

# SOCIAL MEDIA

- APRIL SOCIAL GENERATED 3,379,415 IMPRESSIONS & 37,754 ENGAGEMENTS;
- 'ROOM TO ROAM' CAMPAIGN GENERATED 33,820 CLICKS AT AN AVERAGE OF \$0.33 CPC;
- PINOT FEST CAMPAIGN GENERATED 2,888 CLICKS AT AN AVERAGE OF \$0.98 CPC;
- BEER TRAIL CAMPAIGN GENERATED 8,479 CLICKS AT AN AVERAGE OF \$0.37 CPC

