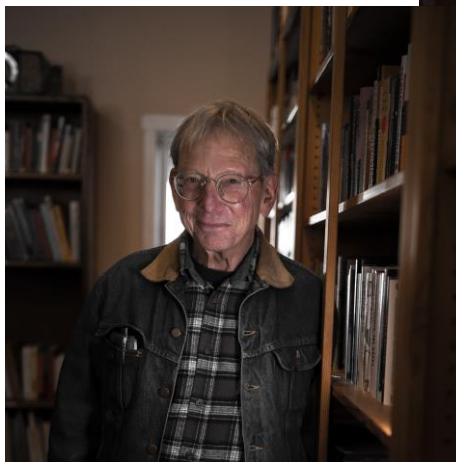
Literary Arts:

- Audio interviews
- Portraits

Alleyway Art Project

- Leah audio

Symphony of The Redwoods



Campaigns

MENDOCINO FILM FESTIVAL

Sole Sponsor of Coast Cinemas in Program Book, website & social

Logo on Sponsor Reel, over 50 showings

Official MMF Sponsor Logo

Half page ad in Program Book (8,000 circ, print & online)

- 3 VIP passes
- 3 Invites to Thurs. Opening Night
- 3 Invites to Fri. Festival Gala
- 3 Invites to Saturday Filmmaker Party



**AS IF THERE WEREN'T
ALREADY ENOUGH INCREDIBLE
SCENES IN FORT BRAGG**

**FORT
BRAGG**
NORTH COAST CALIFORNIA

PROUD SPONSOR OF THE
MENDOCINO FILM FESTIVAL

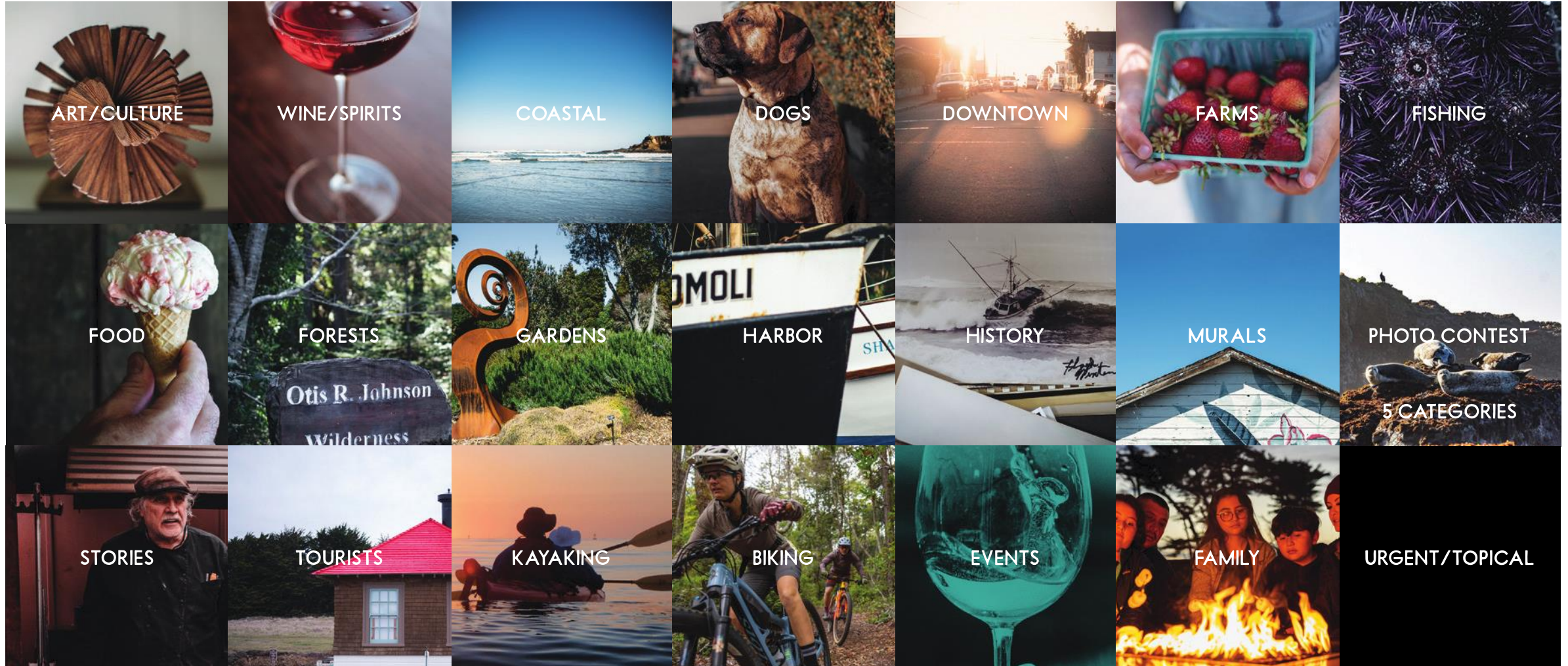


MENDOCINO
FILM
FESTIVAL



Social Media Restructure

POPULATING 21 CATEGORIES



ONGOING LOCAL STORIES & REELS



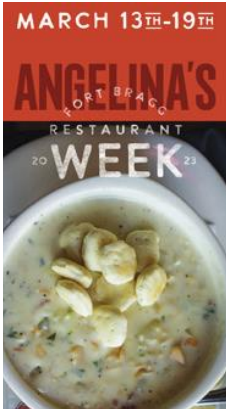
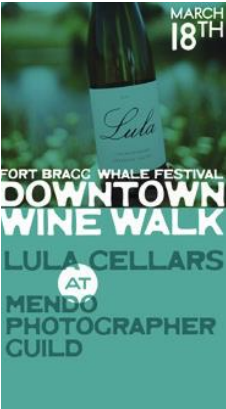
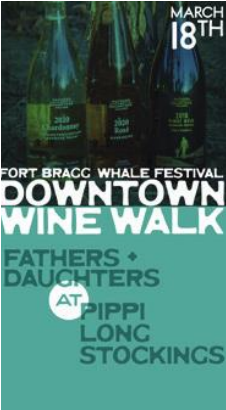
COMPLETE CONTENT CALENDAR 30+ DAYS OUT

/FB April Post Schedule: Instagram/Facebook					
Date	Post category	Theme	Images: https://drive.google.com/drive/u/0/folders/1BDV2NrHg8JmK6N2d79a-0RL9Lo3IkUny	Hashtags and Tags	Collabs
4/1	People_Stories	Sip Wine Bar owner		#fortbraggdowntown	SIPWineBar
4/2	Ocean/Shore	Whales	Whale video from noyocenter	#whalemigration	Noyo Center
4/3	Family Fun	CVStarrCenter			mcrpd_cvstarrcenter
4/5	Culture/Arts	Bookstores			
4/7	On the Water Activity	Kayaking			Liquid Fusion
4/9	Food	The Wharf?			Slack Tide Cafe
4/11	Forest	Trails			
4/13	STORY	Larry Spring			
4/8	Tourists	Cabrillo Light House			
4/15	Culture/Arts	Symphony of Redwoods			
4/17	Downtown_Harbor_Sites	Slack Tide Cafe			
4/19	People_Stories	Lia and Alleyway Art		#murals, #muralwalk, #fortbraggdowntown	
4/20	Ocean/Shore				
04/22	Family Fun				
4/24	Mountain Biking				
4/26	Culture/Arts				
04/28	Tourists				
4/30	Forest				

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MORE ROBUST EVENT PROMOTION



A large indoor water park with a teal and yellow color scheme. The structure features multiple yellow slides supported by teal pipes and red metal brackets. A teal walkway with a red railing is visible at the top. The floor is a light blue pool of water that reflects the slides and pipes. In the background, people are walking on a white floor, and a sign on a wall reads "Thea Inman's Swimming Pool".

QUESTIONS?

COMMENTS?