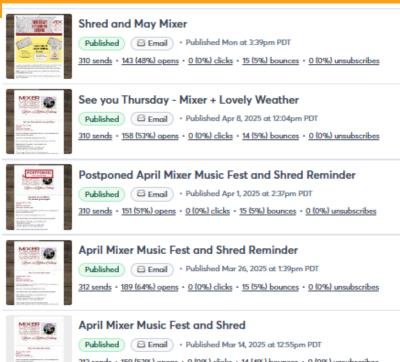
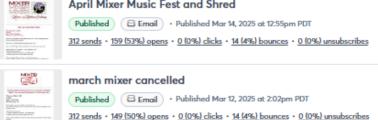
April 2025

# Julian Marketing

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

# TO COMMUNITY TO MEMBERS TO VISITORS

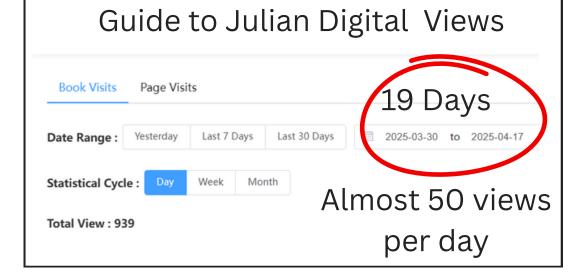




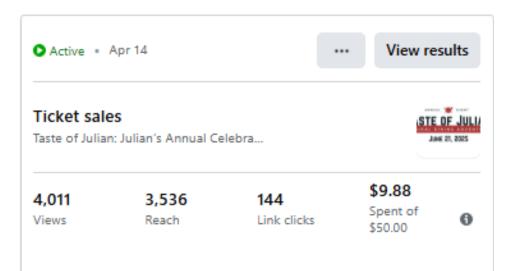


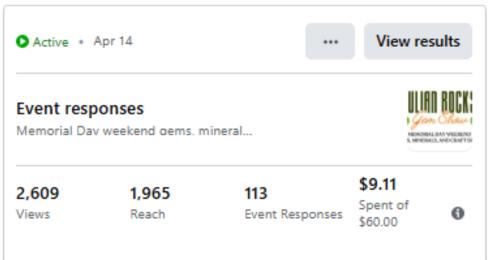
## **Ideas in the Works**

- 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



#### **EVENTS MARKETING**





### **TOWN HALL MEMBER FEATURES, CURRENT**







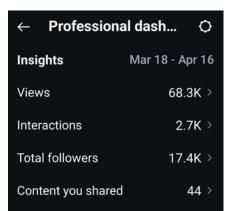


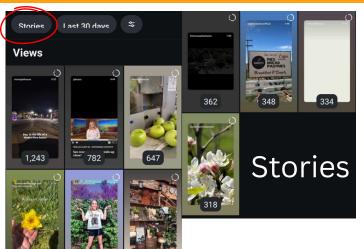


## **SOCIAL MEDIA**

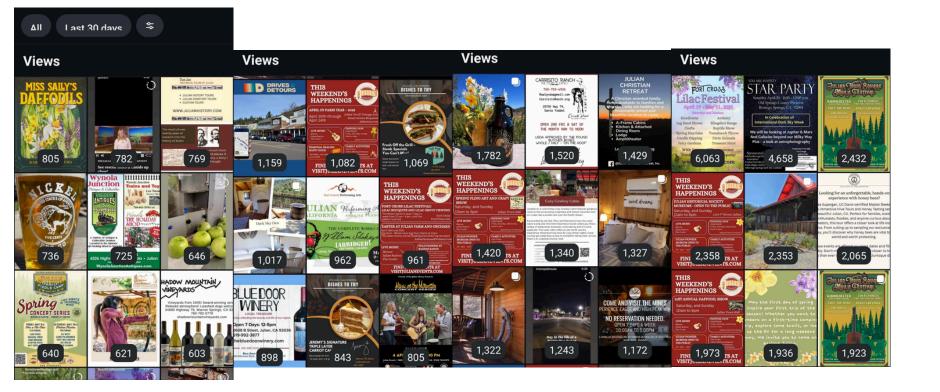
4/17/25

## Instagram









## **Facebook**

#### Current Cover Photo



Page	overview
_	

Last 28 days

Views 1	117,359	
Reach (1)	49,214	
Content interactions	1,456	
Follows (1)	100	

### **Top Content**



Come and visit the mine 10:00AM TO 5:00PM 232 #eagleminingcompanyju Tue, Apr 8

Views Reach Interactions 31,918 25,196 92

Dudley's Bakery and Life breads and pastries will \ Views Reach 92070 #dineinjulian #juli 1,109 813



Lots to look forward to t #juliancalifornia #julianc Wed, Apr 16 Views Reach 702 569



JFFC Spring Concerts Thi
concerts is part of the pa
performers are the best 1,711 1,224
Wed, Apr 16



Camp Cedar Glen Nestle
Julian, California, lies Cal
Wilderness Preserve, oul
1,417
1,135
Tue Apr 15



Congratulations to Nicke https://sandiegomagazii Views Reach #sandiegobeer #julianbe 1,967 1,341



Cozy Cowboy Cabin Loci Cuyamaca and Vulcan m Views Reach Pine, and Manzanita tree 2,347 1,875 Sun, Apr 13



Julian has a long history always something happe Music Calendar is the Jul 1,548 1,127 Sat Apr 12



A fun way to celebrate ti #juliandarkskynetwork Fri. Apr 11 Views Reach 1,916 1,322



Jeremy's on the H everyone. This car Even if we order it Thu. Apr 10

Views Reach 2,938 2,017



Coming up this w UPDATE - Julian F. weekend. Hope to 2,544 1,900 Wed, Apr 9



Come and visit the 10:00AM TO 5:00F Views Reach #eagleminingcom 31,918 25,196 Tue, Apr 8



The Bohemian Bei i your chance to ge ! Views Reach our available date 2,511 1,870 Mon, Apr 7



Get ready for a wl
[Abridged ] (Revis views Reach
you've never seen 799 583
Sun. Apr 6



Fort Cross Old Tin pm - 5:00 pm East Views Reach Please keep in mit 14,376 10,455 Sat, Apr 5



Don't miss Haywii Views Reach
Library #musicon 2,567 1,933
Fri, Apr 4



From The Pub at 1 1
a view? Join us at Views Reach
Steak Tacos – Serv ... 1,156 855
Thu Apr 3



The Historical Society
month. So, don't miss Views Reach
soon. #visitjulian #julii 1,218 873
Wed. Apr 2



Looking for a quiet and in Wynola for a fantas Views Reach setting with wild turke 1,510 1,155 Wed, Apr 2



No Foolin! Get ready f
Collectibles. You'll low collectibles and vintag
Tue, Apr 1

Views Reach
1,361
1,032



cidery, where everythi Views Reach dry with native yeast. | 4,637 3,201 Mon, Mar 31

Calico Ranch & Cidery



Cabin at Strawberry H time, this is one of the burning stove, full kitc 1,654 1,254 Sun, Mar 30



Blue Door Winery We': and charming tasting Views Reach wine, we look forward. 682 486 Sat Mar 29



kitchen. 2 private suite Views Reach
California For reservat 2,119 1,478
Fri, Mar 28

The Artists' Loft is a tr

Come on up to Julian



opportunities: https:// Views Reach #wynolacalifornia 1,370 988 Thu, Mar 27



Dark Sky Den! Located unwind & settle in to t Views Reach perfectly complement... 878 689 Thu, Mar 27

# New Regular Features on Social Media



LIVE MUSIC

The Cooler

Iulian Station

Wednesdays



steak topped with spring mix, garlic aioli, and tomato, all on a soft brioche

**Thursdays** 

FIND MORE EVENTS AT

VISITIULIANEVENTS.COM

GOLD PANNING AT

BANNER RANCH

## **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

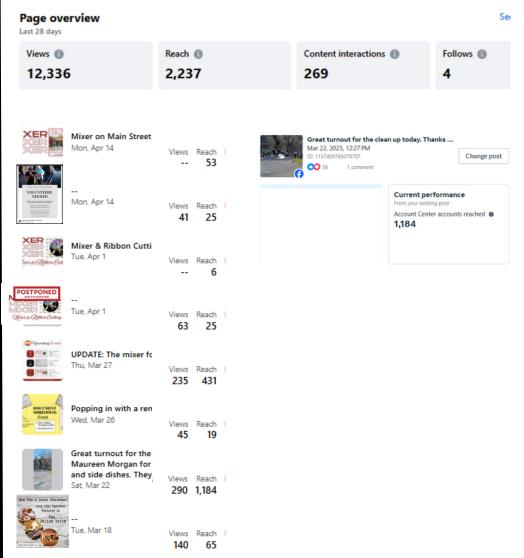
4/16 Julian Family Fiddle Camp

4/17 Dudley's Bakery

4/18 Eric Jones #ilanlael

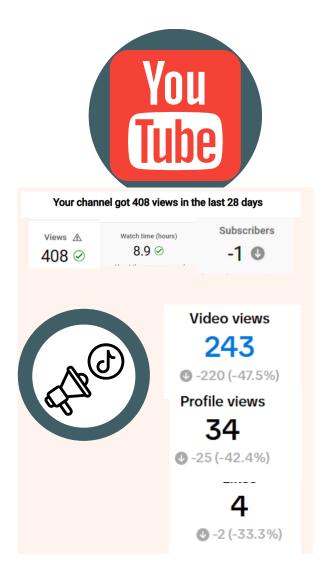
4/19 Crooked Pine Farmhouse

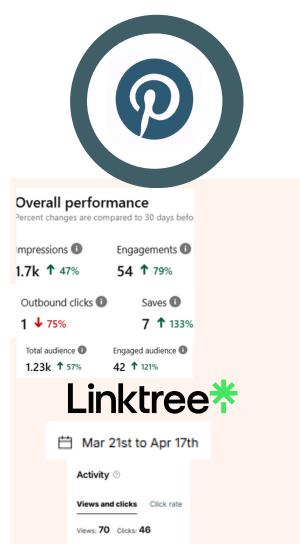
### **Julian Chamber As of 4/17**

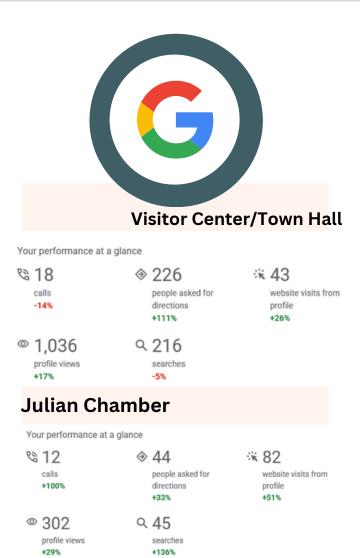


## **RESULTS**

4/17/25







#### March 2025

## WEBSITE RESULTS

last 30 days		
Sessions 42,470	Pageviews 85,308	
Bounce Rate	New Users 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

#### 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

/shopping 160

#### WHICH PAGES AND SCREENS GET THE MOST VIEWS?

PAGE TITLE AND SCREEN CLASS	VIEWS 162K
Visit Julian Webcam 2025 -	
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 61K	
United States		
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/sdcountydpw/ 270 dot.ca.gov/cgi-bin/roads.cgi 193 juliandarkskynetwork.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