



April 2025

Julian Marketing

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

TO COMMUNITY TO MEMBERS TO VISITORS



Shred and May Mixer

Published Email • Published Mon at 3:39pm PDT
310 sends • 143 (48%) opens • 0 (0%) clicks • 15 (5%) bounces • 0 (0%) unsubscribes



See you Thursday - Mixer + Lovely Weather

Published Email • Published Apr 8, 2025 at 12:04pm PDT
310 sends • 158 (53%) opens • 0 (0%) clicks • 14 (5%) bounces • 0 (0%) unsubscribes



Postponed April Mixer Music Fest and Shred Reminder

Published Email • Published Apr 1, 2025 at 2:37pm PDT
310 sends • 151 (51%) opens • 0 (0%) clicks • 15 (5%) bounces • 0 (0%) unsubscribes



April Mixer Music Fest and Shred Reminder

Published Email • Published Mar 26, 2025 at 1:39pm PDT
312 sends • 189 (64%) opens • 0 (0%) clicks • 15 (5%) bounces • 0 (0%) unsubscribes



April Mixer Music Fest and Shred

Published Email • Published Mar 14, 2025 at 12:55pm PDT
312 sends • 159 (53%) opens • 0 (0%) clicks • 14 (4%) bounces • 0 (0%) unsubscribes



march mixer cancelled

Published Email • Published Mar 12, 2025 at 2:02pm PDT
312 sends • 149 (50%) opens • 0 (0%) clicks • 14 (4%) bounces • 0 (0%) unsubscribes

Ideas in the Works

1. Julian Beer Fest - with Tom Nickel August
2. Festival of Books - with Rhondda Begley FOJL
3. E-Waste Day with County (later this year)
4. National Night Out (August) community building with law enforcement

Guide to Julian Digital Views

Book Visits

Page Visits

19 Days

Date Range :

Yesterday

Last 7 Days

Last 30 Days

2025-03-30 to 2025-04-17

Statistical Cycle :

Day

Week

Month

Total View : 939

Almost 50 views
per day

DOCUMENT SHREDDING Event



SATURDAY
APRIL 26, 2025
9:00 am - 12:00 pm
 Julian Station Parking Lot
4470 Highway 78

- First 3 Banker-Sized Boxes FREE
- Each additional Box \$10



MIXER
MIXER
MIXER




MIXER
POSTPONED
DUE TO WEATHER

MIXER
MIXER
MIXER
Mixer & Ribbon Cutting

EVENTS MARKETING

Active • Apr 14 ... [View results](#)


Ticket sales
Taste of Julian: Julian's Annual Celebra...



4,011 Views	3,536 Reach	144 Link clicks	\$9.88 Spent of \$50.00	i
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Active • Apr 14 ... [View results](#)

Event responses
Memorial Day weekend gems. mineral...



2,609 Views	1,965 Reach	113 Event Responses	\$9.11 Spent of \$60.00	i
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TOWN HALL MEMBER FEATURES, CURRENT



SOCIAL MEDIA

4/17/25

Instagram

Professional dash...

Insights

Mar 18 - Apr 16

Views68.3K >

Interactions2.7K >

Total followers17.4K >

Content you shared44 >

Stories

Last 30 days

Views

362

348

334

1,243

782

647

532

466

409

Stories

Performance

March 20, 2025 - April 16, 2025

Views

Views

65K

4.3%

From followers79% 5.3%

From non-followers21% 16%

Interactions

Content interactions

2.5K

33.8%

From followers88%

From non-followers12%

Reach

Instagram reach

10.9K

14.9%

From followers5,904 2.9%

From non-followers5,151 34%

Follows

Follows

306

29.5%

Unfollows137 19.4%

All

Last 30 days

Views

MISS SALLY'S DAFFODILS

805

NICKEL

736

Spring CONCERT SERIES

640

WYNOLA Junction

725

SHADOW MOUNTAIN VINEYARDS

603

769

646

1,017

962

843

898

1,082

1,069

1,420

1,327

2,358

1,973

2,432

2,065

1,923

Views

1,159

1,782

1,520

1,429

6,063

4,658

2,432

1,017

962

961

1,420

1,340

1,327

2,358

2,353

2,065

1,923

Social Media Shares

Visit Julian 3/20 -4/19

3/20 Julian Christian Retreat
 3/20 Music Festival
 3/21 Historic Tours of Julian David Lewis
 3/24 Julian Cafe & Bakery
 3/25 Drives and Detours
 3/26 Carrisito Ranch
 3/26 FB share Dudley's bakery SD Mag article
 3/27 Dark Sky Den
 3/28 Artists' Loft
 3/29 Blue Door Winery
 3/30 Cabin At Strawberry Hill
 3/31 Calico Ranch & Cidery
 4/1 Wynola Junction Antiques & Collectibles
 4/2 Couple's Cabin in Wynola, The
 4/3 Dishes The Pub at Lake Cuyamaca
 4/4 Friends of the Julian Library
 4/5 Fort Cross lillac
 4/6 ECPA - Shakespeare
 4/7 The Bohemian Bee
 4/8 Eagle Mining Co.
 4/9 Julian Dark Sky Network
 4/10 Julian Community Heritage Foundation
 4/10 Jeremy's On The Hill
 4/10 Dishes Jeremy's On The Hill
 4/13 Cozy Cowboy Cabin
 4/14 Nickel Beer Company
 4/15 Camp Cedar Glen
 4/15 IG Stories, Warm H, FortC, Storum, Dudleys, OH
 4/16 EVENT Station Lilacs
 4/16 Julian Family Fiddle Camp
 4/17 Dudley's Bakery
 4/18 Eric Jones #ilanlael
 4/19 Crooked Pine Farmhouse

Julian Chamber As of 4/17

Page overview

Last 28 days

Views ⓘ

12,336

Reach ⓘ

2,237

Content interactions ⓘ

269

Follows ⓘ

4



Mixer on Main Street
Mon, Apr 14

Views | Reach |
-- | 53



--
Mon, Apr 14

Views | Reach |
41 | 25



Mixer & Ribbon Cutti
Tue, Apr 1

Views | Reach |
-- | 6



--
Tue, Apr 1

Views | Reach |
63 | 25



UPDATE: The mixer fc
Thu, Mar 27

Views | Reach |
235 | 431



Popping in with a ren
Wed, Mar 26

Views | Reach |
45 | 19



Great turnout for the Maureen Morgan for and side dishes. They
Sat, Mar 22

Views | Reach |
290 | 1,184



--
Tue, Mar 18

Views | Reach |
140 | 65



Great turnout for the clean up today. Thanks ...
Mar 22, 2025, 12:27 PM
ID: 1137459765078707
56 1 comment

Change post

Current performance

From your existing post

Account Center accounts reached ●
1,184

RESULTS

4/17/25



Your channel got 408 views in the last 28 days

Views

408

Watch time (hours)

8.9

Subscribers

-1



Video views

243

↓ -220 (-47.5%)

Profile views

34

↓ -25 (-42.4%)

4

↓ -2 (-33.3%)



Overall performance

Percent changes are compared to 30 days before

Impressions

1.7k ↑ 47%

Engagements

54 ↑ 79%

Outbound clicks

1 ↓ 75%

Saves

7 ↑ 133%

Total audience

1.23k ↑ 57%

Engaged audience

42 ↑ 121%

Linktree*

Mar 21st to Apr 17th

Activity

Views and clicks Click rate

Views: 70 Clicks: 46



Visitor Center/Town Hall

Your performance at a glance

18

calls
-14%

226

people asked for
directions
+111%

43

website visits from
profile
+26%

1,036

profile views
+17%

216

searches
-5%

Julian Chamber

Your performance at a glance

12

calls
+100%

44

people asked for
directions
+33%

82

website visits from
profile
+51%

302

profile views
+29%

45

searches
+136%

March 2025

WEBSITE RESULTS

last 30 days

Sessions	Pageviews
42,470	85,308
Bounce Rate	New Users
43.4%	22,924

Landing page: Landing page

a /visit-julian-webcam	134330
Home/	9779
/plan-your-trip/road-conditions-map	1640
/to-see-do/attractions-activities	1600
/julian-events	1430
/to-see-do	1380
camping-in-julian	562
/dog-friendly-julian	472
/lodging	385
/historic-julian	314
/u-pick-orchards	308
/food-drink/dining	266
/apple-pie	255
/hiking-in-the-julian-area	235
/tours-gold-mines	211
/kids	183
/shopping	160

Engagement overview

EVENT NAME	EVENT COUNT
page_view	231K
session_start	165K
user_engagement	100K
first_visit	58K
click	48K
Outbound Link Clicks	48K
scroll	38K

Acquisition

Organic Search	50,712
Direct	12,042
Organic Social	2,09
Referral	59
Unassigned	2
Organic Video	1

Top Page Visits

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

PAGE TITLE AND SCREEN CLASS	VIEWS
Visit Julian Webcam 2025 -	162K
Visit Julian California - Your Definiti...	12K
Restaurants, Dining in Julian	3.4K
Visit Julian Webcam 2025 - Visit Jul...	3.3K
Directions to Julian, CA	3.1K
Julian Events -	3K
Attractions & Activities in Julian	2.9K

Visitor Origins

COUNTRY	ACTIVE USERS
United States	61K
Mexico	3.3K
Canada	85
United Kingdom	65
China	57
Germany	56
Ireland	47

WEBSITE RESULTS

March 2025

Top, Non Advertising Outbound Clicks

lagunamountain.com/ 23019
lakecuyamaca.net/webcam 16005
lagunamountain.com/ 1413
quickmap.dot.ca.gov/ 1394
quickmap.dot.ca.gov 912
1 cad.chp.ca.gov/traffic.aspx 727
wynolajunctionantiques.com/ 422
facebook.com/sdcountypdw/ 270
dot.ca.gov/cgi-bin/roads.cgi 193
juliandarkskynetnetwork.com/ 168
theeaglemining.com/ 99
instagram.com/visitjulian/ 96
chp.ca.gov/winter-driving-tips 68
julianhotel.com/ 67
julianfarmandorchard.com/ 66
visitor.email sign up 63
julianlodge.com/ 51
orchardhill.com/ 49
accuweather.com weather 46
julianhotel.com/ 43
online.fliphtml5.com/qveac/wzpg/ 39
fortcross.com/lilac-festival 37
julianlodge.com/ 37
juliancafe.com/ 36
theeaglemining.com/ 34
juliancafe.com/ 33

ramonaevents.com/ 32
californiawolfcenter.org/ 31
orchardhill.com/ 31
sdcl.org/locations_JL.html 30
juliangrille.com/ 28
minersdinerjulian.com/ 28
momspiesjulian.com/ 28
julianfarmandorchard.com/ 28
facebook.com/VisitJulian 28

Downloaded Files

Julian-hiking-trails-B.pdf 21 2019/06/History.pdf 15
Santa_Ysabel_East_Brochure.pdf 12
Santa_Ysabel_West_Brochure_FINAL.pdf 9
Volcan_Mountain_Brochure_FINAL.pdf 8
Night-Sky-Viewing-in-Julian.pdf 2
Julian-Historic-Walking-Tour-9-22.pdf 8
Julian-Lodging-List-current.pdf 1
Attractions-01-24.pdf 1
Dining-Bakeries-02-24.pdf 1
Galleries-Antiques-Museums-Historic-Jail 2
Julians-Surrounding-Areas-Hiking-Trails-Town-Maps.pdf 5
Camping- 34
Julian-Guide-Fall-2024.pdf 89
Mind-Body-Spirit-Offering 2
/Specialty-Shopping 1
Julian-Lodging-List-01-25.pdf 2
Julian-Lodging-List-03-04-25.pdf 28
Specialty-Shopping-3-25.pdf 1