



## Marketing Campaign Monthly Update

July 21, 2022



## Promotion Calendar

### 2022 > 2023

#### June > July:

- Objective – Increase Digital Engagement

#### **The Great Fort Bragg Photo Collection**

#### August:

- Objective – Grow Followers - Story Promo #1

#### **Paid Digital:** Psychographic Targeted

#### September:

- Objective – Grow Followers via Experience (families?)

#### **Paid Digital:** Psychographic Targeted

#### October:

- Objective – Grow Followers - Story Promo #2

#### **Paid Digital:** Psychographic Targeted

#### 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**

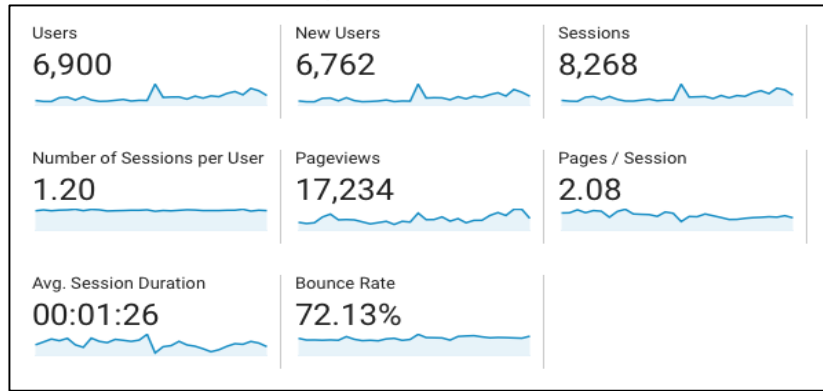
#### April > May 2022:

- Objective – Awareness > Nature/Environmental target

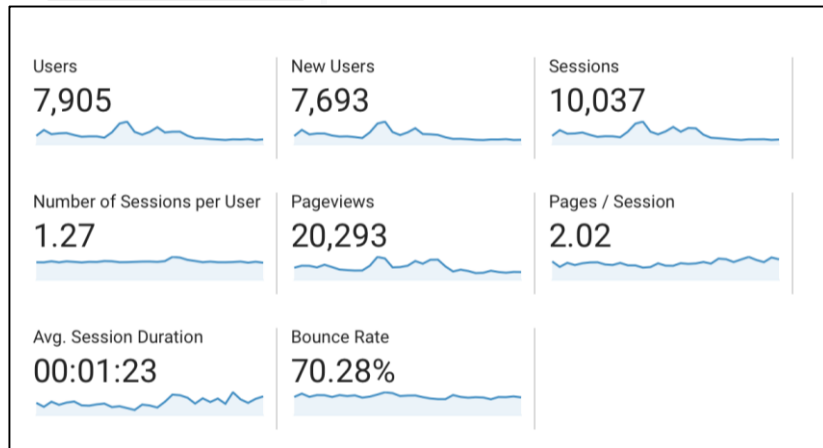
#### **Blue Economy**

## MONTHLY SITE TRAFFIC

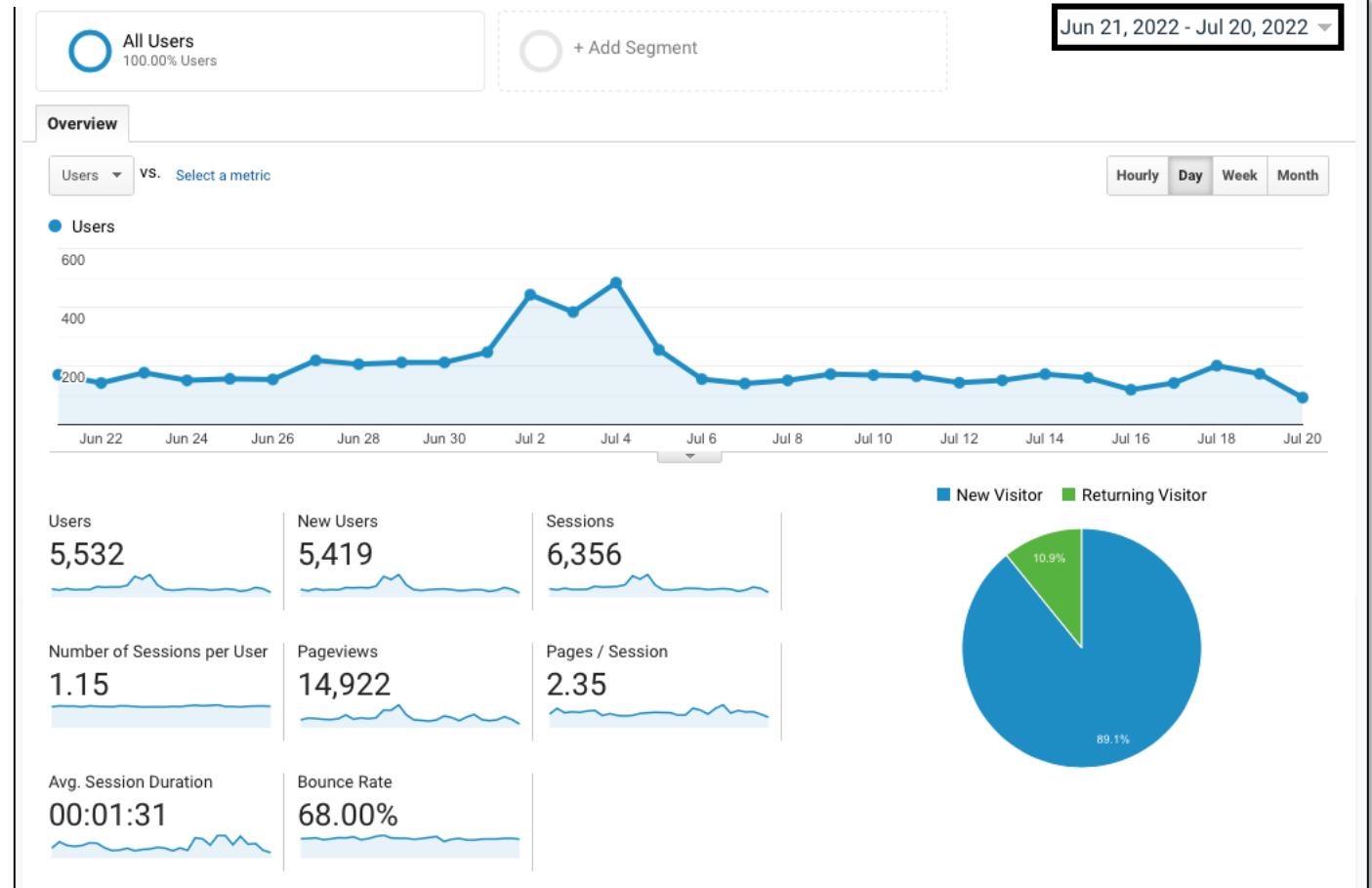
Apr 1, 2022 - Apr 30, 2022



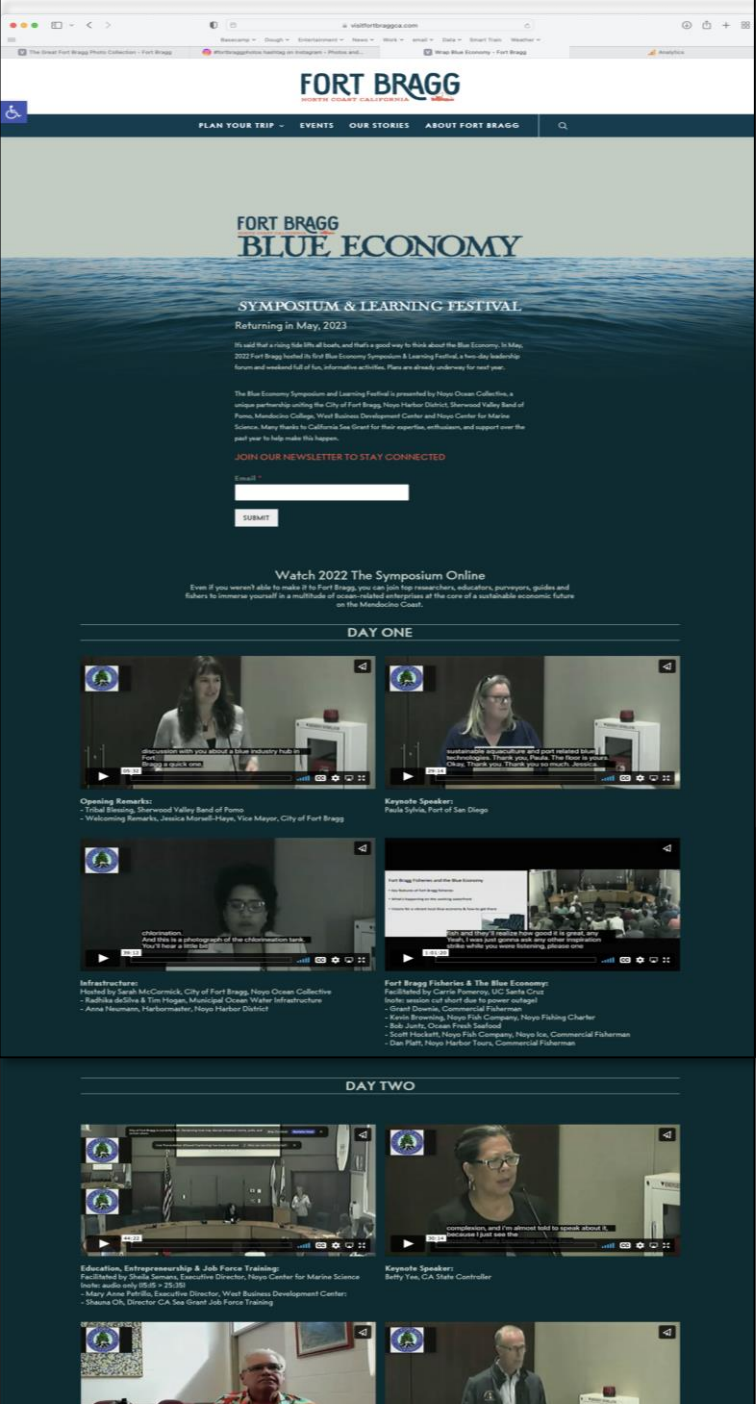
May 1, 2022 - May 31, 2022



## Analytics



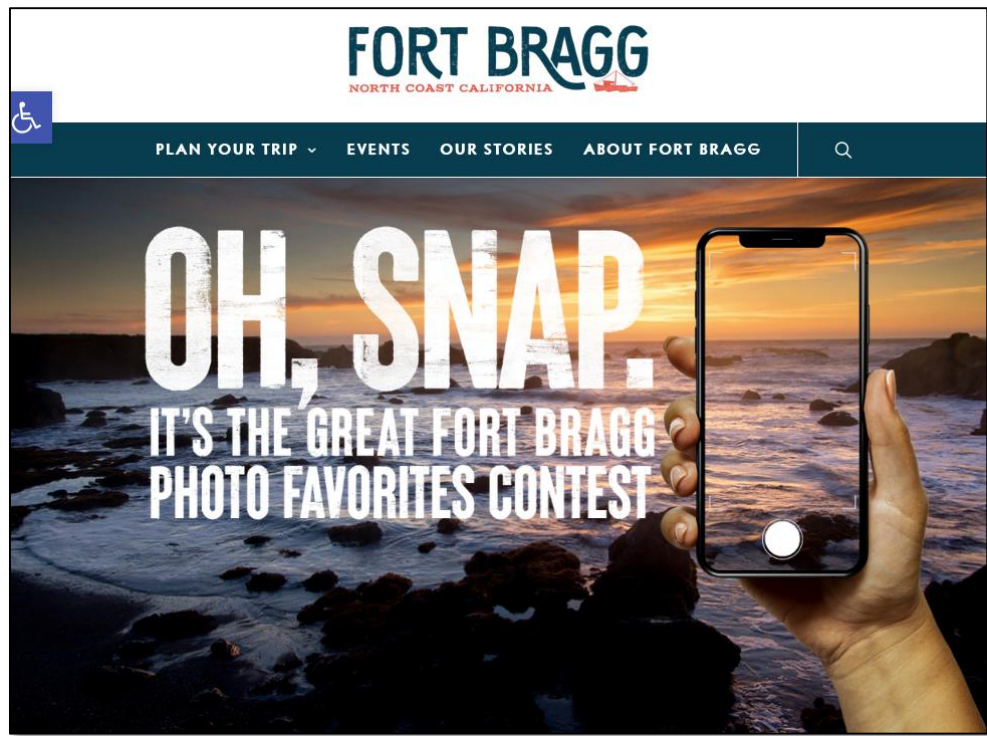




# FORT BRAGG

NORTH COAST CALIFORNIA

June > July



Mural Walking Map



**QUESTIONS?**

**COMMENTS?**

**THANK YOU.**

