

SOCIAL MEDIA

- NOVEMBER SOCIAL GENERATED 1,727,680 IMPRESSIONS & 21,956 ENGAGEMENTS;
- 'MAGIC IS REAL' META CAMPAIGN GENERATED 8,304 CLICKS / \$0.39CPC
- 'MAGIC IS REAL' GOOGLE CAMPAIGN GENERATED 30,661 CLICKS / \$0.08CPC
- 'HARVEST 2023' 2,327 CLICKS / \$0.35 CPC;
- 'TASTE MENDOCINO' 2,527 CLICKS / \$0.33 CPC;
- 'MUSHROOM, WINE, AND WHISKEY TRAIN' 1,214 CLICKS / \$0.18 CPC;

