

SOCIAL MEDIA

- FEBRUARY SOCIAL GENERATED 2,323,212 IMPRESSIONS & 13,142 ENGAGEMENTS;
- 'MAGIC IS REAL' META CAMPAIGN: 12,533 CLICKS / \$0.53 CPC
- 'WHALE FESTIVAL' META : 21,391 CLICKS / \$0.10 CPC
- 'WHITE WINE WEEKEND' META CAMPAIGN: 2,247 CLICKS / \$0.29 CPC
- 'MAGIC IS REAL' GOOGLE CAMPAIGN GENERATED 37,376 CLICKS / \$0.06 CPC

