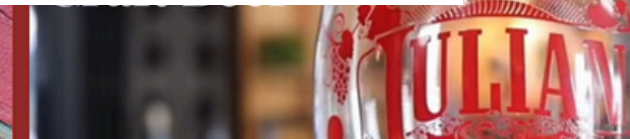
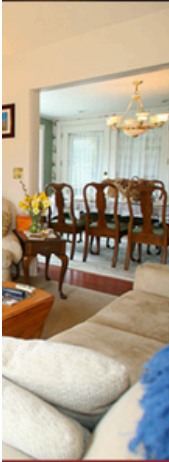


February 2025

Julian Marketing

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



SOCIAL MEDIA

02/18/25

Instagram

← Insights ⓘ

Custom ▾ Jan 16 - Feb 18

Overview

Views 72.9K >

Interactions 1,968 >

Total followers 16.8K >

Stories | Last 30 days | 📄

Views

1,710 1,436 404

342 330 319

Performance
January 22, 2025 - February 18, 2025

Views
Views ● 59.2K ↓ 33%
From followers ● 77% 0%
From non-followers ● 23% 0%

Interactions
Content interactions ● 1.5K ↓ 53%
From followers
From non-followers 5%

Reach
Instagram reach ● 9.5K ↓ 23.2%
From followers ● 5,736 ↓ 29.5%
From non-followers ● 3,840 ↓ 17%

Follows
Follows ● 268 ↓ 63.6%
Unfollows ● 170 ↓ 24.1%

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

Visit Our Website

Julian Real Estate Services

Get Our Emails: Sign Up to Stay in Touch

Our Calendar

Our Podcast

County Performing Association

All | Last 30 days | 📄

Views

2,954 2,726 2,479

2,416 2,101 2,066

1,986 1,937 1,865

All | Last 30 days | 📄

Views

1,823 1,815 1,803

1,781 1,710 1,655

1,654 1,571 1,436

All | Last 30 days | 📄

Views

1,409 1,353 1,348

1,298 1,279 1,270

1,269 1,161 1,158

All | Last 30 days | 📄

Views

1,055 1,029 939

880 702 404

342 330 319

Clicks: 107

Current Cover Photo



Page overview

Last 28 days

Views	66,537
Reach	13,019
Content interactions	726
Follows	96

Top content

See all

Last 28 days

Boost this post to reach up to 3615 more people with every \$28 you spend.



Mom's Pies - Baking yummy pies and other treats since 1984. Mom's Julian...

Published by Robin Boland

Views	Reach	Interactions
3,842	2,652	67

Miner's offers a variety o
100% fresh ground Angu
meal. 2134 Main Street w
Wed, Feb 19 Today

Views	Reach	Interactions
580	232	26

Julian Farm and Orchard
Family Fun!! @julianfarm
Tue, Feb 18

Views	Reach	Interactions
2,033	1,347	28

Lake Cuyamaca Condos &
Condo, and 1 Sleeping ca
from 2-6 people, depend
Mon, Feb 17

Views	Reach	Interactions
1,931	1,368	16

Julian Orchard Ranch htt
from historic Julian on a
Craftsman-style home is
Sun, Feb 16

Views	Reach	Interactions
1,898	1,307	18

California Wolf Center Ex
deer carcass—he's still ke
them in action. Starting f
Sat, Feb 15

Views	Reach	Interactions
1,303	917	13

Happy Valentine's Day!! 1
solidify a friendship—wit
and Enjoy!! https://sandi
Fri, Feb 14

Views	Reach	Interactions
608	369	8

Coming up in our neigh
Bicycle Race, Returns to !
15th https://www.the508
Fri, Feb 14

Views	Reach	Interactions
382	242	5

Discover the magic of
Julian 🍷 🍷 🍷 Whett
miss. 2502 Washingto
Thu, Feb 13

Views	Reach	Interactions
1,428	979	15

Julian is a fun place to
Wed, Feb 12

Views	Reach	Interactions
1,747	1,175	19

A Main Street Staple -
store. Such unique ite
#mainstreetjulian #jul
Wed, Feb 12

Views	Reach	Interactions
1,193	781	19

Lovely
Tue, Feb 11

Views	Reach	Interactions
569	374	4

Julian House of Game
a relaxing place to enj
For those who enjoy g
Tue, Feb 11

Views	Reach	Interactions
976	660	4

Attention History Low
2025 Where: The Julia
will be attending the p
Fri, Feb 7

Views	Reach	Interactions
2,145	1,462	18

Be sure to include Juli
https://www.facebook
#juliancalifornia #julia
Thu, Feb 6

Views	Reach	Interactions
1,239	889	12

Check out our weekend
#julianexperiences #jul
Wed, Feb 5

Views	Reach	Interactions
1,526	1,058	12

Merdo Acres Wood Stu
exquisite and unique d
every presentation is a
Wed, Feb 5

Views	Reach	Interactions
442	434	9

Mom's Pies - Baking y
Garden 4510 Highway
#dineinjulian #wynola
Tue, Feb 4

Views	Reach	Interactions
3,842	2,652	67

Julian Station / Music
cider house that curre
and gifts Spacious Out
Mon, Feb 3

Views	Reach	Interactions
1,835	1,166	12

The Julian Cider Mill 21
sure to make The Julia
honey! #shopinjulian #
Sun, Feb 2

Views	Reach	Interactions
2,557	1,742	20

Jeremy's on the Hill re
We take pitted dates, s
bites with our maple-b
Sat, Feb 1

Views	Reach	Interactions
1,672	1,225	14

Hansen's Hideaway is a
beautiful Lake Cuyama
opportunities. The sun
Fri, Jan 31

Views	Reach	Interactions
1,288	884	5

Social Media Shares

Visit Julian 1/17 - 2/23

1/17 Lil Red Hen's Co-Op
1/18 Liz and Nicole Collective
1/19 Volcan Mountain Foundation
1/20 Walnut Tree Ranch
1/21 Ca Wolf Center Visitor Center
1/22 The Pub at Lake Cuyamaca
1/23 Whispering Winds
1/25 Four Seasons Lake House
1/25 Mountain Rose Retreat
1/26 Juliantla Chocolate Boutique
1/27 Scenic Valley Ranch Vineyards
1-28 The Cooler
1/29 FB Merdo Acres
1/29 EVENT VMW and Purple Owl
1/30 Julian Wellness Center
1/31 Hansen's Hideaway
1/31 The Old Julian Garage
2/1 Jeremy's On The Hill
2/2 Julian Cider Mill Inc
2/3 Julian Station
2/3 Story Warm Hearth Toasty Tap Olive Oak Moonshine
2/4 Mom's Pie House
2/5 Merdo Acres
2/6 Gem Show
2/7 Finding Margaret, Library/Historical society event
2/8-2/10 Rob out SICK
2/11 Julian House of Games
2/12 Julian Mercantile
2/15 California Wolf Center
2/16 Julian Orchard Ranch
2/17 Lake Cuyamaca Condos & Cabins
2/19 Miner's Diner
2/20 Mountainside Retreats
2/21 Nickel Beer Company
2/22 Julian Crafted Corner
2/23 Lassos and Lace

Julian Chamber 1/28-2/18

1/28 Friends of the Julian Library
1/29 Methodist Church
1/30 Michele Blood
1/31 Ramona Disposal
2/3 Rowlynda Moretti Public Notary
2/4 Orchard Realty
2/4 Riccio's Accounting Service
2/5 Red Hawk Realty
2/6 Sage Real Estate Co.
2/7 Seidl'S Party Supply And Rentals
2/10 Laguna Mountain Volunteer Association
2/11 Manzanita Supply
2/12 Native Touch Acupuncture & Healing Arts
2/13 Santa Ysabel Nature Center
2/17 Hills of Gold Mortgage
2/18 Tina Fitch Photography

Page overview

Last 28 days

[Create post](#)

Views

Views ⓘ 3,031

3-second views ⓘ 10

1-minute views ⓘ 2

Watch time ⓘ 5m 28s

Reach ⓘ 743

Interactions

Content interactions ⓘ 91

Link clicks ⓘ 12

Audience

Follows ⓘ 10

Unfollows ⓘ 2

Net follows ⓘ 8

RESULTS

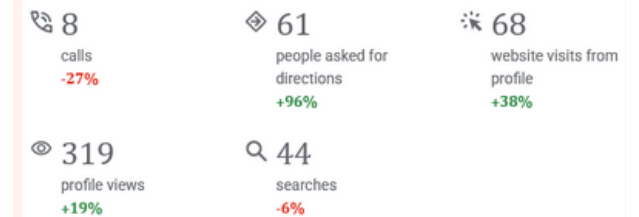
02/18/25



Visitor Center/Town Hall



Julian Chamber



Overall performance

Percent changes are compared to 30 days before the selected date range. Metrics updated in real-time except for audience.

Impressions ⓘ 1.14k ↓ 63%	Engagements ⓘ 19 ↓ 58%	Outbound clicks ⓘ 2 ↑ 100%
------------------------------	---------------------------	-------------------------------

Saves ⓘ 1 ↓ 50%	Total audience ⓘ 777 ↓ 61%	Engaged audience ⓘ 15 ↓ 62%
--------------------	-------------------------------	--------------------------------

Watch time (hours)

6.3 ↓

2.7 less than usual

Views

280 ↓

160 less than usual

331

Subscribers

Video views

146

Profile views

17

Likes

2



QUECHO Elevated Mexican Eatery

Posted on 1/15/2025

Video views

440

Total play time

0h:32m:54s

New followers

9

January WEBSITE RESULTS

Active users

38K

New users (

35K

Landing page: Landing page

1. /visit-julian-webcam 50158
2. Home Page 9223
3. /attractions-activities 2119
4. /julian-events 1580
5. /to-see-do 1128
6. /u-pick-orchards 461
7. /camping-in-julian 457
8. /julian-ca-webcam 436
9. /historic-julian 377
10. /lodging 320

Engagement overview

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	118K
session_start	73K
user_engagement	54K
first_visit	35K
scroll	19K
click	17K
Outbound Link Clicks	17K

Average engagement time

43s

Acquisition

↓ Sessions

Engaged sessions

	Total	72,815 100% of total	40,422 100% of total
1	Organic Search	56,303	32,058
2	Direct	12,942	7,260
3	Organic Social	1,626	736
4	Referral	689	434
5	Unassigned	213	9
6	Organic Video	1	1

Top Page Visits

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS

- Visit Julian Webcam 2025 -
- Visit Julian Webcam 2024 -
- Visit Julian California - Your Definiti...
- Julian Events -
- Attractions & Activities in Julian
- Restaurants, Dining in Julian
- Tours & Goldmines in Julian

Referrals

Sessions by

Session primary ch...

SESSION PRIMARY ...	SESSIONS
Organic Search	56K
Direct	13K
Organic Social	1.6K
Referral	689
Unassigned	213
Organic Video	1

WEBSITE RESULTS

January 2025

Top, Non Advertising Outbound Clicks

- lagunamountain.com/ 8369
- lakecuyamaca.net/webcam 4698
- lagunamountain.com/ 421
- quickmap.dot.ca.gov/ 259
- juliandarkskynetwork.com 189
- wynolajunctionantiques.com/ 167
- theeaglemining.com/ 102
- julianhotel.com/ 100
- cad.chp.ca.gov/traffic.aspx 84
- julianfarmandorchard.com/ 83
- julianlodge.com/ 68
- instagram.com/visitjulian/ 63
- orchardhill.com/ 60
- californiawolfcenter.org/ 51
- julianpie.com/ 50
- juliancafe.com/ 47
- email news sign up 42
- julianappletreeinn.com/ 40
- facebook.com/sdcountypdpw/ 39
- juliangrille.com/ 37
- jeremysonthehill.com/ 37
- oakhillinnjulian.com/ 36
- bannerranchjulian.com/ 36
- artistsloft.com/ 36
- julianbeercompany.com/ 35
- minersdinerjulian.com/ 34
- julianapplealley.com/ 30
- ramonaevents.com/ 30
- aneagleinthepines.com/ 29
- dudleysbakery.com/ 29
- wikiupbnb.com/ 29
- lakecuyamaca.net/ 28
- stateparks.com/cuyamaca.html 28
- theeaglemining.com/ 28
- calicoranch.com/ 27
- momspiesjulian.com/ 27
- lagunamountain.com/ 26
- julianminingcompany.com/ 26
- thepubatlakecuyamaca.com/ 25
- julianhardcider.biz/ 25
- julianminingcompany.com/ 25
- sdparcs.org/WilliamHeise.html 24
- lionstigersandbears.org/ 23
- julianheroes.com/ 23
- fortcross.com/ 22

Downloaded Files

Julian-hiking-trails-B.pdf 2 06/History.pdf 2
Santa_Ysabel_East_Brochure.pdf 2
Santa_Ysabel_West_Brochure_FINAL.pdf 2
Volcan_Mountain_Brochure_FINAL.pdf 1
JDSN-IDSC-Announcement.pdf 1
Night-Sky-Viewing-in-Julian.pdf 1
Julian-Historic-Walking-Tour-9-22.pdf 1
Julian-Service-Organizations-9-22.pdf 1
Attractions.pdf 1
Dining-Bakeries-pdf 1
Galleries-Antiques-Museums-Historic-Jail-1-2024.p 1
Julians-Surrounding-Areas-Hiking-Trails-1-24.pdf 1
/Town-Maps.pdf 1
Wineries-Beer-Cider-1-2024.pdf 1
Camping-5-2024.pdf 1
Julian-Lodging-List-05-24.pdf 2
Julian-Guide-Fall-2024.pdf 1
Specialty-Shopping-12-24.pdf 1