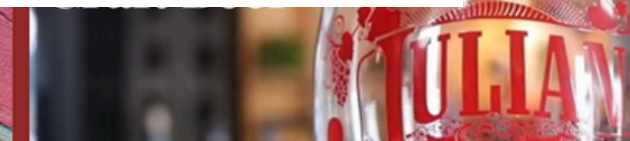
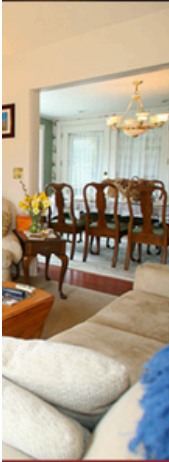


October 2024

Julian Marketing

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



Outreach

To Members To Community

- Mixers
- Julian Guide
- Member's Events
- Country Christmas Donations
- Parade of Lights



- Grape Stomp
- Country Christmas Vendors
- Holiday Parade
- Story Telling

To Vendors

- Country Christmas Merchandise



To Visitors

sent 10/8 & Resent to non openers on 10/11

Reminder Oct Mixer and Guides
 Sent Email • Sent Oct 1, 2024 at 7:20am PDT
 242 sends • 166 (69%) opens • 2 (1%) clicks • 14 (6%) bounces

Fall Guides and Oct Mixer
 Sent Email • Sent Sep 24, 2024 at 11:30am PDT
 243 sends • 160 (66%) opens • 3 (1%) clicks • 14 (6%) bounces

September Mixer
 Sent Email • Sent Sep 10, 2024 at 8:12am PDT
 243 sends • 138 (57%) opens • 2 (1%) clicks • 15 (6%) bounces



GUIDE TO JULIAN



- 20,000 Copies Received**
- 2700 delivered to SD Coffee Shops
 - 10,000 to be placed in Orange County Register
 - Delivered to local advertisers
 - 900 left for town hall

| Sent | | | Open Rate | | | Click Rate | | |
|-------------------------|----------|--------|--------------|------------------------|----------|-------------|-------|--|
| 6084 | | | 67.1% | | | 6.1% | | |
| | Original | Resend | Total | | Original | Resend | Total | |
| Opens | 3346 | 492 | 3838 | Clicks | 293 | 56 | 349 | |
| Sent | 6084 | 2423 | 8507 | Did Not Open | 2324 | 1926 | 4250 | |
| Bounces | 414 | 5 | 419 | Unsubscribed | 13 | 7 | 20 | |
| Successful Deliveries | 5670 | 2418 | 8088 | Spam Reports | 3 | 2 | 5 | |
| Desktop Open Percentage | | | 92% | Mobile Open Percentage | | | 8% | |

SOCIAL MEDIA

As of 10/15

Instagram

Insights Sep 15 - Oct 14

- Accounts reached: 13,948 (+31.1%)
- Accounts engaged: 1,528 (+57.2%)
- Total followers: 14,723 (+3.3%)
- Content you shared: 40

Growth

- Overall followers: 485
- Follows: 612
- Unfollows: 127

All Last 30 days

Accounts reached

| | | |
|-------|-------|-------|
| 1,552 | 1,531 | 1,526 |
| 1,376 | 1,364 | 1,353 |
| 1,240 | 1,191 | 1,129 |

All Last 30 days

Accounts reached

| | | |
|-------|-------|-------|
| 1,083 | 1,023 | 1,010 |
| 1,001 | 974 | 887 |
| 866 | 800 | 750 |

All Last 30 days

Accounts reached

| | | |
|-------|-------|-------|
| 5,426 | 5,208 | 3,583 |
| 2,971 | 2,124 | 2,044 |
| 1,885 | 1,880 | 1,604 |

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

Scarecrow Building in October

U-Pick Orchards & Other Agricultural Activities in Julian, CA.

Visit Our Website

Get Our Emails : Sign Up to Stay in Touch

Check Out Our Calendar

Listen to Our Podcast

East County Performing Arts Association

Activity

Views and clicks

Views: 173 Clicks: 125

Social Media Shares

Visit Julian 08/18-09-17

8/19/24 Heroes Wood-Fired Pizza
 8/19 Added several events WMF
 Rooted Living WAG
 8/21 WikiUp Hummingbird Hotel
 8/22 Blue Door Winery
 8/23 California Overland Desert
 8/24 Julian House of Games
 8/25 Camp Cedar Glen
 8/26 national dog day with GS
 Contest
 8/27 Fort Cross Old Timey
 8/29 Cedar Creek Falls Retreat
 8/30 Cozy Cowboy Cabin
 8/31 Crooked Pine Farmhouse
 9/1 Dudley's Bakery

9/2 Happy Labor Day
 9/3 Historical Tours of Julian
 9/3 Jeremy's On The Hill
 9/3 Historic Tours of Julian
 9/4 Julian Apple Tree Inn LLC
 9/6 Hollow Glen Road Vacation Rental
 9/7 Julian Historical Society
 09/09 FB Only Share Julian Beer Co
 09/10 EVENT Banner Ranch Julian
 9/11 Artists' Loft
 9/11 Patriot Day Lest we forget
 9/12 Friends of the Julian Library
 9/13 Hansen's Hideaway
 9/14 Julian Book House
 9/14 Wynola Junction Antiques &
 Collectibles
 9/15 Julian Cabins
 9/16 Nicole Pisciotto, Yoga Teacher
 9/17 Julian Christian Retreat

Visit Julian 09/18 -10/18

9/18 Julian Gold Rush Hotel
 09/20 Julian Hard Cider LLC
 9/22 Julian Mercantile
 9/22 Mom's Pie House
 9/24 Lions Tigers & Bears
 9/26 Four Seasons Lake House
 9/28 Julian Wine & Chocolate
 9/28 Kokopelli's Hideaway
 9/28 7 upcoming events with
 graphics
 9/29 Lake Cuyamaca Condos &
 Cabins
 9/30 Mesa Grande Corazon Winery
 10/1 Mountainside Retreats
 10/1 Scarecrow buidling
 10/1 EVENT Wynola Junction
 10/2 Country Christmas
 10/3 Julian Station
 10/3 SDUT 1970 photo of Main
 St.ineyards & Winery LLC

10/4 Pinezanita RV Park & Campgrounds
 10/5 Lil Red Hen's Co-Op
 10/6 Julian Natural Wonderfest
 10/7 IG Story -S- Olive and Oak Antiques
 10/8 -S- IG Story Fort Cross
 10/9 -S- Reel Nickel Beer Company
 10/9 FB Only -S- Shadow Mountain V
 10/10 California Wolf Center
 10/11 Olive and Oak Antiques
 10/13 Quinn Knives
 10/15 Miner's Diner
 10/16 Ramona Ranch Winery
 10/17 Sacred Mountain Julian
 06/12 -S- DONS MARKET

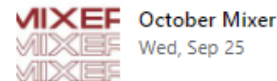
Specifying EVENT, as it may cause multiple posting for a particular member. Noting that events drive visitors and benefits many members -S- indicates a shared post

Julian Chamber Last 28 Days as of 08/14



Looking For DECORATION decorations
 Thu, Oct 17

Post reach 0 Engagement 3



October Mixer
 Wed, Sep 25
 Post reach 127 Engagement --



Joy In Julian in our annua community a
 Tue, Oct 15

Post reach 72 Engagement 7



mg PHOTO
 Sun, Sep 22
 Post reach 41 Engagement 3



Awesome!
 Sun, Sep 22
 Post reach 50 Engagement 2



**
 Tue, Sep 17
 Post reach 93 Engagement 9



We are excited to ai
 Eric Jones. Sharing
 https://visitjulian.co
 Wed, Sep 11
 Post reach 310 Engagement 40



September Chambe
 Fri, Sep 6
 Post reach 55 Engagement --



Post reach 1,595



Post engagement 346



New Page likes 0



New Page Followers 4

RESULTS

10/17/24



Your channel got 535 views in the last 28 days

| | | |
|--|--|--|
| Views 535 | Watch time (hours) 11.0 | Subscribers +4 |
| <small>About the same as usual</small> | <small>About the same as usual</small> | <small>100% more than previous 28 days</small> |

Top Content

| | | | |
|--|---|--------------|-----|
| | Lake Cuyamaca Jun 28, 2021 | 1:30 (33.4%) | 174 |
| | Julian History Hunt May 29, 2023 | 1:33 (46.4%) | 56 |
| | Visit Julian's Festival Jul 11, 2023 | 1:31 (52.1%) | 45 |
| | Visit Julian California Jul 12, 2017 | 0:13 (45.7%) | 37 |



358 Followers 857 Likes
by the Julian Chamber of Commerce



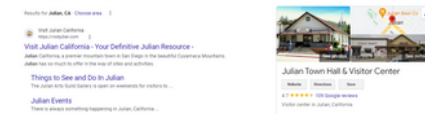
Impressions 460 Engagement 22



Visitor Center/Town Hall

1,042 People viewed your Business
127 Direction requests
20 Calls made
41 Website clicks

View from search - click options



185 People viewed your Business
50 Direction requests
43 Calls made from your Business Profile
80 Website clicks made from your Business Profile

Julian Chamber

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

| | |
|--|--|
| Sessions 58,459 ↑ 14% vs. Previous 30 Days | Pageviews 185,951 ↑ 14% vs. Previous 30 Days |
| Avg. Session Duration 50s ↑ 2% vs. Previous 30 Days | Total Users 41,451 ↑ 17% vs. Previous 30 Days |
| Bounce Rate 31.2% ↑ 14% vs. Previous 30 Days | New Users 39,613 ↑ 18% vs. Previous 30 Days |

Landing page: Landing page

| | | | | | |
|----|--------------------------------------|--------|----|---|-----|
| 1 | /u-pick-orchards | 12,084 | 11 | /to-see-do/special-events/julian-natural-wonderfest | 872 |
| 2 | / | 11,526 | 12 | /dog-friendly-julian | 650 |
| 3 | /visit-julian-webcam | 5,390 | 13 | /to-see-do/special-events/country-christmas | 550 |
| 4 | /julian-events | 4,773 | 14 | /lodging | 503 |
| 5 | /to-see-do/attractions-activities | 3,427 | 15 | /historic-julian | 458 |
| 6 | (not set) | 2,720 | 16 | /kids | 384 |
| 7 | /to-see-do/special-events/apple-days | 2,599 | 17 | /apple-pie | 355 |
| 8 | /to-see-do | 1,838 | 18 | /food-drink/dining | 292 |
| 9 | /fall-colors-in-julian-ca | 1,400 | 19 | /to-see-do/special-events | 291 |
| 10 | /camping-in-julian | 881 | 20 | /lodging-cabins-cottages-houses-iulian | 288 |

Engagement overview

Event count by Event name

| EVENT NAME | EVENT COUNT |
|----------------------|-------------|
| page_view | 173K |
| user_engagement | 67K |
| session_start | 54K |
| first_visit | 37K |
| scroll | 20K |
| click | 16K |
| Outbound Link Clicks | 16K |

Acquisition

Sessions by Session primary channel group

| SESSION PRIMARY CHAN... | SESSIONS |
|-------------------------|----------|
| Organic Search | 42K |
| Direct | 9.4K |
| Referral | 1.6K |
| Organic Social | 441 |
| Unassigned | 210 |

Top Page Visits

Views by Page title and screen

| PAGE TITLE AND S... | VIEWS |
|---------------------------|-------|
| U-Pick Orchards & Ot... | 59K |
| Visit Julian Californi... | 15K |
| Julian Events - | 11K |
| Julian Apple Season ... | 8.2K |
| Visit Julian Webcam ... | 7.3K |
| Attractions & Activiti... | 6.2K |
| Restaurants, Dining i... | 4.8K |

Referrals

Sessions by Session manual source

| 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. ranchitadelreo.org/ 1479
2. julianfarmandorchard.com/ 1460
3. www.apple-starr.com/ 1344
4. www.crosscutfarmandorchard.com/ 1130
5. julianappleco.com/ 751
6. www.calicoranch.com/ 744
7. www.lakecuyamaca.net/webcam 492
8. www.applesandartorchards.com/ 489
9. www.julianminingcompany.com/ 460
10. www.3803wynolaroad.com/ 394
11. lagunamountain.com/ 384
12. www.juliandarkskynetwork.com 349
13. www.julianfarmandorchard.com/apple-tours 261
14. www.julianhotel.com/ 191
15. www.theeaglemining.com/ 152
16. juliancidermillinc.com 143
17. www.orchardhill.com/ 137
18. www.julianlodge.com/ 124
19. www.instagram.com/visitjulian/ 118
20. www.bannerranchjulian.com/ 102

Downloaded Files

Julian-Guide-Fall-2024.pdf 304
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
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

In Addition, there were 284

“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.



Visit Julian California - Your Definitive Julian Resol
bit.ly/4a39pOw
<https://visitjulian.com/>

212 engagements Apr 26, 2024 No tags

Julian Chamber of Commerce - Julian Chamber of
bit.ly/3xWAeqc
<https://julianchamber.org/home/>

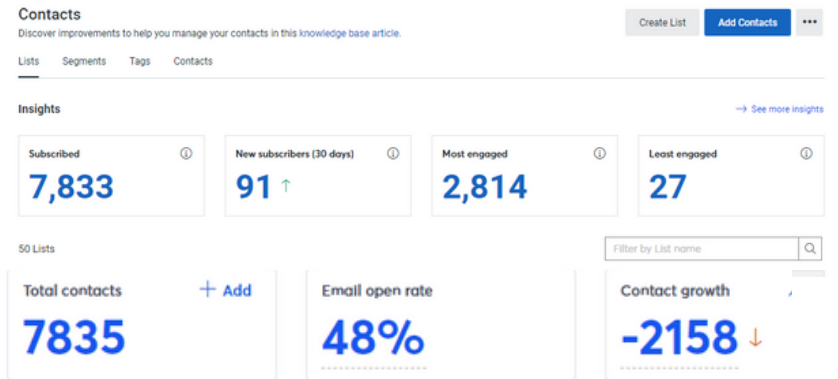
258 engagements Apr 26, 2024 No tags

How one orchard in Julian is combating the apple shortage



After Channel 10 came to Julian and reported “no apples,” I spoke to a reporter and told them that they did not report correctly. That we did indeed still have some apples. They came back out and did a story on Ranchita del Reo.

Our contact list went over 10,000 last month. This upped our bill from \$35 per month to \$145 per month. I removed all of the “least engaged” subscribers. Some went back to 2003. This brought us down to the numbers you see below. We will suffer one month of \$145 billing. I did go back and re-add all members regardless of engagement.



Visitor Center

