August 2026

Julian Marketing

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

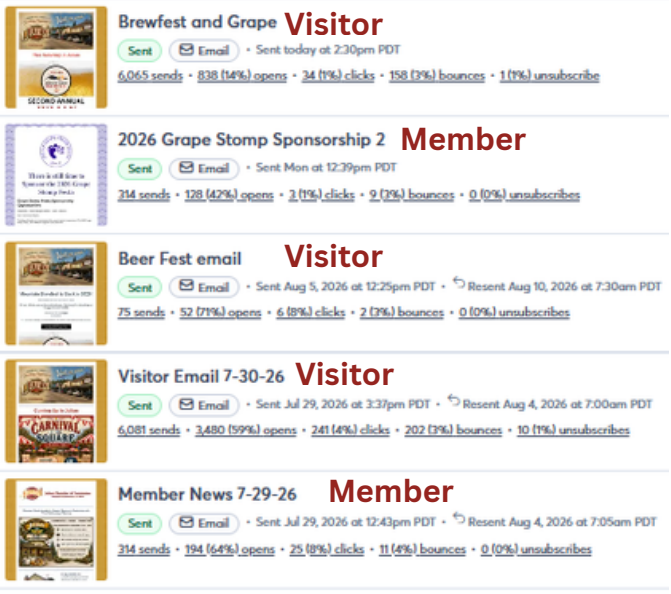
THIS AND THAT

June Online Guide Stats

Views
581

Readers
511

Emails



Brewfest and Grape Visitor
Sent · Email · Sent today at 2:30pm PDT
6,065 sends · 838 (14%) opens · 34 (1%) clicks · 158 (3%) bounces · 1 (1%) unsubscribe

2026 Grape Stomp Sponsorship 2 Member
Sent · Email · Sent Mon at 12:39pm PDT
214 sends · 128 (42%) opens · 2 (1%) clicks · 9 (3%) bounces · 0 (0%) unsubscribes

Beer Fest email Visitor
Sent · Email · Sent Aug 5, 2026 at 12:25pm PDT · Resent Aug 10, 2026 at 7:30am PDT
75 sends · 52 (71%) opens · 6 (8%) clicks · 2 (3%) bounces · 0 (0%) unsubscribes

Visitor Email 7-30-26 Visitor
Sent · Email · Sent Jul 29, 2026 at 3:37pm PDT · Resent Aug 4, 2026 at 7:00am PDT
6,081 sends · 3,480 (59%) opens · 241 (4%) clicks · 202 (3%) bounces · 10 (1%) unsubscribes

Member News 7-29-26 Member
Sent · Email · Sent Jul 29, 2026 at 12:43pm PDT · Resent Aug 4, 2026 at 7:05am PDT
314 sends · 194 (64%) opens · 25 (8%) clicks · 11 (4%) bounces · 0 (0%) unsubscribes

web stats

GB Giovanni Baldan <giovanni@sandiego
To Julian Chamber Marketing

Start your reply all with: Thank you! That is correct.

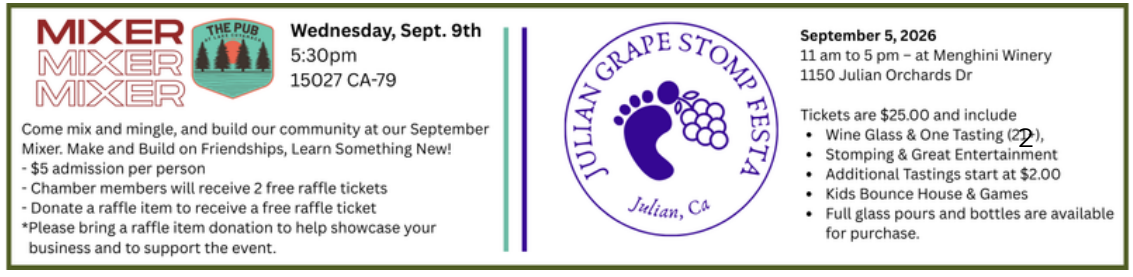
from your web banner in July,
26,000 impressions and 159 clicks.



August Julian Journal Ad



September Julian Journal Ad

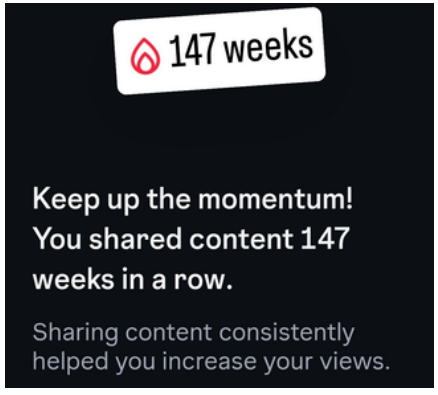


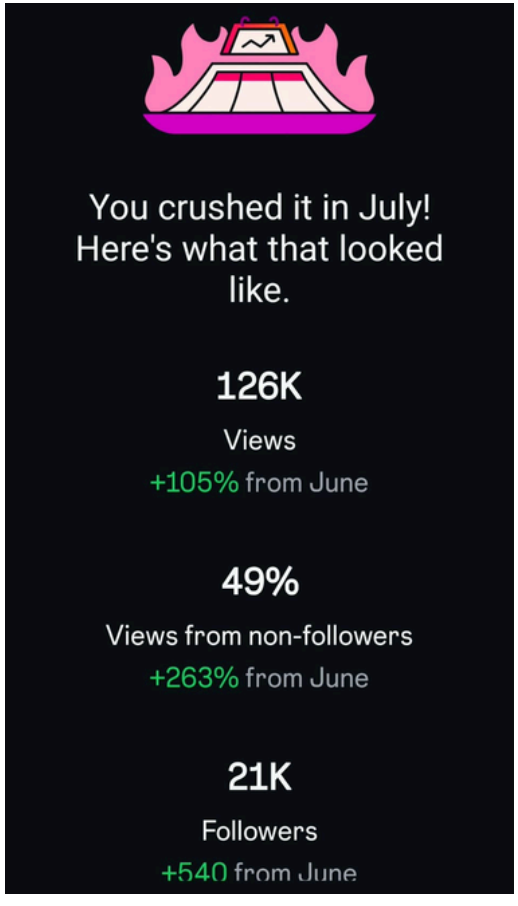
SOCIAL MEDIA

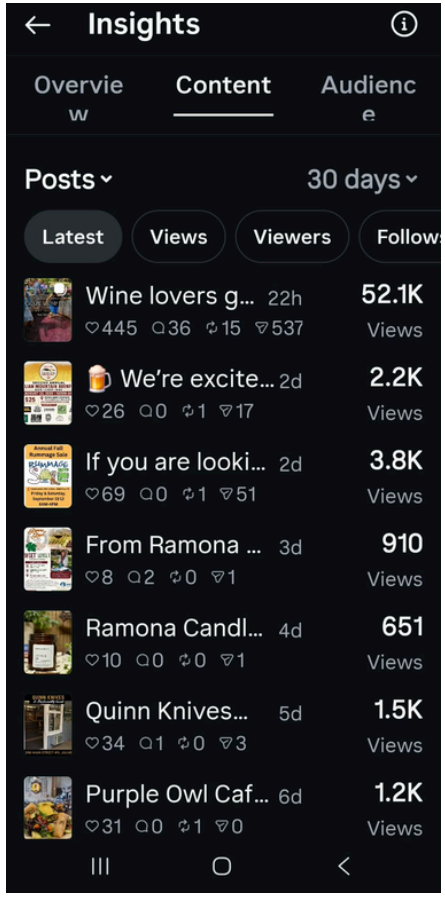
08/19/26

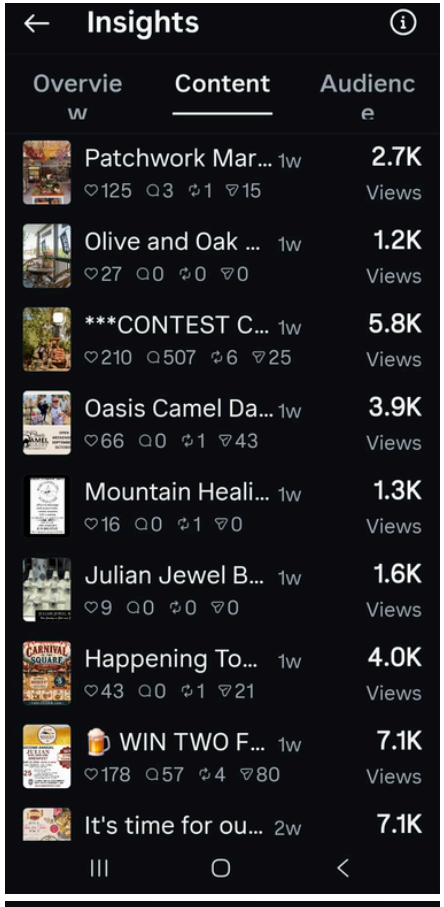
Instagram



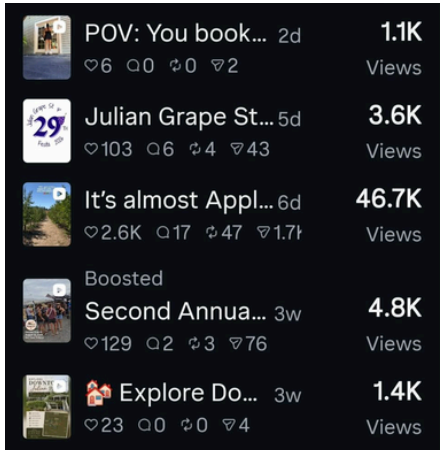


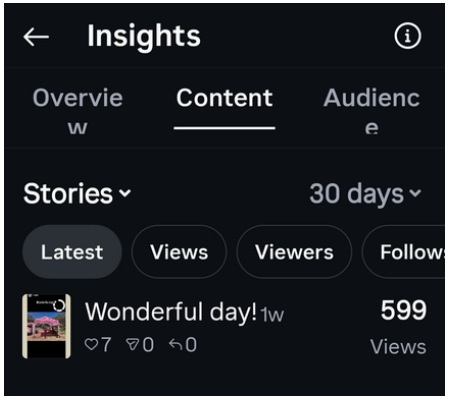












SOCIAL MEDIA 08/19/2026 Facebook

Current Cover Photo





Visit Julian

31K followers • 470 following

Visit Julian. Our page is all about Ju
sweet, old fashioned town.

Tourist Information Center $$

Top content



Thu Jul 23, 3:15pm
24,329
Views



Fri Jul 24, 4:00pm
12,636
Views



Fri Jul 31, 8:00am
10,662
Views



Mon Jul 27, 8:00am
9,362
Views



Wed Aug 5, 4:22pm
7,289
Views



Wed Aug 12, 8:00am
7,184
Views



Sun Jul 26, 8:00am
4,888
Views

Ads

Summary

Reach	Post engagements	Link clicks
52K	4.3K	3.9K

4 ads · Last 60 days



Mon Aug 10, 8:00am
2,969
Views



Wed Jul 29, 3:04pm
2,711
Views



Sun Aug 2, 8:00am
2,004
Views



Purple Owl Cafe A friendly ca...
Published • Aug 13 at 8:00 AM
2,011



Patchwork Market Address: 3...
Published • Aug 12 at 8:00 AM
7,184



Olive and Oak Antiques Slow...
Published • Aug 11 at 8:00 AM
1,882



Oasis Camel Dairy Located in...
Published • Aug 10 at 8:00 AM
2,969



If you are looking for deals a...
Cross posted • Aug 17 at 12:52 PM
1,235



From Ramona Ranch Winery ...
Published • Aug 16 at 8:00 AM
788



Ramona Candle Co https://ra...
Published • Aug 15 at 8:00 AM
712



Quinn Knives 2116 Main Stre...
Published • Aug 14 at 8:00 AM
1,526



Mountain Healing Acupunctu...
Published • Aug 9 at 8:00 AM
1,359

Report for July Stats

WEBSITE RESULTS

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	22K
user_engagement	14K
session_start	7.8K
first_visit	4.5K
scroll	2.9K
click	1.2K
Outbound Link Clicks	595

Views by Page title and scree...

PAGE TITLE AND S...	VIEWS
Visit Julian Webcam ...	2.6K
Purchase Julian Item...	2.4K
U-Pick Orchards & Ot...	2K
Visit Julian Californi...	1.8K
Julian Events - Visit ...	926
Tours & Goldmines i...	853
Sip of Julian - Visit J...	852

Landing page: Landing page

/visit-julian-webcam 1967
Home page 1351
/purchase-julian-items 668
/u-pick-orchards 562
/to-see-do/attractions-activities 380
/julian-events 377
/to-see-do/special-events/sip-of-julian 282
/camping-in-julian 270
/to-see-do 227
/julian-mountain-brewfest 144
/to-see-do/special-events/grape-stomp 101
/to-see-do/special-events/apple-days 88
/food-drink/dining 82
/lodging 80
/shopping 79
/tours-gold-mines 79
/to-see-do/special-events/4th-of-july-parade 64
/carnival-at-the-square 53
/dog-friendly-julian 51
/historic-julian 51
/more-services 45
/kids 41
/apple-pie 34
/to-see-do/special-events/country-christmas 33
/food-drink/wineries 30
/lodging-cabins-cottages-houses-julian 30
/chamber/business-members 27
/latest_guide 26
/to-see-do/special-events 24

Acquisition

Session primary ch...

SESSION PRIMARY ...	SESSIONS
Organic Search	5.2K
Direct	1.9K
Organic Social	600
Referral	223
Unassigned	74
AI Assistant	4

Active users	New users	Average engagement time per active u...	Event count
4.8K	4.5K	1m 15s	53K

Last Month

Active users	New users	Average engagement time per active u...	Event count
3.7K	3.4K	1m 21s	43K

Report for July Stats

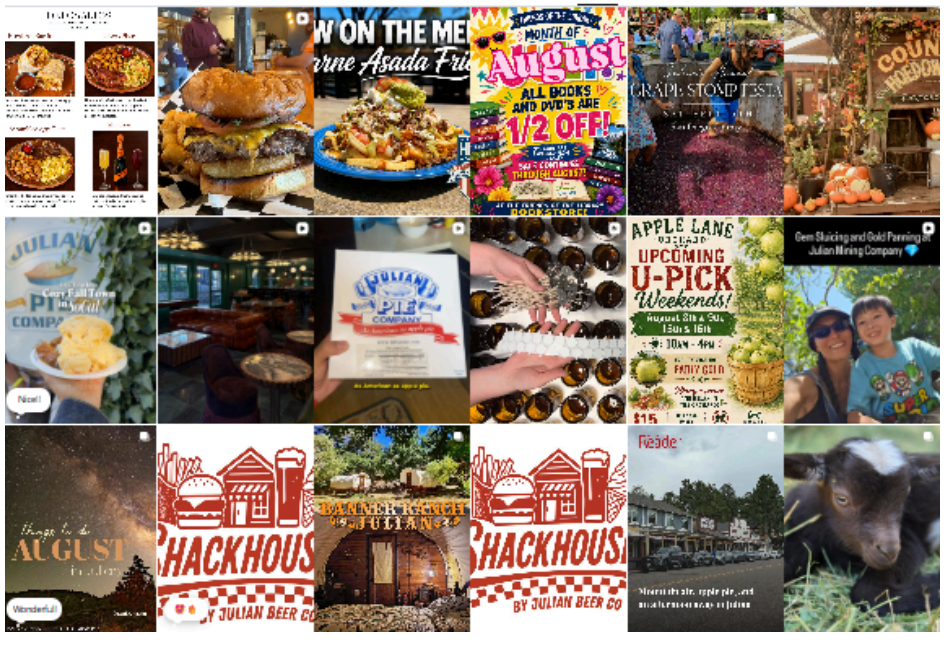
WEBSITE RESULTS

Top Non Advertising Outbound Clicks

lagunamountain.com/ 109
www.lakecuyamaca.net/webcam 99
julianfarmandorchard.com/ 82
.juliandarkskynetwork.com 61
.julianhotel.com/ 44
julianparade.com/ 44
theeaglemining.com/ 38
applesandartorchards.com/ 37
wp-content/uploads/Camping- 27
calicocidery.com/ 25 www.julianlodge.com/ 23
stateparks.com/cuyamaca.html 18
.julianfarmandorchard.com/apple-tours 17
julianminingcompany.com/ 16
visitor.r20.constantcontact.com/ 16
.juliancafe.com/ 14
sdparks.org/content/WilliamHeise.html 13
visitjulian.com/uploads/Fall-guide.pdf 13
bannerranchjulian.com/ 12
dudleysbakery.com/ 12
/campgrounds/232279 12
.julianminingcompany.com/ 12
julianpie.com/ 11
lionstigersandbears.org/ 10
thepubatlakecuyamaca.com/ 10
julianfarmandorchard.com/ 10

Social Media Shares

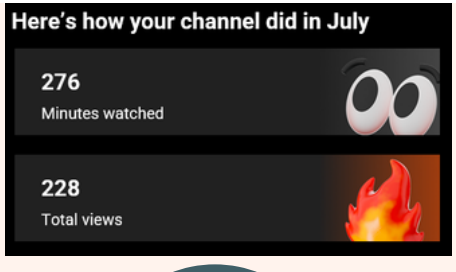
- 7/16 summer rain
- 7/22 Call for Vendors Grape
- 7/22 Jimothy in Julian
- 7/23 The Heart of Julian
- 7/24 Heroes Wood-Fired Pizza
- 7/24 Julian Cafe & Bakery
- 7/25 Quecho Elevated Mexican Eatery
- 7/25 Sip of Julian
- 7/26 Apple Alley Bakery
- 7/27 Mom's Pie House
- 7/28 Seaview Ridge
- 7/28 Pinezanita RV Park & Campground
- 7/29 JAG Art Show
- 7/30 Julian Beer Co
- 8/1 julian pie company
- 8/1 Nickel Beer Company
- 8/1 SY Art Gallery
- 8/4 Storum & meadery
- 8/5 IG Repost Julian Mining Company
- 8/5 monthly give away Julian Tea And Cottage Arts
- 08/06 apple lane orchard
- 8/8 Julian Jewel Box
- 8/9 site fown Julian Lodge
- 8/9 Mountain Healing Acupuncture
- 08/10 Oasis Camel Dairy
- 08/11 Olive and Oak Antiques
- 8/12 Patchwork Market
- 8/13 Purple Owl Cafe
- 8/14 Quinn Knives & Backcountry Goods
- 8/15 Ramona Candle Co.
- 8/16 Ramona Ranch Winery
- 8/17 UMC Rummage Sale
- 8/17 Brewfest
- 8/17 Heart of Julian Collab
- 8/18 Grape Stomp and Brewfest



Utilizing IG's Repost Option

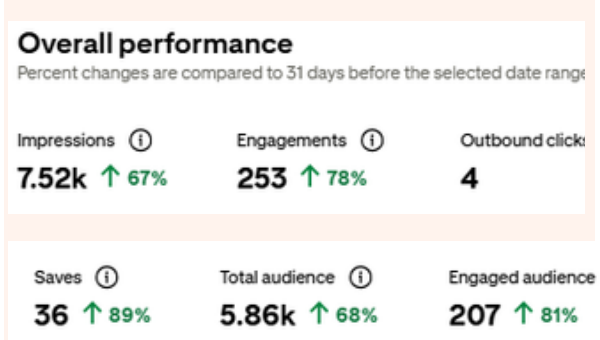
RESULTS

March 2026

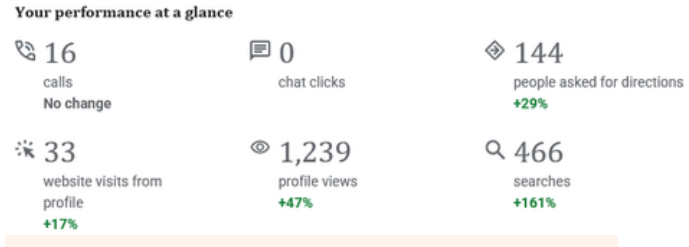








Visitor Center/Town Hall



Julian Chamber

