



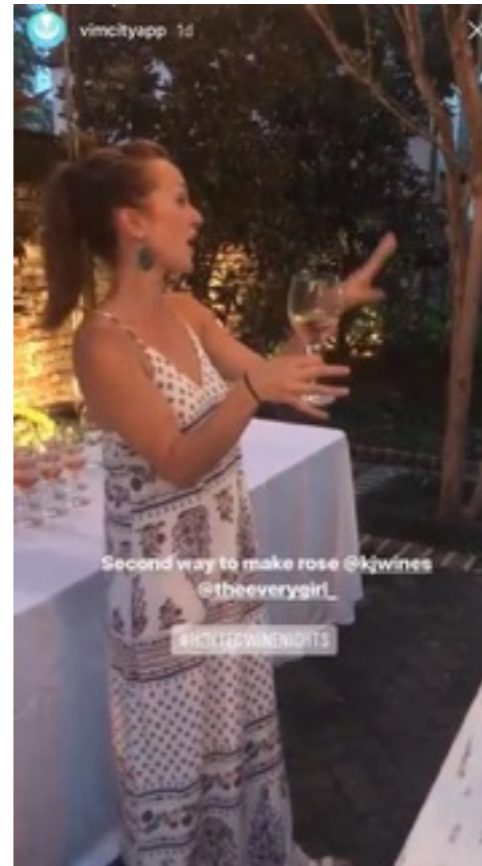
KENDALL-JACKSON + THE EVERYGIRL


social media marketing updates 2017

#KJXTEGWINENIGHTS 2017 WINE TASTING EVENTS

- ★ 82 instagram feed posts from 2017's wine tasting events in Houston, Charleston and Boston
 - Total Impressions from attendants using the hashtag = 318,587 (does not include The Everygirl or KJ Wines posts)
- CHARLESTON Sponsored Instagram post recaps
 - Total Impressions: 314,000
 - Total Engagement: 14,793
- BOSTON Sponsored Instagram post recaps
 - Total Impressions: 287,000
 - Total Engagement: 10,994
- HOUSTON Sponsored Instagram post recaps
 - Total Impressions: 306,000
 - Total Engagement: 12,946

NOTABLE POSTS + MESSAGES IN 2017



 **conloujanes**
North End, Boston

Follow

conloujanes The best type of nights
#kjxtegwinenights

 **thehollyday_**
The Gadsden House

Follow

thehollyday_ "Every girl" needs a glass of @kjwines a day, to keep the doctor away. 😊 #seewhatididthere #theeverygirl #kjxtegwinenights #drinkaglassdaily #doesabodygood #liveyourdream

 **Sarah Hansford** @SkHansford · 9 Oct 2016
Thanks to @TheEverygirl_ I have the ultimate breakdown of buying wine 🍷

Everything You Need to Know to Navigate the Wine ...
I'd like to make a confession to everyone on the internet: I love to drink wine, but I have absolutely theeverygirl.com

1 1 3

 **The Everygirl**
@TheEverygirl_

Replying to @SkHansford

wonderfullll! Let us know how your next wine shopping trip goes ❤️

7:15 PM - 9 Oct 2016

1 1

 Tweet your reply

 **Sarah Hansford** @SkHansford · 9 Oct 2016
Replying to @TheEverygirl_
Absolutely!! I won't be dependent on label cuteness anymore 😂

1

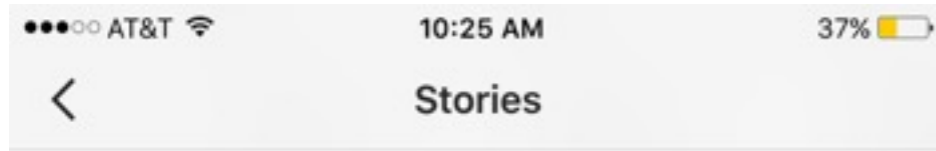


 **bswithkaela**
5226 Elm Events

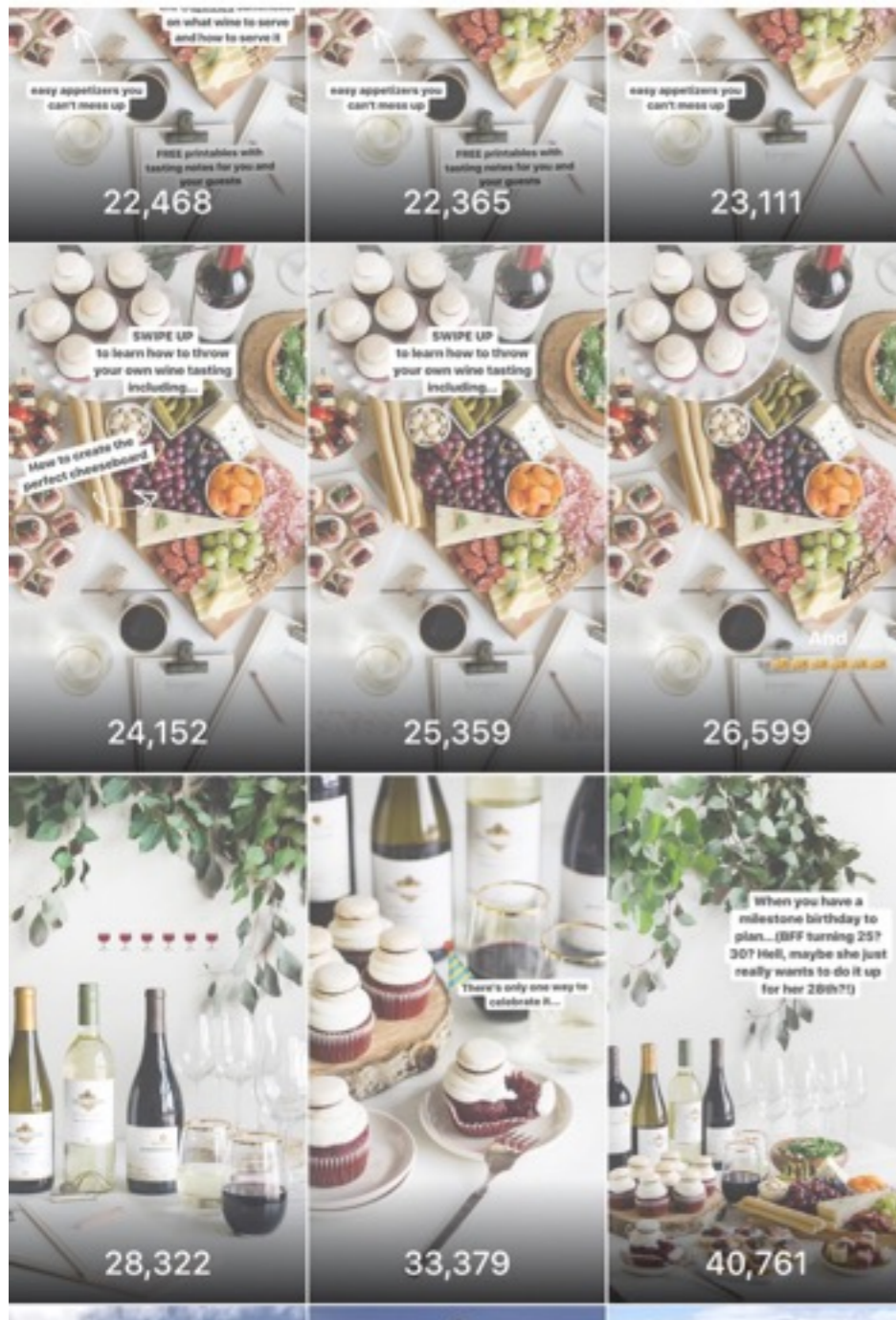
Follow

bswithkaela Met some awesome babes and learned a ton about @kjwines last week with @theeverygirl_ 🍷 Full recap just posted #ontheblog - direct link in bio or google bswithkaela.com #kjxtegwinenights #sonomainthecity #nationalwineday

NOTABLE POSTS + MESSAGES IN 2017



Showing Impressions of stories posted in the past 14 days



“Swipe Up” Instagram story to promote our “How to Host a Wine Tasting” article!



additional promotion for stories and brand identity across Instagram



NOTABLE + MOST SUCCESSFUL PINS



Your Pin has appeared **24,840** times on Pinterest since **March 29, 2017**



Your Pin has appeared **57,587** times on Pinterest since **March 30, 2017**

our most successful pin!



Your Pin has appeared **384,955** times on Pinterest since **December 1, 2016**



Your Pin has appeared **61,139** times on Pinterest since **November 30, 2016**

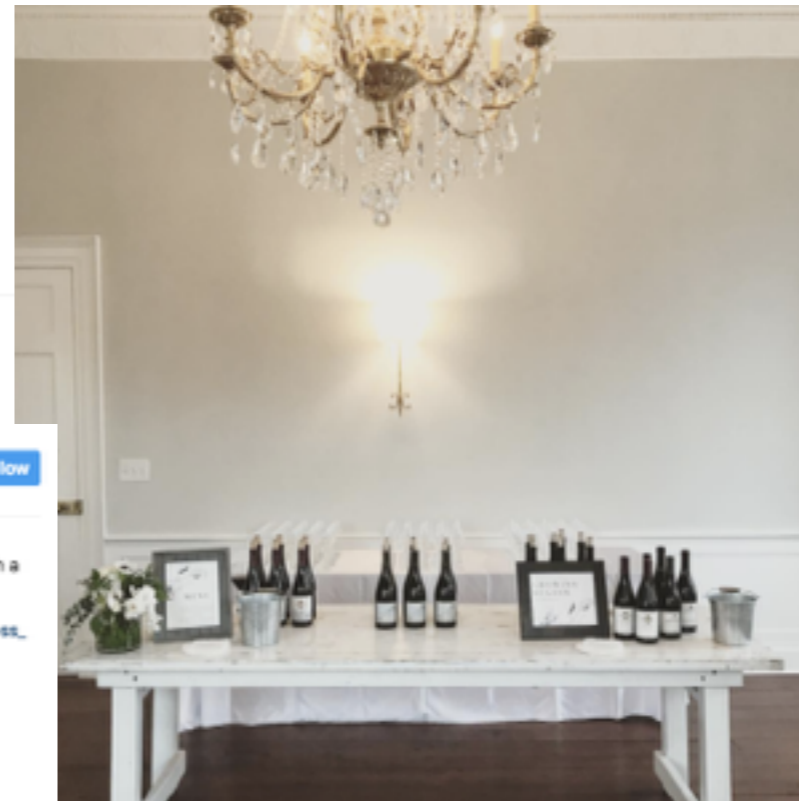
#KJXTEGWINENIGHTS NOTABLE POSTS + MESSAGES



alanafrailey
5226 Elm Events [Follow](#)

alanafrailey Thank you to @theeverygirl_ and @kjwines for hosting a fabulous wine tasting in #HTX 🍷 and for teaching Texas girls that the best way to serve red wine in the Texas heat is to keep it in the fridge and pull out 30 minutes before drinking 🍷
// 📸: The Everygirl #kjxtegwinenights
jontille Shoes and earrings 🥰❤️
amykatiloyd It was such a fun event!

120 likes
MAY 19



rebeccaandroses
The Gadsden House [Follow](#)

rebeccaandroses Last night's wine tasting with @kjwines and @theeverygirl_ was so much fun and one of the best nights I've had since moving to Charleston 🍷 I'm so glad I got to meet so many empowering women. And especially thank you so much for hosting and donating to LiveYourDream.org 🙌
sarahemasten Very pretty. So glad you had such a great night 🍷
kjwines Gorgeous photo, Rebecca! Thanks for joining us last night 🍷❤️
rebeccaandroses #kjxtegwinenights

83 likes
JUNE 23

Add a comment...



all_vinciguerra
Battery Wharf Hotel, ... [Follow](#)

all_vinciguerra when you're missing sonoma, sonoma comes to you 🍷 such a perfect summer night in boston with @kjwines + @theeverygirl_ #kjxtegwinenights | 📸 by @daniellemoss_ — one of my OG blogging buddies
all_vinciguerra .
.
.
.
#wine #sonoma #sonomawine #wino #foodandwine #flashesofdelight #thehappynew #huffposttaste #winetasting #livethelittlethings #heartofslowlife #bostonbloggerssummer #bostonbloggers #kendalljackson
tracy_troisi Literally just talking about how much I miss wine country today!
amodestlife Hope you had fun. I tried to

440 likes
AUGUST 17

Add a comment...

TOTAL SOCIAL MEDIA IMPRESSIONS PROMOTING KJ ACROSS TEG CHANNELS

- FACEBOOK: 246,286
- TWITTER: 65,788
- PINTEREST: 648,908
- INSTAGRAM: 3,300,000
- TOTAL SOCIAL MEDIA IMPRESSIONS SINCE 7/2016:
4,260,982

THE EVERYGIRL SOCIAL MEDIA STATS - TOTAL SOCIAL MEDIA FOLLOWING GROWTH

- July 2016 = 671,968 followers across Pinterest, Facebook, Twitter and Instagram
- December 2016 = 847,286 followers across Pinterest, Facebook, Twitter and Instagram
- September 2017 = 1,034,369 followers across Pinterest, Facebook, Twitter and Instagram

