



August 2025 VFB Meeting

VMC Ads via Facebook and Instagram (Combined)

Winesong - ongoing

165,865 reach

6,294 clicks

347,013 impressions

\$0.34 cpc

MailChimp eBlasts

Summer Fun / August Events (sent 7/9)

~Included Art in the Gardens

~Included link to lodging

~Included link to all events on VM.com

39,192 delivered

Open Rate of more than 8.7% for Total Opens 4,952

Winesong (sent 7/23)

~Included Link to Lodging

39,521 delivered

Open Rate of approximately 7.8% for Total Opens of 4,439

Splendid Summer Events (sent 7/30)

~Included Art in the Gardens

~Included Paul Bunyan Days

~Included Winesong

~Included Noyo Harbor Fest

~Included Deals & Specials link

~Included link to lodging

39,344 Delivered

Open Rate of approximately 10.4% for Total Opens of 6,285

AiG was the third most clicked link