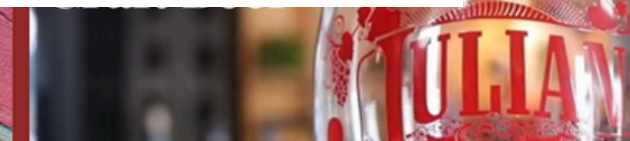
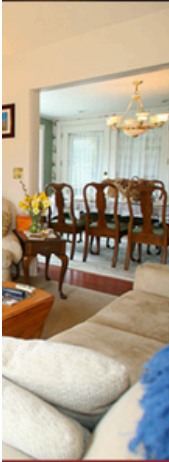


August 2024

# Julian Marketing



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





# Outreach

## To Members To Community



- Mixers
- Ribbon Cuttings
- Grape Stomp Sponsorship
- Julian Guide
- Member's Events
- Last Call Ramona Fair materials
- TH porch work

**Upcoming events and Guide 2**  

**Sent**  **Email** • Sent yesterday at 11:20am PDT  
 343 sends • 132 (40%) opens • 10 (3%) clicks • 9 (3%) bounces

**Upcoming events and Guide**  

**Sent**  **Email** • Sent Jul 31, 2024 at 1:30pm PDT  
 344 sends • 157 (48%) opens • 5 (2%) clicks • 17 (5%) bounces

**2024 Grape Stomp Sponsorship reminder**  

**Sent**  **Email** • Sent Jul 30, 2024 at 2:25pm PDT  
 345 sends • 169 (52%) opens • 1 (1%) click • 18 (5%) bounces

**Fall Guide to Julian member email**  

**Sent**  **Email** • Sent Jul 29, 2024 at 11:01am PDT  
 380 sends • 207 (58%) opens • 34 (9%) clicks • 20 (5%) bounces



- Ribbon Cuttings
- Daffodil bulbs
- SD County Outreach
- Julian Guide
- Town hall porch work

## To Vendors

- Grape Stomp
  - Merchandise
  - Wineries



## To Visitors

sent 8/14  
**Visitor Email of upcoming Events 8-24**  

**Sent**  **Email** • Sent yesterday at 12:58pm PDT  
 8,479 sends • 3,039 (37%) opens • 305 (4%) clicks • 35 bounces

## GUIDE TO JULIAN



### All Premium Advertising Spots Sold

Patricia got a late start. We need about 40 more advertisers.

### New this Issue:

- 80 Pages previous issue 68
- Wedding Section
- Apple Picking Section\*

	A
1	Business
2	Banner Ranch
3	East County Performing
4	Julian Arts Guild
5	Julian Cider Mill
6	Julian Farm and Orchard
7	Julian pie company
8	Julian Pioneer Museum
9	Julian Tea and cottage
10	Michelle Blood
11	Moms
12	Oasis Camel Dairy
13	Olde Goat
14	Orchard Realty
15	Ramona Ranch Winery
16	Red Hawk Realty
17	SDGE
18	Shadow Mountain Winery
19	Storum Ranch
20	Walnut Tree Ranch
21	Amber Ramirez

# SOCIAL MEDIA

# Instagram

As of 08/15

**Professional dashboard**

**Insights** Jul 16 - Aug 14

- Accounts reached: 107K +1,076%
- Accounts engaged: 9,922 +984%
- Total followers: 14K +11.1%
- Content you shared: 45

**Followers**

Last 30 Days Jul 16 - Aug 14

**14,032 Followers**

+11.1% vs Jul 15

**Growth**

- Overall followers: 1,411
- Follows: 1,544
- Unfollows: 133

**Visit Julian, California**  
A Premier Mountain Getaway, just an hour east of San Diego

Julian Grape Stomp Festa

Visit Our Website

Check Out Our Calendar

Listen to Our Podcast

East County Performing Arts Association

Get Our Emails: Sign Up to Stay in Touch

All Last 30 days

**Accounts reached**

- Julian, California: 100,141
- Julian: 7,424
- Star Party: 2,880
- What is your "Can't be missed" When Visiting: 2,414
- Pen for Pick Up: 1,735
- Win Two Tickets: 1,293
- Santa Ysabel Nature Center: 1,218
- Private Tours: 1,053

All Last 30 days

**Accounts reached**

- Julian: 1,041
- Julian: 975
- Julian: 958
- Julian: 904
- Julian: 855
- Julian: 846
- Julian: 828
- Julian: 783
- Julian: 782

All Last 30 days

**Accounts reached**

- Warner-Carrillo Ranch: 769
- Julian: 766
- Tucker Peak: 751
- Julian: 746
- Julian: 717
- Julian: 712
- Julian: 700
- Julian: 697
- Julian: 671

All Last 30 days

**Accounts reached**

- Julian: 649
- Julian: 588
- Julian: 576
- Julian: 534
- Julian: 516
- Julian: 473
- Julian: 470
- Julian: 470
- Julian: 459

All Last 30 days

**Accounts reached**

- Sheri Hammes: 455
- Julian: 454
- Julian: 440
- Julian: 420
- Julian: 339
- Julian: 295
- Julian: 249
- Julian: 247
- Julian: 84



## Current Cover Photo



Interactions	
Reactions	1,203
Comments	350
Shares	100
Photo views	652
Link clicks	800

	This looks like a summer fest	Post reach: 1,716	Engagement: 88
	Gorgeous game-room internet, so	Post reach: 974	Engagement: 70
	Crow and land is a natural ski	Post reach: 738	Engagement: 20
	Sheri Ham Summer Habits-Of-Fri	Post reach: 480	Engagement: 7
	We invite you to open space learn more	Post reach: 597	Engagement: 10
	Shadow M Warner Sp still availat	Post reach: 1,242	Engagement: 74
	Julian Har samples of Commerce	Post reach: 900	Engagement: 24

As of 08/15/24

### Page Overview

Last 28 days

Followers: 29,519

Post reach	166,232
Post Engagement	5,033
New Page likes	74
New followers	131

	Open weekends in Julian	Post reach: 600	Engagement: 22
	Warner Carrillo Rancho the adobe known as of the Civil War in Julian	Post reach: 443	Engagement: 9
	We see so many visit Julian Dark Sky Network	Post reach: 1,225	Engagement: 42
	Congratulations to Julian Julian Box 212 by award winning Pinot	Post reach: 1,518	Engagement: 157
	A Free, Family Friendly Julian experiences	Post reach: 2,164	Engagement: 118
	Lil Red Hen's Co-op Rd, Julian - Located	Post reach: 608	Engagement: 26
	September 7, 2024 we celebrate our 27th tradition of Kicking	Post reach: 898	Engagement: 32
	JULIAN HOME & GIFT life well lived	Post reach: 361	Engagement: 13
	So lovely! What will	Post reach: 227	Engagement: 9

**Post Insights**

The Royal Cabin <https://airbnb.com/h/the-royal-cabin>  
Welcome to your peaceful & relaxing mountain retreat!  
Published by Robin Boland  
August 10 at 10:00AM

Post Impressions	133,330
Post reach	127,626
Engagement	431

**Interactions**

Reactions: 22 (Like), 1 (Love), 0 (Wow), 0 (Care), 0 (Sad), 0 (Angry)

Accounts reached: 828

Followers: 95.7%

Non-followers: 4.3%

Link Clicks: 33

**WEIRD!**

	Julian is a fanta	Post reach: 307	Engagement: 3
	Walnut Tree Ranch time visitors	Post reach: 700	Engagement: 20
	Come to Julian Julian events	Post reach: 1,169	Engagement: 28
	Check out all the (760) 787-0983 beautiful friend	Post reach: 1,041	Engagement: 9
	A lovely event	Post reach: 275	Engagement: 8
	Kathy's Dress Shop Located in the Julian shopping	Post reach: 1,083	Engagement: 110
	Carriso Ranch 25580 Highway pick up is first	Post reach: 538	Engagement: 10
	SUNDAY FUND Highway 79, Sa educational dis	Post reach: 2,049	Engagement: 89

	Mountain Ro offers all the vacation, wal	Post reach: 1,608	Engagement: 59
	Volcan Mountain Winery https://www.Mountain.O	Post reach: 843	Engagement: 20
	It is National You Locally changed, our	Post reach: 1,412	Engagement: 46
	The Tucker P retreat, rest, unique room	Post reach: 1,056	Engagement: 55
	One week from Cider party event. On Sa	Post reach: 900	Engagement: 32
	Nickel Beer C 27, 2024 Get #sipofjulian	Post reach: 782	Engagement: 20



# GRAPE STOMP PROMOTION

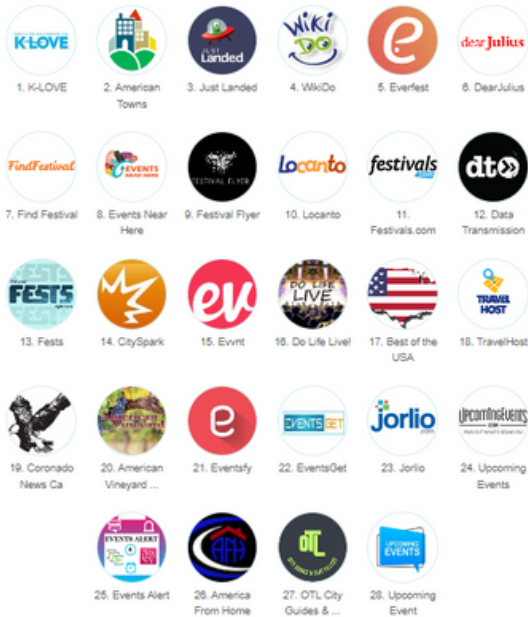


Thanks for your submission.

Your Local Event is live on our site.

[Julian Grape Stomp Festa](#)

Traffic Statistics Total of 4M Monthly Unique Visitors from 28 Publishers



**Visit Julian**  
<https://visitjulian.com> › To See & Do › Special Events ›  
**Julian Grape Stomp Festa**  
 7 days ago — 1150 Julian Orchards Dr ... Returning in 2024 – Please join us as we celebrate our 27th anniversary of the Julian Grape Stomp Festa! We are ...

**Facebook - Julian Grape Stomp Festa**  
 1.1K+ followers  
[Julian Grape Stomp Festa](#)  
 Julian Grape Stomp Festa, Julian, California. 1090 likes · 1 talking about this. Join us on September 7, 2024 at Menghini Winery. 11am to 5pm.

**San Diego.org**  
<https://www.sandiego.org> › visit-julian › events › julian... ›  
**Julian Grape Stomp Festa**  
 Julian's Grape Stomp Festa is a great way to spend a Saturday. We are excited to return in 2023. With local wineries offering sips to sample, a wide variety of ...

**KOA Campgrounds**  
<https://koa.com> › campgrounds › boulevard › events ›  
**Julian Grape Stomp Festa - Annual: Event at the Boulevard ...**  
 Julian Grape Stomp Festa - Annual. Sep 7, 2024, 11am - 5pm. Menghini Winery. 1150 Julian Orchards Drive. Julian, CA 92036.

**Facebook**  
<https://m.facebook.com> › events ›

**YS** Yuma Sun <noreply@evnt.com>  
 To: Julian Chamber Marketing

1 If there are problems with how this message is displayed, click here to view it in a web browser.  
 Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

**Hi Robin,**  
 Thanks for submitting your event!

SEP 7  
**Julian Grape Stomp Festa**  
 Yuma Sun

[Share event](#)

Your event was approved! Thank you for your interest in the KPBS Community Events Calendar.

If you have any questions or concerns, email [eventscalendar@kpbs.org](mailto:eventscalendar@kpbs.org).

- **Event title:** Julian Grape Stomp Festa
- **Event date:** Saturday, September 7, 2024 from 11 AM to 5 PM
- **Event venue:** Menghini Winery
- **Event venue address:** 1150 Julian Orchards Drive Julian CA 92036

Dear Julianchamber18,

Your event submission has been reviewed by the San Diego Reader's editorial staff.

Your event has been approved. It is being posted online and will be viewable shortly at the following link:

Julian Grape Stomp Festa: <https://www.sandiegoreader.com/events/2024/sep/07/julian-grape-stomp-festa-500d848a/?et=330379>

# RESULTS

08/15/24



Views **599** ✓  
 Watch time (hours) **11.0** ✓  
**323** Subscribers

Views: **145** Clicks: **79** Click rate: **54.48%**

**775** People viewed your  
 +11.7% (vs Jul 2023)  
**18** Calls made from your Bu:  
 +63.6% (vs Jul 2023)

**Visitor Center/Town Hall**  
**110** Direction requests made  
 -12.0% (vs Jul 2023)  
**21** Website clicks made from your  
 -34.4% (vs Jul 2023)

## Top Content

LinkTree is on our bio page for Visit Julian on both FB & IG

View from search - click options

Content	duration	Views
1  Julian 4th of July Parade 2024 Jul 23, 2024	0:18 (26.8%)	163
2  Lake Cuyamaca Walk/Hike & Picnic Jun 28, 2021	1:40 (36.8%)	81
3  Julian Grape Stomp 2023 Aug 7, 2023	0:40 (68.0%)	54
4  Julian History Hunt - Detailed Version May 29, 2023	1:10 (34.8%)	31

**104** People viewed your  
 -69.3% (vs Jul 2023)  
**24** Calls made from your  
 -11.1% (vs Jul 2023)

**Julian Chamber**  
**53** Direction requests made  
 +29.3% (vs Jul 2023)  
**66** Website clicks made from  
 +24.5% (vs Jul 2023)



# 7/18/24 - Aug 14-2024 WEBSITE RESULTS

<b>Sessions</b> <b>27,550</b> <small>↑ 152% vs. Previous 30 Days</small>	<b>Pageviews</b> <b>71,494</b> <small>↑ 228% vs. Previous 30 Days</small>
<b>Avg. Session Duration</b> <b>44s</b> <small>↑ 33% vs. Previous 30 Days</small>	<b>Total Users</b> <b>19,079</b> <small>↑ 191% vs. Previous 30 Days</small>
<b>Bounce Rate</b> <b>39%</b> <small>↓ 11% vs. Previous 30 Days</small>	<b>New Users</b> <b>18,344</b> <small>↑ 201% vs. Previous 30 Days</small>

<b>Users</b> ②	<b>New users</b> ②	<b>Average engagement time</b> ②
5.7K	5.3K	1m 02s

## Landing page: Landing page

		26,144 100% of total
1	/visit-julian-webcam	8,136
2	/	4,891
3	/u-pick-orchards	2,213
4	/to-see-do/attractions-activities	1,574
5	/julian-events	1,410
6	(not set)	1,163
7	/to-see-do	865
8	/purchase-julian-items	583
9	/camping-in-julian	581
10	/to-see-do/special-events/sip-of-iulian	569

## Engagement overview

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	67K
user_engagement	30K
session_start	26K
first_visit	17K
scroll	10K
click	5.2K
Outbound Link Clicks	5.1K

## Acquisition

Sessions by Session primary channel group

SESSION PRIMARY CHAN...	SESSIONS
Organic Search	17K
Direct	7K
Referral	1K
Organic Social	554
Unassigned	126
Paid Social	2

## Top Page Visits

Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
Visit Julian Webcam 2024 -	10K
U-Pick Orchards & Other Agr...	9.3K
Visit Julian California - Your ...	6.3K
Julian Events -	3.6K
Attractions & Activities in Ju...	2.7K
Purchase Julian Items -	2.5K
Tours & Goldmines in Julian	2.3K

## Referrals

Sessions by Session manual so...

SESSION MANUAL ...	SESSIONS
google	16K
bing	532
yahoo	365
m.facebook.com	338
duckduckgo	209
juliancabins.com	158
worldcam.eu	153



# WEBSITE RESULTS

7/18/24 - Aug 14-2024

## Top, Non Advertising Outbound Clicks

1. [www.lakecuyamaca.net/webcam](http://www.lakecuyamaca.net/webcam) 364
2. [lagunamountain.com/](http://lagunamountain.com/) 338
3. [www.juliandarkskynetwork.com/index.html](http://www.juliandarkskynetwork.com/index.html) 61
4. [julianfarmandorchard.com/](http://julianfarmandorchard.com/) 33
5. [julianparade.com/](http://julianparade.com/) 25
6. [www.julianhotel.com/](http://www.julianhotel.com/) 24
7. [www.theeaglemining.com/](http://www.theeaglemining.com/) 20
8. [www.orchardhill.com/](http://www.orchardhill.com/) 18
9. [www.californiawolfcenter.org/](http://www.californiawolfcenter.org/) 16
10. [www.bannerranchjulian.com/](http://www.bannerranchjulian.com/) 15
11. [www.julianlodge.com/](http://www.julianlodge.com/) 15
12. [www.lagunamountain.com/](http://www.lagunamountain.com/) 13
13. [ramonaevents.com/](http://ramonaevents.com/) 13
14. [www.fortcross.com/](http://www.fortcross.com/) 12
15. [www.juliancafe.com/](http://www.juliancafe.com/) 10
16. [www.airbnb.com/h/elcastillosd](http://www.airbnb.com/h/elcastillosd) 9
17. [www.julianappletreeinn.com/](http://www.julianappletreeinn.com/) 9
18. [www.julianpie.com/](http://www.julianpie.com/) 8
19. [juliangrille.com/](http://juliangrille.com/) 7
20. [oakhillinnjulian.com/](http://oakhillinnjulian.com/) 7
21. [www.applesandartorchards.com/](http://www.applesandartorchards.com/) 7
22. [www.jeremysonthehill.com/](http://www.jeremysonthehill.com/) 7
23. [www.lakecuyamaca.org/](http://www.lakecuyamaca.org/) 7
24. [www.minersdinerjulian.com/](http://www.minersdinerjulian.com/) 7
25. [www.julianminingcompany.com/](http://www.julianminingcompany.com/) 7
26. [www.lakecuyamaca.net/](http://www.lakecuyamaca.net/) 7
27. [www.facebook.com/events/945525346978084/](https://www.facebook.com/events/945525346978084/) 7
28. [www.instagram.com/visitjulian/](https://www.instagram.com/visitjulian/) 7
29. [www.aneagleinthepines.com/](http://www.aneagleinthepines.com/) 6

## Downloaded Files

Julian-hiking-trails-B.pdf	2
History.pdf	2
Santa_Ysabel_East_Brochure.pdf	2
Santa_Ysabel_West_Brochure_FINAL.pdf	2
Volcan_Mountain_Brochure_FINAL.pdf	2
GrapeStompMerchApp-dl.pdf	2
GS-food-vendor.pdf	2
Night-Sky-Viewing-in-Julian.pdf	2
julian-camping-b2.pdf	2
Julian-Historic-Walking-Tour-9-22.pdf	2
Julian-Lodging-List-current.pdf	2
2024/02/Attractions-01-24.pdf	2
2024/02/Dining-Bakeries-02-24.pdf	2
2024/02/Galleries-Antiques-Museums-Historic-Jail-1-2024.p	2
2024/02/Julians-Surrounding-Areas-Hiking-Trails-1-24.pdf	2
2024/02/Town-Maps.pdf	2
Wineries-Beer-Cider-1-2024.pdf	2
Camping-5-2024.pdf	2
Digital-Version-Spring-2024-Julian-Guide-compress	2
Julian-Lodging-List-05-24.pdf	2
Specialty-Shopping-05-24.pdf	2
wine-application-2024.pdf	2
Mind-Body-Spirit-Offering-07-2024.pdf	2

file\_download ▾

Event count ?	Total users ?	Event count per user
278	220	1.3

**In Addition, there were 21**

**“clicks to call” during this time period**

# MORE TO CONSIDER...

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

Thank You For Visiting Us . . . Please Choose a Site Below

**VISITOR TO JULIAN**



Click Here

**CHAMBER INFORMATION**



Click Here

**Visit Julian California - Your**  
[bit.ly/4a39pOw](https://visitjulian.com/)  
<https://visitjulian.com/>

138 engagements Apr 26, 2024

**Julian Chamber of Commerce**  
[bit.ly/3xWAEqc](https://julianchamber.org/home/)  
<https://julianchamber.org/home/>

175 engagements Apr 26, 2024



7,861  
355  
155,976  
122,359  
33,617

## Reach

Accounts reached	100,161
Followers	6.8%
Non-followers	93.2%
Plays	155,976
Initial plays	122,359
Replays	33,617
Watch time	421 hr 35 min 45 sec
Average watch time	12 sec

- mtbohana** I used to ride my motorcycle there all the time to get a Buffalo burger and some apple pie. Love that place. I don't have a motorcycle anymore, but I think I need to visit again.
- martineauvinsonnancy** Time for pie
- outdoorfun43** Makes me want a pie

## Likes are NOT the whole story



Post impressions: 889 | Post reach: 883 | Engagement: 44

Interactions: 17

Reactions: 17  
 Comments: 1  
 Photo Views: 10  
 Shares: 2  
 Other Clicks: 14

Though the post may show 17 likes, insights show 44 engagements. This is after only 6 hours of the post being up.

# Visitor Center

**MOONSHINE MAGIC**  
 A Mystical Boutique

Crystals, Rocks, Minerals, Candles, Conditioned Oils, & Other Magical Sundries

4000 Highway 78, Julian, California

Built in a real 1980s Apple Cooler on "hops highway" The Cooler is San Diego County's preeminent destination for local artisan beer, hard cider, wine and craft distills.

Monday 11:00 AM - 8:00 PM  
 Tuesday 11:00 AM - 8:00 PM  
 Wednesday 11:00 AM - 8:00 PM  
 Thursday 11:00 AM - 8:00 PM  
 Friday 11:00 AM - 8:00 PM  
 Saturday 11:00 AM - 8:00 PM  
 Sunday 11:00 AM - 8:00 PM

Stop by and meet the new owners!

**The Cooler**

4000 Highway 78, Julian, California

Built in a real 1980s Apple Cooler on "hops highway" The Cooler is San Diego County's preeminent destination for local artisan beer, hard cider, wine and craft distills.

Monday 11:00 AM - 8:00 PM  
 Tuesday 11:00 AM - 8:00 PM  
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 Thursday 11:00 AM - 8:00 PM  
 Friday 11:00 AM - 8:00 PM  
 Saturday 11:00 AM - 8:00 PM  
 Sunday 11:00 AM - 8:00 PM

Stop by and meet the new owners!

**Julian Grape Stomp Festa**  
 Saturday, September 7, 2024  
 11am to 5pm

Wagon Wares, 108 Julian Road, Bldg. B  
 Adults: \$25.00 Ages 6-20: \$4

Free Wine Glass (2PM)  
 • Refreshments & Food Vendors  
 • Live Music & Dance  
 • Kids Activities  
 • Wine Tasting, Local Distilleries, Beer & Hard Cider Tastings  
 • Grand Live Auction

CO-SPONSORED BY

**THE JULIAN Shell Show**  
 Sat., Aug 24 & Sun., Sep. 1 2024, 10 am - 4 pm  
 At the Julian Town Hall

CO-SPONSORED BY