



## WOMEN WORKING IN BC WINE CAMPAIGN

Wines of British Columbia

Timeline: March 1 – 31 , 2021

**Taste & Terroir – Women Working In BC Wine Blog Series** - By Jennifer Schell, Award-Winning BC Wine and Food Author.

Part 1 Blog: [CELEBRATING WOMEN WORKING IN BC WINE; STRONG, INSPIRING, UNSTOPPABLE. PART TWO](#)

Blog Views Total: 707 . Average Time: 1 min. 55 seconds

Part 2 Blog: [CELEBRATING WOMEN WORKING IN BC WINE; STRONG, INSPIRING, UNSTOPPABLE. PART TWO](#)

Blog Views Total: 517. Average Time: 1 min. 39 seconds

Total views on series: 1,224

Facebook Ads Report (All Results)	Facebook Organic Results	Instagram Organic Results	Twitter Organic Results
Impressions: 128,574 Reach: 57,027 Engagement: 21,591 Average CPC: \$0.95 Spend \$900	Reach: 40,796 Engagement: 2,702	Reach: 63,328 Engagement: 2,647 *Story views not accounted for	Reach: 46,198 Engagement: 1,015

**Social Media Total Reach: 207,449**

**Social Media Total Engagement: 27,955**

**Total Posts: 64**

Pivot Table: Post Engagement, Clicks

Reports > Women in Wine March 2021  
1 Ad Account, Multiple Attribution Settings, CAD

You have unsaved changes  
Data refreshed 2 minutes ago

Save

Clear Last month: Mar 1, 2021 – Mar 31, 2021


Pivot Table Group Breakdowns Customize

Campaign Name	Impressions	Results	Reach	Post Engagement	Cost per Result	Amount Spent
Post: "Our BC wine industry is chock-full of amazing..."	66,422	638 <small>Link Clicks</small>	39,298	12,106	\$0.72 <small>Link Click</small>	\$430.00
Women in Wine Part 2	62,154	378 <small>Landing Page Views</small>	22,801	0,485	\$1.19 <small>Landing Page Views</small>	\$450.00
<b>Total Results</b> 0 / 2 rows collapsed	<b>128,574</b> Total	—	—	<b>57,827</b> People	—	<b>\$900.00</b> Total Spent


Cont..

## Facebook Ad Sets Examples



### 1. Part 1


**Wines of British Columbia**
Sponsored ·

"Our BC wine industry is chock-full of amazing women. And, proudly, we are keeping track. Full of passion and drive, together they have helped catapult our exciting wine and viticulture region onto the world stage. In every facet of our wine industry, you will find female leaders. From proprietors and winemakers, to accountants and vineyard workers. The work ethics and love of industry are a driving force for these bold and beautiful ladies of BC wine, with many juggling moth...  
**See More**



WINEBC.COM  
**Bold and beautiful. Stories of Women Working in BC Wine. By Jennifer Schell**
[Learn More](#)



189

16 Comments 35 Shares

Cont...



## 2. Part 2

**Wines of British Columbia**  
Sponsored ·  

Inspiring stories of women working in BC wine. Multi-tasking is our name, and the wine industry is our game. From [...See More](#)



**Proprietor Leslie D'Andrea**  
Noble Ridge Vineyard & Winery

[WINEBC.COM](#)  
**Inspiring stories of women working in BC wine** [LEARN MORE](#)

  Kevin Daniels... 10 Comments · 31 Shares

 Like  Comment  Share

Cont..

## Top Instagram Posts for March:



Cont...





winebcdotcom  
 Peachland, British Columbia


 winebcdotcom Kirsten Munro is the wine shop and marketing manager at Fitzpatrick Family Vineyards. "I started in the industry 18 years ago...this industry continues to grow and change and I want to be there growing and learning alongside it. Maybe I will challenge myself and get on the crush deck one of these vintages...".

@bottleneckdrive @kmwineconsult  
 @fitzwine @peachlandbc  
 #BCWine #Winewinewine  
 #winewinewine #wine  
 #sparklingwine #mentorship  
 #wineindustry #CdnWine  
 #bcwinewomen  
 #womenwhodrinkwine #Women






 Liked by fitzwine and 236 others

MARCH 17


 Add a comment...

Post


Cont...








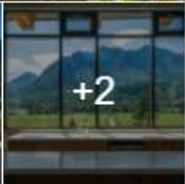
Cont...

## Top Facebook Posts for March



**Wines of British Columbia**  
March 21

A Sunday spotlight on Proprietor Heleen Pannekoek of Fort Berens Estate Winery located in the rugged Lillooet Wine Region. "...Rolf and I are currently working hard on a new strategic plan to bring Fort Berens and Lillooet to a higher level in wine-growing in the next few years. It's super exciting to make plans again and discuss different options for the future..." Learn more about Heleen's journey in wine: <http://ow.ly/SANR50E0AJI> By Jennifer Schell #BCWine #WomenInWine

**Performance for Your Post**

**4,806** People Reached

**288** Reactions, Comments & Shares

196 Like	31 On Post	165 On Shares
39 Love	5 On Post	34 On Shares
3 Wow	0 On Post	3 On Shares
26 Comments	2 On Post	24 On Shares
24 Shares	24 On Post	0 On Shares

**214** Post Clicks

62 Photo Views	27 Link Clicks	125 Other Clicks
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**NEGATIVE FEEDBACK**

0 Hide Post      1 Hide All Posts

0 Report as Spam      0 Unlike Page

Reported stats may be delayed from what appears on posts

**Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

4,806 People Reached      502 Engagements      **Boost Post**

Marcia Marchak Popoff, Michel Rutten and 34 others      1 Comment      24 Shares

Cont...



**Wines of British Columbia**
March 29 · 🌐

Meet Sasha Manser the Wine Shop and Social Media Manager at Larch Hills Winery and Vineyard located in the Shuswap wine region. "We made the decision to make a radical lifestyle change and move our children and entire life to BC from Alberta...I went from being a stay-at-home mom to a full-time working mom...I really look forward to helping the Shuswap wine region continue to grow." Read her story: <https://t.co/n4R2lZHUe4?amp=1> #BCWine #WomenInWine Shuswap Tourism

**Get More Likes, Comments and Shares**  
 When you boost this post, you'll show it to more people.

4,340  
People Reached

427  
Engagements

**Boost Post**

Marilyn Palmer, Suzanne Neufeld and 26 others

4 Comments 7 Shares

### Performance for Your Post

**4,340** People Reached

**148** Reactions, Comments & Shares

**89** Like **22** On Post **67** On Shares

**31** Love **6** On Post **25** On Shares

**1** Wow **1** On Post **0** On Shares

**19** Comments **8** On Post **11** On Shares

**8** Shares **7** On Post **1** On Shares

**279** Post Clicks

**43** Photo Views **30** Link Clicks **206** Other Clicks

#### NEGATIVE FEEDBACK

**0** Hide Post **1** Hide All Posts  
**0** Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts