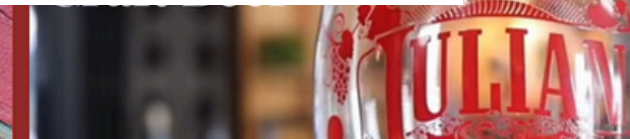
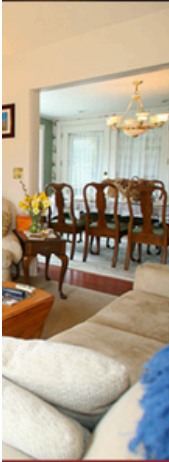


July 2024

Julian Marketing

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



Outreach

To Members

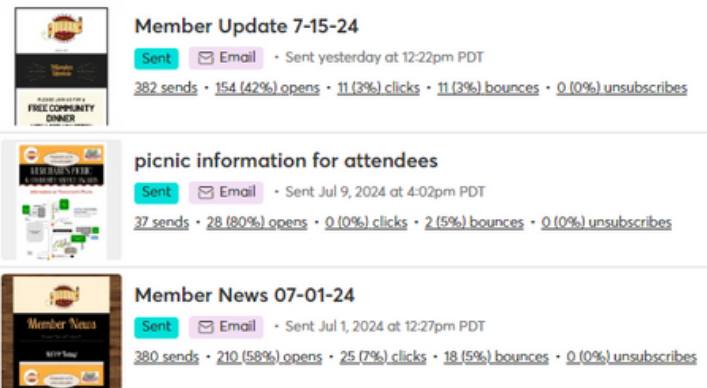
- Merchants Picnic
- Town Hall Dinner
- Volunteer Opportunities
- Aug Mixer
- Community service awards
- Grape Stomp Sponsorship

To Community

- Community potluck
- Member Spotlights on SM

To Vendors

- Grape Stomp
 - Merchandise
 - Wineries



Friday - Sunday July
26th - 28th, 2024

Please Help us Find
Volunteers

Make your promotions more effective with **PINPOINT DISTRIBUTION**

EXPRESSO can distribute your flyers, posters, brochures, magazines — anything in print — to over 800 independent businesses and to hundreds of other desirable businesses throughout San Diego County. With 27 years' experience in publishing and distribution, we know San Diego like no other. Our mailing lists are up to date and carefully sorted to suit individual needs. We do not merely place our **PINPOINT DISTRIBUTION** inserts in mailboxes and expect to see thousands of your items are left at our locations. Circulation is carefully monitored to ensure the most efficient, best possible use of effort. Items are hand-placed in mailboxes and returned when requested or the date change.

Many Arts, Cultural, Educational and Entertainment organizations use **EXPRESSO** to reach Calf Society, UCSD, SDSU, ArtPark, Art Reach, SD Blues Fest, SD Symposium, SD Opera, SD Junior Theatre, PH, Loma Mar, National University, SDSU Events, SDSU Foundation, Square Valley Hospice, SanteeDale and many others have been with **EXPRESSO** for years, some for nearly two decades. These organizations realize great results from helping with the Arts, Family, youth issues at Calf Society and get maximum return for their print dollar, limited to their budget with **PINPOINT DISTRIBUTION**.

"There's no one that does what you do; you helped us reach all San Diego."

V. Lutzow, SD Sateer Film Festival

Contracted for Distribution of 3500 Guides to Julian

SOCIAL MEDIA

Instagram

Custom ▾ Jun 21 - Jul 16

Overview

You reached **+14.9%** more accounts compared to May 26 - Jun 20

Accounts reached **7,694** **+14.9%**

Accounts engaged **714** **-1.4%**

Total followers **12.6K** **+0.3%**

Accounts reached

3,887	3,001	1,862
1,612	1,483	1,324
1,223	982	967
891	831	778

All Last 30 Days

Accounts reached

642	620	609
565	559	548
539	531	490

All Last 30 Days

Accounts reached

486	482	476
476	471	459
451	450	439
435	382	356

Visit Julian, California

A Premier Mountain Getaway, just an hour east of San Diego



- Stop of Julian -
- Julian Grape Stomp Festa
- Visit Our Website
- Check Out Our Calendar
- Listen to Our Podcast
- East County Performing Arts Association
- Julian Chamber of Commerce : Sign Up to Stay in Touch

Stories Last 30 Days

Reach

891	531	451
382	339	281

Current Cover Photo



As of 7/17/24

Page Overview

	Last 28 days
Followers: 29,431	
Post reach	26,269
Post Engagement	3,368
New Page likes	29
New followers	64

Interactions

Reactions	1,190
Comments	85
Shares	102
Photo views	831
Link clicks	197

Julian Beer Comp
27th. Our list of p
do/special-event
Tue, Jul 16

Post reach: 616
Engagement: 11

Family owned M
(760) 765-1560 #
Tue, Jul 16

Post reach: 961
Engagement: 81

"Whispering Win
profit, and minist
partnerships with
Mon, Jul 15

Post reach: 531
Engagement: 7

@julianwineandc
2024, throughou
of-julian/
Mon, Jul 15

Post reach: 825
Engagement: 15

How fortunate w
Sun, Jul 14

Post reach: 399
Engagement: 5

We always love t
event. Get more i
linktree in bio. #j
Sat, Jul 13

Post reach: 767
Engagement: 14

Fun, new offering
Julian California :
bannerranchjulia
Fri, Jul 12

Post reach: 917
Engagement: 21

Menghini Winery
tickets here: http
Fri, Jul 12

Post reach: 898
Engagement: 28

Moonshine M:
Julian, Californ
@moonshin
Thu, Jul 11

Post reach: 687
Engagement: 13

Looking for so
Thu, Jul 11

Post reach: 303
Engagement: 13

Get excited to
get your ticket
#visitjulian #ju
Thu, Jul 11

Post reach: 764
Engagement: 26

We hope to se
Wed, Jul 10

Post reach: 1,161
Engagement: 37

Exciting news.
Wed, Jul 10

Post reach: 1,883
Engagement: 314

Storum Ranch
provides partic
get tickets her
Wed, Jul 10

Post reach: 929
Engagement: 36

Vacation Renta
remodeled wit
And just 5 min
Tue, Jul 9

Post reach: 1,935
Engagement: 41

Juliantla Chocoi
juliantlachoc@g
https://www.juli
Sat, Jul 6

Post reach: 1,357
Engagement: 151

Astronomy Even
from 5-10 p.m. a
#menghiniwiner
Fri, Jul 5

Post reach: 1,404
Engagement: 100

Small town USA
Thu, Jul 4

Post reach: 656
Engagement: --

Happiest of 4th
and human dign
Thu, Jul 4

Post reach: 1,079
Engagement: 55

Apple Alley Baki
https://julianapp
#julianapplepie
Wed, Jul 3

Post reach: 2,246
Engagement: 212

Julian 4th Of Jul
https://www.juli
Tue, Jul 2

Post reach: 1,709
Engagement: 69

What an Extrava
https://www.juli
Tue, Jul 2

Post reach: 2,011
Engagement: 113

Check out The C
Mon, Jul 1

Post reach: 607
Engagement: 27

Cedar Rio 2016 I
embellishments
Dresses Stylish J
Mon, Jul 1

Post reach: 971
Engagement: 39

Eagle and High Pe
miners of old did,
tools, machinery, k
Sun, Jun 30

Post reach: 1,068
Engagement: 17

Today is the Day -
Vendors!!! #visitjul
Sat, Jun 29

Post reach: 1,959
Engagement: 96

Julian Mining Com
we have packaged
Julian/Wynola CA
Fri, Jun 28

Post reach: 716
Engagement: 118

Open on the 4th o
92036
Thu, Jun 27

Post reach: 955
Engagement: 16

The Olde Goat 210
lotion, soap, fudge
#visitjulian #julian
Thu, Jun 27

Post reach: 627
Engagement: 41

Don't miss our anr
#quiltsow #julian
Wed, Jun 26

Post reach: 1,049
Engagement: 41

Artist Talk, Saturd
painter's show. Jan
furthering the lanç
Wed, Jun 26

Post reach: 903
Engagement: 16

Mark your calenda
8th 🌻❤️. Join
Check out all that I
Tue, Jun 25

Post reach: 1,164
Engagement: 14

Plan your visit for
Sun, Jun 23

Post reach: 3,648
Engagement: 104















Social Media Shares

Visit Julian June 21 - July 17

- 06/21 Oak Hill Inn
- 6/22 dome house VRBO managed by Orchard Realty
- 6/23 YouTube Channel Promotion
- 6/25 Rooted Living Wellness
- 6/26 Santa Ysabel Art Gallery
- 6/26 EVENT Quilt Show
- 6/27 Grand opening Native Touch Acupuncture & Healing Arts
- 6/27 The Olde Goat
- 6/28 Julian Mining Company
- 6/29 EVENT DAY - Music Festival
- 6/30 Eagle Mining Co.
- 7/1 Cedar Rio
- 7/1 -S- The Cooler new offering
- 7/2 Julian 4th Parade
- 7/2 -S- Road Closure info PARADE
- 7/3 Apple Alley Bakery
- 7/3 Story Preparade
- 7/3 Reel Collaboration with Come to San Diego
- 7/4 happy 4th of July
- 7/5 EVENT Starfest
- 7/6 - S- Julian Natural History Museum & Gift Shop
- 7/6 Juliantla Chocolate Boutique
- 7/9 el Castillo
- 7/10 Event Blue Door Winery
- 7/10 EVENT Storum Ranch Cider & Wine
- 7/10 EVENT PM Sip of Julian
- 7/11 Share Event Heroes Wood-Fired Pizza
- 7/11 Moonshine Magic
- 7/12 Banner Ranch Julian
- 7/13 Event Jeremy's On The Hill
- 7/15 Whispering Winds Catholic Camp
- 7/16 Quecho Elevated Mexican Eatery
- EVENT 7/17 Julian Wine & Chocolate
- EVENT 7/17 The Cooler

Specifying EVENT, as it may cause multiple posting for a particular member. Noting that events drive visitors and benefits many members -S- indicates a shared post

Julian Chamber Last 28 Days as of 07/17

	August Cha Wed, Jul 17	Post reach 88	Engagement --		The event ha everyone! Wed, Jul 10	Post reach 104	Engagement 23
	We would I great Julian them in a si Tue, Jul 16	Post reach 10	Engagement 1		-- Wed, Jul 3	Post reach 52	Engagement 1
	ATTENTION showcased We also ne Fri, Jul 12	Post reach 64	Engagement 0		Public memo Mon, Jul 1	Post reach 118	Engagement 35
	W o W !!! G Thu, Jul 11	Post reach 85	Engagement 28		Open on the Sunday, 8am Thu, Jun 27	Post reach 473	Engagement 44
	It has been Abigail. We Wed, Jul 10	Post reach 46	Engagement 5		Good Day All Security inc. give a safe ai Mon, Jun 24	Post reach 109	Engagement 4
	- Fri, Jun 21	Post reach 69	Engagement 8				
	ZUMBA at Julian Town H Please check with Gayno at Fri, Jun 21	Post reach 30	Engagement 1				
	We are heading toward f member Witham Mahon business transactions an Thu, Jun 20	Post reach 40	Engagement 3				
	Today we are featuring a LOOKING FOR PROMOTI THE RIGHT PLACE WE AF Wed, Jun 19	Post reach 29	Engagement 1				

RESULTS

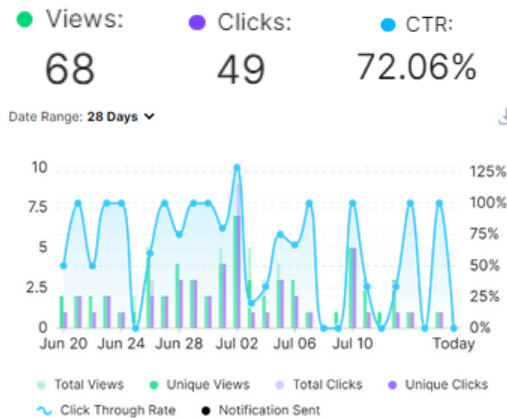
7/17/24



Views: 257 ↓
 Watch time (hours): 5.8 ↓
 320 Subscribers

Top Content Besides Picnic

2		Visit Julian's Feature of Jul 11, 2023 Off Main St.	1:04 (36.9%)
3		Visit Julian California. Jul 12, 2017 20sec short	0:12 (41.5%)
4		Julian Grape Stomp 20 Aug 7, 2023	0:49 (82.6%)



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



860 People viewed your **Visitor Center/Town Hall**
 +0.4% (vs Jun 2023)
 140 Direction requests made
 +7.7% (vs Jun 2023)
 19 Calls made from your B
 +0.0% (vs Jun 2023)
 25 Website clicks made from
 -35.9% (vs Jun 2023)

Julian Chamber

162 People viewed your
 -40.2% (vs Jun 2023)
 48 Direction requests made
 -31.4% (vs Jun 2023)
 55 Website clicks made from
 -22.5% (vs Jun 2023)
 19 Calls made from your B
 -44.1% (vs Jun 2023)

06/21/24 - 07/16/24 WEBSITE RESULTS

MonsterInsights Overview Report Last 30 days

Sessions 10,997 <small>↓ 50% vs. Previous 30 Days</small>	Pageviews 22,388 <small>↓ 41% vs. Previous 30 Days</small>
Avg. Session Duration 34s <small>↓ 19% vs. Previous 30 Days</small>	Total Users 6,551 <small>↓ 57% vs. Previous 30 Days</small>
Bounce Rate 43.7% <small>↑ 1% vs. Previous 30 Days</small>	New Users 6,128 <small>↓ 58% vs. Previous 30 Days</small>

Users 5.7K	New users 5.3K	Average engagement time 1m 02s
-------------------	-----------------------	---------------------------------------

Landing page: Landing page

1	/visit-julian-webcam	4,110	8	/to-see-do	231
2	/	1,983	9	/to-see-do/special-events/sip-of-julian	202
3	/to-see-do/attractions-activities	474	10	/julian-ca-webcam	179
4	/julian-events	466	11	/to-see-do/special-events/apple-days	97
5	(not set)	422	12	/historic-julian	90
6	/u-pick-orchards	370	13	/camping-in-julian	83
7	/purchase-julian-items	252	14	/to-see-do/special-events/grape-stomp	83
			15	/sip-of-julian-2024	64
			16	/food-drink/dining	55

Engagement overview

Event count by Event name 👍

EVENT NAME	EVENT COUNT
page_view	20K
user_engagement	10K
session_start	9.8K
first_visit	5.3K
scroll	3.1K
click	1.6K
Outbound Link Clicks	1.5K

Acquisition

Sessions by Session primary channel 👍

SESSION PRIMARY ...	SESSIONS
Direct	4.9K
Organic Search	3.5K
Referral	869
Organic Social	452
Unassigned	67

Top Page Visits

Views by Page title and screen class 👍

PAGE TITLE AND SCREEN ...	VIEWS
Visit Julian Webcam 2024 -	5.4K
Visit Julian California - Your ...	2.6K
Julian Events -	1.3K
U-Pick Orchards & Other Agr...	1.2K
Attractions & Activities in Ju...	800
Purchase Julian Items -	733
Tours & Goldmines in Julian	676

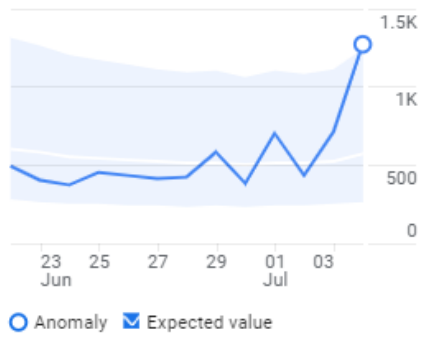
Please Note: Critical error, the website was mistakenly set to not index on search engines for approximately 10 days. This occurred when the staging site was pushed to the live site.

INSIGHT

Views spiked

On July 4, 2024

We forecasted that views would be between 263 and 1,236. Your actual views of 1,273 were greater than this range.



WEBSITE RESULTS

05-17-24 to 06-17-24

Top, Non Advertising Outbound Clicks

1. www.lakecuyamaca.net/webcam 364
2. lagunamountain.com/ 338
3. www.juliandarkskynetwork.com/index.html 61
4. julianfarmandorchard.com/ 33
5. julianparade.com/ 25
6. www.julianhotel.com/ 24
7. www.theeaglemining.com/ 20
8. visitor.r20.constantcontact.com/ 19
9. www.orchardhill.com/ 18
10. www.californiawolfcenter.org/ 16
11. www.bannerranchjulian.com/ 15
12. www.julianlodge.com/ 15
13. www.lagunamountain.com/ 13
14. ramonaevents.com/ 13
15. www.fortcross.com/ 12
16. www.juliancafe.com/ 10
17. www.airbnb.com/h/elcastillosd 9
18. www.julianappletreeinn.com/ 9
19. www.julianpie.com/ 8
20. juliangrille.com/ 7
21. oakhillinnjulian.com/ 7
22. www.applesandartorchards.com/ 7
23. www.jeremysonthehill.com/ 7
24. www.lakecuyamaca.org/ 7
25. www.minersdinerjulian.com/ 7
26. www.julianminingcompany.com/ 7
27. www.lakecuyamaca.net/ 7
28. www.facebook.com/events/945525346978084/ 7
29. www.instagram.com/visitjulian/ 7
30. www.aneagleinthepines.com/ 6

Downloaded Files


- Digital-Version-Spring-2024-Julian-Guide 38
- Julian-Lodging-List-05-24.pdf 10
- julian-camping-b2.pdf 7
- History.pdf 3
- Volcan_Mountain_Brochure.pdf 3
- Julians-Surrounding-Areas-Hiking-Trails-1-24.pdf 4
- Santa_Ysabel_East_Brochure.pdf 2
- Julian-Historic-Walking-Tour.pdf 2
- GrapeStompMerchApp-dl.pdf 1
- Attractions.pdf 1
- Dining-Bakeries-02-24.pdf 1
- CURRENT-TOWN-HALL-RESERVATION-REQ-AND-AGREEMENT 1

**In Addition, there were 7
“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.

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



VISITOR TO JULIAN
Click Here



CHAMBER INFORMATION
Click Here

Visit Julian California - Your Definitive Julian Resource -
bit.ly/4a39pOw
<https://visitjulian.com/>
 113 engagements Apr 26, 2024 No tags

Julian Chamber of Commerce - Julian Chamber of Commerce
bit.ly/3xWAeqc
<https://julianchamber.org/home/>
 127 engagements Apr 26, 2024 No tags

Added our Social Media Profiles to Google Profiles



San Diego's Top Things to Do, July 16 - 28, 2024

SD San Diego Tourism Authority <visitsandiego@update.san>
 To Julian Chamber Marketing

i If there are problems with how this message is displayed, click here to view it in a web

Upcoming Events

- Now – July 21: San Diego Pride
- July 17 – 21: State Games of America
- July 19: All Blacks vs. Fiji Rugby
- July 20: San Diego Bay Fest
- July 20 – Sept. 8: Del Mar Racing Season
- July 21: Annual Cardiff Dogs Days of Summer
- July 25 – 28: Comic-Con International: San Diego
- July 26 – Aug. 24: La Jolla Music Society Summerfest
- July 26 – 28: Annual Ramona Country Fair
- July 27: Sip of Julian
- July 27 – Aug. 25: Ms. Holmes & Ms. Watson
- July 28: Solana Beach Triathlon & Duathlon

San Diego's Top Things to Do, July 2-14, 2024

SD San Diego Tourism Authority <visitsandiego@update.sandiego.org>
 To Julian Chamber Marketing

i If there are problems with how this message is displayed, click here to view it in a web browser.

- July 13 - 21: World Championship Over-the-Line Tournament
- July 14: Awesome 80s Run

HOLO HOLO MUSIC FESTIVAL



ULTIMATE ISLAND VIBES!
 Don't miss J Boog, Maoli, Fiji, Six60 at Holo Holo in San Diego. July 13-14. Tickets On Sale Now

VISIT JULIAN



SIP OF JULIAN
 A Rural Tasting Adventure in the Historic Town of Julian.