

SOCIAL MEDIA

- DECEMBER SOCIAL GENERATED 2,602,133 IMPRESSIONS & 4,384 ENGAGEMENTS;
- 'MAGIC IS REAL' META CAMPAIGN: 12,883 CLICKS / \$0.30 CPC
- 'SEAFOOD AND SIPS' META CAMPAIGN: 18,229 CLICKS / \$0.19 CPC
- 'SPARKLING WINE & OYSTER' META: 5,135 CLICKS / \$0.11 CPC
- 'CRAB FEST' META : 4,592 CLICKS / \$0.09 CPC
- 'MAGIC IS REAL' GOOGLE CAMPAIGN GENERATED 29,430 CLICKS / \$0.08 CPC

