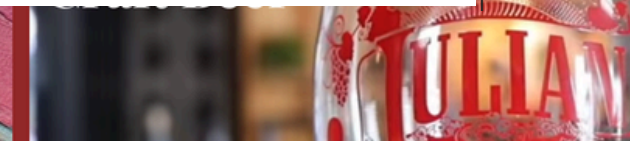


March 2026

# Julian Marketing

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



# TO COMMUNITY TO MEMBERS TO VISITORS

## To Members



### Trade show Participants 2026

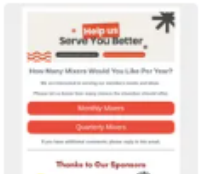
Sent Email • Sent Mar 3, 2026 at  
[30 sends](#) • [25 \(83%\) opens](#) • [1 \(3%\) click](#) • [0](#)



### Guide Spring 2026

Sent Email • Sent Jan 19, 2026 at  
[226 sends](#) • [136 \(62%\) opens](#) • [24 \(11%\) click](#)

Untitled Multi-channel Ca... 025



### mixer frequency question

Sent Email • Sent Jan 16, 2026 at  
[234 sends](#) • [141 \(63%\) opens](#) • [29 \(13%\) click](#)



### Installation 2026 and more 2

Sent Email • Sent Jan 12, 2026 at 1  
[306 sends](#) • [145 \(48%\) opens](#) • [13 \(4%\) clicks](#)

Untitled Multi-channel Ca... 025

## To Visitors




	Original	Resend	Combined
Emails sent	6,070	2,852	8,922
Delivered	5,894	2,849	8,743
Opens	3,144	438	3,582
Clicks	138	21	159
Desktop open percentage	47%	39%	46%

# SOCIAL MEDIA

03/17/2026

# Instagram



You had a solid month!  
Here's a look at **February**.

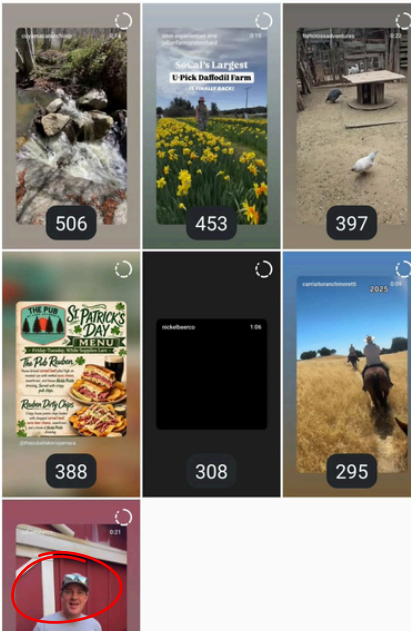
**59K**  
Reels and post views

**25%**  
Views from non-followers

**20K**  
Followers  
+61 from January

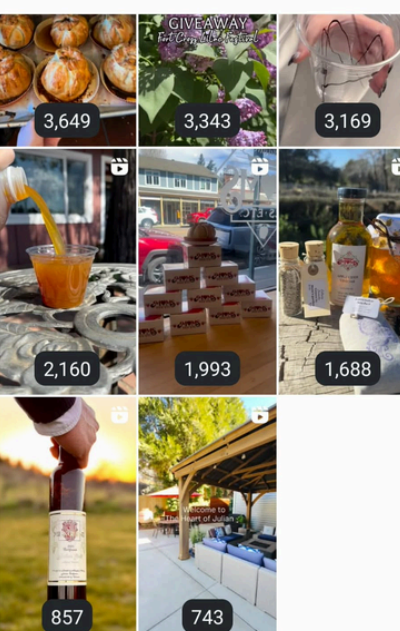
**Stories** Last 30 days

**Views**



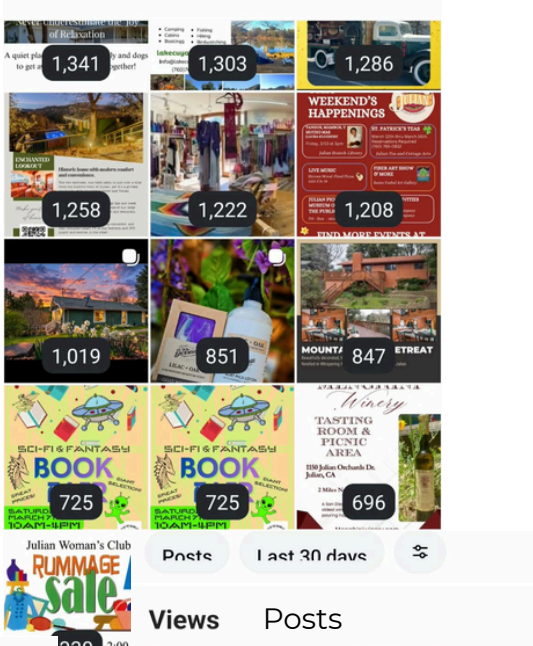
**Reels** Last 30 days

**Views**



**Posts** Last 30 days

**Views**



**Insights** Feb 15 - Mar 16

Views ↗ 82.6K >


Interactions ↗ 3.0K >

New followers ↗ 260 >

Content you shared 52 >

**Next steps**

Set up ..



Here's what happened in **January**.

**72K**  
Reels and post views

**31%**  
Views from non-followers

**20K**  
Followers  
+38 from December

**View:**

Post Preview	Caption	Published	Views	Interactions	Comments
	Love a good secondhand ite...	Published • Today at 8:00 AM	288	149	7
	Woof!	Published • Yesterday at 3:42 PM	142	107	3
	Such a FAVORITE!	Published • Yesterday at 12:27 PM	319	217	24
	Oasis Camel Dairy. CamelDa...	Published • Mar 15 at 8:00 AM	20,466	15,150	423
	Always a day to celebrate in ...	Cross posted • Mar 14 at 11:03 AM	3,923	2,817	135

## Current Cover Photo



### Insights

Learn how your Page is performin

151,115 ↑ 75%  
Views

4,963 ↑ 71%  
Engagement

164 ↑ 188%  
Net follows

### Top content by views

<p><b>Lake Cuyamaca, the jewel of the San Diego...</b> Mon Mar 2, 8:00am 45.8K Views, 299 Likes, 8 Comments</p>	<p><b>Oasis Camel Dairy. CamelDairy.com OPE...</b> Sun Mar 15, 8:00am 20.6K Views, 63 Likes, 3 Comments</p>	<p><b>Lake Cuyamaca, the jewel of the San Dieg...</b> Sun Mar 1, 8:00am 9.9K Views, 87 Likes, 1 Comment</p>	<p><b>California Wolf Center . . . Building a Future...</b> Thu Feb 19, 8:00am 7.9K Views, 107 Likes, 3 Comments</p>	<p><b>Big news at Nickel Beer Company! They now...</b> Sat Mar 14, 8:03am 7.3K Views, 87 Likes, 8 Comments</p>
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Views Engagement

Views Engagement

Views Engagem

	Love a good secondhand ite... Published • Today at 8:00 AM	288	7
	Woof! Published • Yesterday at 3:42 PM	142	3
	Such a FAVORITE! Published • Yesterday at 12:27 PM	319	24
	Oasis Camel Dairy. CamelDa... Published • Mar 15 at 8:00 AM	20,466	423
	Always a day to celebrate in ... Cross posted • Mar 14 at 11:03 AM	3,923	135
	Big news at Nickel Beer Co... Published • Mar 14 at 8:03 AM	7,261	260

	Looking for the perfect mou... Published • Mar 13 at 8:01 AM	2,822	100
	Come see us this weekend i... Published • Mar 12 at 6:00 PM	1,784	55
	Mountain Rose Retreat Beau... Published • Mar 12 at 8:00 AM	1,917	65
	Laguna Mountain Volunteer... Published • Mar 11 at 8:01 AM	2,350	48
	Miner's Diner 2134 Main St ... Cross posted • Mar 10 at 8:29 AM	4,276	199
	Tomorrow at the Julian Bran... Published • Mar 6 at 4:00 PM	693	12









	Wonderful news and wonde... Published • Mar 5 at 10:09 AM	996	58
	Julian Weaving Works is loa... Published • Mar 4 at 8:00 AM	1,428	46
	Nestled high in the apple-ki... Published • Mar 3 at 8:00 AM	1,074	31
	Lake Cuyamaca, the jewel of... Published • Mar 2 at 8:00 AM	45,818	1,880
	Lake Cuyamaca, the jewel of... Published • Mar 1 at 8:00 AM	9,891	465
	Laguna Mountain Lodge Mo... Published • Feb 28 at 8:00 AM	3,013	145
	Julian Tea and Cottages Arts... Published • Feb 27 at 8:00 AM	1,919	49

# Social Media Shares 1/22 - 3/19

1/22 Banner Ranch Julian  
 1/20 Friends of the Julian Library  
 1/21 Storum Ranch Cider & Wine  
 1/23 National Pie Day  
 1/24 wildflower bloom  
 1/26 calendar Rooted Living Wellness  
 1/26 Moonshine Magic  
 1/27 Camp Stevens  
 1/28 EVENT Julian Tea  
 1/29 Julian Orchard Ranch  
 1/30 Rustic Cowboy Cabin  
 1/31 Carrisito Ranch

2/1 Favorite Season  
 2/2 groundhog day post  
 2/4 Nickel Beer Company  
 2/5 Whispering Winds Catholic Camp  
 2/6 Hollow Glen Road Vacation Rental  
 2/7 Julian Jewel Box  
 2/8 Town promotion  
 2/9 Julian Watershed  
 2/10 Event - Radio Show  
 2/11 Backcountry Wellness Center  
 2/12 The Old Julian Garage  
 2/13 Julian Apple Tree Inn LLC  
 2/15 MOY Quecho  
 02/17 Annual Events Post  
 2/18 Julian Pioneer Museum  
 2/19 California Wolf Center Nature Store  
 2/20 The Enchanted Lookout  
 2/21 The Julian Farmhouse  
 2/22 Sacred Mountain Ranch  
 2/23 Tucker Peak Lodge  
 2/23 Volcan Mountain Foundation  
 2/24 Volcan Mountain Winery  
 2/25 EVENT FOJL book fair  
 2/25 The Warm Hearth  
 2/28 Laguna Mountain Lodge

3/1 Lake Cuyamaca Condos & Cabins  
 3/2 Lake Cuyamaca Recreation & Park District  
 3/3 Menghini Winery  
 3/4 Julian Weaving Works  
 3/5 - New Volcan Mt. Webcams  
 3/6 FOJL Event  
 3/10 Miner's Diner  
 3/11 Laguna Mountain Recreation Area  
 3/12 Mountain Rose Retreat  
 3/14 Nickel Beer Food Truck  
 3/14 Happy Pi Day  
 3/15 Oasis Camel Dairy  
 3/16 FB Share Wynola Junction Antiques & Collectibles  
 3/16 FB Share Julian Pie Company  
 3/17 Event Julian Woman's Club  
 3/19 Quinn Knives & Backcountry Goods

 <p>This Saturday at 10 AM  <b>Nature Education Series: Remarkable Raptors</b>                      PO Box 1625, 2015 Main Street, Suite C, Julian, CA, United State...</p>	 <p>This Sunday at 9 AM  <b>Volunteers Needed! Bull Thistle Removal</b>                      PO Box 1625, 2015 Main Street, Suite C, Julian, CA, United State...</p>
 <p>Sun, Mar 29 at 10 AM  <b>Wildcrafting: Forest Feast</b>                      VMP's Volcan Mountain Nature Center - Julian...</p>	 <p>Sat, May 23 at 10 AM and 2 more  <b>Julian Rocks Gem Show</b>                      Julian Town Hall - Julian                      Event by Visit Julian</p>
 <p>Sat, May 23 at 10 AM  <b>Julian Rocks Gem Show</b>                      Julian Town Hall - Julian                      Event by Visit Julian</p>	 <p>Sun, May 24 at 10 AM  <b>Julian Rocks Gem Show</b>                      Julian Town Hall - Julian                      Event by Visit Julian</p>
 <p>Mon, May 25 at 10 AM  <b>Julian Rocks Gem Show</b>                      Julian Town Hall - Julian                      Event by Visit Julian</p>	 <p>Sat, Jun 27 at 12:30 PM  <b>Taste of Julian</b>                      Julian Town Hall - Julian                      Event by Visit Julian</p>



- **60 Advertisers**
  - **17 Full Page**
  - **19 ½ page**
- **Articles**
  - **Town Hall Visitor Center**
  - **Area Amenities**
  - **Dog Friendly Julian**
  - **Friends of the Julian Library**
  - **Julian Music Scene**
  - **Julian Dark Sky Network**
  - **Volcan Mountain Foundation**
  - **Julian Historical Society**
  - **Julian History**
  - **Neighborhood Spotlights:**
    - **Santa Ysabel, Wynola, and**
    - **Lake Cuyamaca**
    - **California Wolf Center**
    - **Responsible Tourism**
  - **Advertiser Index**
- **21000 Copies**
  - **10,000 in OC News publications.**
  - **2000 advertisers and other primary location**
  - **3000 distributed to coffee houses and alike in SD**

# Report for February Stats

# WEBSITE RESULTS

MonsterInsights Last 30 days

Overview Report

<b>Sessions</b> 75,032 ↑ 141% vs. Previous 30 Days	<b>Pageviews</b> 111,395 ↑ 80% vs. Previous 30 Days
<b>Avg. Session Duration</b> 17s ↓ 37% vs. Previous 30 Days	<b>Total Users</b> 37,182 ↑ 98% vs. Previous 30 Days
<b>Bounce Rate</b> 42.7% ↓ 6% vs. Previous 30 Days	<b>New Users</b> 33,471 ↑ 107% vs. Previous 30 Days

### Engagement overview

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	114K
session_start	78K
user_engagement	52K
first_visit	34K
click	23K
Outbound Link Clicks	22K
scroll	14K

Views by Page title and screen...

PAGE TITLE AND S...	VIEWS
Visit Julian Webcam ...	73K
Visit Julian Californi...	7.6K
Restaurants, Dining i...	2.5K
Julian Events - Visit ...	2.1K
Tours & Goldmines i...	2K
Camping in Julian - ...	1.8K
Attractions & Activiti...	1.7K

## Acquisition

Sessions by Session manual source

SESSION MANUAL SOURCE	SESSIONS
google	64K
bing	1.4K
yahoo	563
duckduckgo	450
m.facebook.com	318
eastcountymagazine.org	91
facebook.com	81



### Landing page: Landing page

- /visit-julian-webcam 60769
- Home/ 5676
- /to-see-do/attractions-activities 908
- /julian-events 902
- /to-see-do 535
- /camping-in-julian 518
- /u-pick-orchards 459
- /food-drink/dining 293
- /lodging 292
- /tours-gold-mines 255
- /dog-friendly-julian 240
- /shopping 188
- /plan-your-trip/weather335
- /historic-julian 155
- //hiking-in-the-julian-area 141
- /kids 137

## Guide to Julian Digital Views February 2026

Views 879	Readers 783	Time on Books 23:29:38
Shares 3	Downloads 0	
<b>January 2026</b>		
Views 1179	Readers 1000	Time on Books 31:06:27
Shares 4	Downloads 0	

# WEBSITE.RESULTS

January and February 2026

## Top, Non Advertising Outbound.Clicks

### JANUARY

lagunamountain.com/ 3576  
www.lakecuyamaca.net/webcam 1846  
www.juliandarkskynetwork.com/124  
www.theeaglemining.com/ 108  
www.julianhotel.com/ 103  
www.orchardhill.com/ 78  
www.wynolajunctionantiques.com/ 76  
julianfarmandorchard.com/ 74  
quickmap.dot.ca.gov/ 66  
www.julianlodge.com/ 53  
l.facebook.com/ 48  
www.jeremysonthehill.com/ 39  
www.minersdinerjulian.com/ 39  
www.fortcross.com/ 37  
www.instagram.com/visitjulian/ 35  
www.stateparks.com/cuyamaca.html 35  
www.julianappletreeinn.com/ 34  
www.julianbeercompany.com/ 34  
www.julianminingcompany.com/ 34  
constantcontact.com/manage/optin? 34  
www.dudleysbakery.com/ 33  
www.julianpie.com/ 33  
visitjulian.com/Camping-08-25.pdf 32  
www.bannerranchjulian.com/ 32  
www.juliancafe.com/ 29  
www.airbnb.com/Apple Farm Getaway  
28 www.californiawolfcenter.org/ 28  
www.thepubatlakecuyamaca.com/ 28  
www.artistsloft.com/ 27  
julianapplealley.com/ 27  
www.momspiesjulian.com/ 27

### FEBRUARY

lagunamountain.com/ 12855  
www.lakecuyamaca.net/webcam 7214  
www.lagunamountain.com/ 556  
quickmap.dot.ca.gov 202  
www.wynolajunctionantiques.com/ 152  
quickmap.dot.ca.gov/ 134  
www.juliandarkskynetwork.com100  
cad.chp.ca.gov/traffic.aspx 92  
www.theeaglemining.com/ 88  
www.julianhotel.com/ 81  
www.orchardhill.com/ 68  
julianfarmandorchard.com/ 59  
www.facebook.com/sdcountypw/ 51  
www.juliancafe.com/ 51  
www.julianlodge.com/ 48  
visitjulian.com/Camping-08-25.pdf 42  
www.stateparks.com/cuyamaca.html 40  
www.minersdinerjulian.com/ 38  
www.fortcross.com/ 37  
www.julianappletreeinn.com/ 34  
www.dudleysbakery.com/ 33  
www.airbnb.com/Mountain Rose Retreat 32  
www.instagram.com/visitjulian/ 32  
www.artistsloft.com/ 31  
www.julianbeercompany.com/ 31  
www.bannerranchjulian.com/ 30  
constantcontact.com/manage/optin? 30  
airbnb.com/h/glampjulian 28  
julianminingcompany.com/ 27  
recreation.gov/camping/campground/ Laguna 27  
http://www.thepubatlakecuyamaca.com/ 26

# RESULTS

December 2025



In January, people watched your videos 263 times

Views 263 <small>19% less than Dec 1 - 31, 2025</small>	Watch time (hours) 4.8 <small>21% less than Dec 1 - 31, 2025</small>	Subscribers +2
---	--	-------------------

In February, people watched your videos 272 times

Views 272 <small>28% more than Jan 4 - 31, 2026</small>	Watch time (hours) 6.3 <small>58% more than Jan 4 - 31, 2026</small>	Subscribers -
---	--	------------------



January Video views 310	February Video views 242
-------------------------------	--------------------------------



last 60 days (3/18/26)

Impressions 5.94k ↓ 26%	Engagements 214 ↓ 4.9%	Outbound clicks 3 ↑ 50%
Engaged audience 145 ↓ 20%	Saves 50 ↓ 30%	Total audience 4.02k ↓ 29%



Visitor Center/Town Hall

16 calls +33%	0 chat clicks	94 people asked for directions -34%
41 website visits from profile +57%	1,055 profile views -19%	270 searches -38%

Julian Chamber

Your performance at a glance

9 calls -40%	0 chat clicks	39 people asked for directions No change
62 website visits from profile +181%	314 profile views -36%	40 searches -72%