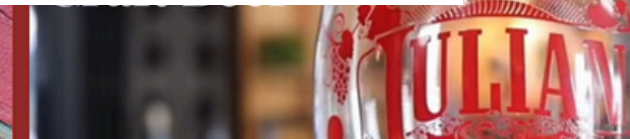
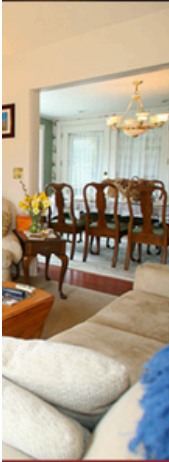


June 2024

Julian Marketing

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



Outreach

To Members

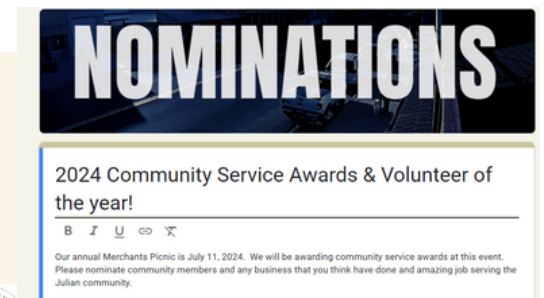
- Model T Event
- June Mixer
- Merchants Picnic
- Guide Pick up at TH
- Volunteer Opportunities
- Music Festival
- Community service awards
- Grape Stomp Sponsorship

To Vendors

- Sip of Julian (brick/mortar)
- Grape Stomp
 - Merchandise
 - Wineries

To Community

- Music Festival
- Model T Club
- Community Service Awards
- Community potluck
- Member Spotlights on SM



Outreach



Guide currently being distributed. Tyler to present next step to group at meeting 6/20



Ordered 1000 More Brochures



Email Blast sent to Julian Visitors. Included:

- Sip of Julian
- Music Festival
- Grape Stomp
- The Dance
- Goat Yoga
- Fort Cross Activities
- Julian Farm & Orchard Summer Activities
- link to calendar
- links to social media

During the event for Joel Anderson, we connected with Pearl from the San Diego East County Chamber and are in the beginning talks of doing a FAM Tour with interested folks from that chamber.



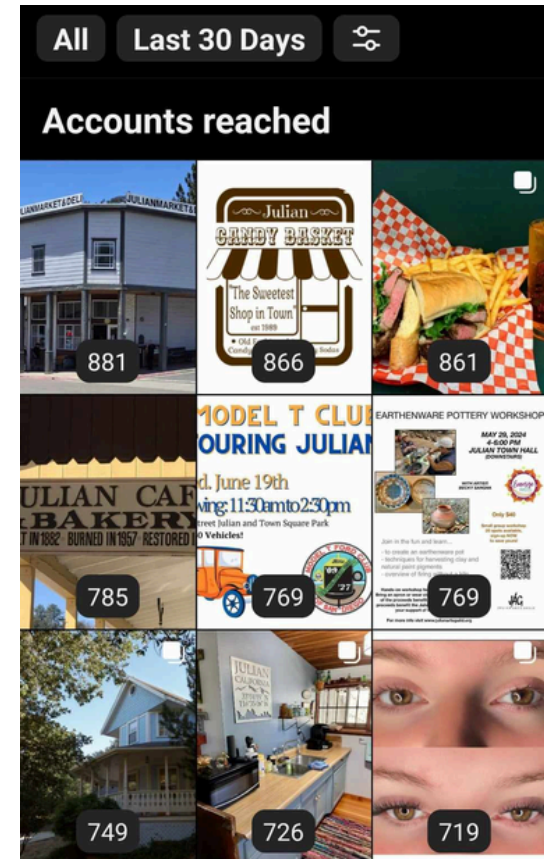
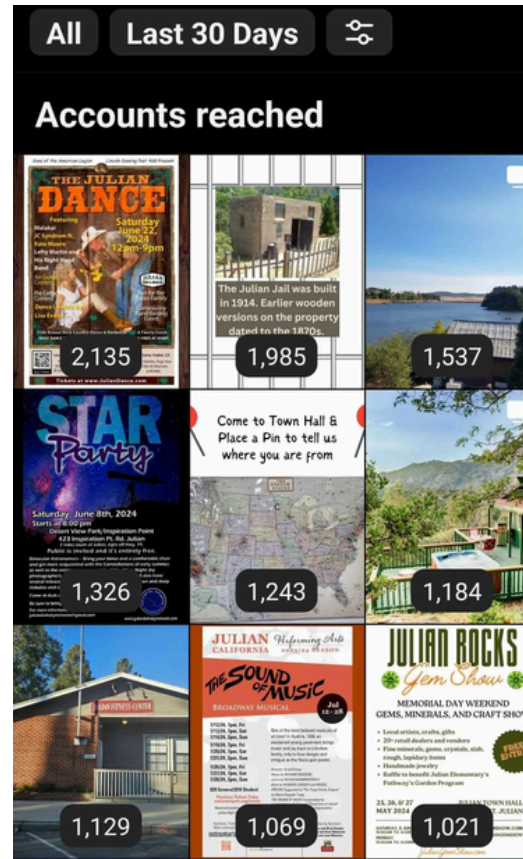
Hoping to Gather enough Julian Volunteers to Run the Booth

Friday - Sunday July 26th - 28th, 2024

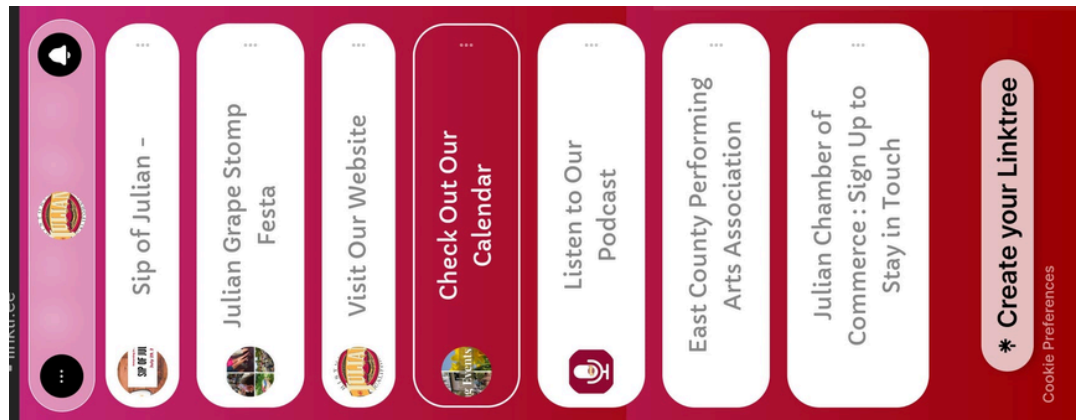
Please Help us Find Volunteers

SOCIAL MEDIA

Instagram



Current Links in our Bios via Link Tree



Social Media Shares

Visit Julian May 17 - June 20

5/17 Real Estate Directory	6/1 Julian Candy Basket
5/17 Model T Visitors	6/1 Share- Little Red Hen Co-op
5/18 Quinn Knives	6/2 Julian Farm House
5/19 EVENT JAG Pottery - to post	6/3 Julian Fitness
5/20 Sacred Mountain	6/4 The Toasty Tap
5/20 - Share= EVENT - Oasis Camel Dairy	6/5 WikiUp BnB
5/21 Shadow Mountain Vineyard	6/6 Wynola Junction Antiques
5/21 EVENT - Paint & Sip Julian Station	6/7 Wynola Trains and Toys
5/22 EVENT Julian Dance at JFO	6/7 Doreen Fort Cross EVENT
5/23 Lake Cuyamaca Recreation District	6/8 Enchanted Lookout
5/24 EVENT- GEM SHOW	6/8 (Doreen) Fort Cross Event
5/25 Miner's Diner	6/9 EVENT ECPAA Sound of Music
5/26 T's Place a Rustic Julian Cabin	6/9 -S- Heroes Summer Menu
5/27 Memorial Day Post	6/10 -S- FB Link to California's Best Small Towns For A Weekend Escape
5/27 SHARE - Old Julian Garage	6/11 Julian jail and history walk
5/28 Bree Elizabeth Aesthetics	6/12 Julian Market and Deli
5/29 Julian Lodge	6/13 Sheri Hammes Massage
5/29 EVENT - Star Party	6/14 Casa De Julian
5/30 Bohemian Bee	06/14 Model T Club Visiting
5/30 Town Hall Map Pin Placement	6/15 An Eagle in the Pines Cabin
5/31 Cooler - new owner	6/16 Julian Cafe & Bakery
	6/16 Julian Grille
	6/17 Julian Weaving Works
	6/18 The Pub at Lake Cuyamaca
	6/19 Menghini Winery
	06/20 Dog Friendly Julian

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

Julian Chamber May 17 June 20

5/17 Rooted Living Wellness
5/20 Rowlynda Notary Public
5/21 Sage Real Estate Co.
5/22 Sherri Hammes
5/23 Alisha Sirois
5/24 Sprague Realty
06/10 Picnic
6/13 The Julian Fitness
6/14 The Tree Fairy
6/17 Tina Fitch Photography
6/18 Rooted Living Book Signing
6/18 Model T Tour
6/19 Wet Duck Design
6/24 VSF Security

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

RESULTS

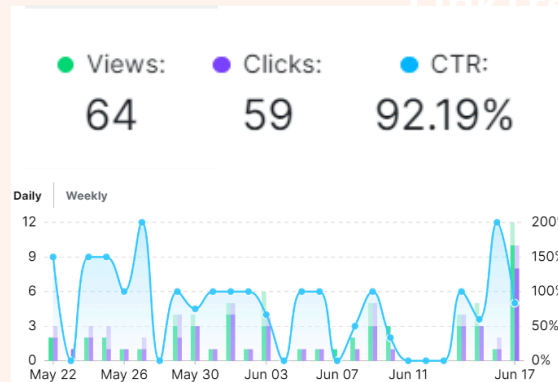
06-18-24



Views **461** Watch time (hours) **10.2** **318** Subscribers

Top Content Besides Picnic

2		1:40 (49.8%)	50
3		1:49 (62.4%)	38
4		0:41 (68.8%)	28



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



946 178 more than April 2024
 People viewed your Business Profile **-9.0%** (vs May 2023)

187 70 more than April 2024
 Direction requests **+23.8%**

18 Calls made **+38%**

27 6 more than April 2024
 Website clicks made from your Business Profile **-41.3%** (vs May 2023)

Julian Chamber

125 82 less than April 2024
 Business Profile interactions **-8.8%** (vs May 2023)

50 17 more than April 2024
 Direction requests made from your Business Profile **-18.0%** (vs May 2023)

56 3 more than April 2024
 Website clicks made from your Business Profile **-6.7%** (vs May 2023)

19 7 more than April 2024
 Calls made from your Business Profile **+18.7%** (vs May 2023)

06/18

WEBSITE RESULTS

MonsterInsights

Last 30 days

Overview Report

Events: Event name

Sessions 21,177 <small>↓ -19% vs. Previous 30 Days</small>	Pageviews 36,803 <small>↓ -10% vs. Previous 30 Days</small>
Avg. Session Duration 41s <small>↑ 8% vs. Previous 30 Days</small>	Total Users 14,924 <small>↓ -15% vs. Previous 30 Days</small>
Bounce Rate 42.7% <small>↓ -7% vs. Previous 30 Days</small>	New Users 14,161 <small>↓ -14% vs. Previous 30 Days</small>

	115,335 <small>100% of total</small>
page_view	36,398
user_engagement	24,754
session_start	22,753
first_visit	14,762
scroll	8,667
click	3,577
Outbound Link Clicks	3,437
file_download	319
video_progress	211
video_start	202

Landing page: Landing page

	22,684 <small>100% of total</small>	15,440 <small>100% of total</small>	14,762 <small>100% of total</small>
1 /visit-julian-webcam	5,221	2,086	1,729
2 /	3,946	3,470	3,297
3 /to-see-do	1,456	1,339	1,275
4 /to-see-do/attractions-activities	1,444	1,330	1,244
5 /julian-events	1,316	1,068	901
6 (not set)	1,116	718	3
7 /camping-in-julian	757	687	671
8 /u-pick-orchards	612	546	512
9 /julian-gem-show	573	435	413
10 /purchase-julian-	511	435	393

Acquisition

Sessions by Session primary channel group

SESSION PRIMARY CHAN...	SESSIONS
Organic Search	15K
Direct	6.5K
Referral	863
Organic Social	617
Unassigned	141
Paid Social	1

Top Page Visits

	36,398 <small>100% of total</small>
1 /visit-julian-webcam/	6,329
2 /	5,285
3 /julian-events/	2,992
4 /to-see-do/attractions-activities/	2,024
5 /to-see-do/	1,987
6 /camping-in-julian/	1,081
7 /u-pick-orchards/	1,020
8 /purchase-julian-items/	914
9 /lodging/	856
10 /historic-julian/	745
11 /tours-gold-mines/	694
12 /food-drink/dining/	681
13 /julian-gem-show/	673
14 /shopping/	578

WEBSITE RESULTS

05-17-24 to 06-17-24

Top, Non Advertising Outbound Clicks

1. <https://www.lakecuyamaca.net/webcam> 386
2. <https://lagunamountain.com/> 297
3. <http://www.juliandarkskynetwork.com/index.html> 157
4. <https://visitor.r20.constantcontact.com/mana> 54
5. <http://www.theeaglemining.com/> 50
6. <https://www.instagram.com/visitjulian/> 33
7. <https://julianfarmandorchard.com/> 30
8. <https://julianparade.com/> 22
9. <https://www.facebook.com/VisitJulian> 20
10. <http://www.californiawolfcenter.org/> 19
11. <http://www.julianminingcompany.com/> 19
12. <https://ramonaevents.com/> 17
13. <http://www.fortcross.com/> 16
14. http://www.sdcl.org/locations_JL.html 16
15. <http://www.cameldairy.com/> 13
16. <http://bit.ly/juiancandy> 12
17. <https://www.instagram.com/fawnhousetattoostudio/> 12
18. <https://juliancabin.com/en/> 11
19. <https://www.facebook.com/events/Music Festival> 10
20. <https://www.julianartsguild.org/> 10
21. <https://www.julianparade.com/> 9
22. <http://www.lagunamountain.com/> 9
23. <https://www.lakecuyamaca.net/firehouse-weddings> 9
24. <http://www.butterfieldbandb.com/> 8
25. <http://www.juliancidermillinc.com/> 8
26. <https://www.julianfarmandorchard.com/> 8
27. <https://quickmap.dot.ca.gov> 8

Downloaded Files

- History.pdf 3
- Santa_Ysabel_East_Brochure.pdf 3
- Santa_Ysabel_West_Brochure_FINAL.pdf 3
- Volcan_Mountain_Brochure_FINAL.pdf 3
- GrapeStompMerchApp-dl.pdf 3
- Night-Sky-Viewing-in-Julian.pdf 2
- julian-camping-b2.pdf 4
- Julian-Historic-Walking-Tour.pdf 2
- Julian-Weddings-and-Events.pdf 2
- Julian-Lodging-List-current.pdf 2
- Attractions-01-24.pdf 2
- Dining-Bakeries-02-24.pdf 2
- Galleries-Antiques-Museums-Historic-Jail-1-2024.p 2
- julians-Surrounding-Areas-Hiking-Trails-1-24.pdf 2
- Town-Maps.pdf 2
- Wineries-Beer-Cider-1-2024.pdf 2
- Guide-to-Julian-Spring-2024-Digital-Version.pdf 4
- Julian-Vendor-Application.pdf 2
- Mind-Body-Spirit-Offering-04-2024.pdf 2
- specialty-Shopping-04-24.pdf 2

**In Addition, there were 36
“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



Julian Chamber of Commerce - Julian Chamber of Commerce

bit.ly/3xWAeqc

<https://julianchamber.org/home/>

74 engagements Apr 26, 2024 No tags

Visit Julian California - Your Definitive Julian Resource

bit.ly/4a39pOw

<https://visitjulian.com/>

42 engagements Apr 26, 2024 No tags

San Diego's Top Things to Do, May 21 - June 2, 2024



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

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

Upcoming Events

- May 24 - 27: Memorial Day Celebrations
- May 24 - Sept. 2: Sesame Summer Splash
- May 24 - Sept. 2: Nighttime Zoo at the San Diego Zoo
- May 24 - Sept. 2: SeaWorld Summer Spectacular
- May 25: Santee Street Fair & Craft Beer Festival
- May 26: Vista Strawberry Festival
- May 26 - Sept 1: Coronado Promenade Summer Concert Series
- May 31 - June 1: North Park Music Fest
- May 31 - June 1: Valley Center Western Days
- June 1: World Famous Mud Run
- June 1: Taste of Julian
- June 1 - 2: Rock 'n' Roll Marathon & 1/2

September 7, 2024
11am-5pm
Julian Grape
Stomp Festa

One Free Admission
Includes Commemorative Wine Glass and
1 free Tasting

Get all The Details at
JulianGrapeStomp.com

Let Us Know You are Coming.
Redeem your Free Ticket Here:
<https://bit.ly/GolfGrape>

Use the Discount Code "golf" for
your 1 Free Ticket!

We donated 150 free tickets to the San Diego Tourism Authority's Golf tournament. Requiring RSVP so we can track, plus guests.

