

SOCIAL MEDIA

- DECEMBER SOCIAL GENERATED 2,762,513 IMPRESSIONS & 45,152 ENGAGEMENTS;
- 'MAGIC IS REAL' META CAMPAIGN GENERATED 10,359 CLICKS / \$0.36 CPC
- 'MAGIC IS REAL' GOOGLE CAMPAIGN GENERATED 19,128 CLICKS / \$0.13 CPC
- 'SPARKLING' 10,788 CLICKS / \$0.14 CPC
- 'SEAFOOD & SIPS' 5,556 CLICKS / \$0.23 CPC
- 'CIOPPINO' 6,067 CLICKS / \$0.23 CPC
- 'CRAB COOKOFF' 5,730 CLICKS / \$0.24 CPC

