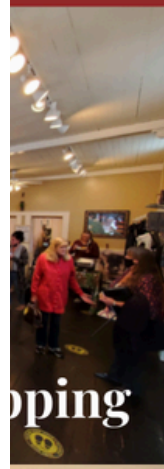
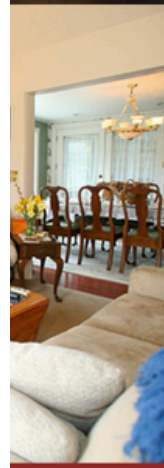
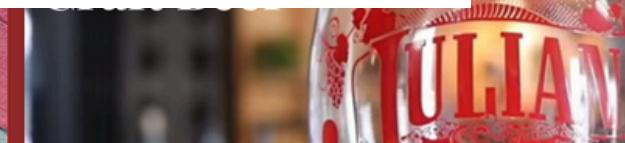


November 2025

Julian Marketing

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

TO COMMUNITY TO MEMBERS
TO VISITORS

Visitor Email Results



2025 Fall Visitor Email of upcoming Events

Sent · Email · Sent Oct 16, 2025 at 1:49pm PST · Resent Oct 21, 2025 at 7:30am PS

5,963 sends · 3,873 (67%) opens · 272 (5%) clicks · 169 (3%) bounces · 10 (1%) unsubscribes

To Members



mixer gingerbread board christmas

Sent · Email · Sent yesterday at 2:45pm PST

223 sends · 48 (22%) opens · 1 (1%) click · 5 (2%) bounces · 0 (0%) unsubscribes



Board Nominations and Christmas

Sent · Email · Sent Oct 27, 2025 at 4:06pm PST · Resent Tue at 9:35am PST

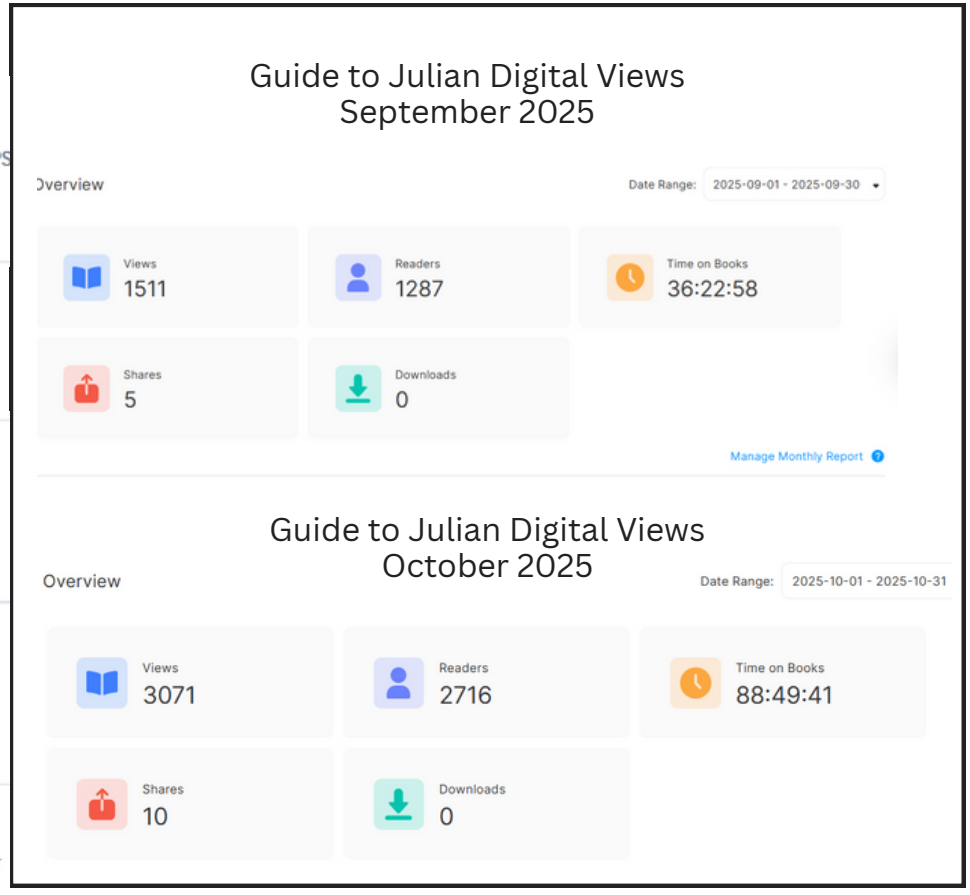
223 sends · 115 (54%) opens · 8 (4%) clicks · 9 (4%) bounces · 0 (0%) unsubscribes



christmas Support

Sent · Email · Sent Oct 22, 2025 at 12:50pm PST · Resent Oct 28, 2025 at 7:29am PST

301 sends · 177 (60%) opens · 18 (6%) clicks · 8 (3%) bounces · 0 (0%) unsubscribes









EVENT & HOLIDAY SEASON MARKETING

Recent Ads

Active • Nov 6 ••• View results

Event responses
Kick off the holiday season with a sma...



--	--	--	$0.00
Views	Reach	Event Responses	Spent of $150.00

Google Profile

All posts
View or make changes

Post



Julian Light Parade
A Parade of Lights Down Main Street Julian. Cars Decorated in Holiday...



Julian's Country Christmas Tree Lighting. November 29, 2025 Tow...

SD Tourism



Nov 29, 2025
Julian's Country Christmas Tree Lighting
East County
Kick off the holiday season with a small town joy-filled Christmas Tree Lighting. Starting at noon with musical entertainment all day. Craft Vendor booths - Kick off your holiday shopping. Santa Arrives to meet the Children at 6pm. It is a wonderful way to get into the Holiday Spirit.
Read More →

Facebook Events



Sat, Nov 29 at 12 PM
Julian's Country Christmas Tree Lighting
2712 Washington St, Julian, CA 92036-9233, United States · Julian...



Sat, Dec 6 at 6 PM
Joy in Julian Christmas Light Parade
Main St, Julian, CA 92036, United States · Julian
Event by Visit Julian



28
Friday, November 28, 2025 at 5:30 PM
Julian Local's Tree Lighting
2712 Washington St, Julian, CA 92036-9233, United States
About Discussion
Details
106 people responded
Event by Julian Chamber of Commerce
2712 Washington St, Julian, CA 92036-9233, United States

ENJOY THESE DECEMBER HOLIDAY OFFERINGS

Julian Country Christmas

Every Sat/Sun 12p-4pm
Santa on Porch of Town Hall

Every day at Town Hall,
Letter to Santa desk for kids

Every day* at Town Hall, kids
simple holiday sticker craft

Dec 7 - 20 Gingerbread House
Display at Town Hall

1st-21st Elf Hunt Activity. Visit The Olde Goat on Main St.

- 31st Annual Victorian Christmas Teas at Julian Tea and Cottage Arts. 2124 Third St. Reservations required. Juliantea.com Closed on Wednesdays — 4th- 23rd

6,13,20 • Sat. Evenings. Living Nativity on the Deck of the Julian Cider Mill

6th
- Arts & Craft Show 10am-4pm at Town Hall
- Light Parade down Main St. 6pm
- Christmas Sing-Along at Town Hall at 6:30pm

6th
7th • Cookie Decorating at Wynola Junction Antiques. 4326 CA-78 Noon - 3pm

6th-21st • Saturdays and Sundays- Holiday Farm Tour Adventure. Reservations Required. FortCross.com

12/12-14
12/19-20 • A Christmas Carol - This holiday classic is a beloved tradition of the Julian stage. eastcountyarts.org

13th
14th • Cookie Decorating at Wynola Junction Antiques. 4326 CA-78 Noon - 3pm

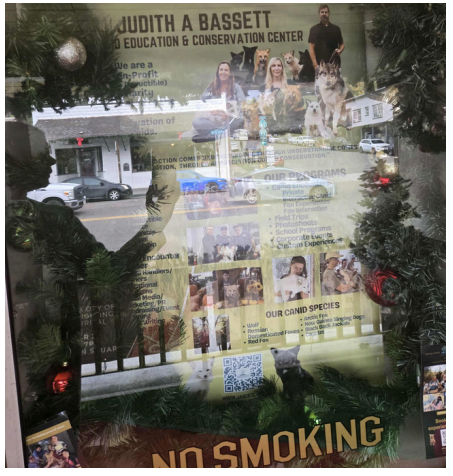
JulianCountryChristmas.com

* Except for dates that have other scheduled events inside town hall

TOWN HALL MEMBER FEATURES, CURRENT











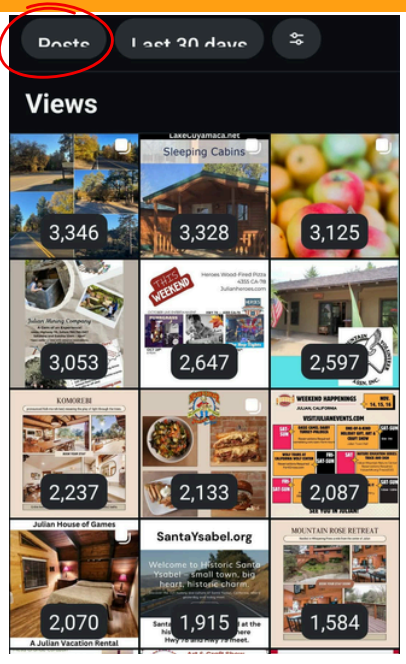


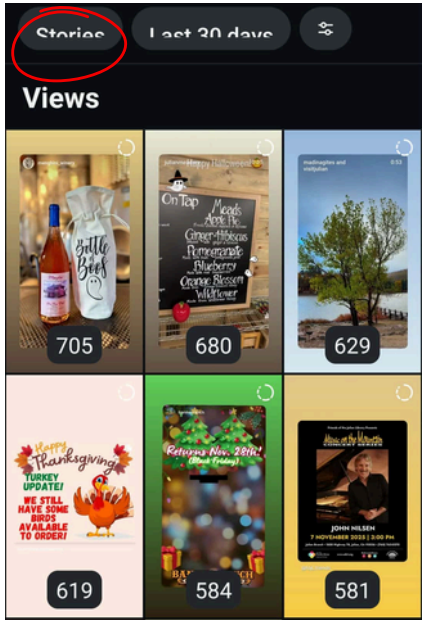
SOCIAL MEDIA

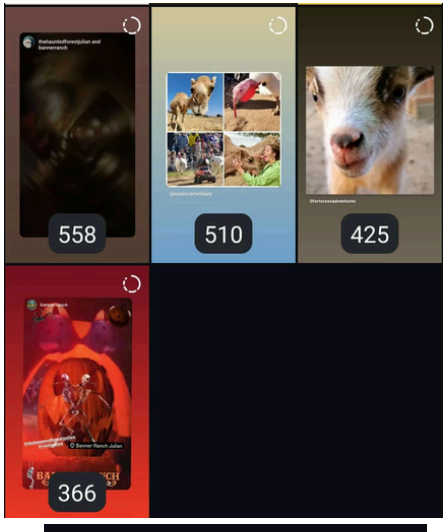
11/19/2025

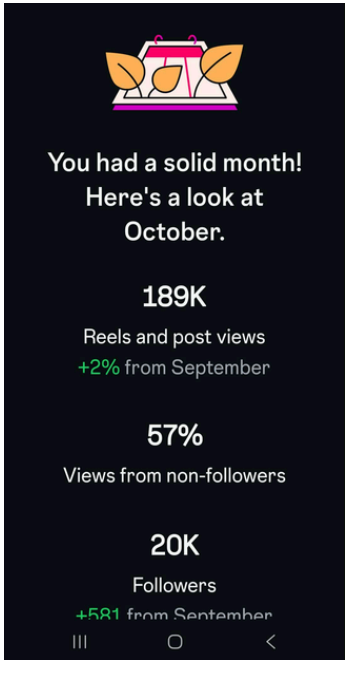
Instagram

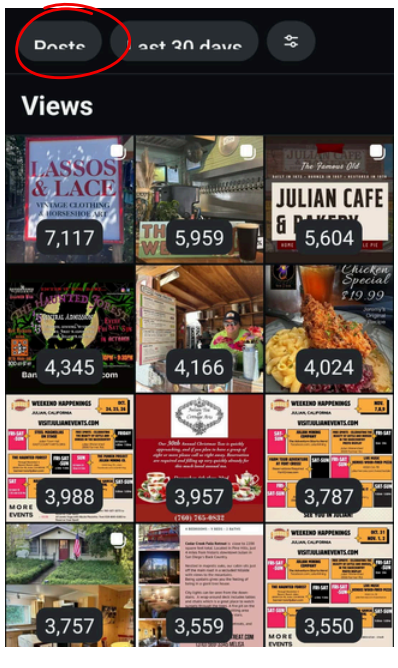


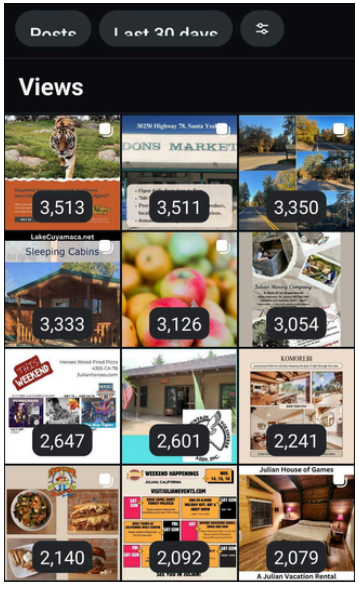


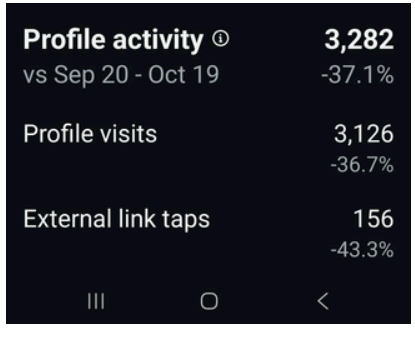


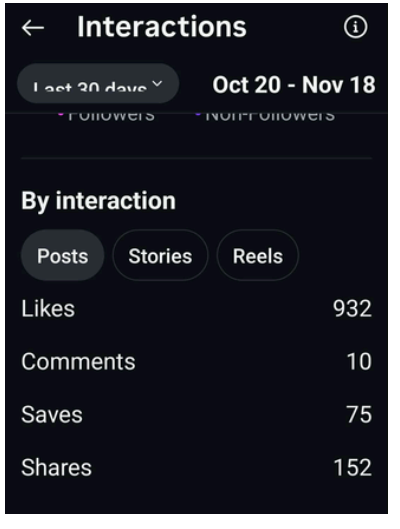












Current Cover Photo



Page overview

Last 28 days

Views	148,974
Reach	45,666
Content interactions	1,763
Follows	188

Top Content

Top content

See all

Last 28 days

Boost this post to reach up to 3043 more people with every $35 you spend.

	Views	Reach	Interactions
Lake Cuyamaca, the jewel of the San Diego mountains, is the ideal mixture... Published by Robin Boland · November 9 at 8:00 AM ·	33,305	22,393	278

	Views	Reach	Interactions
Santa Ysabel Art Gallery 303 Wednesday GROUP SHOW Saturday, December 20, 4 – Thu, Nov 20	141	104	2
Orchard Hill https://www.or matching pajamas, and mak golden light, chilly evenings Wed, Nov 19	2,132	1,470	31
Looks like some fun to be ha Tue, Nov 18	269	166	2
Be sure to visit Town Hall on Dec artisans have to share. Pick up sc Mon, Nov 17	1,780	1,297	21
COOLER W O W !! Mon, Nov 17	548	398	15
"I want my two dollars" Nickel B IPA sensation. Come on up the h Nickel Beer 1485 Hollow Glen Rd Sun, Nov 16	867	599	11
Craft Show Day two today at Town Hall!! Sun, Nov 16	718	453	15
Julian House of Games https://w provides a relaxing place to enjo experience. For those who enjoy Sat, Nov 15	1,928	1,312	14
Julian House of Games https://v provides a relaxing place to enj experience. For those who enjo Sat, Nov 15	1,928	1,312	14
Registration for Julian Family Fi more! Julian Family Fiddle Camp as you can play a couple of simp Fri, Nov 14	2,568	1,890	25
Be sure to visit our neighbors at a lot! Santaysabel.org #santaysa Thu, Nov 13	4,853	3,269	82
Niiiiice weekend options in Julia Wed, Nov 12	765	463	12
Mountain Rose Retreat Nestled the amenities for a couple's qui walking distance to Nickel Beer Wed, Nov 12	3,258	2,252	28
We thank you for your service. I Tue, Nov 11	645	444	19
Miner's Diner 2134 Main St Ope #JulianCA #seeyouinjulian #Juli dining and tourism experiences Tue, Nov 11	4,753	3,309	62
Mesa Grande Corazón Winery is The unique growing conditions soil to produce grapes that give Mon, Nov 10	704	498	4
Lake Cuyamaca, the jewel of the relaxation. Whether you come fo place so beautiful you won't wan Sun, Nov 9	305	22,393	278
Do you enjoy Laguna Mountain @laguna_mountain_volunteer W been working on an individual b Sat, Nov 8	5,264	3,954	50
Wyn Junct That's the spirit! Fri, Nov 7	505	333	9
Laguna Mountain Lodge Motel I Information or Reservations Any 9 AM - 5 PM Daily Availability Fo Fri, Nov 7	2,849	2,074	39
Komorebi (pronounced Koh-mo oak grove. Featuring: Cedar hot minutes away Hiking trails minu Thu, Nov 6	1,939	1,420	11
See You in Julian!! #visitjulian #j Wed, Nov 5	1,712	1,107	12
music on mountain Coming up on Friday!!! Make yo Wed, Nov 5	401	256	1

Social Media Shares

10/17-11/20

10/17 Fort Cross
10/19 Nickel beer collab
10/20/25 Banner Ranch Julian
10/22 Events Lions Tigers & Bears
10/22 Lassos and Lace
10/23 Heroes Wood-Fired Pizza
10/24 Julian Beer Company
10/25 DONS MARKET
10/27 Julian Healing Collective
10/28 Julian Mining Company
10/28 Ramona Candle Co & Julian Mercantile
10/29 Julian Tea And Cottage Arts
10/30 Cedar Creek Falls Retreat
10/31 Jeremy's On The Hill
11/1 Four Seasons Lake House
11/2 Julian Cider Mill Inc
11/4 Julian Cafe Reel Collab
11/5 Julian Orchard Ranch
11/6 Komorebi
11/7 Laguna Mountain Lodge
11/8 Laguna Mountain Volunteer Association
11/9 Lake Cuyamaca Condos & Cabins
11/10 Mesa Grande Corazon Winery
11/11 Miner's Diner
11/12 Mountain Rose Retreat
11/14 Julian Family Fiddle Camp
11/15 Julian House of Games
11/16 fb Nickel Beer Company
11/17 cooler Julian Station
11/17 The Cooler
11/18 Oasis Camel Dairy
11/19 Orchard Hill Country Inn
11/20 Santa Ysabel Art Gallery

Julian Chamber

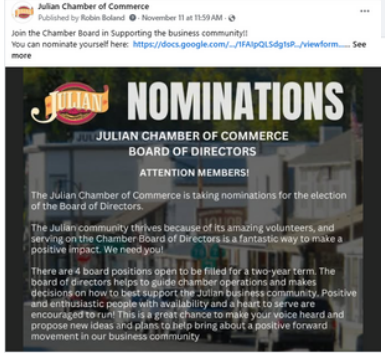
10/20-11/13

10/20 FOJL
10/21 H5
10/22 Hague Water
10/23 High on Kennels
10/24 Hills of Gold Mortgage
10/30 Ilean Ileal
10/31 JABCAC
11/3 James C, Shultz jr.
11/4 Jane Brown-Darche, Realtor
11/4 Julian Tea Proclamation
11/5 JCR Construction
11/6 lawlinq
11/7 JCHF
11/10 JDSN
11/11 post 468
11/12 Fire Safe Council
11/13 Historical Society











October Report for October 2025

WEBSITE RESULTS

SEPT 2025		OCT 2025	
Active users	New users	Active users	New users
37K	35K	41K	38K
Average engagement time per active ..		Average engagement time per active u..	
1m 15s		1m 13s	
Event count		Event count	
390K		424K	

Engagement overview

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	200K
user_engagement	70K
session_start	62K
first_visit	38K
scroll	20K
Outbound Link Clicks	16K
click	16K

Views by Page title and scree...

PAGE TITLE AND S...	VIEWS
U-Pick Orchards & Ot...	77K
Visit Julian Californi...	15K
Visit Julian Webcam ...	12K
Julian Events - Visit ...	11K
Julian Apple Season ...	9.5K
Attractions & Activiti...	6.2K
Restaurants, Dining i...	6.2K

Acquisition

Sessions by Session manual source

SESSION MANUAL SOURCE	SESSIONS
google	45K
bing	1.4K
yahoo	634
julianfarmandorchard.com	461
duckduckgo	441
m.facebook.com	407
l.facebook.com	117

Landing page: Landing page

/visit-julian-webcam 9202
/julian-events 5916
/attractions-activities 3789
/to-see-do/apple-days 2093
/fall-colors-in-julian-ca 1331
/to-see-do 1148
/camping-in-julian 868
/country-christmas 843
/dog-friendly-julian 784
/lodging 682
/food-drink/dining 571
/shopping 381
/hiking-in-the-julian-area 380
/to-see-do/special-events 374
/latest_guide 370
/kids 327
/apple-pie 316
/tours-gold-mines 256
/historic-julian 230

WEBSITE.RESULTS

September 2025

Top,Non.Advertising.Outbound.Clicks

- https://julianfarmandorchard.com/ 1844
- http://ranchitadelreo.org/ 1421
- http://www.applesandartorchards.com/ 1328
- http://www.3803wynolaroad.com/ 1273
- https://lagunamountain.com/ 895
- https://www.lakecuyamaca.net/webcam 867
- https://www.calicocidery.com/ 736
- https://www.julianfarmandorchard.com/apple-tours 517
- https://bit.ly/JFO42522 360
- https://www.julianminingcompany.com/ 352
- http://www.juliandarkskynetwork.com/index.html 316
- http://www.crosscutfarmandorchard.com/ 255
- http://www.julianhotel.com/ 224
- http://www.theeaglemining.com/ 204
- http://www.juliancidermillinc.com/ 203
- https://www.orchardhill.com/ 186
- http://www.julianlodge.com/ 163
- https://www.juliancafe.com/ 120
- http://mesablooms.org/ 116
- http://www.lagunamountain.com/ 114
- http://www.minersdinerjulian.com/ 108
- https://www.fortcross.com/ 103
- https://www.julianappletreeinn.com/ 97
- http://www.julianpie.com/ 96
- http://www.bannerranchjulian.com/ 90
- https://www.airbnb.com/l/T6QgfHOx Apple Farm Getaway 86
- http://www.dudleysbakery.com/ 84
- https://julianapplealley.com/ 82
- http://www.momspiesjulian.com/ 78
- https://www.airbnb.com/rooms/1431891087249048423 Glamp Julian 76
- http://www.julianbeercompany.com/ 76
- http://www.jeremysonthehill.com/ 74
- http://www.stateparks.com/cuyamaca.html 74
- https://www.instagram.com/visitjulian/ 72
- http://www.cameldairy.com/ 70
- http://www.julianminingcompany.com/ 68

  http://www.californiawolfcenter.org/ 64
- http://www.thepubatlakecuyamaca.com/ 61
- https://www.julianartsguild.org/ 60
- http://www.strawberrycabin.com/ 60
- https://www.facebook.com/volcanvalleyapplefarm 58
- https://www.recreation.gov/camping/campgrounds/232279 57
- http://www.sdparks.org/park-pages/WilliamHeise.html 56
- http://carrisitoranch.org/ 53
- https://www.artistsloft.com/ 52
- http://airbnb.com/h/Julian-Crooked-Pine 49
- http://www.fortcross.com/ 49
- https://instagram.com/@VolcanValleyAppleFarm 49
- https://www.facebook.com/fortcrossadventures/events 48
- https://ramonaevents.com/ 45
- http://www.lionstigersandbears.org/ 40
- https://cameldairy.com/ 38
- https://www.tuckerpeaklodge.com/ 38
- https://www.wynolajunctionantiques.com/ 38
- https://www.julianheroes.com/ 36
- https://eastcountyarts.org/ 33
- http://juliantea.com/ 33
- http://www.lakecuyamaca.net/ 33
- http://www.julianstation.com/ 32
- http://www.quechojulian.com/ 31
- https://www.airbnb.com/h/darkskyden 30

  https://www.airbnb.com/h/komorebijulian 30

  https://www.californiawolfcenter.org/tour 30

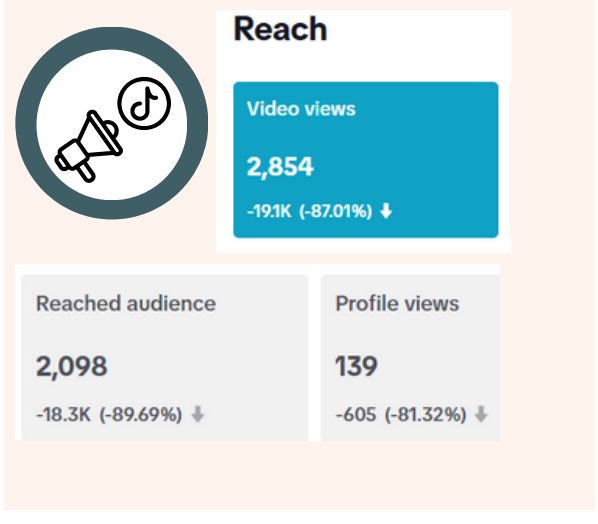
  http://www.julianpioneermuseum.org/ 30
- http://www.lovebluedoor.com/ 29
- http://www.sdcl.org/locations_JL.html 29

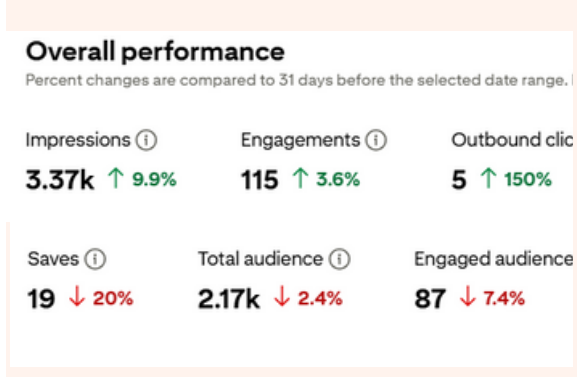
  http://www.thejulianfarmhouse.com/ 28

RESULTS

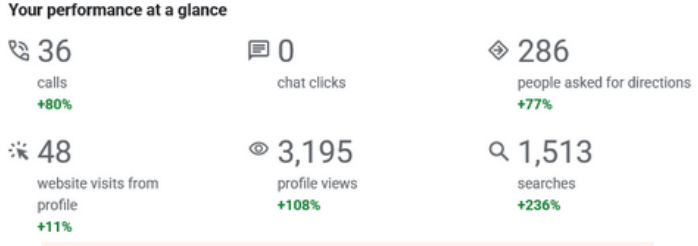
October 2025







Visitor Center/Town Hall



Julian Chamber

