

Marketing Campaign Monthly Update

October 16, 2025

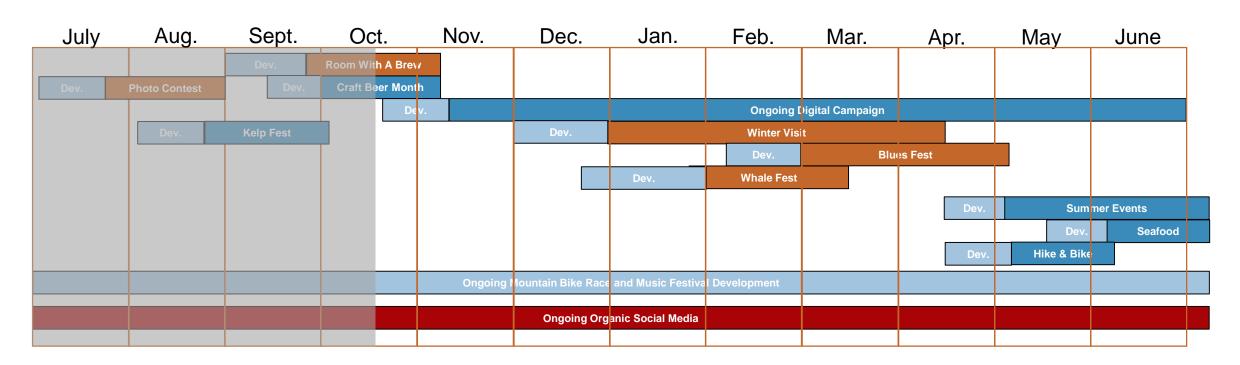








Preliminary Promotional Calendar 2025 > 2026



Major Promotion

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

Minor Promotion

Campaign Developmen

- Landing Page
- Organic Social
- Newsletter





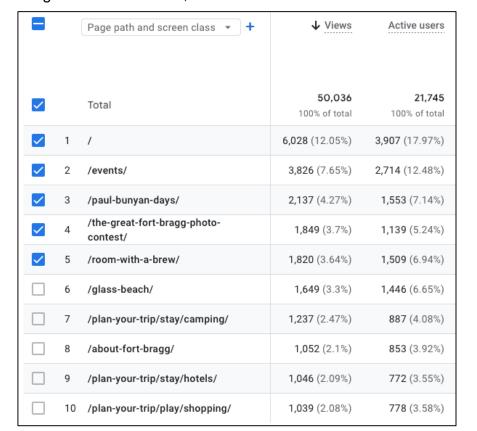
VisitFortBraggCa.com

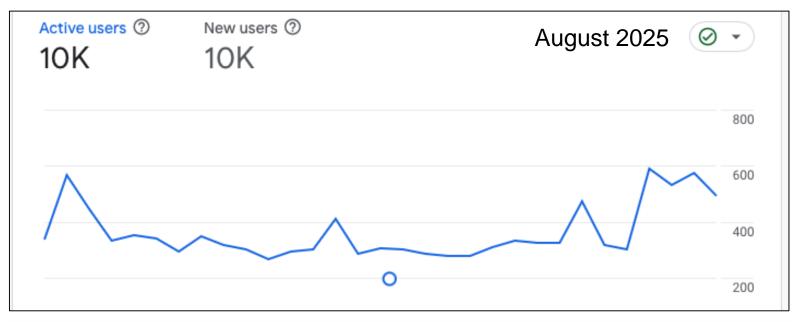
MONTHLY SITE TRAFFIC

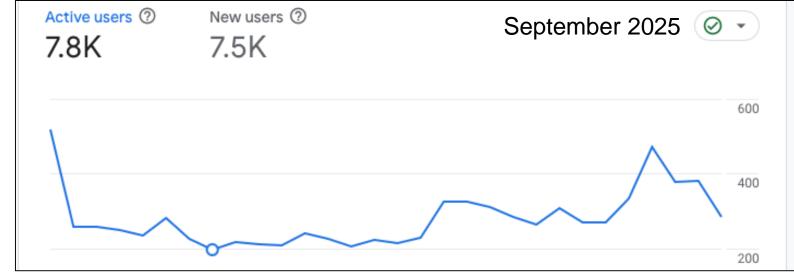
Google Analytics

• July – 13K

August 1 > October 14, 2025











Newsletter

August Email

- 8,093 Recipients
- 1,755 Total Opens
- 11.2% Open Rate
- 730 Total Clicks
- 4.6% Click Rate (+.9%)
- 41.0 Clicks Per Open (+12%)

August 28, 2025 - October 15, 2025 • Excludes Apple MPP		
Top links clicked		
https://visitfortbraggca.com/top-10-w	382	52.33%
https://visitfortbraggca.com/events/	75	10.27%
https://www.noyocenter.org/live-web-c	65	8.90%
https://visitfortbraggca.com/the-grea	34	4.66%
https://visitfortbraggca.com/plan-you	34	4.66%





Ocean view? Forest view? Cornhole? Pool table? Fancy cocktail lounge or laid-back dive? Whatever your vibe, Fort Bragg has watering hole waiting for you. Our Top_Ten list is the perfect place to start — wander through town and discover spots that suit your style. Along the way, you'll meet friendly proprietors, talented bartenders, inventive mixologists, and locals kicking back to enjoy the scene.

FIND YOUR PERFECT SPOT



The photo contest is back and this year we have upped the stakes with prizes (including a \$1,000 cash 1st prize!) Here's how it works. Starting now until September 30th, just post your photos of Fort Bragg on Instagram with the hashtag #fortbragophotos.

EXPLORE







Sponsored by the Beachcomber Motel, Mendocino Coast Botanical Gardens, North Coast Brewing Company and The Skunk Train, the photo contest is such a fun way to show off your great photos of the beautiful North Coast scenery. Photos will be chosen by a local panel of judges.



Labor Day weekend means its time for <u>Paul Bunyan Days</u>, a signature Fort Bragg annual event that takes place this weekend, August 30 - September I. Don't miss this year's festivities that celebrate the logging history and culture on the North Coast. It's an action-packed weekend for the whole family including a parade, logging show, craft fair, and more.

See the <u>full calendar of events</u>! In September there's the annual <u>Shoreline Riders Rodeo</u> and then the <u>Noyo Harbor Festival</u>. And you will not want to miss the <u>Oktoberfest Celebration</u> on

Ongoing Festivities

Weekly Wednesday Farmer's Markets continue throughout the year, as do Downtown First Friday celebrations.

EXPLOR



Plan your stay early!

Late summer is one of Fort Bragg's busiest seasons. Book your accommodations now for the best selection of hotels, ocean front inns, and campsites.

BOOK NOW



Share your love of Fort Bragg and the incredible North Coast.

Click below to forward this email to your friends so they can see
how much is happening in and around Fort Bragg.

Forward To A Friend



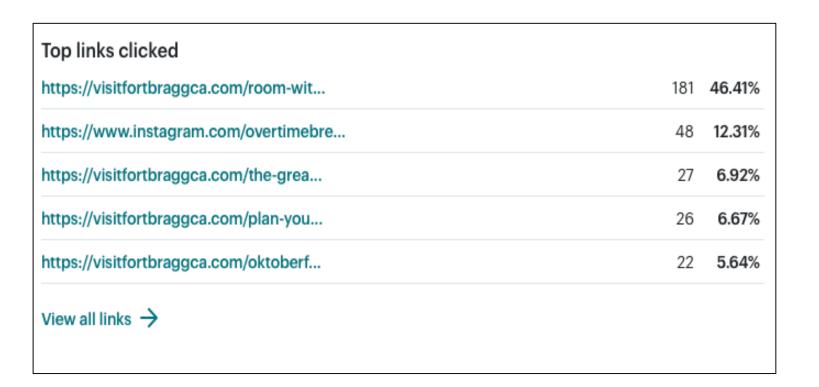


Newsletter

September Email

- 8,103 Recipients
- 1,809 Total Opens
- 11.8% Open Rate
- 390 Total Clicks
- 2.2% Click Rate
- 18.7 Clicks Per Open

Recent growth New contacts added to this audience in the last 30 days.						
79 New Contacts From September 15, 2025 to October 15, 2025	79 Subscribed	O Non- Subscribed				





Book a room in October and have a beer (or two) on us!

October is Beer Month in Fort Bragg! In celebration, we are offering vouchers good for two beers at a Fort Bragg Brewery of your choice (Tall Guy Brewing, Overtime Brewing, or North Coast Brewing Company), when you book a room at a limited time offered special rate at participating hotels before October 31

LEARN MORE & BOOK A ROOM

Fort Bragg is celebrating our three fabulous craft brew makers this month! They all have special offerings on tap to celebrate the month, so stay in touch with them on social media to be in the know. Take a pub craw!! The breweries are within walking distance in the downtown area. Start at either Tall Guy or Overtime, with a visit to North Coast in the middle.



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



North Coast Brewing Company was an early playe on the craft beer scene. Today, they continue to craft new offerings along with their legendary Scrimshaw Pilsner and Red Seal Ale.



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



Winning Views Are Everywhere!

The photo contest is still going on through the end of September with prizes (including a \$1,000 First Place prize) Post your photos of For Bragg on Instagram. Use hashtag #fortbraggphotos and one of the following depending on your subject matter.

Coastal - #fortbraggcoastal
Pets - #fortbraggpet
Downtown - #fortbraggdowntow
Forest - #fortbraggforest

Food - #fortbraggfood

Sponsored by the Reachcomber Motel, Mendocine Coast Rotanical Gardens, North Coast Brewing Co., and The Skunk Train, the photo contest is such a fun way to show off your great photos of the beautiful North Coast scenery. Photos will be chosen by a local panel of judges.

EXPLORI



The Annual Oktoberfest Celebration is October 4th!

Bigger and better than ever, this year's Oktoberfest is taking place at the C.V. Starr Center and will be a who's who collection of the region's best brews, vintages, and distilled spirits. Don your lederhosen and join in the fun and games!

BUY TICKETS



Plan your stay early!

Fall events are popular in Fort Bragg – book your accommodations now for the best selection of hotels, ocean front inns, and campsites.

BOOK NOW

Ongoing Festivities

Weekly Wednesday Farmer's Markets continue throughout the year, as do Downtown First Friday celebrations.

LEARN MORE

FORWARD TO A FRIEND

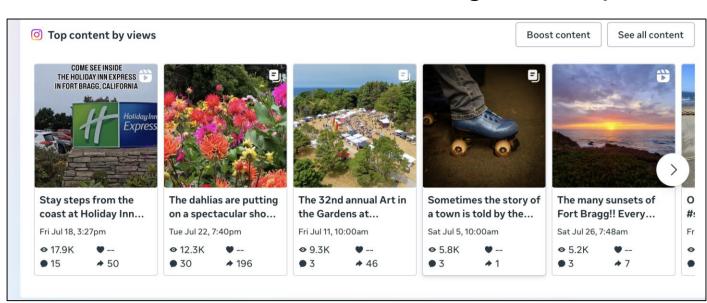
If you have a friend looking for a fun getaway, forward this email so they can see all the happening events taking place in Fort

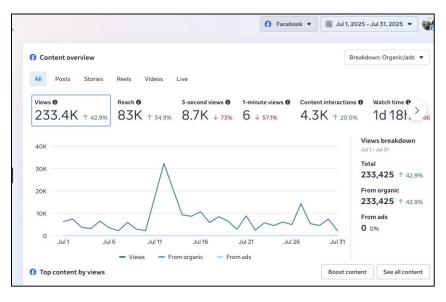
FORWARD TO A FRIEND

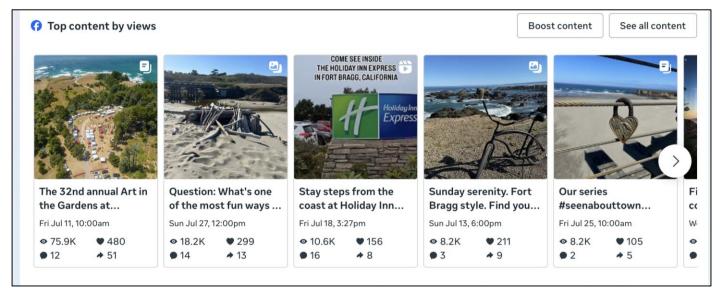


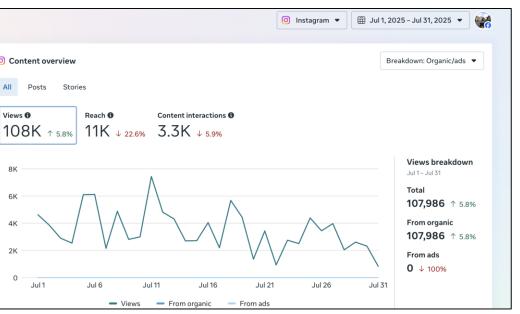


August > September Social













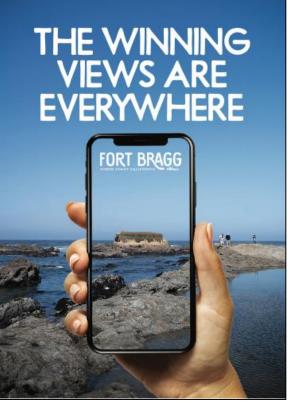
The Great Fort Bragg Photo Contest















Room With A Brew

Google Ads

Impressions ▼	Clicks ▼	CTR ▼	Cost ▼	Avg. CPC ▼
14.3K	1.34K	9.31%	\$645	\$0.48



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 December 20, 2025.
- 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 December 20, 2025.





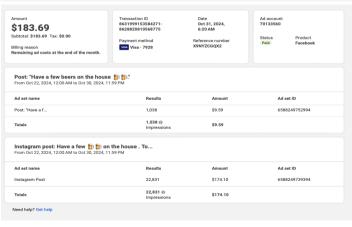
Room With A Brew

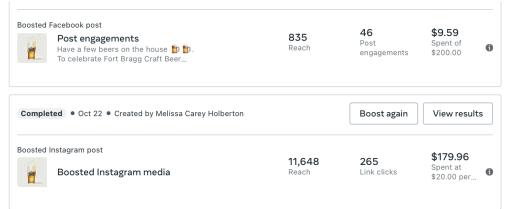
Craft Beer Month Campaign

- Brewery Specials Throughout October
- Room With A Brew
- Oktoberfest On October 5
- **Page Views:** 1,600
- Google Ads: \$3,470, 2,470 clicks
- **Paid Social:** \$183, 265 clicks















Miscellaneous

- · Listicle: Watering Holes
- Beach Map
- Magic Market Banner, Poster, Voucher, Vendor Form
- · New Pages:
 - Huck's Slider House
 - Sportsman's Gallery
 - Interior
 - Hare Creek Beach
 - Virgin Creek Beach
 - Fiesta Latina
 - Rising Tide/Blue Economy
 - · Shoreline Riders
- Cannabis Page
- Oktoberfest Promotion









businesses in town that cater to the 420 friendly crew and offer products from mild

