



FORT BRAGG

NORTH COAST CALIFORNIA 

Marketing Campaign Monthly Update

February 14, 2024

THE IDEA  COOPERATIVE
SONOMA COUNTY

Promotion Calendar

2023 > 2024

July > August

- The Great Fort Bragg Photo Collection - Beaches

August

- Shop Downtown
- Fall Events

September

- Wrap Beach Bragg
- Mural Walk
- Launch Fort Bragg Beer

October

- Fort Bragg Beer
- Visitor Profiles
- Magic Market

November > December

Objective – Holiday Merchant Support

- Winter Events
- **Gift Guide**

January 2024

Objective – Merchant Support/Shoulder Season Visitation
Restaurant Week

February > March

Objective – Merchant Support/Shoulder Season Visitation
Whale Fest (+ wine walk, beer fest, 10K, etc.)

April

Objective – Shoulder Season Visitation

Fort Bragg Mountain Biking
TV – Fort Bragg Stories

May

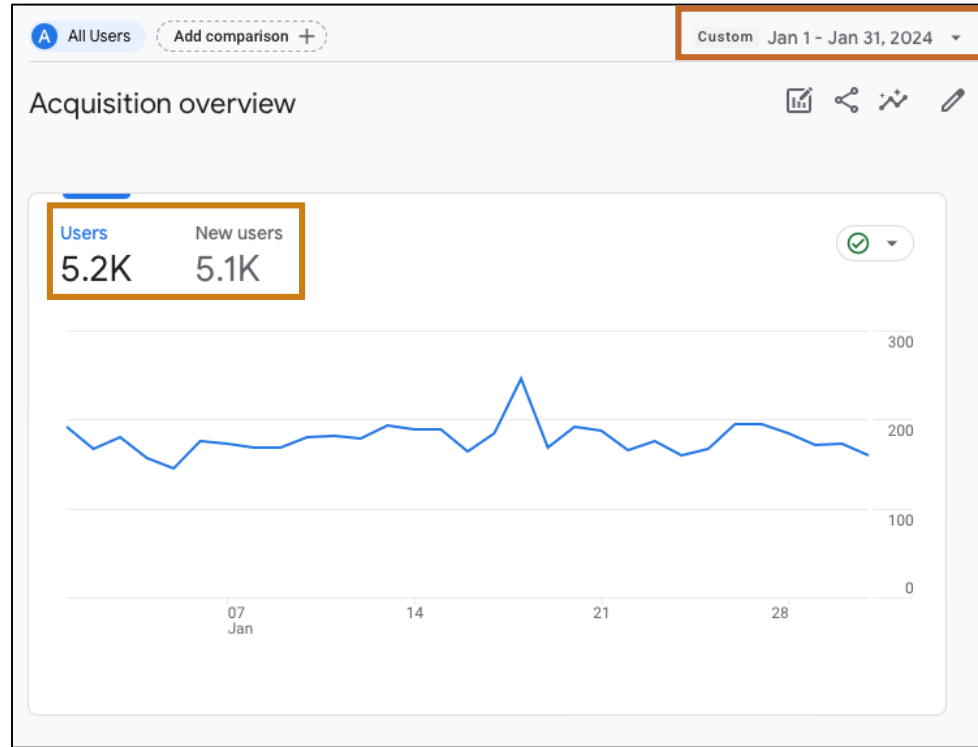
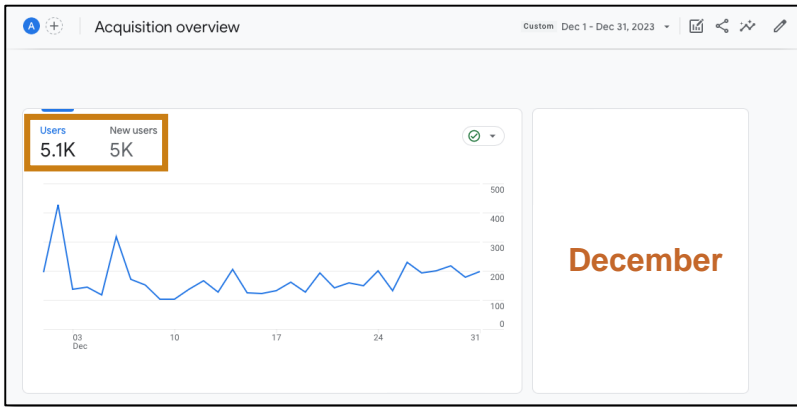
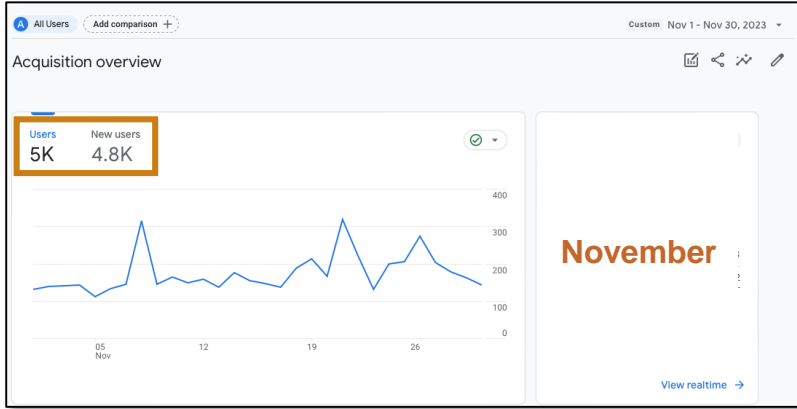
- **Book Early** (feature event weekends)
- **Summer Season Events**
- **Mendocino Film Festival**

June

- **Stay Sustainably**
- **Getting To Fort Bragg**

MONTHLY SITE TRAFFIC

Google Analytics




Page path and screen class	Views	Users
	16,301 100% of total	5,319 100% of total
1 /	5,010	2,056
2 /events/	914	581
3 /whalefest/	775	542
4 /glass-beach/	480	395
5 /about-fort-bragg/	436	357
6 /crab-wine-festival-2024/	377	299
7 /plan-your-trip/stay/hotels/	303	206
8 /plan-your-trip/play/coastal-activities/	298	233
9 /plan-your-trip/	275	212
10 /hike-the-redwoods-in-the-rain/	217	117
11 /plan-your-trip/play/shopping/	216	167
12 /plan-your-trip/stay/camping/	212	160
13 /plan-your-trip/eat-drink/eat/	210	143
14 /our-stories/	183	146
15 /winter-visit/	164	116
16 /whale-fest-wine-walk/	152	88
17 /fort-bragg-coastal-trail/	135	122
18 /the-family/	133	107
19 /plan-your-trip/play/beaches/	126	93
20 /plan-your-trip/travel-tips/what-to-pack/	124	110
21 /thank-you/	123	105
22 /adventurist/	122	109
23 /c-v-starr-center/	110	100
24 /telstar-charters/	91	85
25 /the-naturalist/	91	75


Campaigns


JANAURY E-NEWSLETTER


- 5,338 Deliveries (+ 68)
- 2,731 Total Opens 272 Total Clicks


URL	Total clicks	Unique clicks
https://fortbraggfood.com/	232 (85.3%)	156 (84.8%)
https://fortbraggfood.com	19 (7.0%)	13 (7.1%)
https://www.facebook.com/fortbraggca/	8 (2.9%)	6 (3.3%)
https://www.instagram.com/visitfortbraggca/	7 (2.6%)	5 (2.7%)
https://visitfortbraggca.com	6 (2.2%)	4 (2.2%)

15
out of 17
Best practices met 

Skimmability 1 out of 3


Links & CTAs 3 out of 3

✔ Awesome


Text & Visuals 3 out of 3

✔ Great work

Typography 8 out of 8

✔ Lookin' good

RESTAURANT 24

WEEK

FORT BRAGG CALIFORNIA




Restaurant Week 2024!


It's that tasty time of year again here in Fort Bragg. The Fifth Annual Fort Bragg Restaurant Week is set for Friday, January 2 through Sunday, February 4. The food lover's festivities will be happening throughout downtown and Noyo Harbor, so join us Fort Bragg for Restaurant Week and experience the North Coast culinary scene in all its flavors.

Go To Restaurant Week


Here are just a few of the many Fort Bragg restaurants serving up some awesome flavors for Restaurant Week.




Cowlick's Ice Cream:
Three scoop ice cream flight with waffle wedge cookies




Drop In Donut:
Donut of choice with purchase of 8oz Black Oak drip coffee




Noyo River Grill:
Dungeness crab fettuccini with wild mushroom cream sauce




Noyo Fish Company:
Fish and chips + clam chowder



The Pub at North Coast Brewing Company:
Lobster Roll Special: Warm buttered lobster tossed in a house-made citrus caper aioli, served on a soft Italian roll, with pub fries and pickle spear



Casa Del Sol:
Bay scallops with curry coconut sauce, rice and sautéed vegetables



Mendocino Cookie and Coffee:
Muffin, pastry or scone of choice with small fresh brewed organic coffee

Campaigns




RESTAURANT WEEK SOCIAL



PAID SOCIAL/SOCIAL ADS



- Reach: 23,678
- Clicks: 699
- Spend: \$140

BOOSTED POSTS

- Reach: 10,636
- Clicks: 175
- Post Engagements: 446
- Spend: \$100

Boosted Facebook post				
	Post engagements Restaurant Week continues through the weekend. Visit...	4,606 Reach	446 Post engagements	\$25.00 Spent of \$25.00
Completed • Jan 19 • Created by Melissa Carey Holberton Boost again View results				
Boosted Instagram media				
	Boosted Instagram media	2,328 Reach	74 Link clicks	\$34.98 Spent at \$5.00 per...
Completed • Jan 13 • Created by Melissa Carey Holberton Boost again View results				
Boosted Facebook post				
	Link clicks Welcome in to Fort Bragg Restaurant 2024. The foodi...	3,702 Reach	101 Link clicks	\$40.00 Spent of \$40.00

Website promotion					
	Dec 26, 2023 • Created b... Website visitors The fifth annual Fort Bragg...	Completed	2,789 Reach	241 Link clicks	\$34.94 Spent at \$5.00 per day
Website promotion					
	Dec 26, 2023 • Created b... Website visitors Save the Date for Restaura...	Completed	5,884 Reach	125 Link clicks	\$34.96 Spent at \$5.00 per day

Website promotion					
	Jan 5 • Created ... Website visitors It's that tasty time of year again! Joi...	Completed	8,659 Reach	222 Link clicks	\$34.96 Spent at \$5.00 per day
Website promotion					
	Jan 5 • Created ... Website visitors It's that tasty time of year again! Joi...	Completed	6,346 Reach	111 Link clicks	\$34.97 Spent at \$5.00 per day

Top Posts

Organic Social – January

Followers:

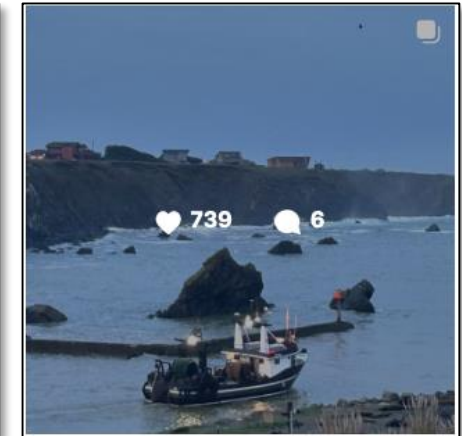
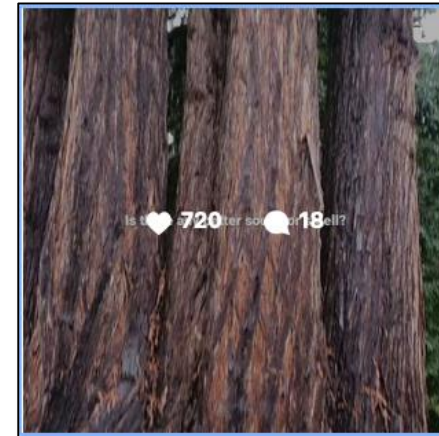
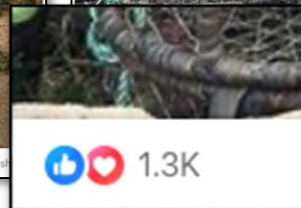
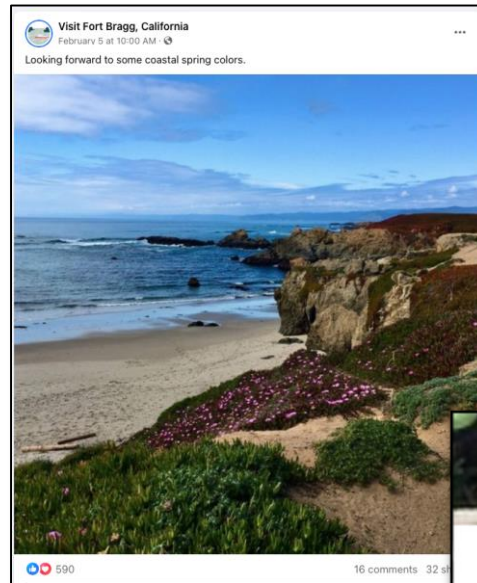
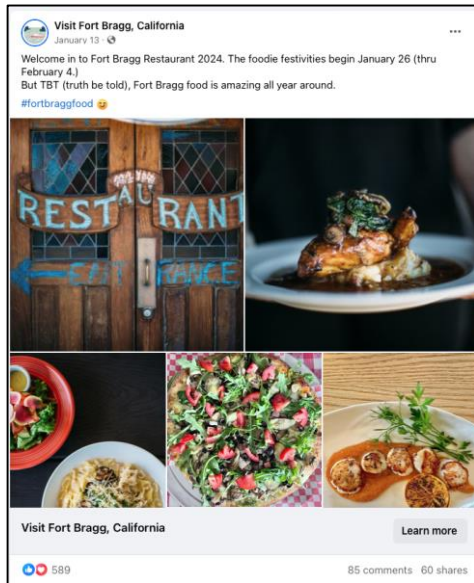
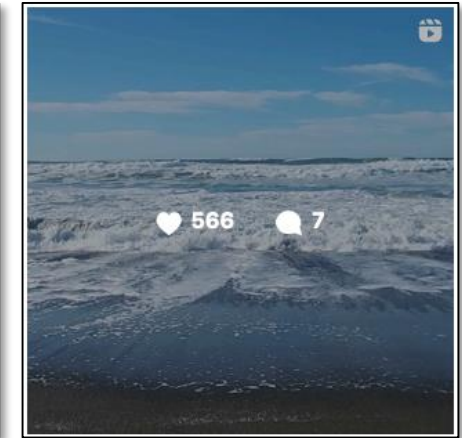
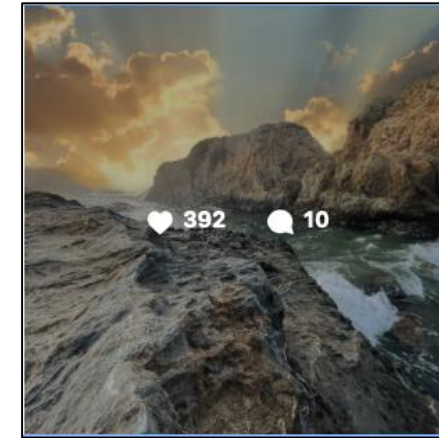
Facebook : 69.6 (+ 300)

Instagram: 22.1 (+ 100)

Reach:

Facebook : 189.6K (+), Engagement: 8.3K (+)

Instagram: 19.9 (+), Engagement: 5.4K (-)



Whale Fest 2024

- Whale Run 5k and 10k and Fun Walk
- Downtown Wine Walk
- Rotary Club's Beef Fest
- Symphony of the Redwoods
- Town Hall Craft Fair
- Noyo Center Whale Events & Exhibits
- Mendo Park Educational Activities

Banner Ads (last year):

- 2.5 Million Impressions
- 39,000 Clicks
- 274 Conversions (newsletter sign-ups)
- Click Through Rate: 1.56%
- Cost Per Click \$0.11

This Year:

- Same Spend
- Targeting Wine, Beer + Runners/Fitness



FORT BRAGG
NORTH COAST CALIFORNIA

PLAN YOUR TRIP ▾ EVENTS OUR STORIES ABOUT FORT BRAGG 🔍



FORT BRAGG CA
WHALE FEST
2024
MARCH 15TH-17TH

Whale Fest is taking over Downtown Fort Bragg on the weekend of March 15th through 17th and, like the migratory leviathans we celebrate, this year's festivities will be bigger and better than ever. There's a Downtown Wine Walk, the Fort Bragg Beer Festival, a 10k/5k Whale Run and Walk, a craft fair, live music, food trucks and much more.

Could there be a better time to visit Fort Bragg? Of course, the whales will be moving through all winter, so if March 15th-17th doesn't work out, no worries. Come anytime through April to see the amazing migration of Fort Bragg's favorite cetaceans.



Whale Run 5k & 10k and Fun Walk
Saturday, March 16, 2024

Whale Run 5k & 10k and Fun Walk
Sonsipoint International of Fort Bragg and Noyo Sunrise is proud to sponsor and host the ever-popular run and walk along the coast that includes a Kiddie Race, 10k and 5k runs and a Fun Walk.

[LEARN MORE AND REGISTER](#)



Downtown Wine Walk
Saturday, March 16, 2024

The Mendocino Coast Chamber of Commerce and Visit Fort Bragg are thrilled to bring back the Fort Bragg Whale Festival Downtown Wine Walk. On Saturday, March 16 from 12:00 to 4:00 PM over a dozen merchants will host wineries and serve complimentary food to pair with wines.

[LEARN MORE AND SIGN UP](#)

Fort Bragg Rotary Club's Beer Fest
Saturday, March 16, 2024

Rotary Beer Festival is back. Save the date and join us on Saturday, March 16, 2024 at the Eagles Hall from 12:00pm to 4:00pm for an incredible selection of beer and some great live music. Tickets are \$10 and food will be available for purchase. So come, have some beer and watch the whales at the same time! Fort Bragg Rotary Club will provide prizes going to scholarship as well as local and international projects.

[LEARN MORE - GET TICKETS](#)

Symphony of the Redwoods
Saturday, March 16, 2024

Andrew Sachs will be the featured artist on violin, with Bryan Miles conducting as the Symphony of the Redwoods performs the works of Bruch, Victor Bend sin and Sibelius at Carleton Hall on Saturday, March 16th at 10:00 PM.

[LEARN MORE - GET TICKETS](#)

Town Hall Craft Fair
Saturday & Sunday, March 16 & 17

The Sonsipoint is also holding an indoor craft fair at the hall on Sat-Sun March 16-17 from 10:00 AM to 5:00 PM. Come by to see the incredible work of local artists and calligraphers. You won't find a better place to get a one-of-a-kind gift for a fan of Fort Bragg.

Noyo Center Whale Events & Exhibits
Friday - Sunday, March 15 - 17

Join the Noyo Center for Marine Science throughout March for a variety of special events and exhibits to celebrate Whale Festival and the annual gray whale migration. Click the link below for the full schedule and remember that your support helps the Noyo Center do its incredible work.

[EXPLORE](#)

Mendo Park Educational Activities
Friday - Sunday, March 15 - 17

Join Mendocino Park for free guided whale walks at MacKenzie State Park on Friday and Saturday in March, from 10:00 AM to 2:00 PM. While you're there, check out the gray whale diorama articulation next to the Visitor Center.

[EXPLORE](#)

FORT BRAGG
NORTH COAST CALIFORNIA

STAY CONNECTED

Facebook

[SUBMIT](#)



Questions?

Comments?