

Marketing Campaign Monthly Update

December 8, 2022



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 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:

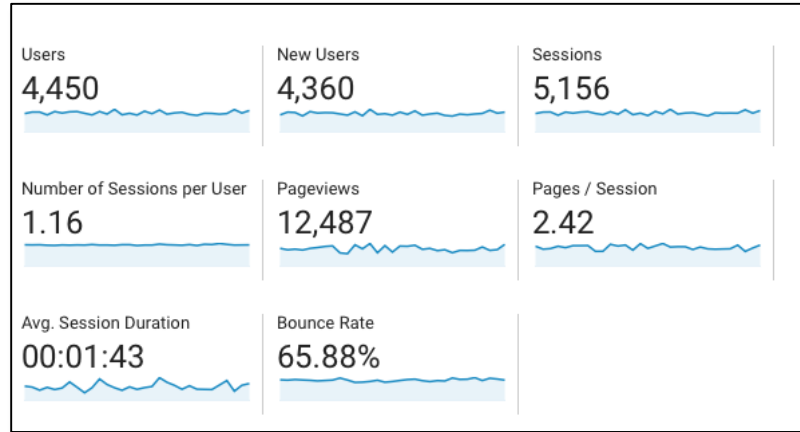
- Objective – Awareness > Nature/Environmental target

Blue Economy

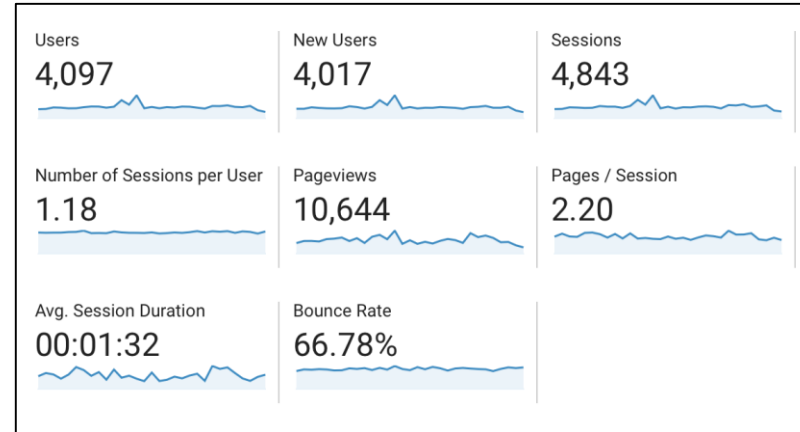
VisitFortBraggCa.com

MONTHLY SITE TRAFFIC

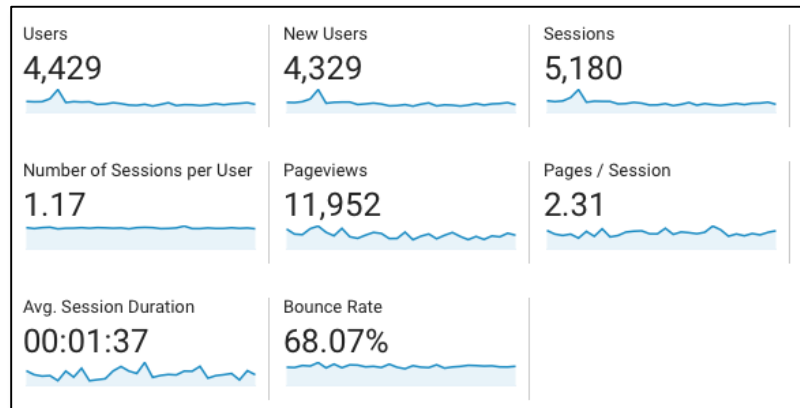
Aug 1, 2022 - Aug 31, 2022 ▾



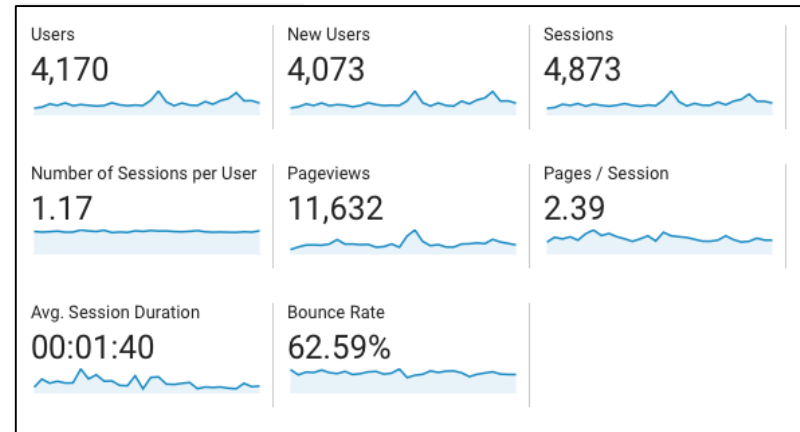
Oct 1, 2022 - Oct 31, 2022 ▾



Sep 1, 2022 - Sep 30, 2022 ▾



Nov 1, 2022 - Nov 30, 2022 ▾



eNewsletter Subscribers:

➤ **4,332** (+ **460**/Mo.)

FORT BRAGG

NORTH COAST CALIFORNIA

Campaigns

2022 Holiday Gift Guide

Landing Page:

- 919 Page Views (GA)

E-Newsletter

- 2,454 Opens
- 322 Clicks
- Current: 4,332 Subscribers (+206, 4.8% this week)
- 74% Female
- 40% Over 65

Paid Social (FB):

- 434 Link Clicks
- 7.92 CTR
- \$0.28/Click
- Lookalike Audience (skews older/female)



The 2022
FORT BRAGG
Gift
GUIDE

Buy Local.

Gift Coastal.

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](#)

2022 FORT BRAGG

NORTH COAST CALIFORNIA

WINTER WONDERLAND

Winter Wonderland is Saturday, Dec. 3rd
The holidays are officially here as we gather at Franklin & Laurel Streets in Downtown Fort Bragg for a full day of jolly good fun.

- 12:00 PM - 6:00 PM - Town Hall Holiday Market with festive non-profits selling holiday treats
- 2:00 PM - 5:30 PM - Photos with Santa Claus at the Guest House Museum
- 6:00 PM - Tree Lighting Ceremony
- 6:30 PM - Lighted Truck Parade begins
- Music, food and more throughout the day

[Discover More](#)

FORWARD TO 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](#)



Meredith & TC Space

In celebration of the Fort Bragg art & culture scene, meet Meredith Fredrick, and take a tour of TC Space to see what's hanging.

[Explore Now](#)

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



Shoulder Season Video Reach Campaign

Creative:

Day In The Life of:

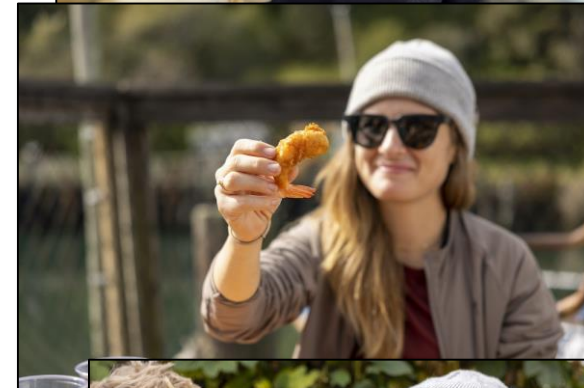
- Family
 - Morning Donuts
 - Tide Pooling
 - Harborside Dining
 - Noyo Center Discovery Center
 - Fireside S'mores
- Adventurist
 - Morning Coffee
 - Mountain Biking
 - Harborside Dining
 - Local Beer
 - Sunset Kayaking
- More To Come

Fort Bragg Stories:

- Numbered With Landing Pages
- Find Your Fort Bragg Story Promotion

Timing:

In Edit – January Launch



Campaigns

2022 Winter Visit Campaign

Paid Social

- 1,963 clicks
- 98,071 reach
- 170,145 impression

Digital Display Ads

- 1,7081 clicks
- 237,200 impressions

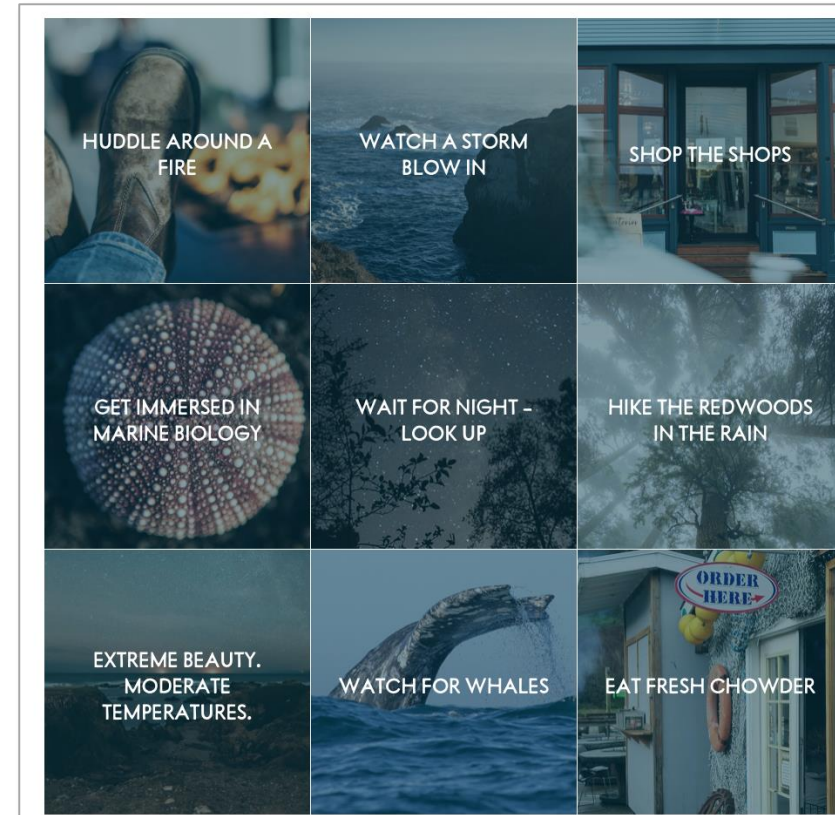
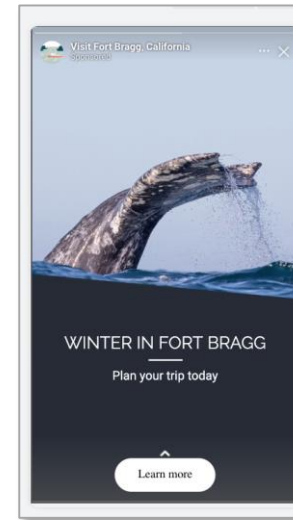
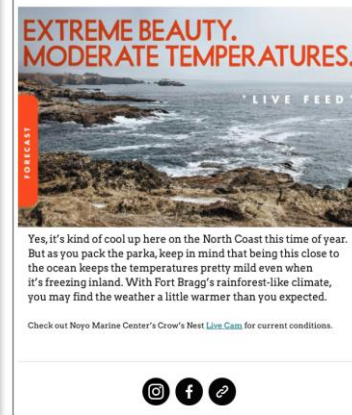
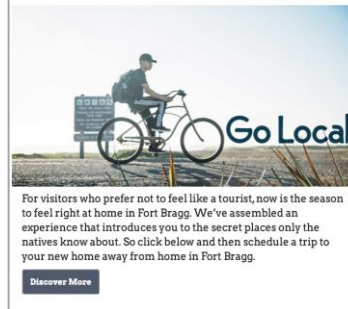
Newsletter

- 2,124 opens
- 314 clicks
- 3 forwarded



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](#)



**QUESTIONS?
COMMENTS?**

