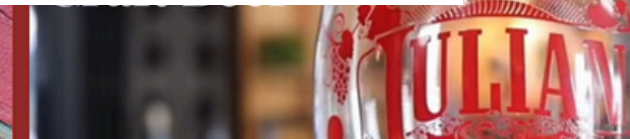


March 2024

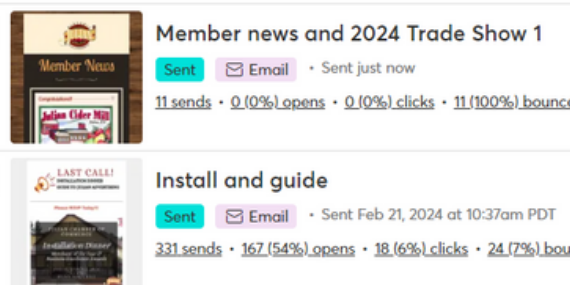
# Julian Marketing

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



# To Members

# To Community



- Installation Dinner
- Nominations
- Trade Show
- Julian Guide
- Taste of Julian Participation

- Trade Show
- Nominations
- Fiddle Fundraiser

# Julian Passes



## February 16 - March 18

### Sip, Savor, Shop

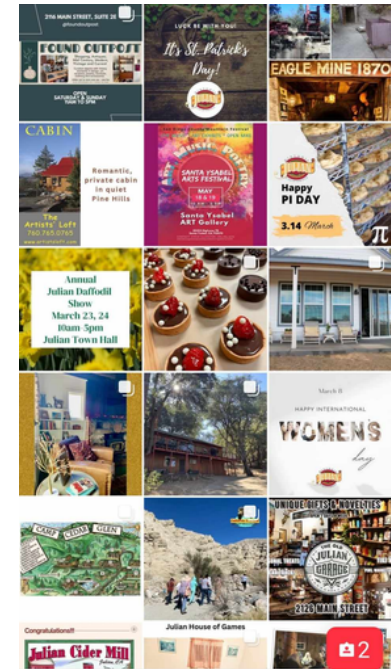
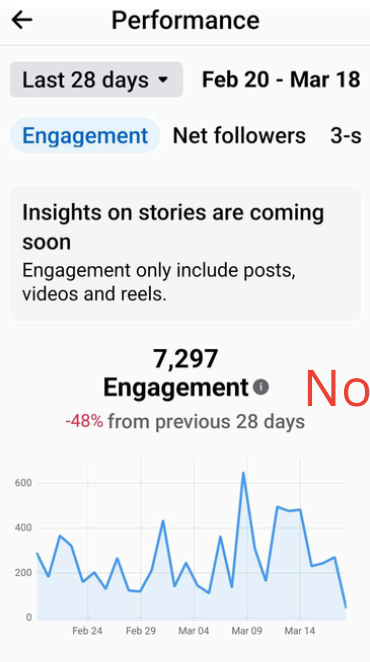
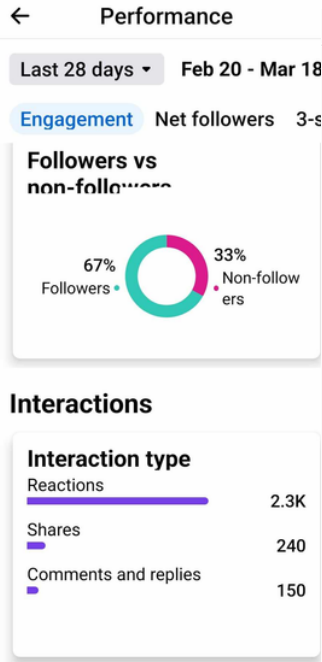
Venue Redemptions	Export
Name	Redemptions
The Warm Hearth of Julian	5
Mom's Pie House - Julian	4
Julian Tea & Cottage Arts	3
Banner Recreation Ranch	2
Jeremy's On the Hill	2
Julian Hard Cider	2
Lil Red Hen's Co-Op	2
The Old Julian Garage	2
Juliantla Chocolate Boutique	1
The Olde Goat	1
<b>Total</b>	<b>24</b>

### Bucket List

Check-Ins	Export
Venue	Check-ins
Julian Pioneer Museum	2
Fort Cross Old Timey Adventures	1
Julian Mining Company	1
Julian Farm and Orchard	1
<b>Total</b>	<b>5</b>

# SOCIAL MEDIA

## Instagram



## Facebook

- Happy Pi Day, all. Julian amazing array of pies in #juliancalifornia**  
Thu, Mar 14

Post reach: 13,013 | Engagement: 334
- This beloved event is on Spring!! #daffodils #daf**  
Wed, Mar 13

Post reach: 7,251 | Engagement: 222
- Dudley's Famous Bakery we've been San Diego's i famous breads and past**  
Tue, Mar 12

Post reach: 25,672 | Engagement: 1,088
- We know that many of y Natural History Associat**  
During this time of year  
Mon, Mar 11

Post reach: 857 | Engagement: 51
- The Crooked Pine Farm! and isolation from the c**  
the front, and ocean view  
Mon, Mar 11

Post reach: 2,630 | Engagement: 152

- There's a new shop in town t**  
it ... C Street and Main. Cloth  
California #visitjulian #julian  
Sat, Mar 2

Post reach: 3,284 | Engagement: 388
- This Weekend !!! The Julian I**  
between 11:00 am and 4:00 p  
Julian History. Julian Historic  
Fri, Mar 1

Post reach: 3,131 | Engagement: 252
- California Wolf Center's Julia**  
wolf and wildlife-themed gif  
Tourists and wildlife enthusi  
Thu, Feb 29

Post reach: 1,707 | Engagement: 102
- Tucked in the trees just one**  
your private mountain home  
could hope for, two bedroom  
Wed, Feb 28

Post reach: 2,457 | Engagement: 93
- Awesome coverage of the A/**  
10News – ABC San Diego KG  
<https://www.10news.com/ne>  
Tue, Feb 27

Post reach: 2,255 | Engagement: 152

- Julian sure boasts some**  
Spacious yet cozy 3 be  
comfortably. Kitchen is"  
Tue, Feb 20

Post reach: 4,655 | Engagement: 294
- Take a short road trip c**  
Carrillo Ranch House s  
with St. Louis. With its "  
Mon, Feb 19

Post reach: 2,397 | Engagement: 105
- Almost a hidden gem. .**  
sterling silver jewelry b  
#estatejewelry #julianj  
Sun, Feb 18

Post reach: 1,416 | Engagement: 28
- Make your way down I**  
celebrating simplified  
#shopsmall #visitjulian  
Sat, Feb 17

Post reach: 1,260 | Engagement: 29

- Take a short road trip c**  
Carrillo Ranch House s  
with St. Louis. With its "  
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Post reach: 2,397 | Engagement: 105
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- Make your way down I**  
celebrating simplified  
#shopsmall #visitjulian  
Sat, Feb 17

Post reach: 1,260 | Engagement: 29



# Social Media Shares

## February 16 - March 18

### February

2/16 Hansens Hideaway  
2/17 Julian Home and Gift  
2/18 Julian Jewel Box  
2/18 Little Red Hen Co-op -S-  
2/19 Warner Carillo House  
2/20 Whispering Pines Villa  
2/20 Fiddle Camp Benefit Concert VJ and Local  
2/20 kathy's Dress Shop Anniversary FB -S-  
2/21 Walnut Tree Ranch  
2/23 Warm Hearth  
2/23 Royal Cabin  
2/24 Hiking Abounds Post  
2/25 Butterfield Bed and Breakfast  
2/26 Carrisito Ranch  
2/27 Camp Stevens  
2/27 Black history Mo Ch10 news Link share  
2/28 An Eagle in the Pines Cabin  
2/29 Calif Wolf Center Nature Store

### March

3/1 Julian Historical Society Museums open  
3/2 C Street and Main  
3/2 VMF Auction Live Event -S-  
3/3 Heroes  
3/4 Julian House of Games  
3/4 Congrats MOY  
3/5 BCT - FB only due to video share  
3/5 Eleanor Burns Show (Women's Club) - S- FB  
3/6 Old Julian Garage  
3/7 California Overland (Borrego)  
3/8 Camp Cedar Glen  
3/8 International Womens Day Post  
3/9 Cedar Creek Falls Retreat  
3/10 Cozy Cowboy Cabin  
3/11 Crooked Pine Farmhouse  
3/11 Borrego Bloom Report FB Only due to link  
3/12 Dudley's Bakery  
3/13 Daffodil Show  
3/14 Pi Day!!  
3/15 SY Art Gallery Show  
3/15 Daffodil Days on Fox5  
3/16 The Artists' Loft Cabin  
3/17 Eagle Mine  
3/17 Happy St Patricks Day  
3/18 Found Outpost

# RESULTS

03/18/24



Views

789

Watch time (hours)

17.1



Lake Cuyamaca Walk/Hike & Picnic  
Jun 28, 2021

Top Content

1:25 (31.4%)

182

314

Subscribers



## Page Overview

Followers: 29,144

Last 28 days

Post reach ⓘ	59,471
Post Engagement ⓘ	7,364
New Page likes ⓘ	90
New followers ⓘ	185



February

Visitor Center/Town Hall

203

Business Profile interactions

Calls: 27 Messages: 0 Directions: 149  
Website visits: 27 Profile Views: 677 Searches: 94

Julian Chamber

161


Business Profile interactions


Calls: 26 Messages: 0 Directions: 35  
Website visits: 100 Profile Views: 323 Searches: 37







# As of 03/18

# WEBSITE RESULTS

MonsterInsights





Last 30 days  

Overview Report 

<b>Sessions</b>  <b>58,011</b> ↓ -59% <small>vs. Previous 30 Days</small>	<b>Pageviews</b>  <b>79,822</b> ↓ -56% <small>vs. Previous 30 Days</small>
<b>Avg. Session Dura...</b>  <b>25s</b> ↑ 29% <small>vs. Previous 30 Days</small>	<b>Total Users</b>  <b>36,772</b> ↓ -42% <small>vs. Previous 30 Days</small>
<b>Bounce Rate</b>  <b>48.7%</b> ↑ 6% <small>vs. Previous 30 Days</small>	<b>New Users</b>  <b>33,220</b> ↓ -43% <small>vs. Previous 30 Days</small>

## Top Posts/Pages

1. Visit Julian Webcam 2024 -	39,475
2. Visit Julian California - Your Definitive Julian Resource -	9,192
3. Julian Events -	3,045
4. Attractions & Activities in Julian	2,272
5. Things to See and Do In Julian	2,068
6. Historic Julian, California	1,018
7. Restaurants, Dining in Julian	1,002
8. Get Notified -	991
9. Lodging in Julian, Where to Stay in Julian	960

First user prim...Channel Group)  	↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events 	Conversions All events 
	29,266 <small>100% of total</small>	31,560 <small>100% of total</small>	58.58% <small>Avg 0%</small>	0.97 <small>Avg 0%</small>	47s <small>Avg 0%</small>	246,015 <small>100% of total</small>	12,815.00 <small>100% of total</small>
1 Organic Search	22,467	24,095	59.84%	0.97	51s	188,813	9,983.00
2 Direct	6,011	6,375	48.51%	0.95	34s	50,962	2,514.00
3 Referral	538	523	59.7%	0.91	50s	4,428	245.00
4 Organic Social	242	200	53.91%	0.74	27s	1,784	73.00

# WEBSITE RESULTS

02/17/24 - 03/17/24

## Top, Non Advertising Outbound Clicks

1.	https://lagunamountain.com/	5355
2.	https://www.lakecuyamaca.net/webcam	2698
3.	http://www.lagunamountain.com/	197
4.	http://www.juliandarkskynetwork.com/index.html	184
5.	http://quickmap.dot.ca.gov/	153
6.	https://cad.chp.ca.gov/traffic.aspx	59
7.	https://visitor.r20.constantcontact.com/	55
8.	https://www.wynolajunctionantiques.com/	46
9.	http://www.theeaglemining.com/	41
10.	https://www.julianfarmandorchard.com/	36
11.	https://www.facebook.com/sdcountypw/	32
12.	https://www.instagram.com/visitjulian/	30
13.	http://www.cameldairy.com/	24
14.	http://www.julianminingcompany.com/	24
15.	http://www.fortcross.com/	21
16.	mailto:chamber@julianca.com	20
17.	https://www.facebook.com/Julian-Daffodils	20
18.	https://www.facebook.com/VisitJulian	20
19.	http://www.dot.ca.gov/cgi-bin/roads.cgi	19
20.	chp.ca.gov/programs-services//winter-driving-tips	17
21.	https://ramonaevents.com/	16
22.	https://www.facebook.com/juliannaturalhistorymuseum1	14
23.	http://www.sdcl.org/locations_JL.html	14

The list to the left does not represent all clicks to a site. Because there are pages within member sites that also get clicks. See example below

fortcross.com/group-tours	4
fortcross.com/	4
facebook.com/pg/fortcrosscamping/events/?ref=page_internal	3
facebook.com/fortcrosscamping	/ 1
.instagram.com/fortcrossadventures/	1

