



FORT BRAGG
NORTH COAST CALIFORNIA 

Marketing Campaign Monthly Update

February 14, 2023

THE IDEA  COOPERATIVE
SONOMA COUNTY

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

January > March 2023

Shoulder Season Reach Campaign

Streaming TV: Targeted TV Ads and Online Pre-Roll

February > March 2023:

Whale Fest + Restaurant Week

April > May 2023:

- Art & Culture
- Mountain Biking

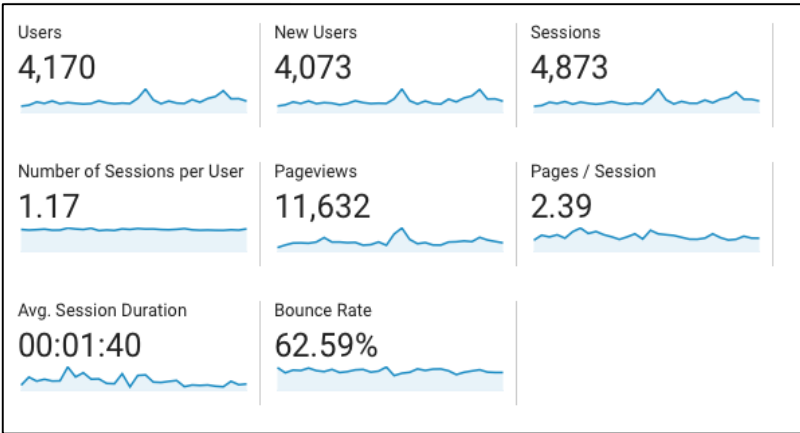
TBD:

Blue Economy

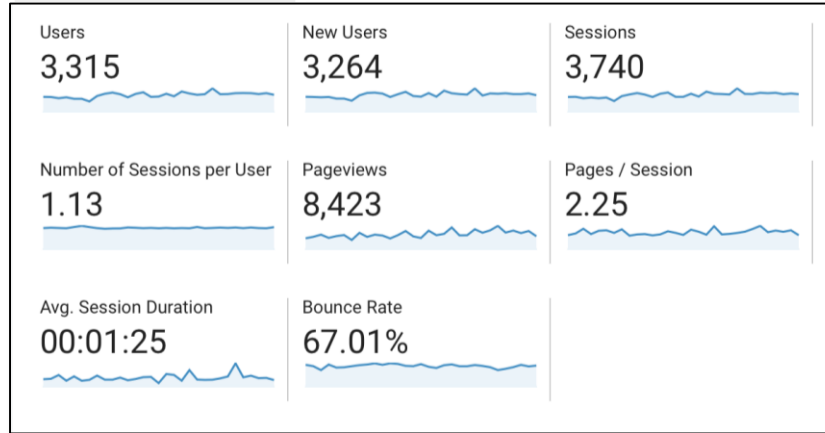
VisitFortBraggCa.com

MONTHLY SITE TRAFFIC

Nov 1, 2022 - Nov 30, 2022 ▾



Jan 1, 2023 - Jan 31, 2023 ▾



eNewsletter :

2/13/23

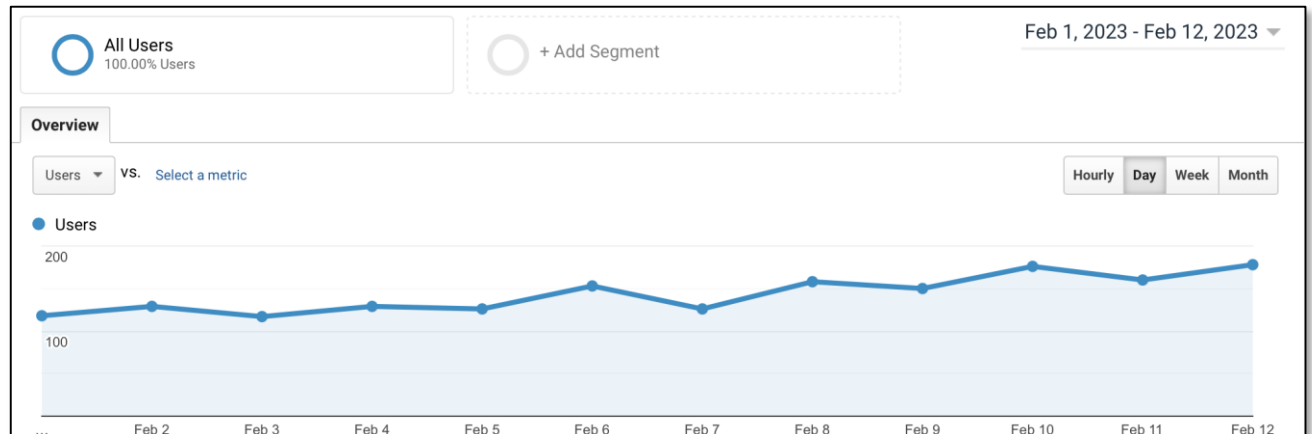
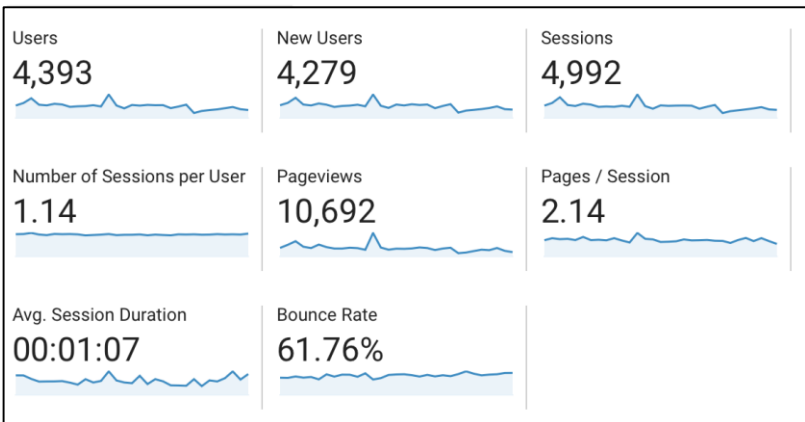
➤ **4,765 (+372 for week)**

Social :

Facebook: 68,587 (+67 for week)

Instagram: 22,000

Dec 1, 2022 - Dec 31, 2022 ▾





Shoulder Season Video Reach Campaign

Strategy & Tactics:

Target audience reach by both demographics and interests

- Impressions dedicated to Adults 25-49 who are interested in Travel AND/OR Outdoors

Combination of Streaming TV & Short Form Video to reach largest possible audience:

- **Streaming TV:** Long form Video & Full Episode Programs Ex: watching Property Brothers Show through Video on Demand. Units run as mid-roll in breaks within shows, un-skippable –not clickable
- **Short form Video** Ex: Watching a clip from ABC News on KGO 7. Units run as both Pre-Roll and Mid-Roll and are clickable

Timing & Budget:

- Flight: 1/30 – 3/26
- Units: :30
- Market: San Francisco - Oakland - San Jose
- Impressions: 473,684
- Total Cost: \$20,000

Landing Pages

- Family - [Story #12](#), itinerary, social CTA
- Outdoor Recreation - [Story #23](#), itinerary, social CTA

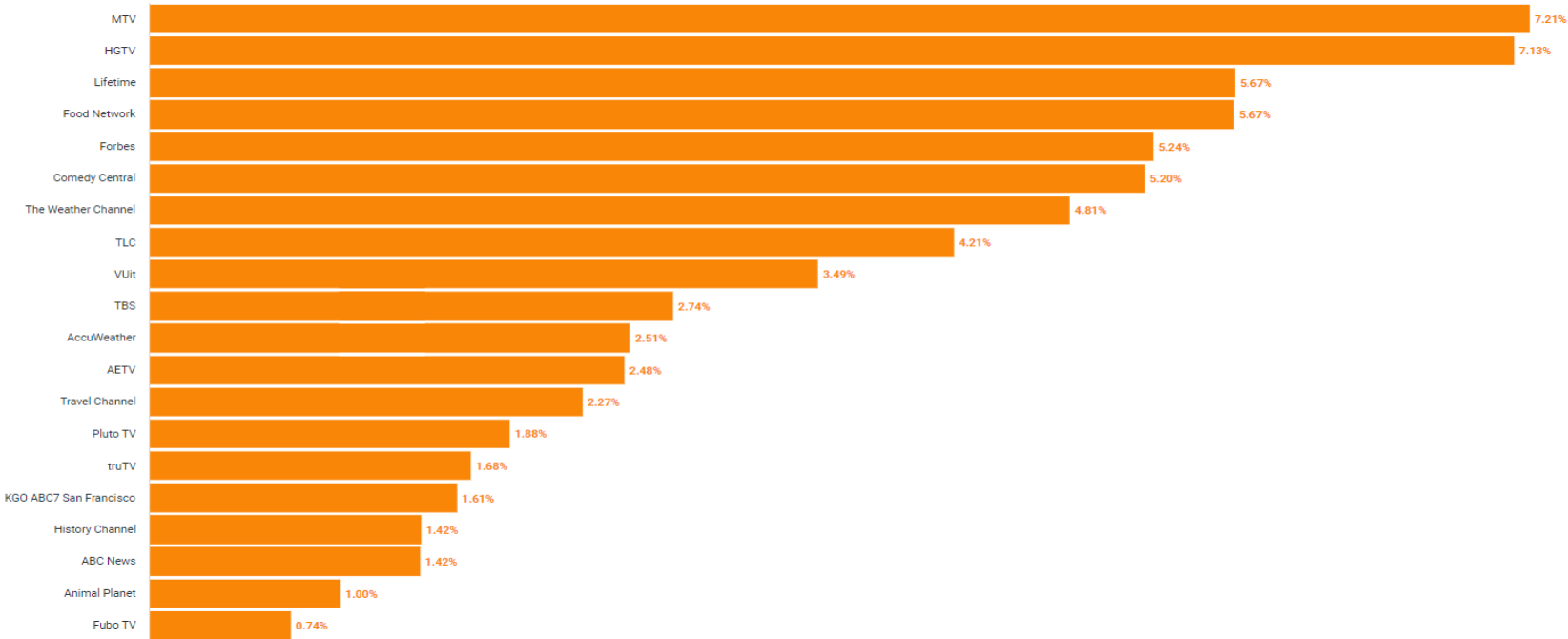
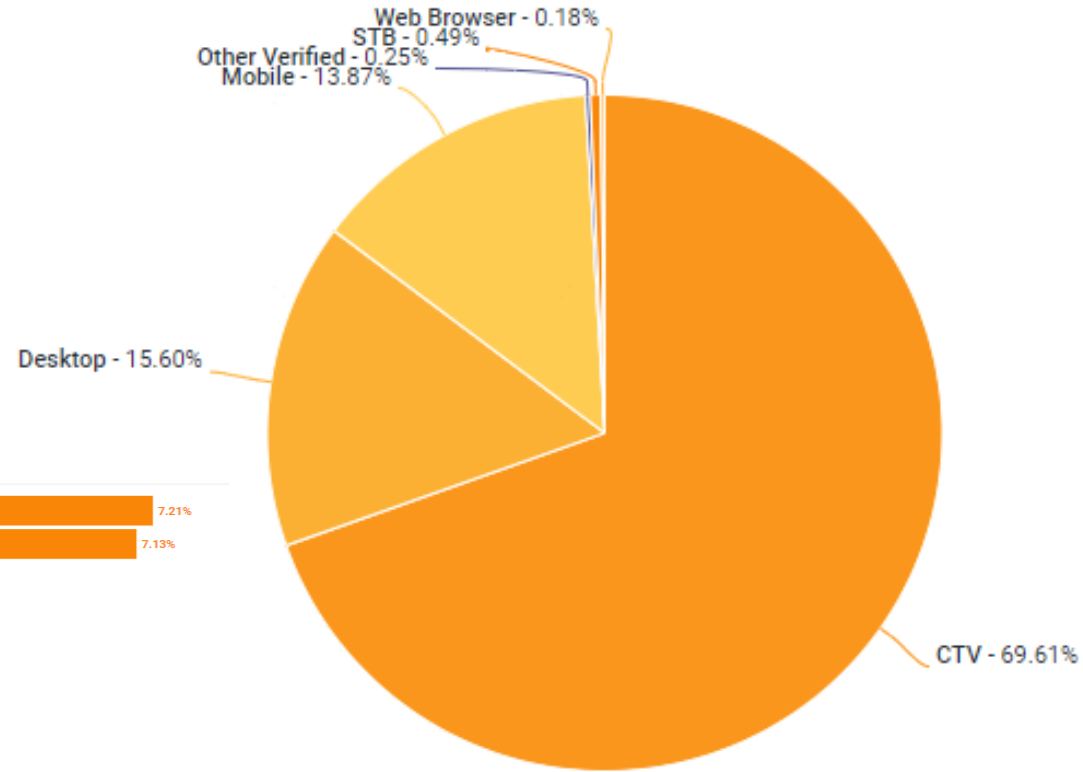
Campaigns

Shoulder Season Video Reach Campaign

- Impressions Purchased: **473,684**
- Impressions Delivered: **164,503**
- Hours of interaction with videos: **1,162**
- Viewed in full: **78%**

Delivery By Platform:

- Cable TV – 68%
- Desktop – 15.60%
- Mobile – 13.8%



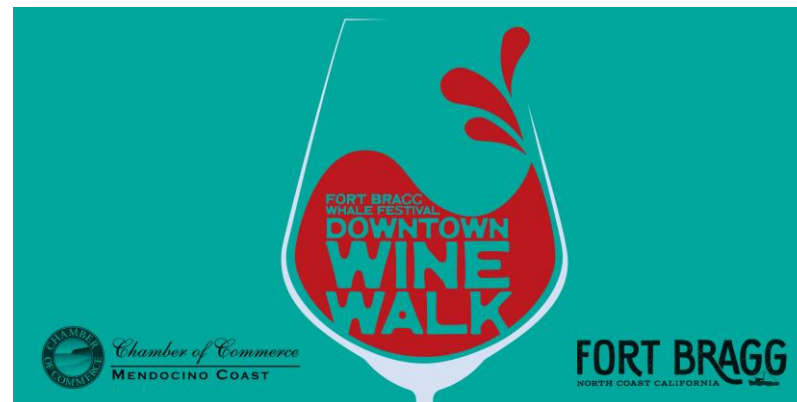
Campaigns

2023 Fort Bragg Whale Fest +

- [Restaurant Week](#)
- [Wine Walk](#)
- Beer Fest
- Run/Walk
- Craft Fair
- Noyo Center Events
- Mendo Parks

Campaign:

- [Landing Page](#) (eNSL sweeps)
- Newsletter
- Google Display Campaign (\$5K)
 - Nature/Whales
 - Food
 - Wine
 - Beer
- Sacramento Magazine
- Paid Social
- Organic Social



Campaigns

2023 Fort Bragg Whale Fest +

2022 Winter Visit Campaign

Paid Social

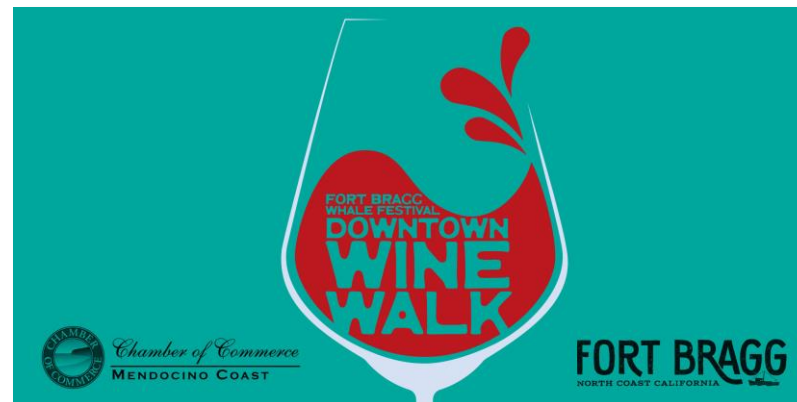
- 1,963 clicks
- 98,071 reach
- 170,145 impression

Digital Display Ads

- 1,7081 clicks
- 237,200 impressions

Newsletter

- 2,124 opens
- 314 clicks
- 3 forwarded



Sacramento Magazine

February Issue (awareness) – [Page 5](#)

March Issue (Whale Fest) – Page 3

Print Magazine + Online Newsletter

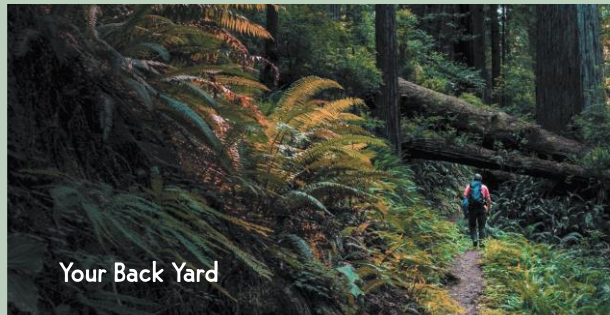
Audience:

- 47 median age
- 61% female / 39% male
- 46% are age 35–54
- 57% are age 45–64
- \$172,200 average HHI
- 65% make \$125,000 or more
- 24% make over \$200,000
- 62% graduated college
- 18% master’s degree or higher
- 64% keep Sacramento Magazine for one month or more
- 79% frequently purchase products or services from ads seen in Sacramento Magazine

FORT BRAGG
NORTH COAST CALIFORNIA 

Campaigns

Your Front Yard



Your Back Yard

You're Welcome

In Fort Bragg, along with all the amazing things to see, eat, drink, explore, discover and experience, there's also a refreshing sense of community here. So you'll always feel, well, welcome.

FORT BRAGG
NORTH COAST CALIFORNIA

Explore For Yourself at VisitFortBraggCA.com



FORT BRAGG CA
WHALE FEST 2023
THE WEEKEND OF MARCH 17TH - 19TH
RESTAURANT WEEK • WINE WALK
BEER FEST • 5 - 10K RUN AND WALK
WHALE EXHIBITS AND MORE
REGISTER FOR A CHANCE TO WIN A FREE RESTAURANT WEEK MEAL
GO TO VISITFORTBRAGG.COM
FORT BRAGG
NORTH COAST CALIFORNIA



COMMENTS?
QUESTIONS?

