



Marketing Campaign Monthly Update

October 5, 2021 > November 18, 2021



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

November Newsletter: Gift Guide 1

- Over 50 Gifts from over 40 stores
- Forward To A Friend Promotion
- Winter Visit Guide
- Roundman's Story
- Whale Season

Paid Social:

- a) Regional – Shop Online – Subscribe & Win
- b) Local – Come shop

January > February 2022:

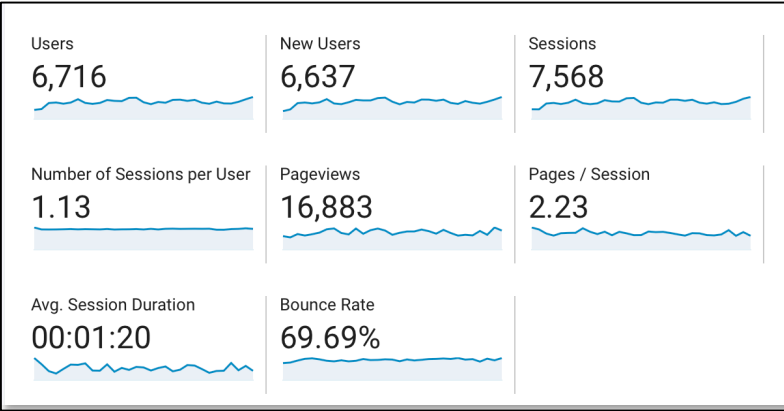
- Objective – Drive Winter Visitation

March 2022:

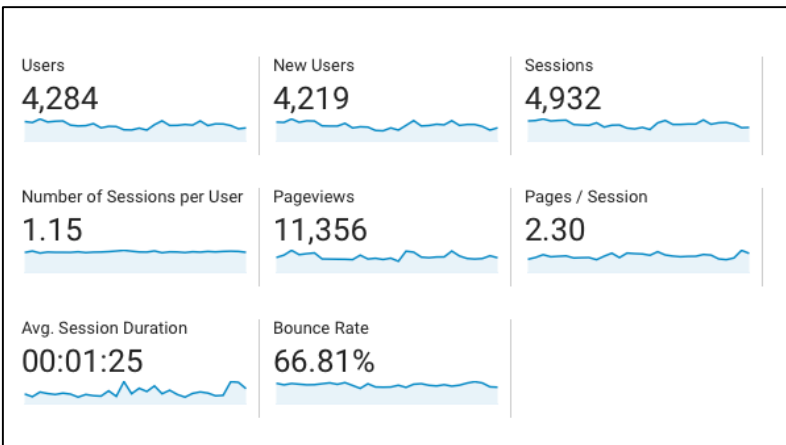
- Restaurant Week

MONTHLY SITE TRAFFIC

Aug 17, 2021 - Sep 16, 2021



Sep 17, 2021 - Oct 16, 2021



VisitFortBraggCa.com

Audience Overview

SAVE EXPORT SHARE INSIGHTS

All Users
100.00% Users

+ Add Segment

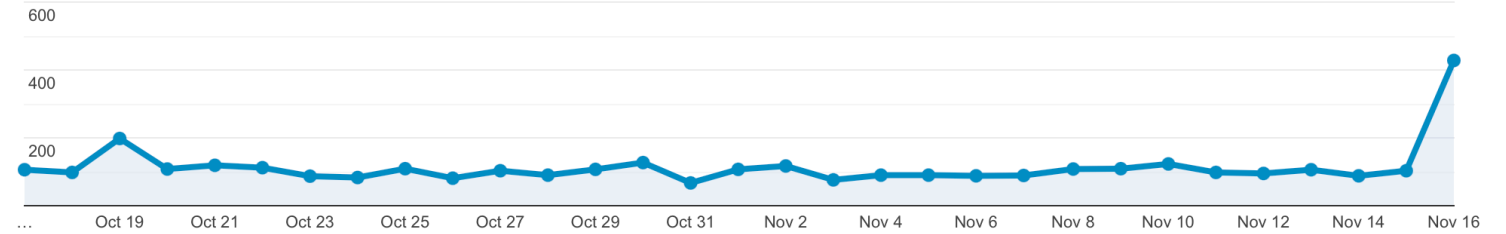
Oct 17, 2021 - Nov 16, 2021

Overview

Users vs. Select a metric

Hourly Day Week Month

Users



Users

3,189

New Users

3,101

Sessions

3,925

Number of Sessions per User

1.23

Pageviews

11,251

Pages / Session

2.87

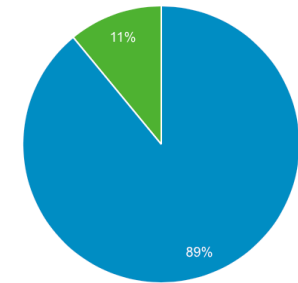
Avg. Session Duration

00:02:12

Bounce Rate

61.81%

New Visitor Returning Visitor



Campaigns

October eNewsletter – Fall Calls

Sent October 19, 2021

- Open Rate: 34.8% – 1,560
- Clicks: 21.0% – 276

Oct 19, 2021 - Oct 25, 2021

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
	2,308 % of Total: 100.00% (2,308)	1,901 % of Total: 100.00% (1,901)	00:01:06 Avg for View: 00:01:06 (0.00%)	903 % of Total: 100.00% (903)
1. /	590 (25.56%)	476 (25.04%)	00:01:02	464 (51.38%)
2. /events/	121 (5.24%)	64 (3.37%)	00:00:14	5 (0.55%)
3. /fort-braggs-magic-market/	97 (4.20%)	88 (4.63%)	00:02:11	64 (7.09%)
4. /plan-your-trip/	88 (3.81%)	60 (3.16%)	00:00:16	1 (0.11%)
5. /about-fort-bragg/	81 (3.51%)	76 (4.00%)	00:01:06	18 (1.99%)
6. /the-naturalist/	77 (3.34%)	58 (3.05%)	00:00:36	35 (3.88%)
7. /sally-the-pacific-star/	57 (2.47%)	48 (2.52%)	00:01:44	40 (4.43%)
8. /franklin-street/	56 (2.43%)	47 (2.47%)	00:02:06	39 (4.32%)
9. /our-stories/	53 (2.30%)	40 (2.10%)	00:01:37	4 (0.44%)
10. /plan-your-trip/eat-drink/eat/	52 (2.25%)	36 (1.89%)	00:01:48	5 (0.55%)

URL	Total	Unique
https://noyocenter.org/noyolive/	100 (36.2%)	85 (34.3%)
https://visitfortbraggca.com/sally-the...	46 (16.7%)	41 (16.5%)
https://visitfortbraggca.com/the-natu...	45 (16.3%)	37 (14.9%)
https://visitfortbraggca.com/franklin-...	42 (15.2%)	38 (15.3%)
https://visitfortbraggca.com/fort-bra...	35 (12.7%)	32 (12.9%)
https://www.instagram.com/visitfortb...	5 (1.8%)	4 (1.6%)
https://visitfortbraggca.com	2 (0.7%)	2 (0.8%)
https://www.facebook.com/fortbragg...	1 (0.4%)	1 (0.4%)

FORT BRAGG
NORTH COAST CALIFORNIA

Aromas of fresh ocean air with notes of Pacific coast sunshine.

Oh, and the wines at Pacific Star are really good, too.

Whale watching while wine tasting may not be on your bucket list. Yet. But that's only because you haven't discovered Pacific Star Winemaker Sally Ottoson is there to delight you with distinctive wines on a breathtaking bluff on the coast just north of Fort Bragg.

[Explore Now](#)

Fort Bragg
is for nature lovers.

For those with a passion for the environment, take a trip to the wild side.

It's hard not to be an environmentalist in Fort Bragg, where you're surrounded by so much natural wonder and beauty. Click below to unearth a coastal experience that includes whale tours, sustainably-sourced food, towering redwoods and a marine science discovery center.

[Discover More](#)

FIND YOURSELF ON FRANKLIN STREET

Literally and figurately, Franklin Ave. cuts across town bringing together a delightful and thoroughly Fort Bragg collection of shops, eateries, and drinking establishments.

[Discover More](#)

FORT BRAGG
MAGIC MARKET
LOCAL FOOD & GIFTS
FALL FESTIVITIES

Saturday, October 30th - 11am to 4pm
Come celebrate fall, Halloween and all things magical in Downtown Fort Bragg. Parts of Laurel and Franklin Street will be closed to traffic and open to local vendor booths and fall festivities.

[Discover More](#)

FALL CALLS
LIVE FEED

October can be one of the mildest months along the coast. Come enjoy Fort Bragg at its most scenic and serene.

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

[@](#) [f](#) [v](#)



FORT BRAGG
 CALIFORNIA

MAGIC MARKET
 LOCAL FOOD & GIFTS
 FALL FESTIVITIES

SAT, OCT. 30TH → 11AM → 4PM
 LAUREL + FRANKLIN ST.

FORT BRAGG
 NORTH COAST CALIFORNIA

Additional Promotions



SCAN ME

SCAN ME

FORT BRAGG
 NORTH COAST CALIFORNIA



The tradition continues!
 The Fort Bragg Holiday Lighted Parade is December 4th, and we need YOU to enter!

[ENTER](#)

Entry fee is \$25 and all proceeds benefit the Mendocino Coast Children's Fund.

4pm: Staging Begins at West Pine and Stewart Street
 5pm: Entrants Judged at Staging Area
 6pm: Parade Begins!

Awards include Perpetual Best in Show, Plaques for 1st place in each category and Ribbons for 2nd and 3rd.
 QUESTIONS? call Steve Wells at 707-813-8331.

[DETAILS, SAFETY RULES AND PARADE MAP](#)



Support Fort Bragg businesses and shop this year's Gift Guide for one-of-a-kind gifts for family and friends.

[Gift Guide](#)

Campaigns

2021 Holiday Gift Guide

Objective

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

Tactics

- Early Merchant Notice
- Easy Merchant Participation
- Online & In-Person Purchase Options
- Online Promotions To Locals, Followers & Lookalikes
- On The Ground Cards, Posters & Table Tents



Poster



Table Tent



Campaigns

2021 Holiday Gift Guide

Merchant Support

Merchant Sign-Up

FORT BRAGG
 NORTH COAST CALIFORNIA

PLAN YOUR TRIP - EVENTS - OUR STORIES - ABOUT FORT BRAGG

2021 Holiday GIFT GUIDE
 FORT BRAGG, CALIFORNIA

Get in on the guide

Last year's Holiday Gift Guide received thousands of visitors and raised awareness for Fort Bragg merchants among our large and ever-increasing group of devoted followers.

This year, our goal is to reach more people and make the Gift Guide even better at driving sales to your business. But we need your help.

To make sure your business is well-represented please take a few minutes to fill out the form below. We'll use this information to create and promote the Gift Guide.

If you have specific questions, email Cristal Munoz cmunoz@fortbragg.com.

Store Name

Address

Address Line 1

Address Line 2

City California

State

Zip Code

Phone

Email

Website / URL

Product you'd like to promote

Photo Upload

Click or drag files to this area to upload.
 You can upload up to 3 files.

Select one of three options for how people can purchase from your store, and give specifics in the field below.

Online Store - If you sell online, provide a direct link to the product in your online store.

Shippable - If your product cannot be purchased online, but can be shipped, provide a phone number for customers to place the order.

In-Store Only - If your products are only available at the store, let us know.

Additional Information

Once your information is received, we will contact you to arrange to have your product professionally photographed. We promise to return it promptly. Thank you so much. We look forward to a fun and prosperous Holiday Season.

Submit

FORT BRAGG
 NORTH COAST CALIFORNIA

STAY CONNECTED

Email

Submit

Plan Your Trip
 Events
 Our Stories
 About Fort Bragg

Merchant Card



Merchant Email



Campaigns

2021 Holiday Gift Guide

E-Newsletter - Sent November 16, 2021

- Total Opens – 1,456
- Clicks: 24.5% – 346
- Forwards: 28 with 18 opens

Subscribers: 2,506 + 171 since 10/5

Nov 16, 2021 - Nov 18, 2021 ▼

Page ?	Pageviews ? ↓	Unique Pageviews ?
	2,070 % of Total: 100.00% (2,070)	1,660 % of Total: 100.00% (1,660)
1. /2021-gift-guide/	407 (19.66%)	234 (14.10%)
2. /	305 (14.73%)	231 (13.92%)
3. /steve-roundmans-smokehouse/	92 (4.44%)	81 (4.88%)
4. /our-stories/	58 (2.80%)	50 (3.01%)
5. /events/	45 (2.17%)	33 (1.99%)
6. /thank-you/	44 (2.13%)	30 (1.81%)
7. /plan-your-trip/	39 (1.88%)	30 (1.81%)
8. /bundle-up-hunker-down/	37 (1.79%)	34 (2.05%)
9. /about-fort-bragg/	31 (1.50%)	28 (1.69%)
10. /haywire/	26 (1.26%)	22 (1.33%)

11. /the-bookstore/	25 (1.21%)	21 (1.27%)
12. /la-tre-2/	24 (1.16%)	21 (1.27%)
13. /plan-your-trip/play/shopping/	22 (1.06%)	15 (0.90%)
14. /northcoast-brewing-holiday/	21 (1.01%)	17 (1.02%)
15. /plan-your-trip/stay/hotels/	20 (0.97%)	12 (0.72%)
16. /hooked-on-mendo/	18 (0.87%)	14 (0.84%)
17. /shirts-more-2/	18 (0.87%)	13 (0.78%)
18. /mendocino-mustard/	16 (0.77%)	15 (0.90%)
19. /sea-la-vie-vintage/	16 (0.77%)	15 (0.90%)
20. /frame-mill-artworks-2/	15 (0.72%)	15 (0.90%)
21. /a-message-from-the-city-manage-r/	14 (0.68%)	11 (0.66%)
22. /feet-first-gift-guide/	14 (0.68%)	14 (0.84%)
23. /larry-spring-museum-pin/	14 (0.68%)	14 (0.84%)
24. /the-evil-scrunchies-pop-up/	14 (0.68%)	14 (0.84%)
25. /youre-welcome/	14 (0.68%)	12 (0.72%)
26. /a-sweet-affair-patiserie/	13 (0.63%)	13 (0.78%)
27. /music-merchant-gift/	13 (0.63%)	12 (0.72%)
28. /plan-your-trip/on-the-way/	12 (0.58%)	10 (0.60%)
29. /princess-seafood-cosmos-tuna/	12 (0.58%)	12 (0.72%)
30. /whale-days/	12 (0.58%)	9 (0.54%)
31. /lost-surf-shack/	11 (0.53%)	10 (0.60%)
32. /mercato-verona/	11 (0.53%)	11 (0.66%)
33. /noyo-center-holiday/	10 (0.48%)	10 (0.60%)

2021
Holiday GIFT GUIDE
FORT BRAGG, CALIFORNIA

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

FORWARD 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

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

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

IT'S WHALE SEASON

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.

Copyright © 2021 City of Fort Bragg. All rights reserved.

Want to change how you receive these emails? You can update your preferences or unsubscribe from this list.

Campaigns

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 (pop-up for sign-up)
- Secondary Objective: Shop the Gift Guide

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

Ad Type: Carousel Ad featuring campaign artwork and Gift Guide images

Estimated Daily Results:

- Up to 3.7K reach
- 240 clicks per day

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

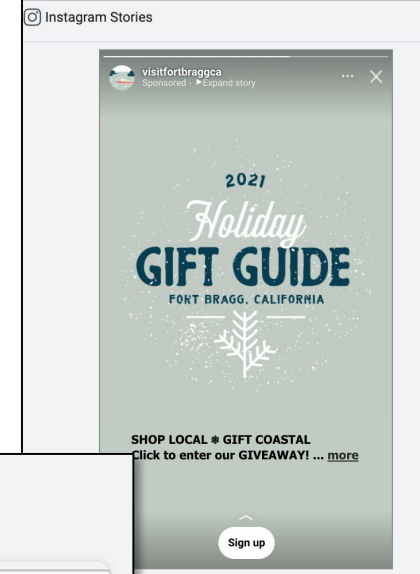
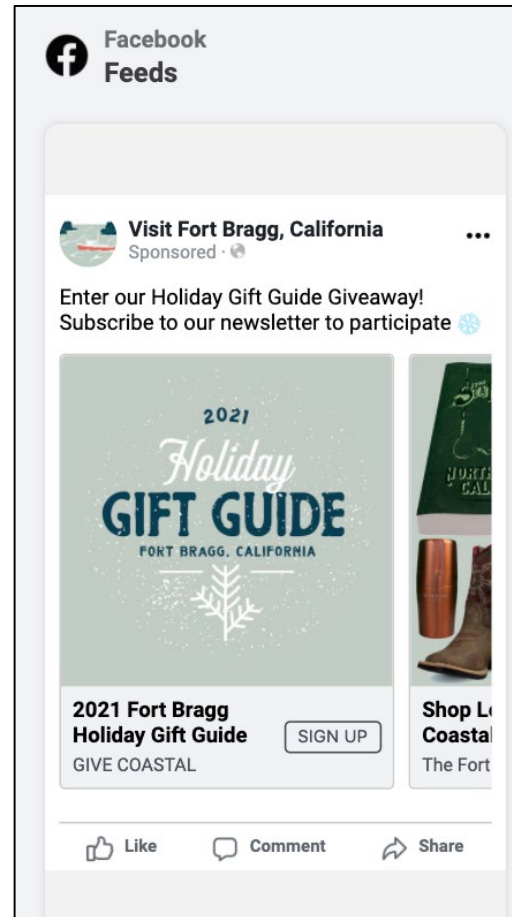
Budget: \$150/ 11/17 through 12/24

Add Type: Carousel Ad featuring campaign artwork and Gift Guide images

Estimated Daily Results:

- Up to 900 reach
- Up to 10 clicks per day

CTA: Shop Now





QUESTIONS?

COMMENTS?

THANK YOU.

