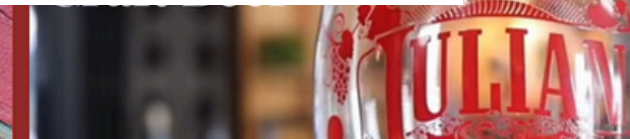
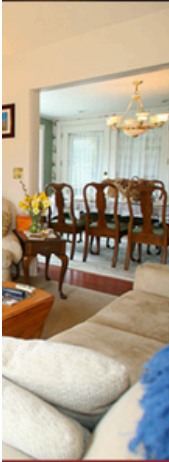


February 2024

Julian Marketing

- Of Members
- To Members
- Social Media
- Print Advertising
- Events
- Town Hall Reno



To Members



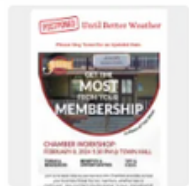
2024 Trade Show 1

Sent Email • Sent in the past hour
124 sends • 21 (18%) opens • 5 (4%) clicks • 4



installation dinner please RSVP

Sent Email • Sent yesterday at 2:26p
331 sends • 134 (42%) opens • 10 (3%) clicks •



workshop cancelled and guide

Sent Email • Sent Feb 8, 2024 at 4:2
331 sends • 153 (49%) opens • 7 (2%) clicks •



Taste of Julian Date chosen

Sent Email • Sent Feb 5, 2024 at 1:3
34 sends • 16 (50%) opens • 0 (0%) clicks • 2



Taste of Julian Date Selection



installation dinner and nominat

Sent Email • Sent Jan 30, 2024 at 11
330 sends • 172 (55%) opens • 12 (4%) clicks



workshop and guide

Sent Email • Sent Jan 23, 2024 at 11
329 sends • 241 (77%) opens • 83 (27%) clicks



Guide to Julian member email

Sent Email • Sent Jan 15, 2024 at 3:
202 sends • 138 (71%) opens • 21 (11%) clicks

To Community

-
-

Nominations for Awards
Trade Show

Julian Passes

Venue Redemptions

Export

Name	Redemptions	Name	Redemptions
Julian Town Hall & Visitor Center	35	Julian Home & Gift	6
Julian Tea & Cottage Arts	32	Moonshine Magic	6
The Warm Hearth of Julian	32	Julian Candy Basket	5
Julian Wine & Chocolate	31	Quecho	5
Julian Hard Cider	24	Juliantla Chocolate Boutique	3
Mom's Pie House - Julian	24	Lil Red Hen's Co-Op	3
The Old Julian Garage	18	The Cooler, Tap & Tasting Room	3
Jeremy's On the Hill	9	Cocina De Luz	1
California Wolf Center - Nature Store	8	Dudley's Famous Bakery and Cafe	1
Purple Owl Cafe	8	Heroes Wood-Fired Pizza	1
The Olde Goat	8	Julian Natural History Museum	1
Banner Recreation Ranch	6	Renaissance Peddler	1
		The Pub at Lake Cuyamaca	1
		Walnut Tree Ranch Vineyard and Winery	1
		Wynola Junction Antiques & Collectibles	1



274 Redemptions
January 1 - Feb 15

Bucket list
officially
launched 2/15
20 sign ups
3 redemptions

RESULTS

As of 02/15



Your channel got 749 views in the last 28 days

Watch time (hours)

17.9 ↓

2.1 less than usual

313

Subscribers



Page Overview

Last 28 days

Followers: 28,956

Post reach	80,929
Post Engagement	16,558
New Page likes	129
New followers	349





Your Business Profile report with 500 interactions* last month


Your performance at a glance

18 calls -30%	0 messages	442 people asked for directions +188%
40 website visits from profile -36%	731 profile views -9%	96 searches -43%

WEBSITE RESULTS

As of 02/15

MonsterInsights Last 30 days  

Overview Report 

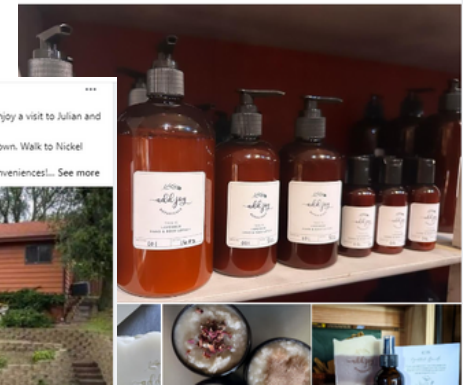
Sessions ⓘ 134,725 ↑ 69% vs. Previous 30 Days	Pageviews ⓘ 171,602 ↑ 52% vs. Previous 30 Days
Avg. Session Dura... ⓘ 18s ↓ -29% vs. Previous 30 Days	Total Users ⓘ 59,395 ↑ 28% vs. Previous 30 Days
Bounce Rate ⓘ 46.6% ↑ 1% vs. Previous 30 Days	New Users ⓘ 54,945 ↑ 24% vs. Previous 30 Days

Title	Pageviews
1. Visit Julian Webcam 2024 - /visit-julian-webcam/	127,091
2. Visit Julian California - Your Definitive Julian Resource - /	16,905
3. Get Notified - /get-notified/	2,389
4. Julian Events - /julian-events/	2,292
5. Attractions & Activities in Julian /to-see-do/attractions-activities/	2,006
6. Directions to Julian, CA /plan-your-trip/road-conditions-map/	1,969
7. Things to See and Do In Julian /to-see-do/	1,796
8. Lodging in Julian, Where to Stay in Julian /lodging/	982
9. Historic Julian, California /historic-julian/	903
10. Lodging-Cabins-Cottages-Houses-Julian - /lodging-cabins-cottages-houses-julian/	903

SOCIAL MEDIA

1	January	February
2	1/2 Santa Ysabel Art Gallery	
3	1/3 Casa de Julian	2/4 Volcan Mountain Foundation via Hidden San Diego
4	1/4 Julian Cafe & Bakery	2/4 Main St Webcam Feed
5	1/5 Santa Ysabel Nature Center	2/6 Don's Market
6	1/6 The Julian Grille	2/7 Tucker Peak Lodge
7	1/6 Julian Weaving Works	2/8 The Olde Goat
8	1/6 Rooted in Wellness	2/9 Julian Pie Company
9	1/7 Mountain Healing Accupuncture	2/10 Volcan Mountain Winery
10	1/8 Inaja Memorial via Hidden San Diego	2/11 Mountain Rose Retreat
11	1/9 The Pub Lake Cuyamaca	2/12 Oasis Camel Dairy
12	1/10 Menghini Winery	2/14 Crow and Lilac
13	1/11 Oak Hill Inn	2/15 Bucket List and Savings Pass
14	1/12 The Cooler	2/15 Blue Door Winery
15	1/12 The Olde Goat	2/16 Hansens Hideaway
16	1/12 Julian Grille	2/17 Julian Home and Gift
17	1/13 Julian Mining Co	2/18 Julian Jewel Box
18	1/15 Eagle Mine	2/19 Warner Carillo House
19	1/16 El Castillo	2/20 Whispering Pines Villa
20	1/17 Whispering Winds	2/21 Walnut Tree Ranch
21	1/18 Calico Cidery	2/22 Warm Hearth
22	1/19 Cedar Rio	2/23 Royal Cabin
23	1/20 Apple Alley	
24	1/20 Julian Natural History Museum	
25	1/20 Anza Borrego	
26	1/21 Banner Ranch	
27	1/22 Quecho	
28	1/23 Couple's Cabin	
29	1/24 Moonshine Magic	
30	1/25 MG Photo, Julian Station, JHC, Julian Wine & Choc	
31	1/26 Laguna Mtn Lodge	
32	1/26 Juliantla Chocolate	
33	1/27 Sheri Hammes / Julian Wellness Center	
34	1/28 Cabin at Strawberry Hill	
35	1/30 SP Art Gallery	
36	1/31 Storum Ranch	

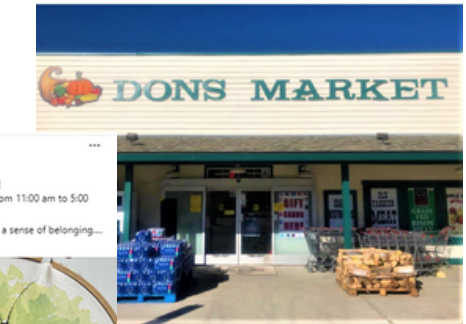
Visit Julian
 Looking for a unique shopping experience that combines quality, sustainability, and locally-made products? Look no further than Crow and Lilac, the charming brick-and-mortar store nestled in the heart of historic Julian, California.
 At Crow and Lilac, we take pride in creating our line of handmade, natural products for the body and home. Using only the finest ingredients and crafting each item in small batches, our products are not only high-quality but also eco-friendly and... See more



visit julian
 Mountain Rose Retreat is a beautifully decorated, three-bedroom home. Enjoy a visit to Julian and settle in at this roomy and cozy place!
 3 TVs, DVD, Netflix, WiFi, Front and side deck, BBQ, Pet Friendly, Close to town, Walk to Nickel Brewing.
 Experience the wonders of the backcountry while still enjoying modern conveniences!... See more



Visit Julian
 When you're staying in the Julian area for a few days and want to pick up a few items to make a meal or just a snack, Don's Market in Santa Ysabel is a great place to go!
 Forgot a few items to pack during your trip? Stop in and see if they've got what you need!
 "Don's Market prides itself on having an excellent selection of quality meat products. Come on by to see our selection of U.S.D.A. Choice Cuts. We offer meat packages, homemade sausages, six varieties of Stuffed Chick... See more



Visit Julian
 Interested in another Julian hidden gem?
 Visit Silffe Preciado Art & Hue Digital Art and step into a world of wonder!
 "Julian's magical little art gallery. Open year-round, Thursday to Sunday from 11:00 am to 5:00 pm. Located inside K.O Corral 2608 B Street Julian, California 92036.
 Our gallery provides a platform for artists to showcase their work and feel a sense of belonging... See more

