




May 2025

Julian Marketing

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


TO COMMUNITY TO MEMBERS TO VISITORS



June Mixer correction

Published Email Publish


319 sends • 175 (57%) opens



June Mixer

Published Email Publish


308 sends • 162 (55%) opens • 5 (2%) clicks



Shred, May Mixer book festival

Published Email Published Apr 26

308 sends • 162 (55%) opens • 8 (3%) clicks



Shred and May Mixer

Published Email Published Apr 14

310 sends • 182 (62%) opens • 0 (0%) clicks



Ideas in the Works

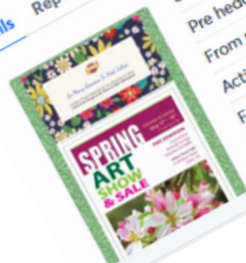
- 1. Julian Beer Fest - with Tom Nickel August
- 2. Festival of Books - with Rhondda Begley FOJL
- 3. E-Waste Day with County (later this year)
- 4. National Night Out (August) community building with law enforcement

Guide to Julian Digital Version Results for April 2025

Active Visitor - 2025 Spring / Summer

Your email will be sent shortly.

Details Reporting Heat Map



Subject

Pre header


From name

Active


From Address

Reply to address


Lists




Views1335




Readers1159



Time on Books38:57:03

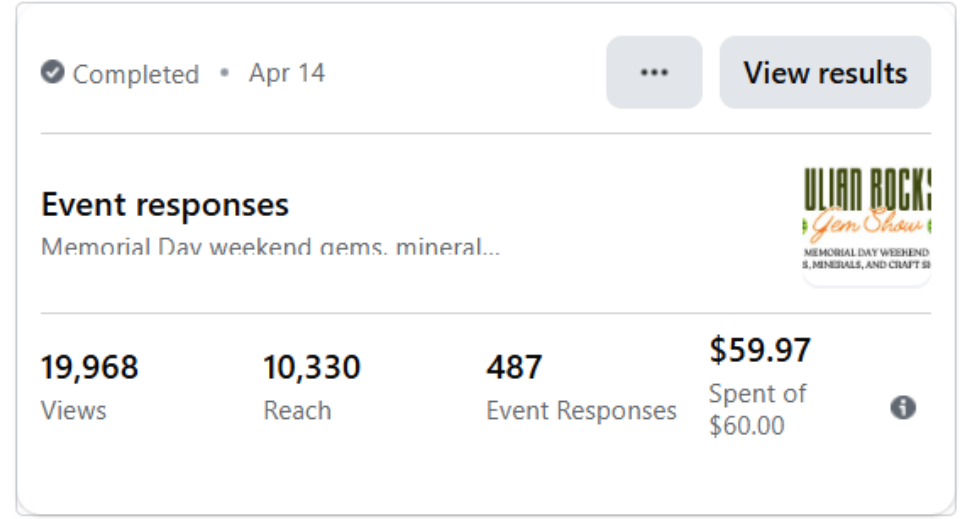
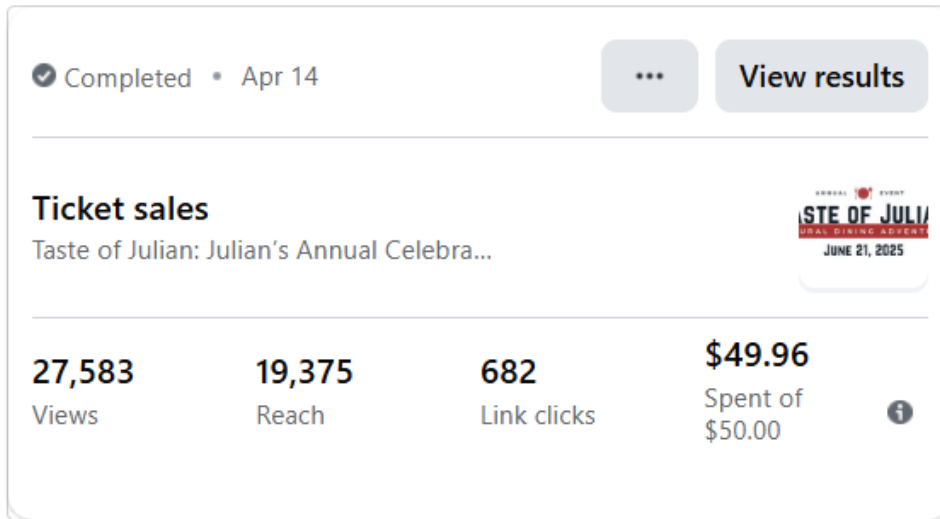


Shares16



Downloads0

EVENTS MARKETING



TOWN HALL MEMBER FEATURES, CURRENT



SOCIAL MEDIA

05-15-25

Instagram

Professional das... ⚙️

Insights Apr 15 - May 14

Views 67.4K >

Interactions 2.4K >

Total followers 17.6K >

Content you shared 46 >

Stories Views

2,202 695 352 289 266 244

230

Last month this was at 647

Performance April 17, 2025 - May 14, 2025

Views Views 62.4K ↓ 4%

From followers 77% ↓ 2.5%

From non-followers 23% ↑ 9.5%

Interactions Content interactions 2.3K ↓ 8.4%

From followers 84%

From non-followers 16%

Reach Instagram reach 15.6K ↑ 15.9%

From followers 7,758 ↑ 9.8%

From non-followers 7,970 ↑ 18.8%

Follows Follows 306 ↓ 19%

Unfollows 130 ↓ 16.7%

Views

802 783 757 733 695 691 655 629 572

Views

1,053 999 948 947 927 911 873 858 841

Views

1,382 1,359 1,329 1,299 1,242 1,146 1,091 1,086 1,060

Views

2,836 2,807 2,383 2,202 1,729 1,607 1,574 1,552 1,489

Current Cover Photo

VisitJulian.com

Upcoming Events



Page overview

Last 28 days

Views	123,469
Reach	44,667
Content interactions	1,658
Follows	133

Top Content

Top content

Last 28 days

Boost this post to reach up to 12517 more people with every \$245 you spend.



Hey there! Want to win two tickets to the upcoming Taste of Julian? Enter to...

Published by Robin Boland

May 7 at 8:03 AM

Views	Reach	Interactions
3,484	2,202	157

Regular Features on Social Media

Wednesdays (ish)



A home away from home poster

Views	Reach
931	515



Quinn Knives poster

Views	Reach
563	495



Hey there! Want to win two tickets to the upcoming Taste of Julian? Enter to...

Views	Reach
3,484	2,202



Yes, Mother's Day poster

Views	Reach
--	--



Mother's Day poster

Views	Reach
922	655



Julian Wine poster

Views	Reach
1,047	743



There are only 3 days left of the Taste of Julian! https://visitjulian.com

Views	Reach
279	209



Kathy's Dress poster

Views	Reach
758	571



Sip of Julian poster

Views	Reach
--	4



Your Video poster

Views	Reach
331	290



CELEBRATE MC LAID-BACK poster

Views	Reach
827	609



Fort Cross poster

Views	Reach
15,031	10,716



Your Video poster

Views	Reach
1,245	481



QUECHO poster

Views	Reach
889	636



Don't miss poster

Views	Reach
2,640	1,974



Menghini Winer poster

Views	Reach
2,125	1,518



Miners Diner poster

Views	Reach
5,091	4,259



From The poster

Views	Reach
1,203	887



The Historic poster

Views	Reach
1,267	918



Looking in poster

Views	Reach
1,564	1,198



GOLD PANNING AT BANNER RANCH JULIAN poster



Thursdays

Social Media Shares

Visit Julian 4/20-5/18

weekly Julian Pioneer Museum
 4/22 Volcan Mountain Winery
 4/23 Julian Jewel Box
 4/24 Dishes Mom's Pie House
 4/25 Tucker Peak Lodge
 4/25 Hollow Glen Road Vacation Rental
 4/26 Julian Arts Guild
 4/27 JABCECC
 4/29 Julian Cabins
 4/30 Julian Beer Company
 5/1 Julian Book House
 5/2 Julian Historical Society
 5/2 Flash Jam
 5/3 Taste of Julian
 5/3 Julian Gold Rush Hotel
 5/3 _S_ Cinco de mayo Quecho
 5/4 Julian Lodge
 5/5 Stories: Fort, Moms, Theater, Patchwork, jeremy
 5/5 Julian Weaving Works
 5/6 Julian Wine & Chocolate
 5/9 Quecho Elevated Mexican Eatery
 5/10 Kathy's Dress Shop
 5/11 Quinn Knives & Backcountry Goods
 5/12 Menghini Winery
 5/13 Moonshine Magic
 5/14 Julian Hard Cider LLC
 5/15 Julian Apple Tree Inn LLC
 5-16 Polaris Ridge
 5/17 Julian Market And Deli
 5/18 Ramona Ranch Winery

Julian Chamber As of 05/15

Page overview

Last 28 days

Views ⓘ

7,723

Reach ⓘ

1,777

Content interactions ⓘ

142

Follows ⓘ

6



Happening tonight an here on the mountain
<https://californiablue.com>
 Fri, May 9

Views Reach
 209 331



June Mixer at Nickel B
 Mon, May 5

Views Reach
 -- 3



Wonderful mixer at K event. The food was a
 Fri, May 2

Views Reach
 475 187



Exciting!!
 Thu, May 1

Views Reach
 -- --



Happening today from additional box is \$10 (a Julian graduating se
 Sat, Apr 26

Views Reach
 1,481 747



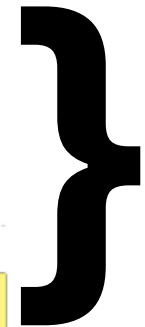
Come on out and SUP
 Tue, Apr 22

Views Reach
 56 24



Coming up on Saturday OR VENMO
 Tue, Apr 22

Views Reach
 195 847



Posted on
 both Julian
 Connection
 and Julian
 Community FB
 Groups

RESULTS

4/17/25



Views
460

Watch time (hours)
10.6 ↑

61% more than Mar 2 – 31, 2025

Subscribers
+3 ↑

250% more than Mar 2 – 31, 2025

Video views

1K

+762 (313.6%)

Profile views

55

+21 (61.8%)

Shares

16

+9 (128.6%)

Comments

8

+8 (-)



Overall performance

Percent changes are compared to 31 days before the selected date range. %

Impressions
1.81k ↑ 10%

Engagements
66 ↑ 29%

Outbound clicks
4 ↑ 300%

Saves
11 ↑ 83%

Total audience
1.34k ↑ 6.9%

Engaged audience
51 ↑ 24%

Linktree*

Views and clicks

Views: 68 Clicks: 40



Visitor Center/Town Hall

📞 23 calls +27%	📍 132 people asked for directions -41%	🌐 28 website visits from profile -34%
👁️ 1,342 profile views +29%	🔍 210 searches -2%	

Julian Chamber

Your performance at a glance		
📞 49 calls +308%	📍 46 people asked for directions +4%	🌐 49 website visits from profile -40%
👁️ 276 profile views -8%	🔍 22 searches -51%	

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