

**Marketing Campaign
Monthly Update**



September 8, 2022

Active Promotion

The Great Fort Bragg Photo Favorites Contest

Entries/Posts:

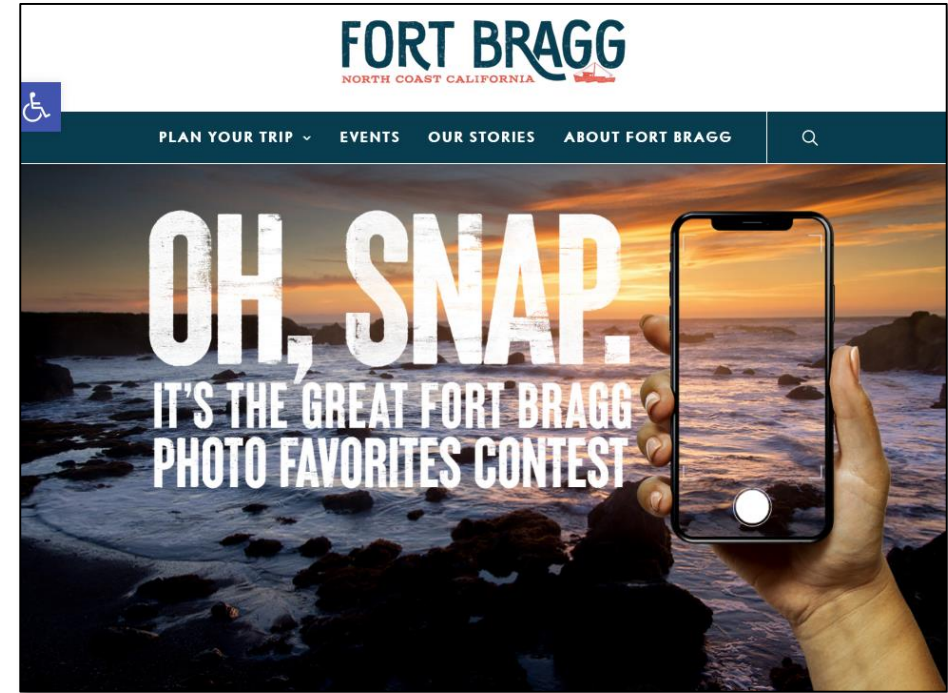
- Coastal – 228 IG – 33 FB
- Pets – 41 IG – 25 FB
- Downtown - 21 IG – 10 FB
- Forest - 22 IG – 9 FB
- Food – 19 IG – 11 FB (over 400 total)

IG = Posts vs. Pix

Followers:

- Instagram: 21.3 K
- Facebook: 68.3 K

Ends: Winners Notified



Winners



lism147

Fort Bragg, California

Follow



[#fortbragppet](#)

Winners



davidlukomsky

Follow



[#fortbraggforest](#)



Winners



jmesuda

Princess Seafood Res...

Follow



[#fortbraggfood](#)

Winners

[#fortbraggdowntown](#)



Winners



northcoastjourneys

Follow



#fortbraggcoastal

Campaigns

Art & Culture Page & Promotion

- Showcase Uniquely Fort Bragg Art & Culture
- Multi-Page “Microsite”
 - The Weavers
 - The Woodworkers
 - The Ceramicists
 - The Writers
 - The Artists
 - The Muralists
- Each Category links to:
 - Human Story(s)
 - Links & Resources
- Promotion
 - Newsletter Feature
 - Organic Social
 - Banner Ad Campaign



<https://visitfortbraggca.com/art-and-culture>

Looking Ahead

Shoulder Season Reach Campaign

Location Shoot Mid Early October



QUESTIONS?

COMMENTS?

THANK YOU.

