

SOCIAL MEDIA

- SEPTEMBER SOCIAL GENERATED 3,659,241 IMPRESSIONS & 40,432 ENGAGEMENTS;
- 'ROOM TO ROAM' CAMPAIGN GENERATED 27,106 CLICKS AT AN AVERAGE OF \$0.31 CPC;
- 'TASTE MENDOCINO' CAMPAIGN GENERATED 2,546 CLICKS AT AN AVERAGE OF \$0.70 CPC;
- 'HARVEST MENDOCINO' CAMPAIGN GENERATED 5,018 CLICKS AT AN AVERAGE OF \$0.50 CPC;
- 'HARVEST TIDRICK' CAMPAIGN GENERATED 1,101 CLICKS AT AN AVERAGE OF \$0.66 CPC;
- 'MUSHROOM TRAIN' CAMPAIGN GENERATED 5,391 CLICKS AT AN AVERAGE OF \$0.33 CPC;

