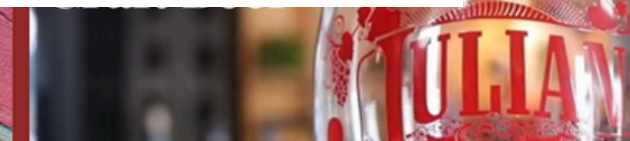
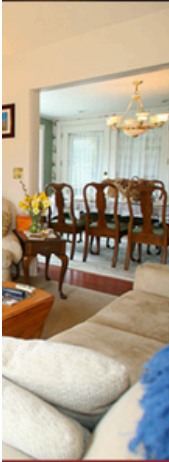


November 2024

Julian Marketing

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



Outreach

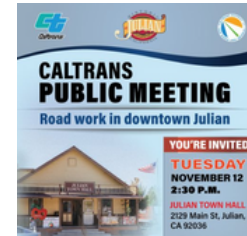
To Members


- Mixers + Holiday Mixer
- Nominations
- Country Christmas Donations
- Set Up Volunteerism
- Parade of Lights
- Town Cleanup
- Sidewalk Cleaning
- Merchant of the Year
- Business Excellence



To Community


- Sidewalk cleaning
- Blood Drive
- Local's Tree Lighting
- CalTrans Public Meeting
- Country Christmas Vendors
- Shop Local
- Holiday Parade
- Merchant of the Year
- Business Excellence



 Mixer and Election Reminders


Sent Email • Sent yesterday at 11:47am PST

321 sends • 179 (57%) opens • 16 (5%) clicks • 9 (3%) bounce

 Crafter email for christmas market


Sent Email • Sent Nov 14, 2024 at 1:33pm PST

20 sends • 18 (95%) opens • 0 (0%) clicks • 1 (5%) bounce

 CalTrans Meeting and Sidewalk cleaning

Sent Email • Sent Nov 6, 2024 at 10:57am PST

388 sends • 237 (64%) opens • 17 (5%) clicks • 18 (5%) bounce

 November 24 Mixer and MORE

Sent Email • Sent Nov 5, 2024 at 1:03pm PST

322 sends • 164 (53%) opens • 9 (3%) clicks • 13 (4%) bounce

To Visitors



Sent 11/19 Will resend to non openers on Thanksgiving evening.

Visitor Holiday Email

Sent Email • Sent yesterday at 4:31pm

6,104 sends • 2,911 (51%) opens • 178 (3%) clicks

These results are in less than 24 hours

Country Christmas



This Week's Reader Holiday Events Julian

Saturday, November 30, 2024, noon to 8 p.m.

Julian Country Christmas Tree Lighting



Julian Town Square
2712 Washington Street, San Diego, 92036

Get Directions

Cost: Free

Kick off the holiday season with a small town joy-filled Christmas Tree Lighting.

Starting at noon with musical entertainment all day.

Home

Webcams

Historic Julian

Lodging

Event Calendar

Country Christmas in Julian

Must See & Do

Food & Drink

Called out on our Navigation

Recent updates



Julian Town Hall & Visitor Center



This post is pending and should be published soon.

Learn more

Google Profile



Join us for a small town joy-filled Holiday Season.

Julian merchants and Businesses



Julian Connection



Borrego Springs



Ramona



Sat, Nov 30 at 12 PM

Julian's Country Christmas Tree Lighting

2712 Washington St, Julian, CA 92036-9233, United States
52 Going 1,077 Interested

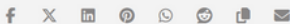
113 likes



San Diego Family Magazine

JULIAN' COUNTRY CHRISTMAS TREE LIGHTING

SAT 30 NOV KICK OFF THE HOLIDAY SEASON



Event Details

Kick off the holiday season with a small town joy-filled Christmas Tree Lighting.

Recent Ads

Active

View results

Event responses

Kick off the holiday season with a small town joy-filled Chri...

7,392 Reach

340 Event Responses

\$36.86 Spent of \$50.00



Robin Boland, Executive Director

SOCIAL MEDIA

Instagram

As of 11/20/24

Insights Oct 21 - Nov 19

- Accounts reached **11K** > -23.1%
- Accounts engaged **963** > -35.3%
- Total followers **15K** > +2.9%
- Content you shared **43** >

Stories Last 30 days

Accounts reached

424	411	306
268	244	235

Views breakdown

Total
77,187 ↑ 1%

From organic
100% 0%

From ads
0% 0%

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

1,305	1,294	1,258
1,203	1,173	1,154
1,058	1,044	1,018

All Last 30 days

Accounts reached

2,904	2,504	2,398
2,270	2,088	1,882
1,825	1,721	1,684

All Last 30 days

Accounts reached

1,668	1,604	1,528
1,454	1,430	1,398
1,366	1,360	1,316

Activity ?

Views and clicks Cli

Views: **132** Clicks: **85**

Current Cover Photo



Page Overview

Followers: 29,923

Last 28 days

Post reach	--
Post Engagement	3,304
New Page likes	75
New followers	141

Top post

Last 28 days

Boost this post to reach up to 7782 more people with every \$175 you spend.

Apple Alley Bakery Pies and Lunch 760-765-2532 Pre-order your gluten free pie. In The Heart of Julian 2122 main Street...

Published by Robin Boland
Yesterday at 9:20 AM

Post Impressions	1,568	Post reach	1,567	Post Engagement	240
------------------	-------	------------	-------	-----------------	-----

Facebook recently updated its Page Insights API, and unfortunately, they removed the ability to see overall organic reach/impressions etc for your page. You can still see the organic reach for individual posts, but not the total reach for all posts combined.

Oct 2, 2024

	Dark Sky Den! Located ju unwind & settle in to the perfectly complementing Wed, Nov 20	Post reach	746	Engagement	31
	The cooler weather has r https://www.sandiego.org seasons up here in Julian. Tue, Nov 19	Post reach	130	Engagement	8
	Apple Alley Bakery Pies a Street https://julianapple. #julianpies Tue, Nov 19	Post reach	1,567	Engagement	240
	From @The Toasty Tap : C package comes with: Personalized photo guest Mon, Nov 18	Post reach	328	Engagement	15
	Did you know that Julian vacationing in Julian. Exp for membership \$10 for a Sun, Nov 17	Post reach	2,335	Engagement	219
	Nature's calli your fall seas Area here: ht Wed, Nov 13	Post reach	1,112	Engagement	29
	Mountain He We all choos garden, the l Wed, Nov 13	Post reach	727	Engagement	5
	Weddings at Julian Farr acre farm, our venue sh 3 miles from the histori' Fri, Nov 15	Post reach	1,102	Engagement	20
	Carristo Ranch From O Hoof / USDA Approved Valley - Cow/Calf Oper Thu, Nov 14	Post reach	2,022	Engagement	75
	The Julian Candy Basker handcrafted 2000 Main #juliancandybasket #jul Thu, Nov 14	Post reach	1,059	Engagement	46
	Get off the b in partnershi one of our n Tue, Nov 12	Post reach	1,337	Engagement	32
	THE ENCHAI modern com the high ceili Mon, Nov 11	Post reach	1,322	Engagement	60
	T's Place a F California; c neighborho Mon, Nov 4	Post reach	1,787	Engagement	182
	No matter t https://visitj Sun, Nov 3	Post reach	1,273	Engagement	44

Happening Today at Julian's Warnerspringsartisansguild.co Sun, Nov 10
Post reach: 1,148 | Engagement: 31

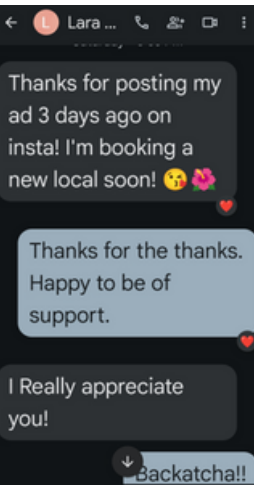
Manzanita Supply Julian's Lo manzanitasupply@gmail.com Sat, Nov 9
Post reach: 1,335 | Engagement: 52

Lake Cuyamaca Recreation 8 of the San Diego mountains, a weekend of camping, or a Fri, Nov 8
Post reach: 1,426 | Engagement: 24

Mark your calendars. TI rooms, make a getaway julian-3761559 #achrist Thu, Nov 7
Post reach: 1,078 | Engagement: 38

Santa Ysabel Nature Ce (858) 565-3600, (877) 5 a.m. - 5 p.m. The Count Wed, Nov 6
Post reach: 664 | Engagement: 24

Julian Pioneer Museum Sundays 10-4. ** Admis clothing, photographs, Tue, Nov 5
Post reach: 1,269 | Engagement: 48



Social Media Shares

Visit Julian 10/21-11/18

- | | |
|---|--|
| 10/21 Real Estate Directory | 11/1 Julian Market And Deli |
| 10/22 Laguna Mountain Volunteer | 11/2 Merdo Acres Wood Design Studio |
| 10/23 Collaboration Reel
theworldofjessi | 11/4 T's Place a Rustic Julian Cabin |
| 10/26 Orchard Realty, Inc. Vacation rental | 11-5 Julian Pioneer Museum |
| 10/27 Julian Beer Company | 11/6 Santa Ysabel Nature Center |
| 10/28 Julian Cider Mill Inc | 11/7 JTC Christmas Carol |
| 10/28 IGReel Collaboration
Sarahannwilliamsphoto | 11/8 Lake Cuyamaca Recreation & Park |
| 10/29 California Wolf Nature Store | 11/9 Manzanita Supply |
| 10/30 Julian Farm and Orchard | 11/11 The Enchanted Lookout |
| 10/30 Julian Station Loft | 11/11 Veterans Day |
| 10/30 Julian Tea And Cottage Arts | 11/12 Purple Owl Cafe |
| 10/31 Julian Lodge | 11/12 Drives and Detours |
| 10/31 Happy Halloween | 11/13 Mountain Healing Acupuncture |
| | 11/13 National take a hike day Nov 17 |
| | 11/14 The Julian Candy Basket |
| | 11/15 Weddings at Julian Farm and |
| | 11/15 IG Story shares, purple owl,
Cuyamaca rancho state park and crow
and lilac |
| | 11/16 The Julian Farmhouse |
| | 11/17 The Julian Fitness Center |
| | 11/18 The Toasty Tap |

Julian Chamber Last 28 Days as of 11/20

Post Image	Post Text	Date	Post reach	Engagement
	As a thank you for saving lives, everyone who Donates blood at our upcoming drive will receive a limited-edition pair of Halloween socks. Jo...	Tue, Oct 29	459	33
	Julian Town Clean Up	Wed, Nov 20	1	Today
	Tina Fitch Photography stunning and timeless ir Photography	Fri, Nov 8	77	5
	Nominate yourself today	Mon, Nov 4	195	8
	----->It is time to nomir Business Excellence Awa	Fri, Nov 1	548	60
	--	Wed, Oct 30	41	
	From our Meet been asked to this is all in h	Wed, Oct 30	66	
	We thank o Tree Lightin Christmas. I	Mon, Oct 28	367	36
	Chamber Holiday	Wed, Oct 23	69	--
	Julian Local's Tre	Wed, Oct 23	10	--
	Nominate Yours Nomination For	Tue, Oct 22	329	29
	Come on out to scholarship hon	Tue, Oct 22	84	7
	--	Tue, Oct 22	124	13

Top post [See all](#)

Last 28 days

Boost this post to reach up to 628 more people with every \$14 you spend.

As a thank you for saving lives, everyone who Donates blood at our upcoming drive will receive a limited-edition pair of Halloween socks. Jo...

Published by Robin Boland

October 29 at 3:39 PM · 🌐

Post Impressions	Post reach	Post Engagement
470	459	33

Page Overview [Last 28 days](#)

Followers: 760

	Post reach	--
	Post Engagement	1,087
	New Page likes	9
	New followers	22

RESULTS

11/20/24



Your channel got 533 views in the last 28 days

Views 533 ✓ <i>About the same as usual</i>	Watch time (hours) 11.3 ✓ <i>About the same as usual</i>
---	---

Top Content

	Lake Cuyamaca Walk/Hike & Picnic Jun 28, 2021	1:18 (28.8%)	174
	Visit Julian California. Julian Jul 12, 2017	0:17 (57.3%)	45
	Julian History Hunt - Detailed Version May 29, 2023	1:34 (46.6%)	36
	Visit Julian's Feature of Business Off M Jul 11, 2023	1:35 (54.3%)	35
	Santa Ysabel Loop Trail Jun 7, 2021	1:49 (48.0%)	23



84 Following 361 Followers 858 Likes

Brought to you by the Julian Chamber of Commerce



Impressions ⓘ Engagements ⓘ
722 ↑ 32% 24 ↑ 9.5%

11/20/24 Connected IG to Pinterest



Visitor Center/Town Hall

1,250

👁 People viewed you

211

Direction requests

20

Calls made

51

Website clicks

Julian Chamber

272

👁 People viewed your Business

60

Direction requests

45

Calls made

65

Website clicks

October WEBSITE RESULTS

Active users 41K
 New users 39K
 Average engagement time 1m 15s

Landing page: Landing page

1	/	13,624	11	/to-see-do/special-events/country-christmas	886
2	/u-pick-orchards	7,799	12	/camping-in-julian	869
3	/visit-julian-webcam	6,752	13	/dog-friendly-julian	865
4	/julian-events	5,641	14	/lodging	607
5	/to-see-do/attractions-activities	4,072	15	/historic-julian	507
6	(not set)	3,072	16	/apple-pie	406
7	/to-see-do/special-events/apple-days	2,238	17	/shopping	359
8	/to-see-do	2,222	18	/food-drink/dining	336
9	/fall-colors-in-julian-ca	1,547	19	/kids	333
10	/to-see-do/special-events/julian-natural-wonderfest	1,427	20	/lodging-cabins-cottages-houses-julian	323

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

Search traffic over the last 28 days



Acquisition

Sessions by Session primary channel

SESSION PRIMARY CHANNEL	SESSIONS
Organic Search	43K
Direct	11K
Referral	1.7K
Organic Social	549
Unassigned	252

Top Page Visits

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
U-Pick Orchards & Other Agr...	36K
Visit Julian California - Your ...	19K
Julian Events -	13K
Visit Julian Webcam 2024 -	9.6K
Attractions & Activities in Ju...	7.3K
Julian Apple Season Celebra...	7.1K
Restaurants, Dining in Julian	6.2K

Referrals

Sessions by Session manual source

SESSION MANUAL SOURCE	SESSIONS
google	41K
bing	1.2K
yahoo	574
visitcalifornia.com	480
duckduckgo	472
m.facebook.com	214
linktr.ee	160

WEBSITE RESULTS

October 2024

Top, Non Advertising Outbound Clicks


ranchitadelreo.org/ 851
julianfarmandorchard.com/ 805
apple-starr.com/ 799
lakecuyamaca.net/webcam 586
crosscutfarmandorchard.com/ 563
lagunamountain.com/ 470
juliandarkskynetwork.com 403
calicoranch.com/ 399
julianappleco.com/ 281
julianhotel.com/ 218
visitor.r20.constantcontact.com 190
julianfarmandorchard.com/apple-tours 182
3803wynolaroad.com/ 178
orchardhill.com/ 154
theeaglemining.com/ 152
instagram.com/visitjulian/ 140
applesandartorchards.com/ 137
julianlodge.com/ 130
mesablooms.org/ 125
bannerranchjulian.com/ 120
juliancafe.com/ 117
julianpie.com/ 111
ramonaevents.com/ 108
juliancidermillinc.com/ 107

Downloaded Files

2024/09/Julian-Guide-Fall-2024.pdf 459
2022/06/julian-camping-b2.pdf 86
2024/05/Camping-5-2024.pdf 9
2024/05/Julian-Lodging-List-05-24.pdf 83
2019/04/Julian-hiking-trails-B.pdf 39
2020/07/Volcan_Mountain_Brochure_FINAL.pdf 33
2019/06/History.pdf 25
2024/02/Attractions-01-24.pdf 18
2020/07/2015_Santa_Ysabel_East_Brochure.pdf 16
2020/07/Santa_Ysabel_West_Brochure_FINAL.pdf 16
2024/02/Dining-Bakeries-02-24.pdf 12
2024/02/Town-Maps.pdf 11
2024/05/Specialty-Shopping-05-24.pdf 9
2024/02/Wineries-Beer-Cider-1-2024.pdf 8
2021/08/Night-Sky-Viewing-in-Julian.pdf 7
2024/02/Julians-Surrounding-Areas-Hiking-Trails-1-24.pdf 7
2022/09/Julian-Historic-Walking-Tour-9-22.pdf 4
2024/02/Galleries-Antiques-Museums-Historic-Jail-1-2024.p 4
2021/05/JDSN-IDSC-Announcement.pdf 3
2024/02/Julian-Real-Estate-1-2024.pdf 3
2024/02/julian-military-discounts-1-2024.pdf 3
2024/07/Mind-Body-Spirit-Offering-07-2024.pdf 3
2024/06/TOWN-HALL-RESERVATION 2
2024/09/Julian-Wedding-Event-Planner-9-2024.pdf 2

Top content over the last 28 days

Title	Pageviews	Sessions	Engagement Rate	Session Duration
U-Pick Orchards & Other Agricultural Activities in Julian, CA/u-pick-orchards/	16,502	4,728	91.62%	2m 31s
Visit Julian Webcam 2024 -/visit-julian-webcam/	15,453	14,285	57.62%	1m 57s
Visit Julian California - Your Definitive Julian Resource -/	14,578	12,779	65.83%	1m 16s
Julian Events -/julian-events/	10,136	8,852	69.22%	2m 11s
Attractions & Activities in Julian/to-see-do/attractions-activities/	6,652	6,264	79.68%	1m 24s
Restaurants, Dining in Julian/food-drink/dining/	5,642	1,468	93.39%	2m 37s
Tours & Goldmines in Julian/tours-gold-mines/	4,541	1,252	95.37%	2m 39s
Lodging-Cabins-Cottages-Houses-Julian -/lodging-cabins-cottages-houses-julian/	4,264	896	95.76%	3m
Shopping in Julian /shopping/	4,146	1,220	93.2%	2m 6s
Lodging in Julian, Where to Stay in Julian/lodging/	3,782	1,363	97.29%	1m 29s

Source: [Analytics](#) 

In Addition, there were 44

“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

VISITOR TO JULIAN
Click Here

CHAMBER INFORMATION
Supporting the Growth of Our Members
Click Here

Visit Julian California - Your Definitive Julian Resource
[bit.ly/4a39pOw](https://visitjulian.com/)
<https://visitjulian.com/>
 247 engagements | Apr 26, 2024 | No tags

Julian Chamber of Commerce - Julian Chamber of
[bit.ly/3xWAeqc](https://julianchamber.org/home/)
<https://julianchamber.org/home/>
 302 engagements | Apr 26, 2024 | No tags

Julian, California
 Visit Julian California

We have moved our podcast to Spotify. for the most part a simple process. But I do need to re-embed all podcasts on our site.

Hi Robin,

Thank you for reaching out! Yes, we'd not only love to highlight Julian as a neighbor would be great to capture this content in December so we can also include in our

We will be sending our agency out to film, and to make it a collaboration post with an itinerary and any reservations needed prior. If there are any must-see experiences in Julian, Street, grabbing pie, and enjoying the scenery, we are open to any other ideas you can plan to film on a day where there are also holiday experiences that would be

It would also be great to get any more of your important or seasonal events uploaded if you have any questions on how to do so!

Best,

Lauren Bradley (She/Her) | Digital Marketing Manager
 San Diego Tourism Authority
 750 B Street Suite 1500 | San Diego, CA 92101
 DIR: 619.557.2809

I have reached out to Visit San Diego a couple times regarding collaborating.

Currently there are scheduled to come to Julian on Dec 13 to film.

- Coffee Shop – The Purple Owl Café – You are going to love this place. They not only have coffee but an array of goodies, including crepes.
 - 2907 Washington St #2, Julian
 - Contact (owner) Yesenia - 619-737-6442
- Popular Restaurant – Heroes Wood-Fired – Such a fun place and they honor Military and first responders
 - 4355 CA-78, Santa Ysabel – Just 3 miles west of Main Street
 - Contact (co-owner) Lisa Brice – 951-663-2562
- Brewery – Nickel Beer – **Before 1pm** would be best. He's leaving town in the afternoon. If you can't make this work, I can get you an alternate
 - 1485 Hollow Glen Rd, Julian
 - Contact (owner) Tom Nickel – 619-675-9691
- Pie Shop – Mom's Pies – Yum!!
 - 2119 Main St, Julian
 - Contact Anita Nichols (owner) 858-243-6808
- Pioneer Museum – So much Julian History
 - 2811 Washington Street, Julian
 - Contact Davide Lewis – historian and all-around great guy. 760-310-6180

- I would also suggest any of these three locations for activity based fun in Julian
- Fort Cross
 - Fortcross.com
 - Doreen Cross – 951-1947-1904
 - Julian Farm and Orchard
 - Julianfarmandorchard.com
 - Jim Madaffer – 619-884-6556
 - Julian Mining Company
 - Julianminingcompany.com
 - Gina Cross- 951-312-9840

Thank you so much Robin! I appreciate all the information.

I'm happy to finally join the chamber and continue to support the community as best I can. I've listened to your podcast interviews for a couple years and I'm looking forward to finally meeting you. I love your point of view, your curiosity with your guests, and of course your sense of humor.

Hope to see you when I drop off some cards soon.

Have a great week!

Bragging

Sara

Visitor Center

