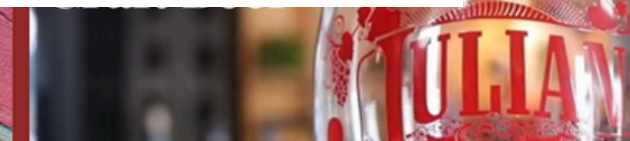
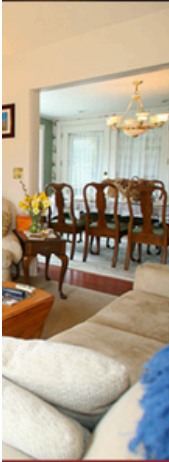


January 2025

Julian Marketing

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



SOCIAL MEDIA

As of 01/15/25

Instagram

Last 30 Days ▼ Dec 16 - Jan 14

Overview

You gained **705** more followers compared to Nov 16 - Dec 15.

Accounts reached	12.3K	-4.7%
Accounts engaged	1,518	+16.8%
Total followers	16.5K	+4.4%

Stories Last 30 days

Accounts reached

1,634	795	749

662	

Performance

December 18, 2024 - January 14, 2025

<h4>Views</h4> <p>Views 90K ↑ 15.5%</p> <p>From followers 78% ↑ 6.8%</p> <p>From non-followers 22% ↓ 18.5%</p>	<h4>Reach</h4> <p>Instagram reach 12.3K ↑ 2.3%</p> <p>From followers 8,222 ↑ 18.6%</p> <p>From non-followers 4,291 ↓ 21.1%</p>
<h4>Interactions</h4> <p>Content interactions 3.3K ↑ 19.2%</p>	<h4>Follows</h4> <p>Follows 702 ↑ 85.7%</p> <p>Unfollows 185 ↑ 25%</p>

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
- Check Out Our Calendar
- Listen to Our Podcast
- East County Performing Arts Association

All Last 30 days

Accounts reached

6,419	3,927	3,566

2,749	1,967

1,770	1,758

All Last 30 days

Accounts reached

1,718	1,686	1,648

1,634	1,632	1,619

1,612	1,610	1,512

All Last 30 days

Accounts reached

1,390	1,360	1,357

1,290	1,275	1,238

1,223	1,207	1,155

Reels Last 30 days

Accounts reached

1,207	

Views and clicks Clicks

Views: **156** Clicks: **107**

Current Cover Photo



Page overview

Last 28 days

Views	94,429
Reach	18,357
Content interactions	1,415
Follows	123

Top content

Last 28 days

Boost this post to reach up to 2900 more people with every \$28 you spend.

In the heart of Julian is the Julian Cafe and Bakery. Hearty portions, great...

Published by Robin Boland
- January 3 at 8:00 AM

Views	Reach	Interactions
6,633	4,267	165

See all

From Jul made in h but we've

Wed, Jan 1

Views	Reach	Interactions
452	328	7

Today

Julian Nat outreach. best small

Tue, Jan 14

Views	Reach	Interactions
1,297	983	9

Ramona F wines and afternoon

Sun, Jan 12

Views	Reach	Interactions
1,609	1,168	10

Julian Ma Thurs: 8ar items, sur

Sat, Jan 11

Views	Reach	Interactions
5,851	3,795	131

Polaris Ri Street. Th of up to 1.

Fri, Jan 10

Views	Reach	Interactions
3,029	1,632	22

Julian Apj www.julia of shops

Thu, Jan 9

Views	Reach	Interactions
1,574	621	11

Julian Har handles o Station is

Wed, Jan 8

Views	Reach	Interactions
1,022	678	7

Come cl Julian C & MON

Tue, Jan :

Views	Reach	Interactions
1,668	1,069	12

Menghi Mountai in San D

Mon, Jan

Views	Reach	Interactions
1,943	1,254	17

Kathy's l Located #juliansl

Sun, Jan :

Views	Reach	Interactions
1,474	1,018	17

Quinn K cutlery s #mainst

Sun, Jan :

Views	Reach	Interactions
1,276	826	16

Julian W elevatio Chocola

Sat, Jan 4

Views	Reach	Interactions
1,852	1,207	23

QUECHC Mexican hometo

Sat, Jan 4

Views	Reach	Interactions
2,041	1,364	54

Foundex quality : #weara:

Fri, Jan 3

Views	Reach	Interactions
1,566	1,056	18

Julian Lodge Experience ti

Thu, Jan 2

Views	Reach	Interactions
4,066	2,996	20

Visit Julian u

Thu, Jan 2

Views	Reach	Interactions
2	2	4

Get to know time with yo #visitjulia

Thu, Jan 2

Views	Reach	Interactions
2,330	1,659	30

Looking for : churches wh built special

Wed, Jan 1

Views	Reach	Interactions
1,187	859	9

We wish you

Wed, Jan 1

Views	Reach	Interactions
2,432	1,714	45

The Julian Hc in the Heart As one of the

Dec 31, 2024

Views	Reach	Interactions
1,511	1,033	20

Julian cabins cabins for rei turkey that fi

Dec 30, 2024

Views	Reach	Interactions
2,776	2,045	15

Julian Book t 765-1989 22: #shopinjulia

Dec 29, 2024

Views	Reach	Interactions
1,352	967	19

From @julia Hoppinas just hit the

Dec 28, 2024

Views	Reach	Interactions
2,123	1,522	37

Hollow Gler #stayinjulia Features Fe

Dec 27, 2024

Views	Reach	Interactions
1,947	1,303	12

Plan to atte Ysabel, Cali https://ww

Dec 26, 2024

Views	Reach	Interactions
1,176	823	5

--

Dec 25, 2024

Views	Reach	Interactions
1,377	987	23

Wishing yo

Dec 25, 2024

Views	Reach	Interactions
1,691	1,203	27

Santa's Sle watching th

Dec 24, 2024

Views	Reach	Interactions
5,202	3,543	151

Painted by : visit.

Dec 23, 2024

Views	Reach	Interactions
2,195	1,462	24

Julian Arts (#julianside

Dec 23, 2024

Views	Reach	Interactions
1,018	702	5

Social Media Shares

Visit Julian 12/20 - 1/16

12/20 Julian Jewel Box
12/21 Tucker Peak Lodge
12/21 hello winter w/ calendar link
12/22 The Olde Goat
12/22 -S- FB Storum Ranch
12/23 Julian Arts Guild
12/24 Santa on Main Street webcam
12/25 Merry Christmas
12/26 JABCECC
12/27 Hollow Glen Road Vacation Rental
12/28 Julian Beer Company
12/29 Julian Book House
12/30 Julian Cabins
12/31 Julian Gold Rush Hotel
12/31/24 Free park days in 2025
1/1 Julian Christian Retreat
1/2 Historic Tours of Julian
1/2 Julian Lodge
1/3 Julian Cafe & Bakery
1/3 Julian Weaving Works
1/4 Julian Wine & Chocolate
1/4 Quecho Elevated Mexican Eatery
01/04 Collaborate with SDTA
1/5 Kathy's Dress Shop
1/5 Quinn Knives & Backcountry Goods
1/6 Menghini Winery
1/7 Moonshine Magic
01/08 Julian Hard Cider
1/9 Julian Apple Tree Inn
01/09 Collaborate with "All About Tiny Humans" Reel
1-10 Polaris Ridge
1/11 Julian Market And Deli
1/12 Ramona Ranch Winery
1-14 Julian Natural History
1/15 Julian Pie Company
1/16 Kokopelli's Hideaway
1/17 Lil Red Hen's Co-Op
1/17 The Pub
1/18 Liz and Nicole Collective
1/19 Volcan Mountain Found
1/20 Walnut Tree Ranch
1/21 California Wolf Visitor

Julian Chamber 12/08 - 12/19

12/20 FHL Realty
12/21 Honest and Reliable Plumber & Handyman
12/24 Installation
12/30 Julian Realty
12/30 Fruit Tree Class
1/14 Bluegrass Nights

Page overview

Last 28 days

Views ⓘ 11,516

Reach ⓘ 2,630

Content interactions ⓘ 121

Follows ⓘ 12

To Members To Community

- Installation dinner
- Poster Sign ups for 2025
- Merchant of the Year
- Business Excellence
- Bluegrass Nights
- Taste of Julian date selection
- De-decorating

- Shop Local
- Merchant of the Year
- Business Excellence
- Bluegrass Nights
- De-decorating

RESULTS

01/15/25



Views **417** ↓
32% less than Oct 31 – Nov 30, 28% less than Oct 31 – Nov 30, 2024

Watch time (hours) **9.4** ↓

330
Subscribers

Impressions **3.68k** ↑ 69%

Engagements **53** ↑ 32%

Outbound clicks **1** ↓ 75%

Saves **4** ↓ 50%



Total audience **2.36k** ↑ 62%

Engaged audience **49** ↑ 63%

Visitor Center/Town Hall

Your performance at a glance

24 calls -27%	174 people asked for directions -44%	39 website visits from profile -4%
1,215 profile views -20%	321 searches -30%	



364 Followers **858** Likes

Julian Chamber

11 calls -69%	31 people asked for directions -55%	49 website visits from profile -14%
268 profile views +4%	47 searches -11%	

December WEBSITE RESULTS

Active users ?

30K

New users ?

28K

Average engagement time per active user

54s

Landing page: Landing page

1. /visit-julian-webcam 19542
2. Home Page 9451
3. country-christmas 3696
4. /julian-events 3038
5. /attractions-activities 2740
6. /to-see-do 1523
7. /u-pick-orchards 490
8. /camping-in-julian 396
9. /dog-friendly-julian 364
10. /historic-julian 319
11. /lodging 310
12. /shopping 306

Engagement overview

Event count by Event name 🔄

EVENT NAME	EVENT COUNT
page_view	96K
session_start	48K
user_engagement	47K
first_visit	28K
scroll	17K
click	7.8K
Outbound Link Clicks	7.6K

Acquisition

Sessions by Session primary ch...

SESSION PRIMARY ...	SESSIONS
Organic Search	34K
Direct	13K
Referral	979
Organic Social	767
Unassigned	173
Email	10
Organic Video	1

Top Page Visits

PAGE TITLE AND SCREEN CLASS	VIEWS
Visit Julian Webcam 2024 -	24K
Visit Julian California - Your Definiti...	12K
Julian Events -	6.6K
Country Christmas in Julian	5.7K
Attractions & Activities in Julian	4.6K
Restaurants, Dining in Julian	3.8K
Tours & Goldmines in Julian	3.6K

Referrals

SESSION MANUAL SOURCE	SESSIONS
google	32K
bing	921
yahoo	494
m.facebook.com	329
duckduckgo	301
visitcalifornia.com	181
mountainmademe.com	180

WEBSITE RESULTS

December 2024

Top, Non Advertising Outbound Clicks

- lagunamountain.com/ 2136
- lakecuyamaca.net/webcam 1308
- juliandarkskynetwork.com 240
- julianhotel.com/ 137
- theeaglemining.com/ 124
- quickmap.dot.ca.gov/ 95
- julianlodge.com/ 91
- .orchardhill.com/ 84
- juliancafe.com/ 82
- julianappletreeinn.com/ 71
- julianfarmandorchard.com/ 68
- julianpie.com/ 62
- ramonaevents.com/ 51
- dudleysbakery.com/ 48
- momspiesjulian.com/ 48
- julianapplealley.com/ 47
- minersdinerjulian.com/ 46
- bannerranchjulian.com/ 44
- ulianbeercompany.com/ 44
- oakhillinnjulian.com/ 43
- jeremysonthehill.com/ 43
- californiawolfcenter.org/ 41
- juliangrille.com/ 40
- cad.chp.ca.gov/traffic.aspx 40
- julianminingcompany.com/ 39
- sdcl.org/locations_JL.html 35
- apple-starr.com/ 34
- recreation.gov/campgrounds/ 32
- strawberrycabin.com/ 31
- theeaglemining.com/ 31
- julianappletreeinn.com/ 30
- aneagleinthepines.com/ 28
- calicoranch.com/ 28
- stateparks.com/cuyamaca.html 28
- thepubatlakecuyamaca.com/ 28
- Fortcross.com/ 28
- julianheroes.com/ 26
- lakecuyamaca.net/ 25
- lionstigersandbears.org/ 25
- sdparks.org/WilliamHeise.html 25
- wynolajunctionantiques.com/ 25

Downloaded Files

- History.pdf 2
- Santa_Ysabel_East_Brochure.pdf 2
- Santa_Ysabel_West_Brochure_FINAL.pdf 2
- Volcan_Mountain_Brochure_FINAL.pdf 2
- Night-Sky-Viewing-in-Julian.pdf 2
- Julian-Historic-Walking-Tour-.pdf 2
- Julian-Lodging-List-current.pdf 6
- Attractions-01-24.pdf 2
- Dining-Bakeries.pdf 2
- Galleries-Antiques-Museums-Historic-Jail 2
- julian-military-discounts.pdf 2
- Julians-Surrounding-Areas-Hiking-Trails-1-24.pdf 4
- Town-Maps.pdf 2
- Wineries-Beer-Cider.pdf 2
- Camping.pdf 2
- Julian-Guide-Fall-2024.pdf 2
- Julian-Wedding-Event-Planner.pdf 2
- Julian-Real-Estate.pdf 2
- Mind-Body-Spirit-Offering.pdf 2
- Specialty-Shopping-12-24.pdf 2