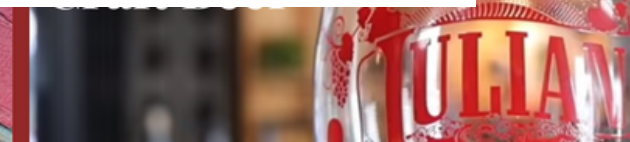
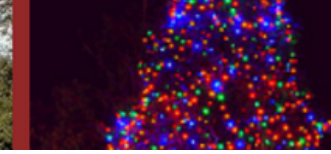


Julian Marketing

March 2025

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



TO COMMUNITY TO MEMBERS TO VISITORS



April Mixer Music Fest and Shred

Sent



• Sent Mar 14, 2025 at 12:00 PM

312 sends • 143 (48%) opens • 0 (0%) clicks • 12



march mixer cancelled

Sent



• Sent Mar 12, 2025 at 2:00 PM

312 sends • 142 (48%) opens • 0 (0%) clicks • 14

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

Sponsored By
CVB COMMUNITY VALLEY BANK
A MEMBER OF CREDIT UNION
And
JULIAN
Julian Chamber of Commerce



Email Performance

See how your emails are doing with your audience. Compare your results to the industry average.

Sent	Open Rate	Click Rate
5843	55.3%	2%
Opens	3221	Clicks
Sent	5843	Did Not Open
Bounces	23	Unsubscribed
Successful Deliveries	5820	Spam Reports
Desktop Open Percentage	95.5%	Mobile Open Percentage



Visitor - 2025 Spring / Summer Julian Happenings - visitor email

Sent



• Sent Mar 12, 2025 at 9:14am PDT

5,843 sends • 3,933 (68%) opens • 166 (3%) clicks • 100 (2%) bounces • 9 (1%) unsubscribes

Visitor - 2025 Spring / Summer Julian Happenings - visitor email

Sent

Wed, Mar 12, 2025

16 Items

Links

Link	Unique clicks
https://californiablugrass.org/cbaevent/julian-family-fiddle-camp/concerts/	16
https://www.julianfarmandorchard.com/	10
https://visitjulian.com/to-see-do/special-events/taste-of-julian/	25
https://www.julianartsguild.org/	6
https://www.facebook.com/events/2049190038854852/2049199578853898/	4
http://bit.ly/CompleteShakeJulian	5
https://www.instagram.com/visitjulian/	4
https://www.facebook.com/VisitJulian	1
https://www.julianfarmandorchard.com/revolution-in-the-orchard	20
https://juliantea.com/	12
https://www.juliantownsquare.org/julian-town-square-music-festival/	10
https://visitjulian.com/julian-events/	14
http://visitjulian.com/	4
https://visitjulian.com/julian-events/#event=77884583;instance=20250322103000?popup=1&lang=en-US	27
https://www.fortcross.com/lilac-festival	32
https://visitjulian.com/julian-events/#event=77912122;instance=20250502000000?popup=1&lang=en-US	7

EVENTS MARKETING

San Diego Tourism Authority...SanDiego.org



September 7, 2024
11am-5pm
Julian Grape Stomp Festa

One Free Admission
 Includes Commemorative Wine Glass and
 1 free Tasting

Get all The Details at
JulianGrapeStomp.com

Let Us Know You are Coming.
Redeem your Free Ticket Here:
<https://bit.ly/GolfGrape>

Use the Discount Code "golf" for
your 1 Free Ticket!

JULIAN ROCKS - GEM SHOW

VER: 2 | chamber@julianca.com | INREVIEW: 3/19/2025 | PUBLISHED | End Date: 5/26/2025

JULIAN MUSIC FESTIVAL

VER: 3 | membernethelp@sandiego.org | PUBLISHED: 3/19/2025 | PUBLISHED | End Date: 6/7/2025

JULIAN WOMAN'S CLUB WILDFLOWER SHOW

VER: 9 | membernethelp@sandiego.org | PUBLISHED: 1/29/2025 | PUBLISHED | End Date: 5/3/2025

THE JULIAN DAFFODIL SHOW

VER: 13 | membernethelp@sandiego.org | PUBLISHED: 1/24/2025 | PUBLISHED | End Date: 3/23/2025

TOWN HALL MEMBER FEATURES, CURRENT



Pathways

SOCIAL MEDIA

02/18/25

Instagram

Professional dash...

Insights Feb 17 - Mar 18

Views 67.3K >

Interactions 2.0K >

Total followers 17.1K >

Content you shared 38 >

Content

Stories Last 30 days

Views

1,046 514

Performance

February 19, 2025 - March 18, 2025

Views

Views 62.1K ↑ 4.8%

From followers 75% ↓ 2.6%

From non-followers 25% ↑ 8.7%

Interactions

Content interactions 1.9K ↑ 23.3%

From followers 11%

From non-followers 11%

Reach

Instagram reach 10.9K ↑ 14.9%

From followers 5,904 ↑ 2.9%

From non-followers 5,151 ↑ 34.1%

Last 30 days Feb 17 - Mar 18

67,347 Views

74.5% Followers 25.5% Non-followers

Accounts reached 11,482 +22.1%

All Last 30 days

Views

980 868 831 823 753 564 552 514 494

All Last 30 days

Views

1,358 1,355 1,351 1,243 1,148 1,145 1,130 1,046 1,006

All Last 30 days

Views

1,739 1,693 1,639 1,546 1,533 1,481 1,413 1,395 1,367

All Last 30 days

Views

5,879 3,131 3,114 2,727 2,252 2,188 2,164 2,014 1,924

The 1
one
above
Fri, N

Social Media Shares

Visit Julian 2/24 - 3/19

2/24 Olive and Oak Antiques
2/24 EVENT FB Share Lilac Festival Fort Cross
2/24 IG Story Eagle Mine - Visitor Story
2/25 EVENT Daffodil Show
2/26 EVENT Bluegrass Nights
2/26 Weekend Happenings
2/27 Weddings at Julian Farm and Orchard
2/28 EVENT Warner Springs Artisan Guild TH show
3/2 Julian Farm and Orchard
3/3 Cedar Creek Falls Retreat
3/4 The Royal Cabin
3/4 FB Share Library Music on the Mountain
3/5 Me and Granny's Creations
3/6 Komorebi
3/7 Oasis Camel Dairy
3/8 The Julian Candy Basket
03/09 Dog Friendly Julian
3/9 T's Place a Rustic Julian Cabin
3/9 The Enchanted Lookout
3/9 The Julian Farmhouse
3/13 Julian Family Fiddle Camp
3/14 Laguna Mountain Lodge
3/15 Lake Cuyamaca Recreation & Park District
3/16 Mesa Grande Corazon Winery
3/17 EVENT Mountain Healing Acupuncture
3/18 Sacred Mountain Julian
3/19 Shadow Mountain Vineyards & Winery LLC

Julian Chamber 2/18 -3/19

Page overview

Last 28 days

[See more insights](#)

Views ⓘ	Reach ⓘ	Content interactions ⓘ	Follows ⓘ
11,900	2,757	622	16

	Have you been about the prod Tue, Feb 11	Views 253	Reach 124	Interactions 8
	WOW!!! Laguna a the Mt Laguna 1 area maps or so Mon, Feb 10	Views 118	Reach 80	Interactions 2
	Seidl's Party Rer cherished tradit to honor and in Fri, Feb 7	Views 100	Reach 66	Interactions 1
	Riccio's Account consulting, Quic / Fri, Feb 7	Views 132	Reach 83	Interactions 7
	Sage Real Estate https://sagereal believe "home" Thu, Feb 6	Views 107	Reach 59	Interactions 2
	Red Hawk Realt San Diego Cour specialize in rep Wed, Feb 5	Views 140	Reach 85	Interactions 4
	-- Tue, Feb 4	Views 40	Reach 28	Interactions 1
	Orchard Realty real estate servi e of California's n Tue, Feb 4	Views 67	Reach 44	Interactions 2

RESULTS

03/19/25



Feb 19 – Mar 18, 2025

Last 28 days

Views

304 ↓

86 less than usual

Watch time (hours)

6.3 ↓

1.7 less than usual

333

Subscribers

Video views

483

Profile views

60

Likes

6



Overall performance

Percent changes are compared to 30 days before th

Impressions ⓘ

1.17k ↓ 4.7%

Engagements ⓘ

30 ↑ 45%

Outbound clicks ⓘ

4 ↑ 100%

Saves ⓘ

3 ↑ 200%

Linktree*

Feb 20th to Mar 19th

Views and clicks

Click rate

Views: 205 Clicks: 135



Visitor Center/Town Hall

Your performance at a glance

21

calls
-16%

107

people asked for
directions
-17%

34

website visits from
profile
+13%

881

profile views
-16%

229

searches
-6%

Julian Chamber

6

calls
-25%

33

people asked for
directions
-45%

54

website visits from
profile
-20%

234

profile views
-26%

19

searches
-56%

February 20- March 19

WEBSITE RESULTS

Total Unique Visitors

64K

↑ 65.7%

Total Impressions

670K

Avg. Time on Page

2m 23s

↑ 25.2%

Total Clicks

101K

↑ 99.6%

Landing page: Landing page

- /visit-julian-webcam 131344
- Home Page 8715
- /plan-your-trip/road-conditions-map 1580
- /to-see-do/attractions-activities 1379
- /julian-events 1251
- /to-see-do 1197
- /julian-ca-webcam 791
- /camping-in-julian 442
- /dog-friendly-julian 347**
- /lodging 308
- /u-pick-orchards 285
- /historic-julian 283
- /food-drink/dining 230
- /apple-pie 212
- /tours-gold-mines 187

Engagement overview

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	218K
session_start	158K
user_engagement	95K
first_visit	55K
click	47K
Outbound Link Clicks	46K
scroll	36K

Acquisition

↓ Sessions Engaged sessions

Total	157,040 100% of total	90,541 100% of total
1 Organic Search	128,604 (81.89%)	75,051 (82.89%)
2 Direct	25,692 (16.36%)	13,619 (15.04%)
3 Organic Social	2,643 (1.68%)	1,160 (1.28%)
4 Referral	970 (0.62%)	581 (0.64%)
5 Unassigned	692 (0.44%)	14 (0.02%)
6 Organic Video	1 (<0.01%)	1 (<0.01%)

Top Page Visits

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

PAGE TITLE AND SCREEN CLASS	VIEWS
Visit Julian Webcam 2025 -	161K
Visit Julian California - Your Definiti..	12K
Restaurants, Dining in Julian	3.1K
Julian Events -	3K
Directions to Julian, CA	3K
Attractions & Activities in Julian	2.5K
Tours & Goldmines in Julian	2.5K

Visitor Origins

Demographic details: Country

- United States 57582
- Mexico 3311
- China 107
- Canada 77
- United Kingdom 51
- Ireland 47
- Germany 45
- India 29
- Japan 28
- Sweden 23
- Italy 20
- Philippines 20
- South Korea 19
- Switzerland 18

WEBSITE RESULTS

February 1 - 28, 2025

Top, Non Advertising Outbound Clicks

lagunamountain.com/ 4647
lakecuyamaca.net/webcam 2354
lagunamountain.com/ 280
juliandarkskynetwork.com/ 150
julianhotel.com/ 117
quickmap.dot.ca.gov/ 86
theeaglemining.com/ 74
visitor.r20.constantcontact.com/ 54
juliancafe.com/ 53
julianfarmandorchard.com/ 49
julianappletreeinn.com/ 47
orchardhill.com/ 47
oakhillinnjulian.com/ 38
cad.chp.ca.gov/traffic.aspx 38
theeaglemining.com/ 37
instagram.com/visitjulian/ 35
juliangrille.com/ 30
bannerranchjulian.com/ 30
lagunamountain.com/ 30
sdcl.org/locations_JL.html 29
californiawolfcenter.org/ 28
tuckerpeaklodge.com/ 28
dudleysbakery.com/ 27
minersdinerjulian.com/ 27
momspiesjulian.com/ 26
stateparks.com/cuyamaca.html 26
wikiupbnb.com/ 26

julianapplealley.com/ 25
julianminingcompany.com/ 24
julianhardcider.biz/ 24
julianbeercompany.com/ 23
lionstigersandbears.org/ 23
artistsloft.com/ 23
recreation.gov/WilliamHeise 22
strawberrycabin.com/ 22
ramonaevents.com/ 22
julianfarmandorchard.com/ 21
fortcross.com/ 19
thepubatlakecuyamaca.com/ 18
quechojulian.com/ 17
julianminingcompany.com/ 17
calicoranch.com/ 16
cameldairy.com/ 16

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chamber/member-information/ 1
chamber/member-information/#myaccount 3
wp-content/uploads/2019/04/Julian-hiking-trails-B.pdf 22
wp-content/uploads/2019/06/History.pdf 13
Santa_Ysabel_East_Brochure.pdf 13
wp-Santa_Ysabel_West_Brochure_FINAL.pdf 8
Volcan_Mountain_Brochure_FINAL.pdf 19
Julian-Historic-Walking-Tour-9-22.pdf 4
Attractions-01-24.pdf 4
Dining-Bakeries-02-24.pdf 4
Galleries-Antiques-Museums-Historic-Jail-1-2024.p 1
Julians-Surrounding-Areas-Hiking-Trails 2
Town-Maps.pdf 3
Wineries-Beer-Cider-1-2024.pdf 2
Camping-5-2024.pdf 36
Julian-Guide-Fall-2024.pdf 124
Mind-Body-Spirit-Offering-12-2024.pdf 1
Specialty-Shopping-12-24.pdf 3
Julian-Lodging-List-01-25.pdf 28