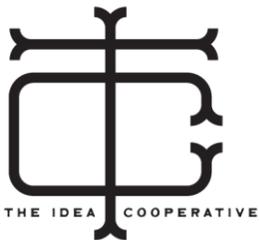


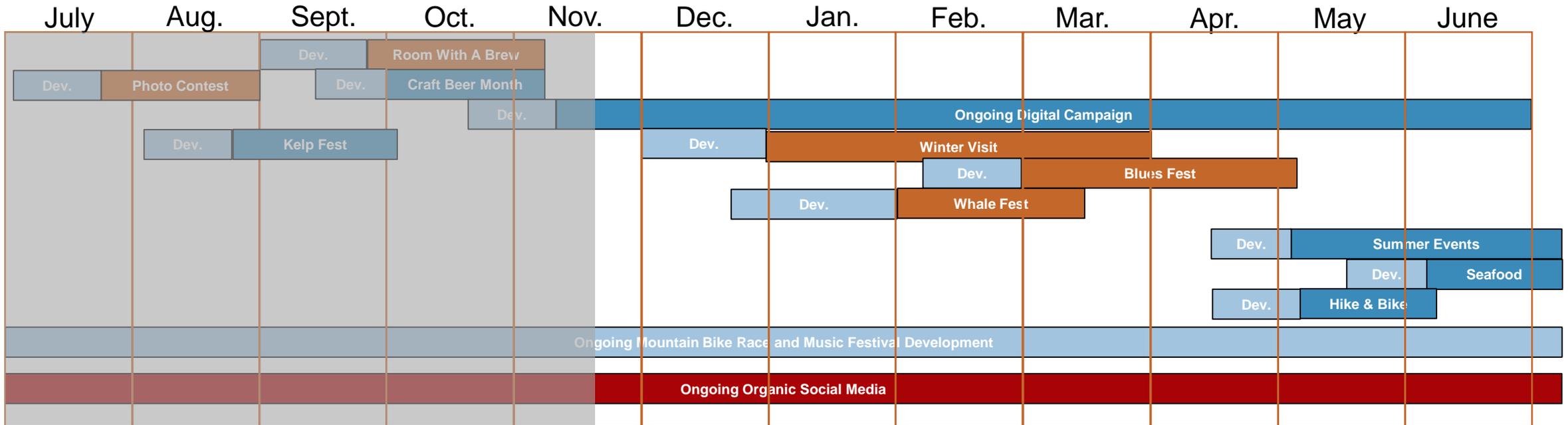


Marketing Campaign Monthly Update

November 18, 2025



Preliminary
Promotional Calendar
2025 > 2026



Major Promotion

- Hotel Involvement
- Landing Page
- Paid Media
- Organic Social
- Newsletter
- Conversion CTA

Minor Promotion

- Landing Page
- Organic Social
- Newsletter

Campaign Development

VisitFortBraggCa.com

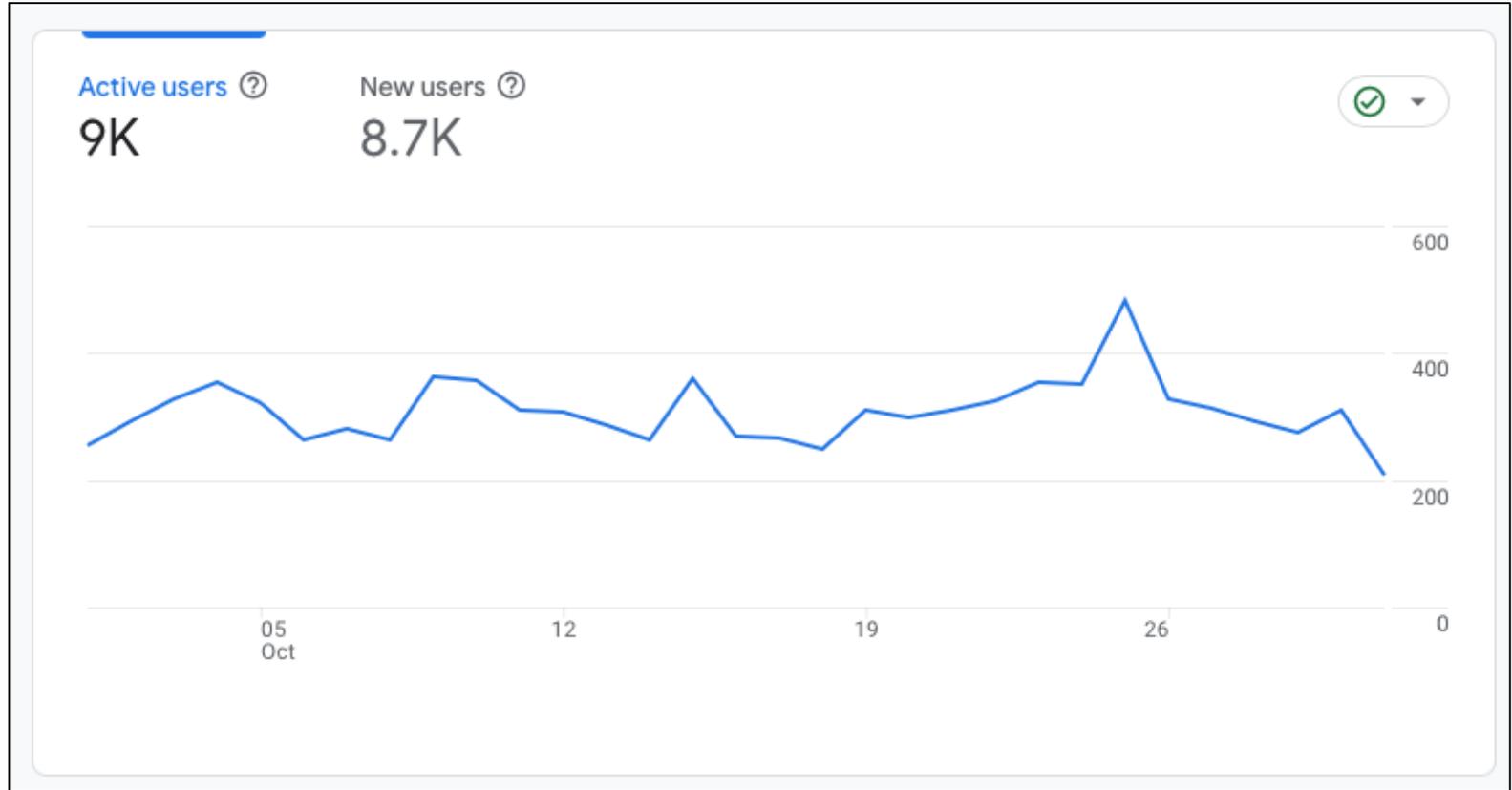
MONTHLY SITE TRAFFIC

Google Analytics

- September – 7.8K

<input type="checkbox"/>	Page path and screen class +	↓ Views
<input checked="" type="checkbox"/>	Total	18,857 100% of total
<input type="checkbox"/>	1 /room-with-a-brew/	2,981 (15.81%)
<input type="checkbox"/>	2 /	2,235 (11.85%)
<input type="checkbox"/>	3 /events/	1,393 (7.39%)
<input type="checkbox"/>	4 /fort-braggs-magic-market/	1,361 (7.22%)
<input type="checkbox"/>	5 /oktoberfest/	401 (2.13%)
<input type="checkbox"/>	6 /about-fort-bragg/	366 (1.94%)
<input type="checkbox"/>	7 /glass-beach/	361 (1.91%)
<input type="checkbox"/>	8 /plan-your-trip/stay/hotels/	306 (1.62%)
<input type="checkbox"/>	9 /plan-your-trip/play/shopping/	300 (1.59%)
<input type="checkbox"/>	10 /plan-your-trip/stay/camping/	246 (1.3%)

October 2025



Newsletter

October Email

- 8,041 Recipients
- 1,430 Total Opens
- 10.6% Open Rate
- 332 Total Clicks
- 1.9% Click Rate
- 17.9% - Clicks Per Open

Recent growth

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

74

New Contacts

From October 18, 2025 to
November 17, 2025

74

Subscribed

0

Non-Subscribed

Click performance

October 15, 2025 - November 17, 2025 • **Excludes** Apple MPP

Top links clicked

https://visitfortbraggca.com/room-wit...	51	15.36%
https://www.noyocenter.org/live-web-c...	47	14.16%
https://www.instagram.com/northcoastb...	44	13.25%
https://visitfortbraggca.com/the-grea...	37	11.14%
https://visitfortbraggca.com/fort-bra...	29	8.73%

FORT BRAGG

NORTH COAST CALIFORNIA



October is Craft Beer Month in Fort Bragg!

Fort Bragg is celebrating our three fabulous craft beer makers this month! They all have special offerings on tap to celebrate. Stay in touch with them on social media to be in the know. The breweries are within walking distance of each other in the downtown area, so you may want to try a pub crawl and hit them all. Start at either Tall Guy or Overtime and hit North Coast in the middle.



Tall Guy Brewing



North Coast Brewing Company



Overtime Brewing

[LEARN MORE](#)

THE CITY OF FORT BRAGG PRESENTS ROOM WITH A BREW



In celebration of Beer Month, we are offering vouchers good for two beers at a Fort Bragg brewery of your choice (Tall Guy, Overtime, or North Coast), when you book a room at participating hotels in October (at a limited time offered reduced rate.)

[LEARN MORE](#)



The photo contest has concluded! Thanks to all who submitted! There were so many excellent entries! Below are the winning photos, chosen by our local panel of judges. Look for the contest again next year!



Thank you to the Beachcomber Motel, Surf & Sand Lodge, The Beach House Inn, Harbor Lite Lodge, Mendocino Coast Botanical Gardens, North Coast Brewing Company, and The Skunk Train, for providing the fabulous prizes.



[SEE SOME MORE PHOTOS](#)



The Annual Magic Market is on October 25!

Celebrate fall, Halloween, and all things magical in Downtown Fort Bragg. From 11am to 4pm, Franklin and Laurel streets will be closed to traffic and will be filled with local vendor booths, live performances, and magical activities for all ages!

[Learn More](#)

See the [full calendar](#) of events!

October Social

Top content by views Boost content See all content



Mark your calendars for the return of Mag...
Sun Oct 12, 4:22pm
42.3K views, 565 likes, 35 comments, 82 shares



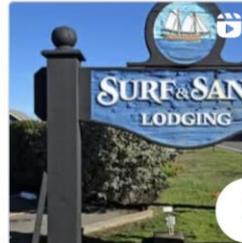
Congratulations to our 2025 winners of The...
Sat Oct 18, 3:25pm
34.8K views, 1.2K likes, 46 comments, 78 shares



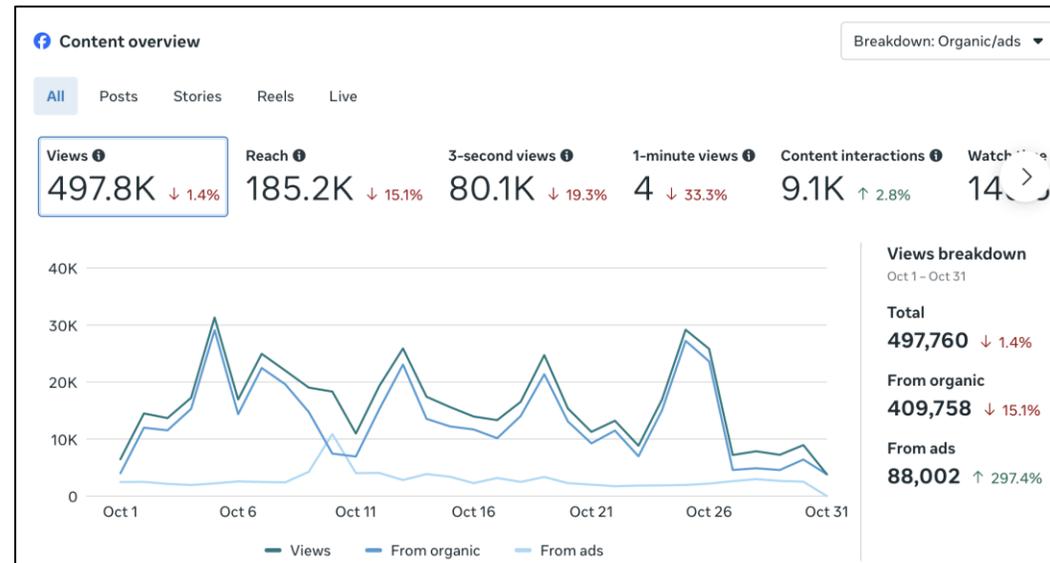
Come celebrate fall, Halloween, and...
Sun Oct 5, 10:00am
26.2K views, 223 likes, 8 comments, 31 shares



Fall is one of Fort Bragg's best-kept...
Sat Oct 4, 6:51am
23.8K views, 923 likes, 41 comments, 76 shares



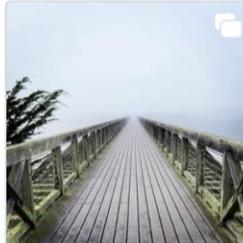
Just steps from the sand and miles from...
Sun Oct 19, 4:12pm
19.7K views, 369 likes, 24 comments, 20 shares



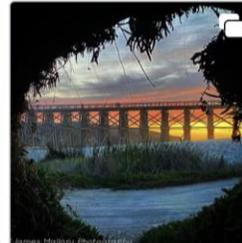
Top content by views Boost content See all content



Room with a Brew is here!
Thu Oct 2, 8:00pm
9.1K views, 83 likes, 0 comments, 10 shares



Some Honorable Mentions from our...
Fri Oct 24, 11:48am
6.3K views, 464 likes, 6 comments, 19 shares



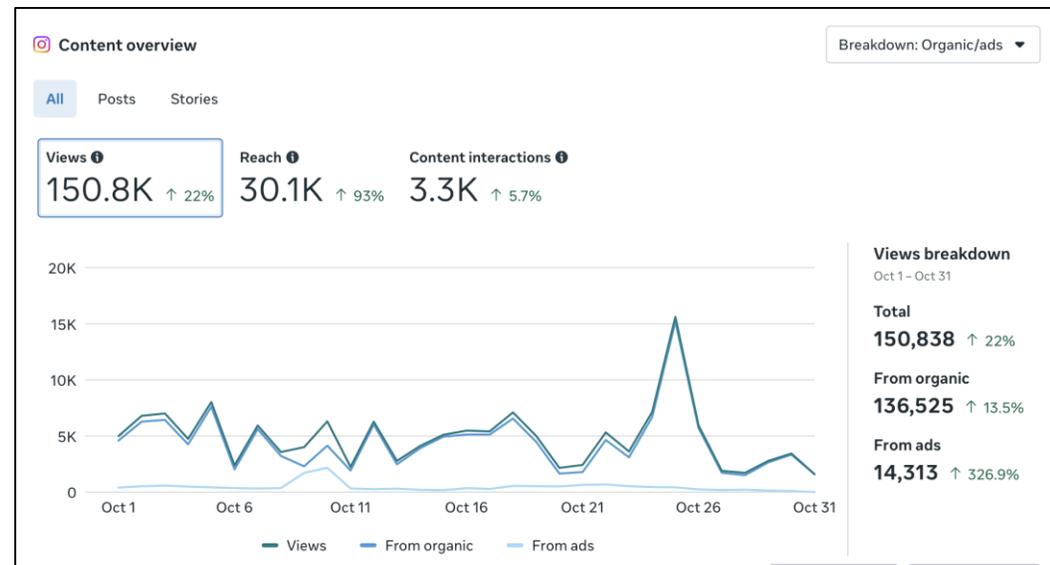
Congratulations to our 2025 winners of The...
Sat Oct 18, 10:00am
5.9K views, 336 likes, 8 comments, 13 shares



Come celebrate fall, Halloween, and...
Sun Oct 5, 10:00am
5.7K views, 131 likes, 2 comments, 2 shares



We love to show off our Ladies of the Harbor ...
Tue Oct 7, 10:00am
5.7K views, 127 likes, 0 comments, 1 share



Room With A Brew Recap and Results

Google Ads

- Impressions: 17,551
- Clicks: 3,129
- Cost per click: \$0.61
- CTR: 2.59%
- Spend: \$1,895

Total Ad Spend: \$2,025

Revenue: \$5,623

City Tax: \$787.30

Social Ads:

- 414 Link Clicks
- 30,490 impressions
- Spend: \$130

Results from reporting hotels:

- Beachcomber, Beach House, Harborlite Lodge: 14 room nights = \$2,623 in revenue (\$367.30 > city tax)
- Noyo Harbor Inn: 10 room nights = \$3,000 revenue (\$420 > city tax)

Promotion Recap:

Room With a Brew successfully drove high volume qualified engagement. With over three thousand clicks at an average cost of sixty-one cents per click, the campaign delivered consistent visibility and reliable traffic volume. The Maximize Clicks strategy was well aligned to the objective of increasing reach, CTR, and enabled efficient scaling.



*****Plans to improve:** For 2026, we recommend greater enticements to enter such as restaurant gift certificates, Skunk Train passes, etc.

Sustaining Google Performance Max Brand Campaign

(set to cap at \$750 per month for next six months)

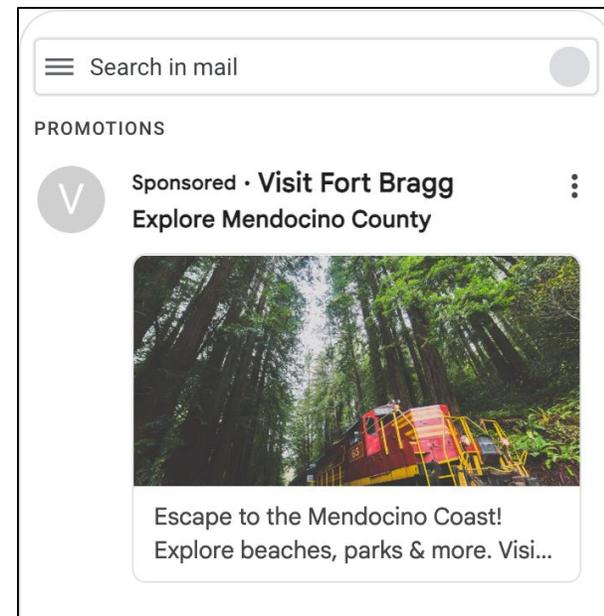
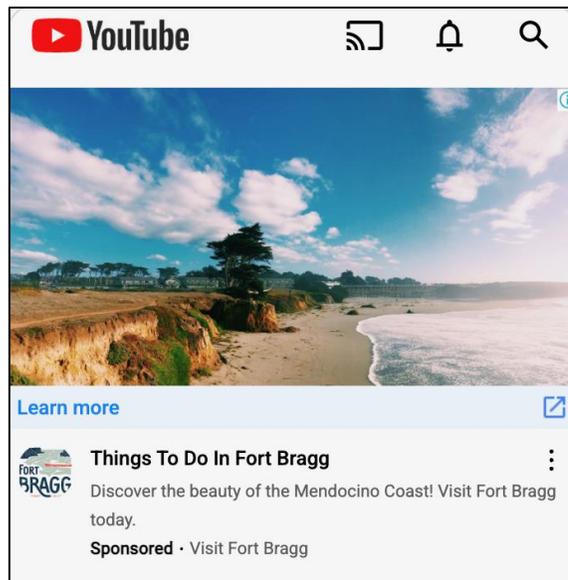
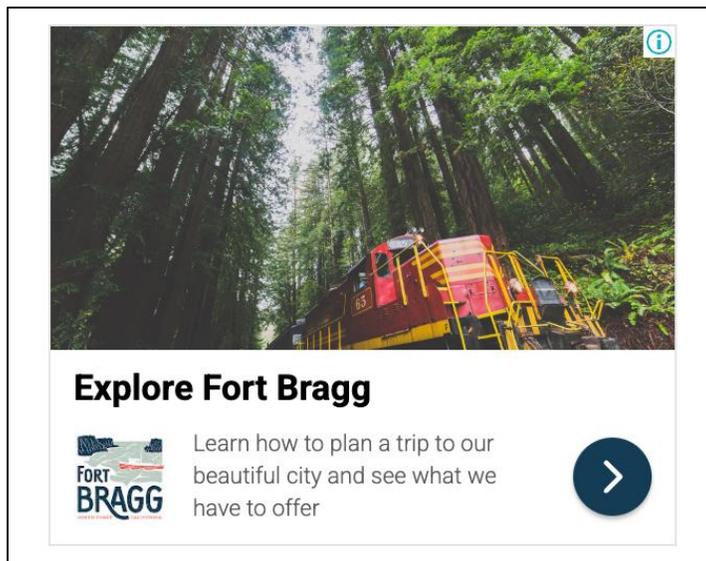
Audience:

- California wide to western Nevada
- Ages 25-75
- Families, food/beverage, coastal vacations, mtn. biking, hiking, beach getaways

To Date Performance (October 1 > November 15):

- Clicks: 979
- CTR: 6.68%
- Cost per click: \$,02
- Spend: \$28.34

****As of November 15, ad spend increasing to \$50/day.**



Miscellaneous

Listicle: Vintage/Thrift Shopping

Beach Map finalized

New Pages:

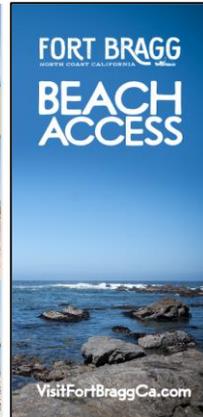
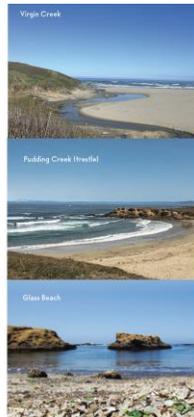
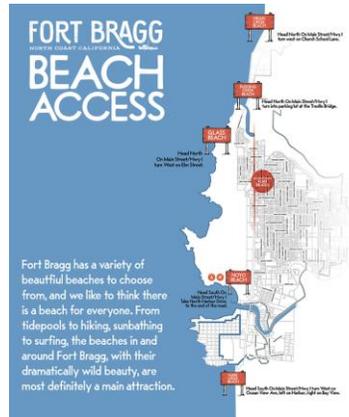
- Hucks Sliderhouse
- Mendocino Dance Project
- Harvest Mendocino page built featuring Fort Bragg activities
- Stories: next up: Thanksgiving Coffee

Entertainment Zone Destination: Clarification > Marketing Plan in Dev

Tacos and Tequilla event

Progress on Blues Fest:

- December 1 - Early Bird All Access Ticket Sales
- Two new special events:
 - Whiskey and Blues Seafood Dinner @Harborview Bistro – Feb. 4
 - Roaring 20's Blues Fest Skunk Train Kick-Off – April 30





Questions? Comments?

