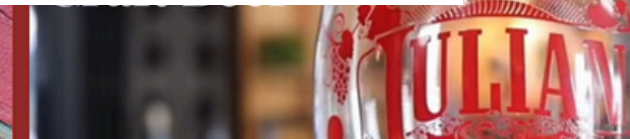
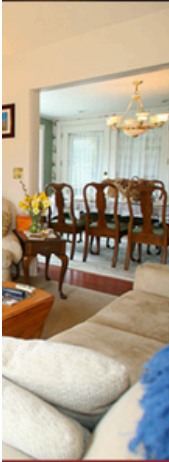


April 2024

Julian Marketing

- Of Members
- To Members
- Social Media
- Print Advertising
- Events
- Website Performance



Outreach

To Members

- Trade Show
- Board meeting date change
- Get the Most from Membership
- Fiddle Fundraiser
- **Lodging**-minimum night stays
- **Dining** -Taste of Julian participation
- Guide Pick up at TH
-

To Community

- Trade Show
- Nominations
- Fiddle Fundraiser
- Music Festival



Outreach

Spring / Summer Julian Happenings - visitor email

Sent Tue, Mar 26, 2024

Link	Unique clicks
https://www.julianfarmandorchard.com/	52
https://visitjulian.com/to-see-do/special-events/taste-of-julian/	56
https://www.julianartsguild.org/	35
https://www.instagram.com/visitjulian/	3
https://www.facebook.com/VisitJulian	3
https://www.julianfarmandorchard.com/revolution-in-the-orchard	53
https://juliantea.com/	39
https://visitjulian.com/julian-events/	29
https://visitjulian.com/julian-gem-show/	34
http://visitjulian.com/	7
http://www.julianwomansclub.org/event/julian-wildflower-show/	30
https://www.fortcross.com/lilac-festival	119
https://www.juliandarkskynetwork.com/index.html	78
https://www.facebook.com/events/909357486982358	69

“Reminder” email yielded another 63 clicks

Events added to Calendars & SDTA

JULIAN ROCKS - GEM SHOW

VER: 1 | chamber@julianca.com | INI

SIP OF JULIAN

VER: 6 | chamber@julianca.com | IN

TASTE OF JULIAN

VER: 1 | chamber@julianca.com | INI

JULIAN 4TH OF JULY PARADE

VER: 1 | membernethelp@sandiego.org

JULIAN WOMAN'S CLUB WILDFL

VER: 9 | membernethelp@sandiego.org



Also added to KPBS & Ramona Events

Robin Boland, Executive Director

Julian Passes

March 21 to April 21



Sip, Savor, Shop

Venue Redemptions

Name	Redemptions
The Old Julian Garage	4
California Wolf Center - Nature Store	3
The Olde Goat	3
The Warm Hearth of Julian	3
Heroes Wood-Fired Pizza	2
Julian Hard Cider	2
Julian Tea & Cottage Arts	2
Julian Town Hall & Visitor Center	2
Mom's Pie House - Julian	2
Quecho	2

± Export

Banner Recreation Ranch

1

Dudley's Famous Bakery and Cafe

1

Julian Home & Gift

1

Julian Wine & Chocolate

1

Lil Red Hen's Co-Op

1

Storum Ranch Cider & Wine

1

Total

31

Bucket List

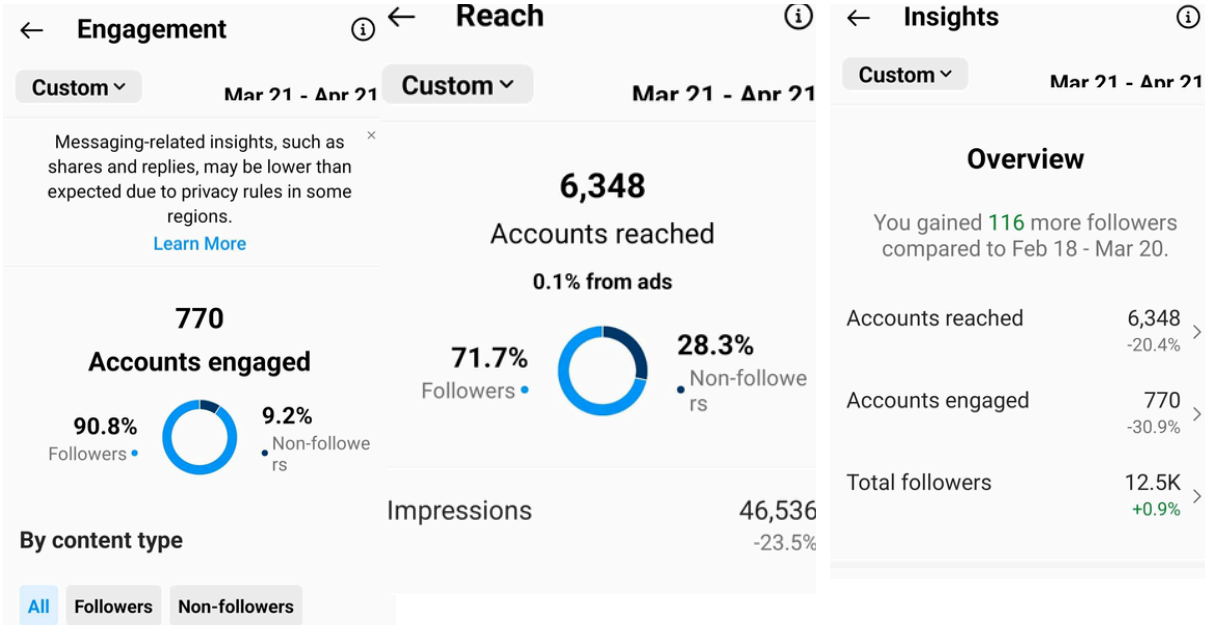
Venue Check-Ins

± Export

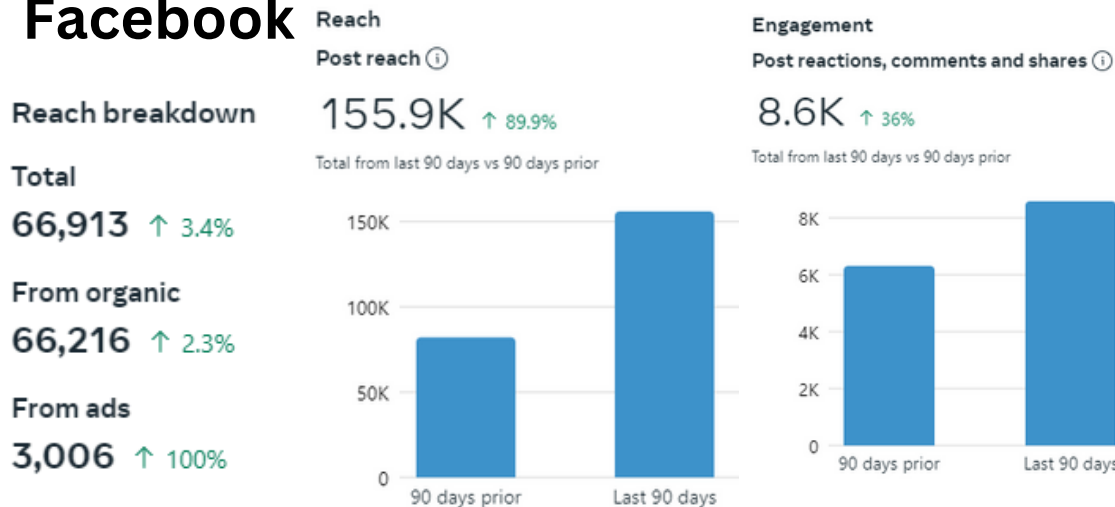
Name	Check-ins
Julian Pioneer Museum	3
Julian Farm and Orchard	1
Total	4

SOCIAL MEDIA

Instagram



Facebook



- Weber's Woods Cabin, Julian, Ca. - Sunny Bri...
 Visit Julian
 Wed Apr 10, 8:02am 8K Reach
- Mom's Pies 2119 Main St, Julian CA 92036 45..
 visitjulian
 Tue Apr 9, 8:16am 1.1K Reach
- Mom's Pies 2119 Main St, Julian CA 92036 45..
 Visit Julian
 Tue Apr 9, 7:16am 3K Reach
- Julian Orchard Ranch https://www.julianorcha..
 Visit Julian
 Mon Apr 8, 8:07am 3.4K Reach

Social Media Shares

Visit Julian March 19- April 25

3/19 fort Cross
3/19 Happy first day of Spring - Julian
Daffodils -S-
3/19 Four Seasons Lake House (oops)
3/20 Drives and Detours
3/21 GoGo Charters
3/22 Historic Tours of Julian
3/23 JAB Canids
3/24/2024 Jeremy's on the hill
3/25 Apple Tree Inn

April

4/1 Julian Cabins	4/10 Orchard Realty Vacation	4/21 Julian Wine/Choc
4/1 Reiki & Sound Healing -S-	4/10 Lilac -Doreen	.Art/lilac /poet goat yoga
4/2 Gem Show Event	4/11 Lions Tigers Bears	4/19 kokopellis
4/2 International dark sky week	4/12 Taste of Julian	4/20 Komorebi
4/2 Julian Christian Retreat	4/13 Orchard Hill	4/20 National Park Week
4/2 Taste of Julian event added	4/14 EVENT Julian Farm & Orchard	4/21 Julian Wine/Choc
4/3 Julian Comm Heritage	4/15 Julian Tea - Mothers Day	4/22 Earth Day Post
4/3 Lilacs/Fort Cross -S-	4/16 family fiddle camp	4/22 Earth Day Post
4/4.Daffodil Days at JFO	4/17 Julian Resort	4/22 upcoming events
4/4 Eclipse Viewing	4/17 State Parks in SoCal -S-	4/23 Julian Station Loft
4/5 Julian Hotel	4/18 Nicole Yoga	4/24 Lake Cuy Condos/Cabins
4/6 Julian Hard Cider	4/18 Poet Laureate reading	4/25 Pinezanita
4/7 Julian Mercantile	4/18 Lilacs at Julian Station -S-	
4/8 - Added Music Festival -s-	4/19 MJH Scholarship	
4/8 Julian Orchard Ranch	4/19 kokopellis	
4/9 Mom's Pie House	4/20 Komorebi	
	4/20 National Park Week	

Julian Chamber March 25- April 26

3/25 All in Pumping
3/26 Alpine Physical Therapy
3/27 American Painting Co
03/28 Arlan Knutson
03/29 Backcountry Mobile Notary

4/1 Bonham Bros. & Stewart Mortuary
4/2 Bruce Strachota Heavy Equipment
4/3 Chippers Board and Train
4/4 Comfort Bros
4/5 Community Valley Bank
4/8 Eagle Peak Escrow
4/9 Farmers - Amber Ramirez
4/10 FRYE Mechanical
4/11 H5 Financial
4/12 Hague Quality Water
4/15 High on Kennels
4/16 Honest and Reliable Plumber
4/22 United Methodist Church
4/23 C. Shultz jr..
4/24 Jane Brown-Darche, Realtor
4/25 Jessica Anvar www.lawlinq.com
4/26 Julian Journal

**Began Member
Features M-F
on Chamber
FB page**

RESULTS

04/23/24



Views
453 ↓
247 less than usual

Watch time (hours)
10.8 ✓
About the same as usual

Reach ⓘ
68.7K ↑ 4.1%

Followers ⓘ
Lifetime
29.3K

212
Business Profile interactions
Visitor Center/Town Hall

Top Content

1		Lake Cuyamaca Walk/Hike & Picnic Jul 28, 2021	158
2		Visit Julian's Feature of Business Off Jul 11, 2023	52

Content interactions ⓘ
2.2K ↓ 31.6%

Facebook follows
186 ↓ 20.5%

Calls: 9 Messages: 0 Directions: 162
Website visits: 41 Profile Views :935
Searches: 181

317
Subscribers

Link clicks ⓘ
699 ↑ 79.7%

155
Business Profile interactions
Julian Chamber

Calls: 25 Messages: 0 Directions: 45
Website visits: 85 Profile Views: 185
Searches: <30

As of 04/23

WEBSITE RESULTS

Users **40K** ↑ 8.7%

Event count **346K** ↑ 24.8%

Views **108K** ↑ 26.9%

New users **37K**

Average engagement **51s**

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	108K
session_start	80K
user_engagement	61K
first_visit	37K
click	20K
Outbound Link Clicks	20K
scroll	19K

Page path and screen class	↓ Views	Users	Views per user	Average engagement time
	107,758 100% of total	39,552 100% of total	2.72 Avg 0%	51s Avg 0%
1 /visit-julian-webcam/	65,097	23,196	2.81	33s
2 /	10,924	7,946	1.37	31s
3 /julian-events/	3,376	2,392	1.41	50s
4 /to-see-do/attractions-activities/	2,617	2,196	1.19	33s
5 /to-see-do/	2,265	1,891	1.20	32s
6 /get-notified/	1,473	1,283	1.15	6s
7 /historic-julian/	1,112	889	1.25	54s
8 /u-pick-orchards/	1,109	820	1.35	41s
9 /food-drink/dining/	1,050	748	1.40	1m 08s
10 /lodging/	1,023	747	1.37	31s

Session primary...Channel Group)	Users	↓ Sessions	Engaged sessions	Average engagement time per session
	39,552 100% of total	79,651 100% of total	45,343 100% of total	25s Avg 0%
1 Organic Search	30,975	61,815	36,481	26s
2 Direct	7,206	15,722	7,883	18s
3 Referral	874	1,196	719	33s
4 Organic Social	980	1,182	537	12s
5 Unassigned	228	231	1	51s

WEBSITE RESULTS

03-21-24 to 04-22-24

Top, Non Advertising Outbound Clicks

1. -lagunamountain.com/ 3653
2. -www.lakecuyamaca.net/webcam 5592
3. -quickmap.dot.ca.gov/ 547
4. -www.juliandarkskynetwork.com/index.html 197
5. -www.facebook.com/sdcountypw/ 63
6. -www.theeaglemining.com/ 54
7. visitor.r20.constantcontact.com 48
8. -www.wynolajunctionantiques.com/ 42
9. -www.facebook.com/Julian-Daffodils 38
10. -www.julianfarmandorchard.com/ 38
11. -www.dot.ca.gov/cgi-bin/roads.cgi 32
12. -www.julianminingcompany.com/ 32
13. -www.fortcross.com/ 29
14. -www.instagram.com/visitjulian/ 29
15. -ramonaevents.com/ 27
16. -www.cameldairy.com/ 26
17. -www.sdcl.org/locations_JL.html 22
18. -julianhardcider.biz/ 20
19. -juliancabin.com/en/ 19
20. -www.californiawolfcenter.org/ 18
21. -www.facebook.com/VisitJulian 18

Downloaded Files

Julian-hiking-trails-B.pdf 53
/History.pdf 11 -
Santa_Ysabel_East_Brochure.pdf 15
Santa_Ysabel_West_Brochure_FINAL.pdf 11
Volcan_Mountain_Brochure_FINAL.pdf 31 -
Night-Sky-Viewing-in-Julian.pdf 9
/julian-camping-b2.pdf 51 -
Town-Hall-Rental-Reservation-Form-06-22.pdf 2 -
Julian-Historic-Walking-Tour- 11
Julian-Service-Organizations.pdf 2
DIGITAL-Guide-to-Julian-Winter-Spring-2024.pdf 45
Attractions-01-24.pdf 16 -2024/02/Camping-1-2024.pdf 2
Dining-Bakeries-02-24.pdf 12
Galleries-Antiques-Museums-Historic-Jail-1-2024. 3 -
julian-military-discounts-1-2024.pdf 1
Mind-Body-Spirit-Offering-01-2024.pdf 1
Specialty-Shopping-01-24.pdf 6
Town-Maps.pdf 8 -
Wineries-Beer-Cider-1-2024.pdf 2 -
Julian-Lodging-List-03-24.pdf 32
Guide-to-Julian-Spring-2024-Digital-Version.pdf 3
ulian-Vendor-Application.pdf 2

In Addition, there were 60 “clicks to call” during this time period

MORE TO KNOW . . .

Changed the landing page for the JCC website to below due to increased Google Traffic. This ensures go where they were intending.



**Guides are at town hall.
All Guides Delivered From Wynola
to Ramona**

In Town deliveries pending

57 Advertisers in the Guide.

ADVERTISER INDEX

2Create Gallery ... 38	Julian Station ... 27
Amber Ramirez Insurance Agency ... 59	Julian Tea and Cottage Arts ... 32
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Artists' Loft ... 42	Kamps Propane ... 64
Blue Door Winery ... 22	Kathy's Dress Shop ... 30
Malcolm J. Boykin, DDS ... 65	Lake Cuyamaca Recreation and Park District ... 53
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Julian Cafe and Bakery ... 19	Ramona Disposal Service ... 59
Julian Candy Basket ... 30	Ramona Ranch Winery ... 25
Julian Cider Mill ... 32	Red Hawk Realty ... 2
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Julian Hard Cider ... 21	Storum Ranch Cider and Wine ... 26
Julian Historical Society ... 51	The Julian Grille ... 18
Julian Home and Gift ... 32	The Old Julian Garage ... 28
Julian Hotel ... 42	The Ole Firehouse at Lake Cuyamaca ... 43
Julian Jewel Box ... 36	The Pub at Lake Cuyamaca ... 17
Julian Mining Company ... 52	The Warm Hearth ... 28
Julian Pie Company ... 18	Volcan Mountain Winery ... 24
Julian Pioneer Museum ... 51	Water Wise Well Service ... 59
Julian Pit Stop ... 12	Wynola Junction Antiques ... & Collectibles ... 31
Julian Realty ... 11	

Be sure to mention The Guide to Julian when visiting these local businesses.