

Marketing Campaign Monthly Update

November 12, 2024

FORT BRAGG

NORTH COAST CALIFORNIA 



Promotion Calendar

2024 > 2025

Strategy Update

Integrated Communications Strategy Draft v1

Additions:

New Events

- Bike Race
- Music Event

Hotelier Engagement and Interaction

Visitation-Focused/Hotel Partner Promotions

- Room With A Brew
- Winter Visit
- Whale Fest
- Visit Sustainably

Pop Up Visitor Center

Adjustments:

Strategic Marketing Plan & Promotions Calendar

Merchant Supporting Events

- Holiday Shopping Season, Fort Bragg Food Month

Ongoing Paid Media

Home Page and E-newsletter format

Continue

- Distinctive & Differentiating Place Branding Identity
- Build Follower Value
- Build Site Traffic Value

Promotional Calendar

- Holiday Shopping
- Winter Visit
- Mendo Wine
- Fort Bragg Food Month
- Whale Fest
- Blues Fest
- Visit Sustainably
- Bike Race
- Specials & Deals

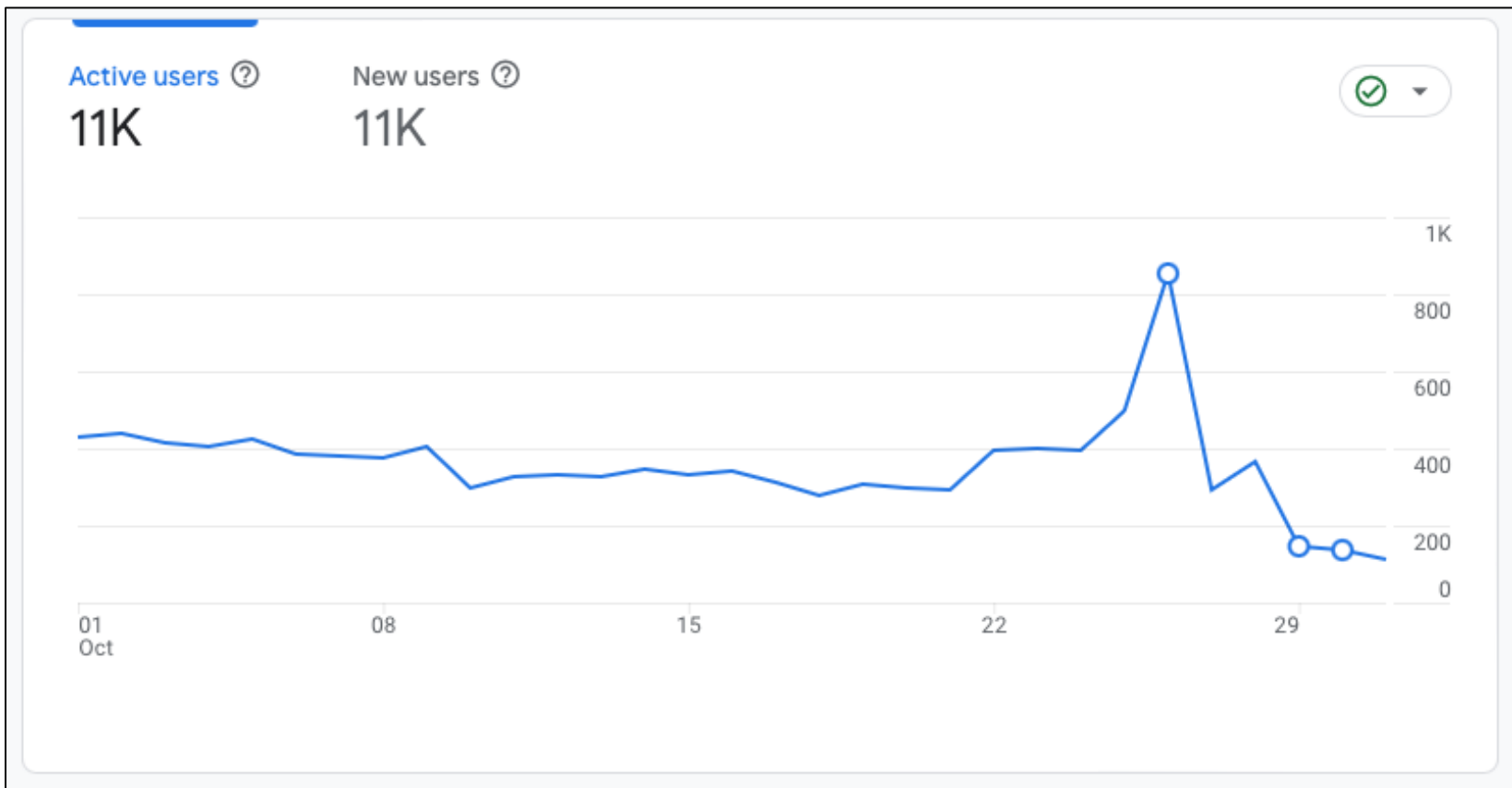
MONTHLY SITE TRAFFIC

Google Analytics

- September 2024 – 8.3 K
- October 2024 – 9.9K

October – 2024 (2023 – 10K)

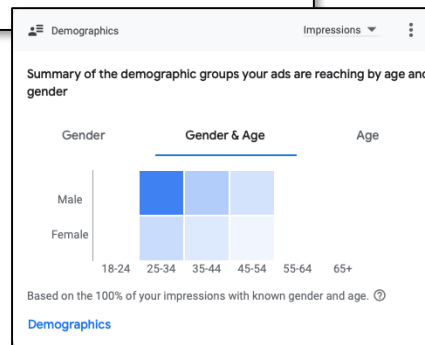
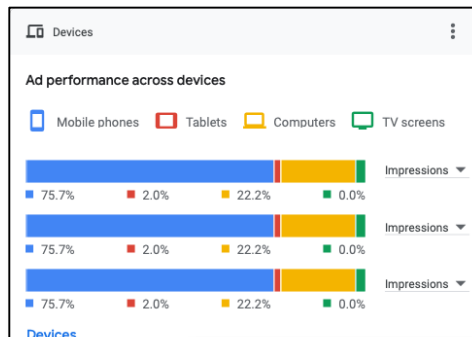
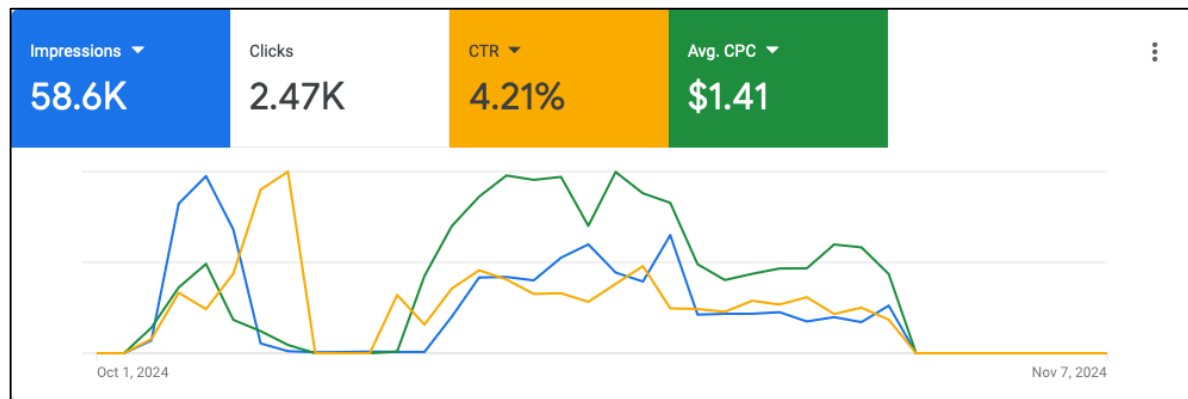
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<input checked="" type="checkbox"/>	2 /fort-braggs-magic-market/	1,951
<input checked="" type="checkbox"/>	3 /room-with-a-brew/	1,600
<input checked="" type="checkbox"/>	4 /events/	1,160
<input checked="" type="checkbox"/>	5 /plan-your-trip/stay/hotels/	561
<input type="checkbox"/>	6 /about-fort-bragg/	510
<input type="checkbox"/>	7 /glass-beach/	508
<input type="checkbox"/>	8 /plan-your-trip/play/coastal-activities/	444
<input type="checkbox"/>	9 /plan-your-trip/play/shopping/	373
<input type="checkbox"/>	10 /plan-your-trip/stay/camping/	367



Room With A Brew

Craft Beer Month Campaign

- **Brewery Specials** – Throughout October
- **Room With A Brew**
- **Oktoberfest** – On October 5
- **Page Views:** 1,600
- **Google Ads:** \$3470, 2,470 clicks
- **Paid Social:** \$183, 265 clicks



Amount \$183.69 Subtotal: \$183.69 Tax: \$0.00	Transaction ID 8631999152864271-8628820810568775	Date Oct 31, 2024, 6:20 AM	Ad account 79133560
Billing reason Remaining ad costs at the end of the month.	Payment method Visa - 7928	Reference number X9NYZCQXZ	Status Paid
Post: "Have a few beers on the house 🍺🍺" From Oct 22, 2024, 12:00 AM to Oct 30, 2024, 11:59 PM			
Ad set name	Results	Amount	Ad set ID
Post: "Have a f..."	1,038	\$9.59	6588249752994
Totals	1,038 @ Impressions	\$9.59	
Instagram post: Have a few 🍺🍺 on the house . To... From Oct 22, 2024, 12:00 AM to Oct 30, 2024, 11:59 PM			
Ad set name	Results	Amount	Ad set ID
Instagram Post	22,831	\$174.10	6588249739394
Totals	22,831 @ Impressions	\$174.10	

Boosted Facebook post

Post engagements
Have a few beers on the house 🍺🍺. To celebrate Fort Bragg Craft Beer...

835 Reach

46 Post engagements

\$9.59 Spent of \$200.00

Completed • Oct 22 • Created by Melissa Carey Holberton

Boost again **View results**

Boosted Instagram post

Boosted Instagram media

11,648 Reach

265 Link clicks

\$179.96 Spent at \$20.00 per...

FORT BRAGG
NORTH COAST CALIFORNIA

THE CITY OF FORT BRAGG PRESENTS
ROOM WITH A BREW

October is Craft Beer Month in Fort Bragg. It's also your chance to have a few beers on the house when you book a room at participating hotels. Here's how it works:

- **Book a room at one of the hotels listed below** using the online links and telephone numbers provided. Be sure to mention or use the promo code: BeerMonth. The only restrictions are you must book in the month of October for a stay no later than November 15, 2024.
- **At check-in, you'll receive two vouchers for two beers** valid at any of the three incredible craft breweries located in downtown Fort Bragg. Vouchers must be redeemed no later than November 15, 2024.

PARTICIPATING HOTELS

To be eligible, be sure to use the Book A Room link or phone numbers below and mention the promotion or use the promo code: BeerMonth. You must book in the month of October for a stay no later than November 15, 2024.

The Beachcomber Motel Call: 707-964-2402 LEARN MORE BOOK NOW - WEEKENDS	Noyo Harbor Inn Call: 707-964-8000 LEARN MORE BOOK A ROOM	Surf & Sand Lodge Call: 707-964-9188 LEARN MORE BOOK NOW - WEEKENDS	The Beach House Inn Call: 707-964-0700 LEARN MORE BOOK NOW - WEEKENDS
<small>8/2 OFF Weekends (Fri. - Sat. night) Use Promo Code: BeerMonth820 20% OFF Weekdays (Sun. - Thurs night) Use Promo Code: BeerMonth820 Direct booking only. Cannot be combined with other offers.</small>			
Harbor Light Lodge Call: 707-964-0223 LEARN MORE BOOK NOW - WEEKENDS		Emerald Dolphin Inn & Mini Golf Call: 707-964-8499 LEARN MORE BOOK A ROOM	
<small>8/2 OFF Weekends (Fri. - Sat. night) Use Promo Code: BeerMonth820 20% OFF Weekdays (Sun. - Thurs night) Use Promo Code: BeerMonth820 Direct booking only. Cannot be combined with other offers.</small>			

FORT BRAGG CRAFT BEER MONTH

SEPTEMBER EMAIL

- 6,895 Sends
- 3,261 Total Opens
- 440 Total Clicks
- 32% Opens
- 3.4% Click Rate


Top links clicked

https://visitfortbraggca.com/plan-your-trip/stay/hotels/	97 (22.0%)
https://visitfortbraggca.com/room-with-a-brew/	95 (21.6%)
https://visitfortbraggca.com/festival-of-lights/	55 (12.5%)
https://www.instagram.com/overtimebrewing	29 (6.6%)
https://visitfortbraggca.com/fort-braggs-magic-market/	26 (5.9%)
https://visitfortbraggca.com/plan-your-trip/play/shopping/	25 (5.7%)
https://visitfortbraggca.com/plan-your-trip/eat-drink/eat/	24 (5.5%)
https://www.facebook.com/fortbraggca/	22 (5.0%)
https://visitfortbraggca.com	22 (5.0%)
https://visitfortbraggca.com/plan-your-trip/play/hike/	21 (4.8%)
https://visitfortbraggca.com/events/fort-bragg-beer/	18 (4.1%)

View this email in your browser

FORT BRAGG
THE CITY OF FORT BRAGG PRESENTS

ROOM WITH A BREW




Have a few beers on the house when you book a room at participating hotels.


To celebrate Fort Bragg Craft Beer Month, several local hotels have a special offer. Book a room during Craft Beer Month (ends October 31) and get special discounts along with two beers at local breweries.

LEARN MORE & BOOK A ROOM


MEET THE BREWERIES



As the name suggests, Overtime started as a passion project from a handful of beer lovers who started brewing after work at their day jobs.




North Coast Brewing was doing small, local craft brews before small local craft brews got so big.



The taproom at Tall Guy has an open, easy, comfy feel, with delicious food available from local food trucks and restaurants.

UPCOMING LOCAL EVENTS



October 24, Beer Month (copy 01)

MAGIC MARKET
LOCAL FOOD & GIFTS
FALL FESTIVITIES

Explore

Mendocino Coast Botanical Gardens' Festival of Lights

Each Friday, Saturday, and Sunday November 24 – December 17 from 5PM – 7PM

The 13th annual Festival of Lights will happen rain or shine every Friday, Saturday, and Sunday from November 24 through December 17 at the Mendocino Coast Botanical Gardens. The doors open at 5PM and last entry is at 7PM.

Explore

EAT & DRINK

HOTELS

SHOP

HIKES

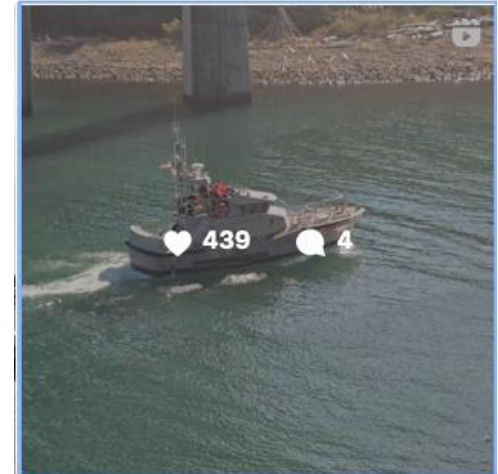
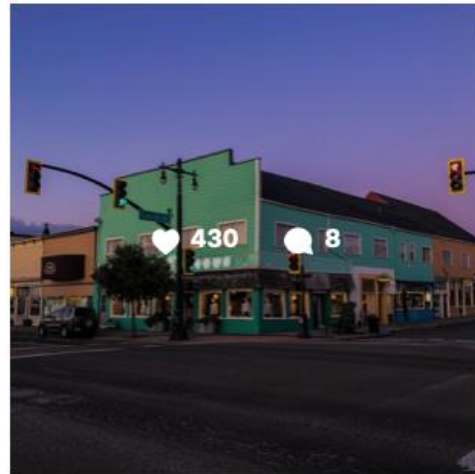
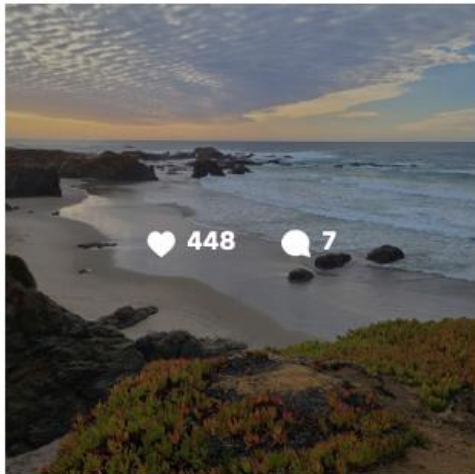
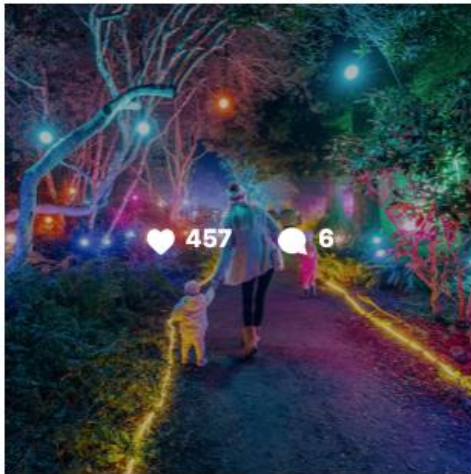
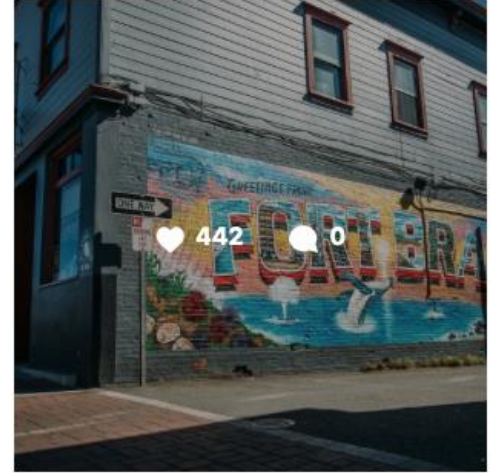
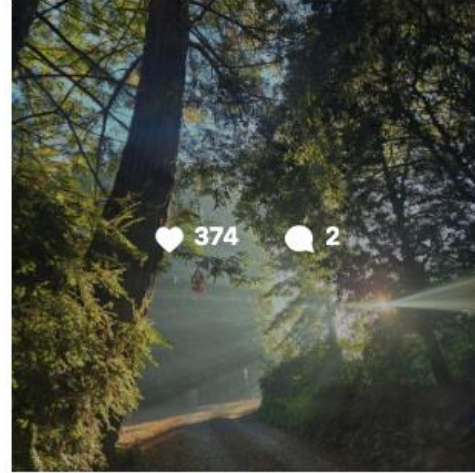
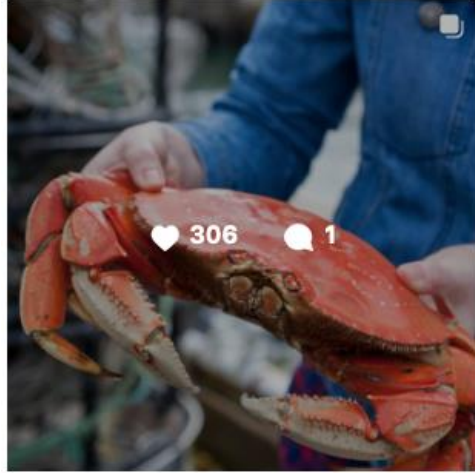
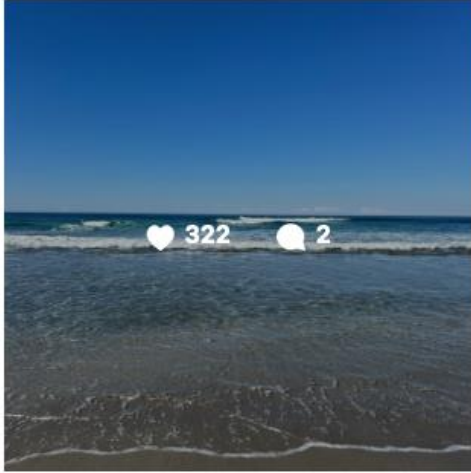
FORWARD TO A FRIEND

If you have a friend looking for a fun getaway, forward this email so they can see all the happening events taking place in Fort Bragg this summer.

FORWARD TO A FRIEND

Top Posts


Organic Social – October



October

- Welcome Center
- Submit Event Form
- Epperson Music Calendar
- Lodging Outreach and Mixer

FORT BRAGG
NORTH COAST CALIFORNIA




Cyan Art Studio

Cyanotype prints, workshops, classes and open studios

Add the deep, calming blue of cyanotype prints to your home decor with a wide array of beautiful cyanotype prints in various sizes made by hand.

Or send photos of your special memories, from a wedding or special occasion, or everyday images from your smart phone - Cyan will print them for you.



Miscellaneous

FORT BRAGG
NORTH COAST CALIFORNIA



Sea to Table: An Exclusive Evening with Noyo Harbor's Fishermen

Sunday, November 17, 2024
Noyo Harbor Inn

Join us for the inaugural Noyo Harbor Sea to Table dinner, an exclusive event at Noyo Harbor Inn. This special evening offers rare, intimate access to three of our local fishermen and is a unique opportunity to hear firsthand from those who know the ocean best. Your evening will start with urchin diver Grant Downie, who will crack live sea urchins as you sip your cocktail. Try a unique "uni shooter" as you talk with Grant about the fascinating world of urchin diving and the challenges of harvesting in today's ocean climate.

For the main course, Captain Dan Platt, a seasoned fisherman of Noyo Harbor, will share stories of his life at sea and the dedication required to bring the freshest fish to your plate.

Also joining us will be Noyo Harbor District's Harbormaster Anna Neumann with a unique perspective on the state of today's fisheries and marinas.

This unforgettable evening will benefit the Noyo Harbor District and its mission of supporting and maintaining a viable and sustainable fishing community.

Call Noyo Harbor Inn at 707-961-8000 to make reservations.
Tickets are \$100 + gratuity and tax.



FORT BRAGG
NORTH COAST CALIFORNIA

Visit Fort Bragg Website Event Listing

Help us keep the Event Directory on the VisitFortBragg.com website up to date and accurate.

- If you want your event listed on VisitFortBraggCA.com please fill out the form below.
- If your event is already listed, please check your page and submit any changes.
- Please note that only photography found on your website or social media will be used, unless provided with additional images. (If you do have additional images, click the appropriate box below under Photography.)

Check one:

Please add my event listing

Please change my event listing

Name *


First Last


Email *

Phone

Event Name

Date of Event





Help us fill your rooms.

Join Us at the Botanical Gardens Thursday, October 24 - 5:30 PM

The City of Fort Bragg is pleased to invite you, our valuable lodging partners, to a meet-and-greet with members of city government, the Visit Fort Bragg Committee and our destination marketing partners, The Idea Cooperative.

It's a chance for the Fort Bragg communications team to show the work being done to promote tourism. But, just as important, it's a way for you to tell us what works best for you and your hotel.

Mendocino Botanical Gardens has generously offered Rhody's Garden Cafe and drinks, hors d'oeuvres and more will be served.


Don't miss this unique opportunity to help make the Visit Fort Bragg campaign, with tens of thousands of loyal fans and followers, work hard to fill rooms in your hotel.

Please RSVP to Cristal Munoz at c.munoz@forbragg.com by October 23, 2024.
Or call 707-961-2823, ext. 103.

We look forward to seeing you next Thursday, October 24 at the Botanical Gardens.

VISIT FORT BRAGG WEBSITE

FORT BRAGG

NORTH COAST CALIFORNIA 

Stay Connected To The Campaign

The Visit Fort Bragg Committee oversees the destination marketing effort for the city and meets every month, with the public welcome to attend and comment. We encourage you to come to a meeting in person or on Zoom to see for yourself the range of work that is being done to promote the city and increase tourism.

There are several ways to get involved and stay informed:

- Follow Visit Fort Bragg on social media @visitfortbragg.
- Get the Visit Fort Bragg Monthly E-newsletter.
- Attend the Visit Fort Bragg monthly meetings.
- Reach out directly to city staff:

- [Isaac Whippy](#) - City Manager/Finance Director
- [Cristal Muñoz](#) - Administrative Analyst

Questions?



Comments?