



## Marketing Campaign Monthly Update

September 21, 2021 > October 5, 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.
- Tactics:
  - eNewsletter Content Launch
  - Ongoing Paid & Organic Social

**August:** Launch (engage subscribers)

#### Newsletter:

- Story: Princess Seafood
- Journey: Sacto To Sea Spray
- About town – Photo Collection
- Forecast

**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:** Experience: Naturalist

### November > December 2021:

- Objective – Holiday Merchant Support
- Concept – Gift Guide & Basket

### January > February 2022:

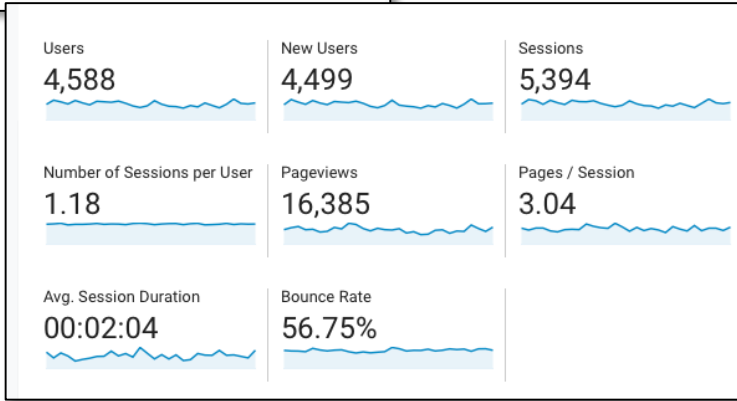
- Objective – Drive Winter Visitation

### March 2022:

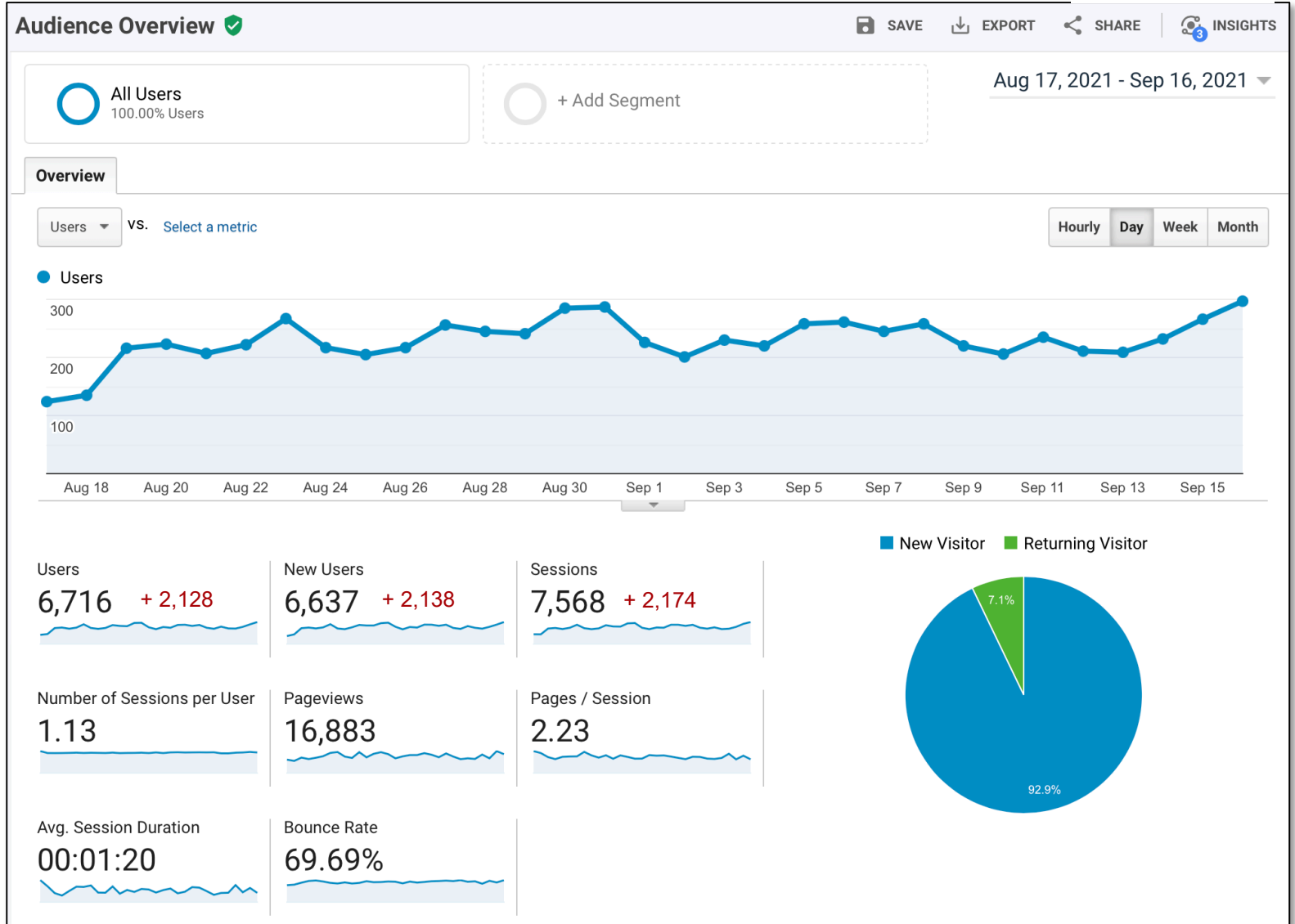
- Restaurant Week

# VisitFortBraggCa.com

Jul 18, 2021 - Aug 16, 2021



## MONTHLY SITE TRAFFIC



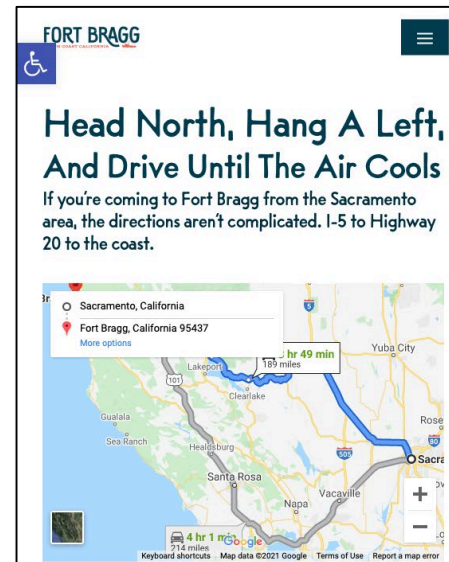
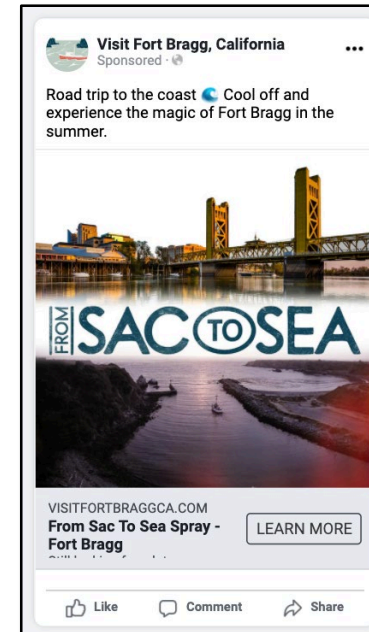
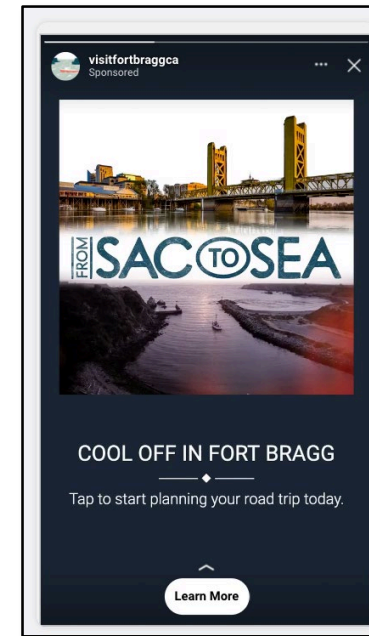
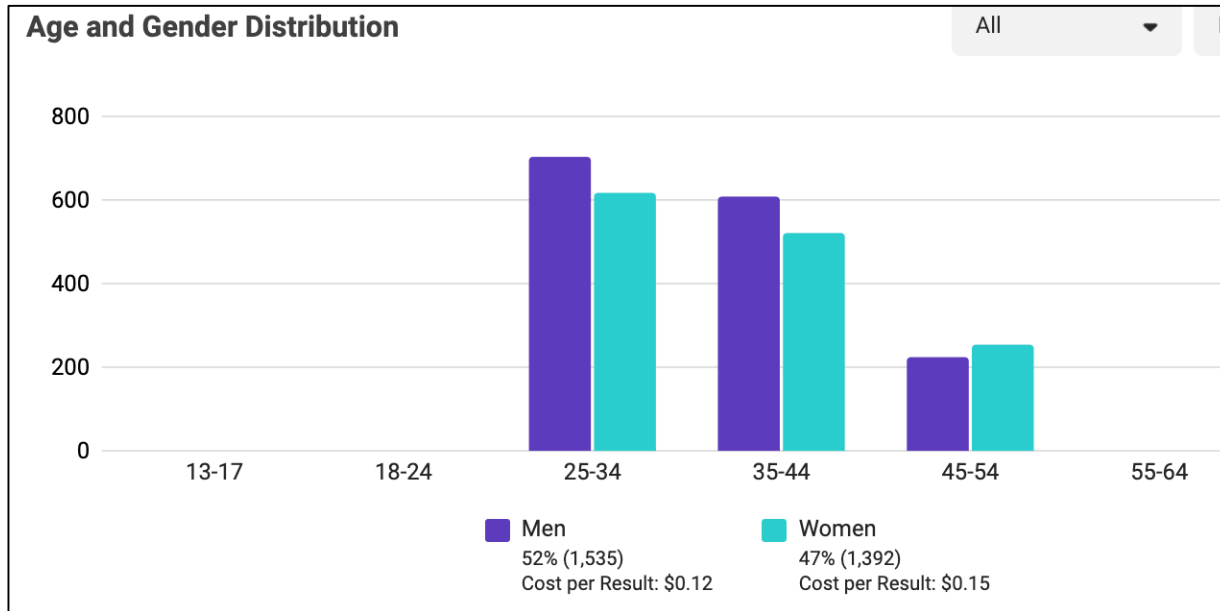
## Paid Social

### Aug > Sept. Paid Social

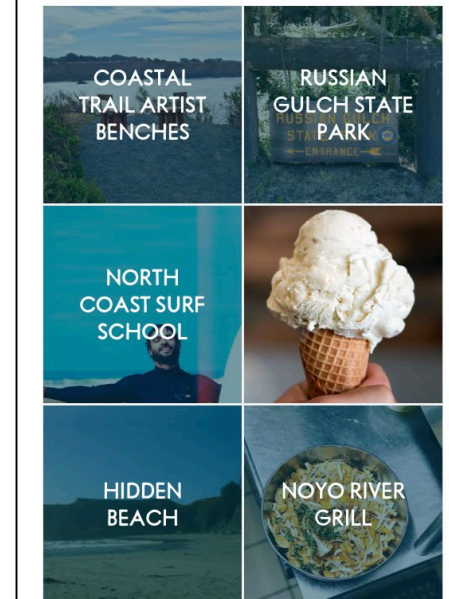
- Objective: New Followers, traffic to regionally targeted pages on VFB site
- Audience Set 1: Sac To Sea - Sacramento +25mi
- Demographic: 21-54, men and women
- August 18-September 18th, \$400 lifetime budget
- Link to: Visit Fort Bragg Sac To Sea page

### Results:

Ad Set 1: Reached 65,863 accounts, generating 2,956 link clicks to VFB Sac To Sea page.



### When You Get Here



## PAID SOCIAL DRIVES GEO

Jul 18, 2021 - Aug 16, 2021

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?
	<b>16,883</b> % of Total: 100.00% (16,883)	<b>13,885</b> % of Total: 100.00% (13,885)	<b>00:01:05</b> Avg for View: 00:01:05 (0.00%)	<b>7,568</b> % of Total: 100.00% (7,568)
1. /	3,705 (21.95%)	2,922 (21.04%)	00:01:17	2,868 (37.90%)
2. /from-sac-to-sea-spray/	2,996 (17.75%)	2,789 (20.09%)	00:01:00	2,779 (36.72%)
3. /plan-your-trip/	813 (4.82%)	577 (4.16%)	00:00:28	39 (0.52%)
4. /events/	812 (4.81%)	450 (3.24%)	00:00:21	66 (0.87%)
5. /plan-your-trip/stay/hotels/	443 (2.62%)	225 (1.62%)	00:00:43	15 (0.20%)
6. /about-fort-bragg/	428 (2.54%)	371 (2.67%)	00:01:52	50 (0.66%)
7. /a-message-from-the-city-manager/	328 (1.94%)	302 (2.18%)	00:02:00	82 (1.08%)
8. /plan-your-trip/eat-drink/eat/	289 (1.71%)	167 (1.20%)	00:00:54	16 (0.21%)
9. /our-stories/	229 (1.36%)	174 (1.25%)	00:00:51	19 (0.25%)
10. /plan-your-trip/play/beaches/	208 (1.23%)	146 (1.05%)	00:00:27	13 (0.17%)

City ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	<b>5,157</b> % of Total: 76.79% (6,716)	<b>5,080</b> % of Total: 76.54% (6,637)	<b>5,864</b> % of Total: 77.48% (7,568)
1. Sacramento	1,177 (22.44%)	1,164 (22.91%)	1,246 (21.25%)
2. San Francisco	676 (12.89%)	642 (12.64%)	742 (12.65%)
3. Fort Bragg	299 (5.70%)	267 (5.26%)	500 (8.53%)
4. Roseville	203 (3.87%)	197 (3.88%)	214 (3.65%)
5. Elk Grove	193 (3.68%)	191 (3.76%)	199 (3.39%)
6. Los Angeles	161 (3.07%)	154 (3.03%)	170 (2.90%)
7. Citrus Heights	116 (2.21%)	116 (2.28%)	127 (2.17%)
8. Rancho Cordova	110 (2.10%)	110 (2.17%)	112 (1.91%)
9. Folsom	99 (1.89%)	98 (1.93%)	101 (1.72%)
10. San Jose	89 (1.70%)	81 (1.59%)	103 (1.76%)

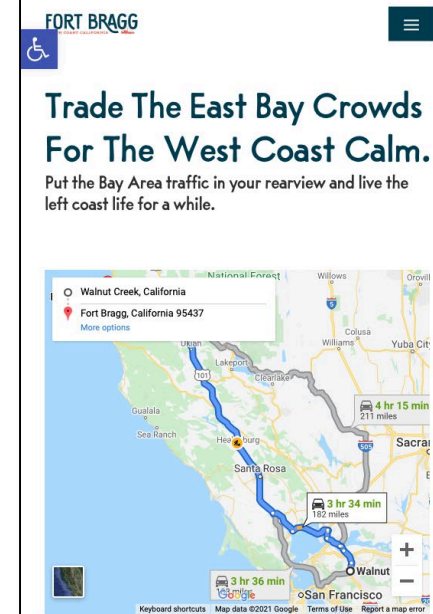
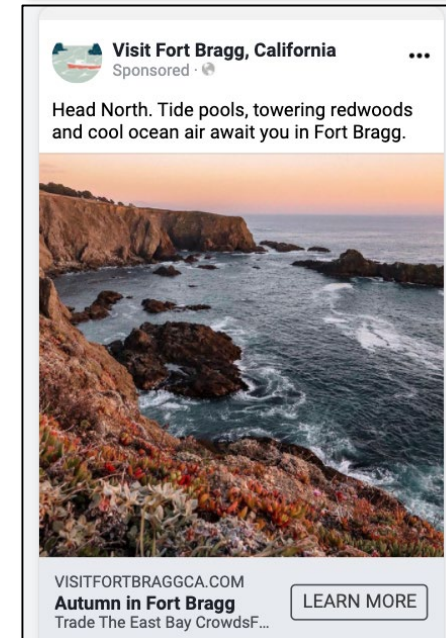
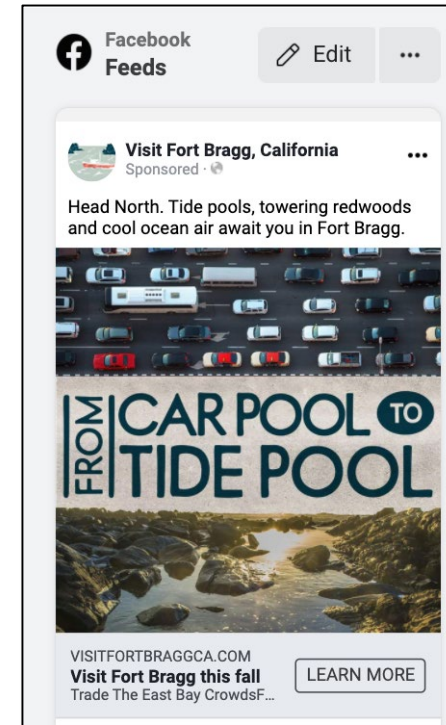
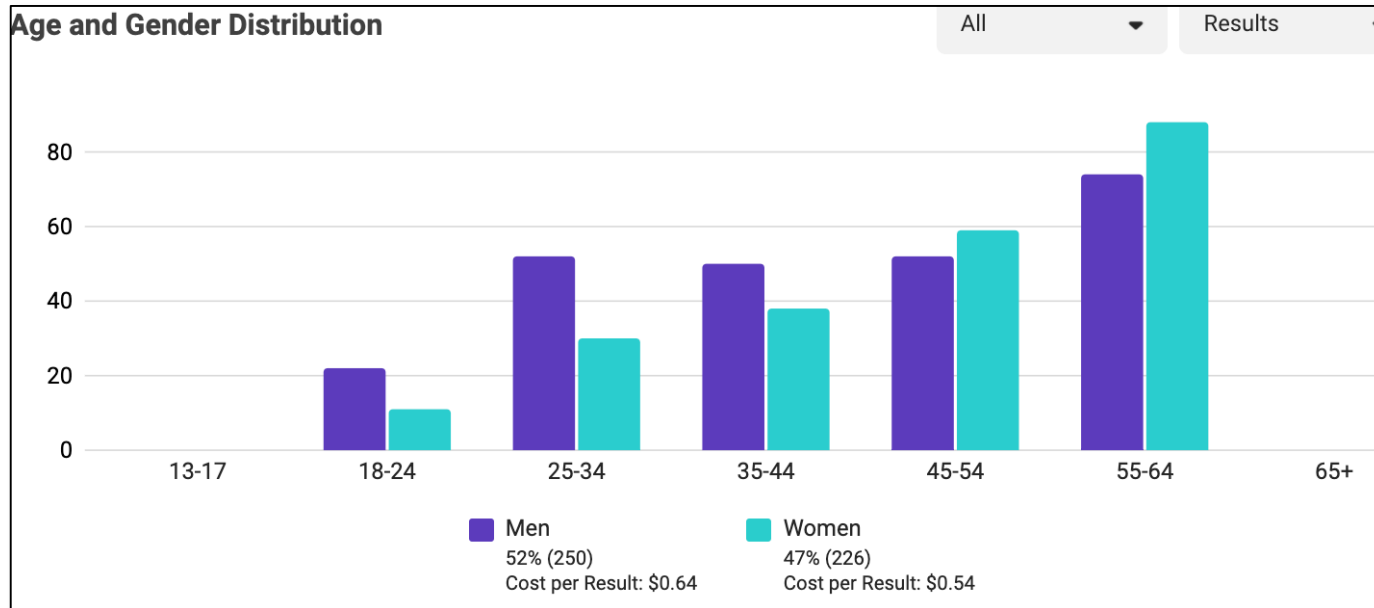
## Paid Social

### Sept. > Oct. Paid Social (East Bay)

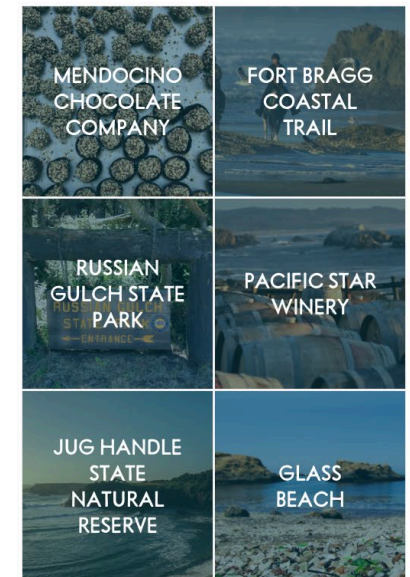
- Objective: New Followers, traffic to regionally targeted pages on VFB site
- Audience Set: Walnut Creek +25mi (Greater East Bay)
- Demographic: 21-55+, men and women
- September 18-30, \$25/day (in market 12 days v. 31 days with Sac campaign)
- Link to: Visit Fort Bragg Carpool To Tidepool page
- Updated creative on week two, because of weaker results

### Results

Ad Set 1: Reached 33,327 accounts, with 482 link clicks



### When You Get Here



## Paid Social

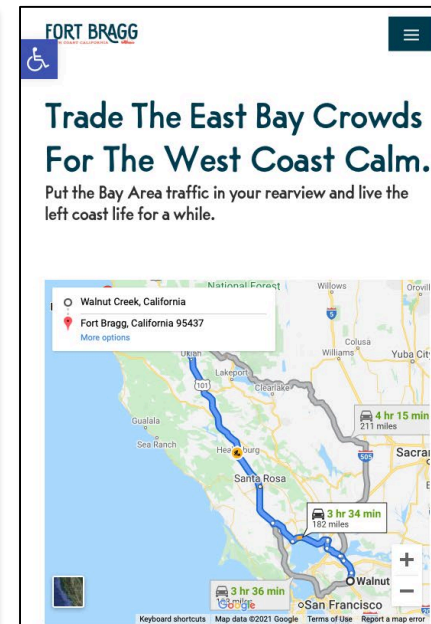
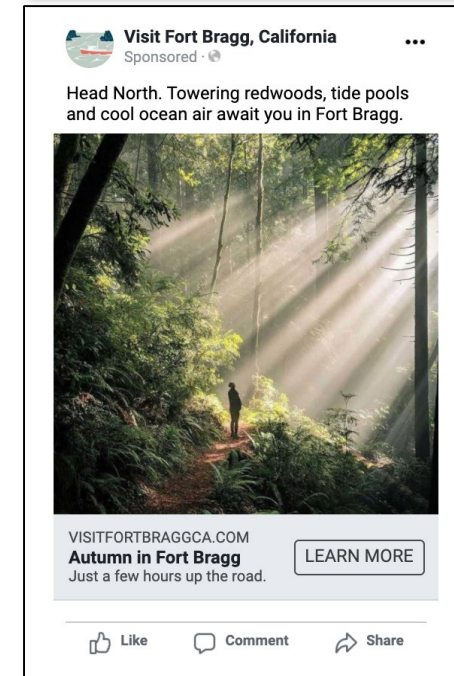
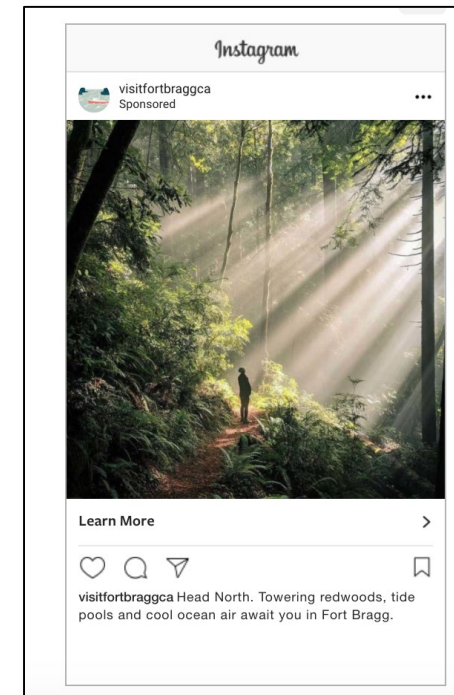
### Sept. > Oct. Paid Social (East Bay) - V2

- Objective: New Followers - Traffic to regionally targeted pages on VFB site
- Audience Set: Berkeley +10mi (Western East Bay)
- Demographic: 21-54, men and women
- Scheduled: October 4-15th, \$25/day
- Link to: Visit Fort Bragg Carpool To Tidepool page
- Updated Creative, Copy and regional targeting, focus on inner East Bay Area

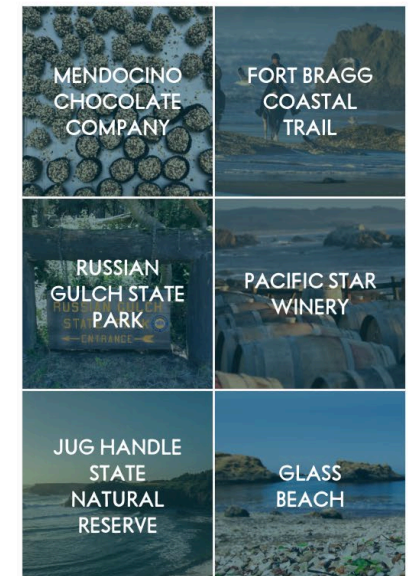
### Results

- Ongoing: FB Ad quality ranking and engagement rank are both above average after 12 hours in market.
- Ad is outperforming v1 with CTR

City ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	3,700 % of Total: 69.68% (5,310)	3,621 % of Total: 69.33% (5,223)	4,339 % of Total: 71.77% (6,046)	66.81% Avg for View: 69.19% (-3.43%)	2.30 Avg for View: 2.21 (4.33%)	00:01:28 Avg for View: 00:01:19 (11.98%)
1. San Francisco	617 (16.34%)	586 (16.18%)	689 (15.88%)	73.15%	2.03	00:01:21
2. Sacramento	583 (15.44%)	573 (15.82%)	616 (14.20%)	73.70%	1.94	00:00:45
3. Fort Bragg	258 (6.83%)	227 (6.27%)	461 (10.62%)	69.85%	1.94	00:02:24
4. Los Angeles	160 (4.24%)	154 (4.25%)	175 (4.03%)	66.29%	2.14	00:01:40



### When You Get Here



## Campaigns

### Fort Bragg eNewsletter 2

Sent September 15, 2021

- Open Rate: 33.6% – 1,464
- Clicks: 18.6% – 226

#### Recent growth

New contacts added to this audience in the last 30 days.

85

New Contacts

85

Subscribed

0

From Aug 18, 2021 to Sep 17, 2021

Non-Subscribed

2,335 Subscribers

Links by: Most clicked ▾

noyocenter.org/noyolive/ 29.2% >

visitfortbraggca.com/redwood-avenue/ 26.1% >

visitfortbraggca.com/beautiful-earth-rocks/ 17.7% >

visitfortbraggca.com/car-pool-to-tide-pools/ 7.1% >

visitfortbraggca.com/beautiful-earth-rocks/ 4.9% >

visitfortbraggca.com/redwood-avenue/ 3.5% >

visitfortbraggca.com/car-pool-to-tide-pools/ 2.2% >

mendocinolandtrust.org/about-us/news/coa... 2.2% >

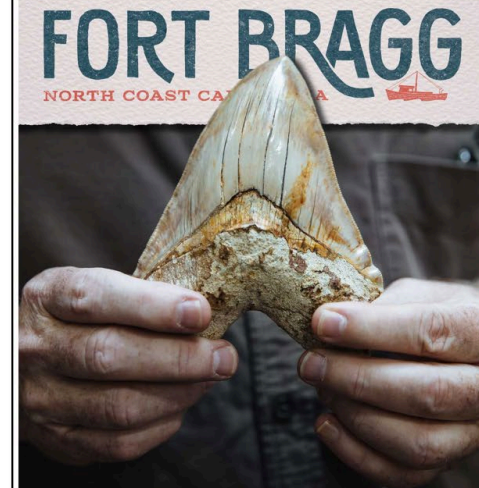
noyocenter.org/noyolive/ 2.2% >

mendocinolandtrust.org/about-us/news/coa... 1.8% >

instagram.com/visitfortbraggca/ 1.3% >

visitfortbraggca.com/nice-work-mother-nat... 0.9% >

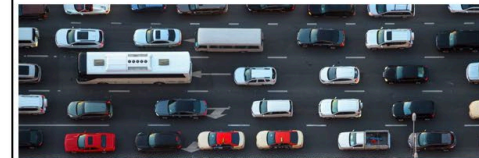
facebook.com/fortbraggca/ 0.4% >



### THIS SHOP ROCKS

**Beautiful Earth Dazzles With Amazing Minerals and More**  
Have you ever held a meteorite in the palm of your hand, or taken a good, close-up look at a T. Rex tooth? Those are just a few of the geological wonders at Beautiful Earth. But the real gem is the owner, Gary, who's happy to pass on the fascinating stories behind every stone.

Get The Full Story



### FROM CAR POOL TO TIDE POOL



### Escape The East Bay Back-Up To The Cool Calm of Fort Bragg

Next time you're stuck on the 580 (or the 24 or the...you get the idea), imagine a secluded beach, silent but for the crash of waves. A hike through towering redwoods. Or a table on the harbor where the only traffic is the occasional fishing boat and a seal or two.

Discover More

### CALIFORNIA COASTAL CLEANUP 2021

SATURDAY SEPTEMBER 18TH AND ALL MONTH LONG

PROTECT YOUR HAPPY PLACE

### Coastal Cleanup Day is September 18

If you're in Fort Bragg this coming weekend, join us at Glass Beach from 9AM to Noon to help beautify and protect our fragile marine environment. Visit the [Mendocino Land Trust](#) to sign up for a Coastal Cleanup at Glass Beach and other Mendocino beaches.

### COOL FACTOR TREND CONTINUES



### Fall Calls

As the calendar clicks over to Autumn in Fort Bragg the marine layer tends to stay offshore, bringing plenty of sunshine and calmer winds. Plus, with school in the crowds are down.

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





# 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
- Three Purchase Options
  - eCommerce-Capable
  - Shippable
  - In-Store only
- Online Promotions To Followers & Lookalikes
- On The Ground Cards, Posters & Table Tents

### 2021 - Merchant Email



## GET IN ON THE GIFT GUIDE

The Fort Bragg Holiday Gift Guide is back and better than ever, reaching more people with more ways to buy from local merchants. Follow the link below for participation instructions and to help make sure your store is well represented. [VisitFortBraggCA.com/guide](https://www.visitfortbraggca.com/guide). Don't wait! We will be requesting your business' showcase item to be delivered to City Hall by October 15th so we can photograph it for the web page.

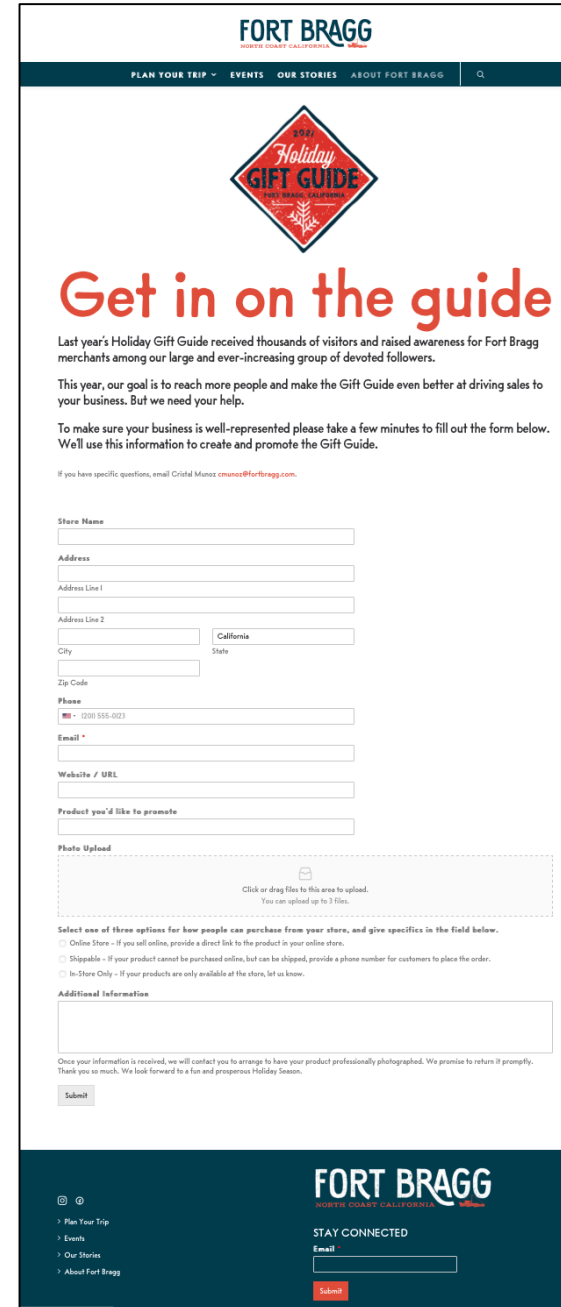
If you have specific questions, email Cristal Munoz at [cmunoz@fortbragg.com](mailto:cmunoz@fortbragg.com).

[Get Me In The Gift Guide](#)


FORT BRAGG  
NORTH COAST CALIFORNIA



### 2021 – Merchant Sign-Up



PLAN YOUR TRIP | EVENTS | OUR STORIES | ABOUT FORT BRAGG | Q



## 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](mailto:cmunoz@fortbragg.com).

Store Name

Address

Address Line 1

Address Line 2

City  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.

FORT BRAGG  
NORTH COAST CALIFORNIA

STAY CONNECTED

Email

Plan Your Trip  
Events  
Our Stories  
About Fort Bragg

### 2021 – Merchant Card





SCAN ME

### GET IN ON THE GUIDE

The Fort Bragg Holiday Gift Guide is back and better than ever, reaching more people with more ways to buy from local merchants. Scan code above or follow the link below to make sure your store is well represented.

> [VisitFortBraggCA.com/guide](https://www.visitfortbraggca.com/guide)


### 2020 Guide



PLAN YOUR TRIP | EVENTS | OUR STORIES | ABOUT FORT BRAGG | Q

## FORT HOLIDAY BRAGG GIFT GUIDE 2020

You can learn a lot about a place as you wander through town shopping for holiday gifts. That's why we created the Fort Bragg Holiday Gift Guide. So come on in, the door is open, feel free to browse around and discover a gift to bring a welcome reminder of Fort Bragg to your holiday celebrations.





**QUESTIONS?**

**COMMENTS?**

**THANK YOU.**

