

SOCIAL MEDIA

- JANUARY SOCIAL GENERATED 4,371,805 IMPRESSIONS & 59,933 ENGAGEMENTS;
- 'ROOM TO ROAM' CAMPAIGN GENERATED 26,506 CLICKS AT AN AVERAGE OF \$0.21 CPC;
- 'WHITE WINE WEEKEND' GENERATED 6,254 CLICKS AT AN AVERAGE OF \$0.45 CPC;
- 'SEAFOOD & SIPS' GENERATED 9,314 CLICKS AT AN AVERAGE OF \$0.31 CPC;
- 'SPARKLING WINE CELEBRATION' GENERATED 5,845 CLICKS AT AN AVERAGE OF \$0.61 CPC;
- 'CRAB CAKE COOK OFF' GENERATED 7,882 CLICKS AT AN AVERAGE OF \$0.43 CPC;
- 'CIOPPINO DINNER' GENERATED 12,194 CLICKS AT AN AVERAGE OF \$0.28 CPC;
- 'UKIAH WEDDING & EVENT EXPO' GENERATED 1,406 CLICKS AT AN AVERAGE OF \$0.71 CPC;
- TOTAL PROMOTIONAL CLICKS GENERATED IN JANUARY WAS 70,401 AT AN AVERAGE OF \$0.32 CPC;

