**K-J Social Media Info**

**Facebook stats for 2017:**

* Avg. CPM: $5.30
* Avg. CPC: $0.30
* Avg. CPE (cost per post engagement): $0.11

When targeting on FB, we usually target these 5 groups:

* **All K-J Fans**
  + Canada and US
* **Lookalike audiences**
  + People that FB has recognized as being extremely similar (based on interests, purchase behavior, demographics, etc.) to any group that I define. This could be people that look like our existing K-J FB fans, people that look like people that visited the website, people that look like people that attended last year’s Harvest Celebration, people that look like our wine club members, etc.
* **Non-K-J Fans that we are connected to**
  + All or specific website visitors, newsletter subscribers, wine club members, etc.
* **Non-KJ Fans K-J Competitors (based on competitive set research)**
  + La Crema Winery, Rodney Strong Vineyards, Chateau Ste. Michelle, J. Lohr Vineyards and Wines, Francis Ford Coppola Winery, Dreaming Tree Wines, 14 Hands Wine, Clos du Bois, Apothic Wine or Estancia Wines
* **Non-K-J Fans Relevant Interests**
  + This target group varies the most as it depends on what we’re promoting. If it’s a prime rib recipe, then we’ll target people that like popular steakhouses, prime rib, enjoy home cooking & grilling, Food & Wine magazine, etc. and then we’ll usually filter that target group by the varietal of wine that is featured in the blog and then we’ll filter that group even further by only targeting people that purchase more wine than the average person based on their purchase history and behavior. If we’re promoting a DIY, you can imagine that our targeting changes quite a bit for this target group. If we’re announcing a wine score or something more related to trade, we’ll usually target popular wine publications and whatnot.

**Pinterest stats for 2017:**

* Avg. CPM: $1.53
* Avg. CPC: $0.64
* Avg. CPE (cost per post engagement): $0.06