

## **A. Situation**

### **i. Background**

Buhi was referred to us as a client by Professor Cramer, as they had communicated a need for a social media manager, and she referred them to us. From what we have gathered, Buhi is in need of social media management and marketing services because they do not have a social media marketing strategy or a way to foster their community online, and they want to work on using it as a better avenue to connect with their consumer base while also driving activity to their website and increasing awareness for the company overall during the launch of their Buhi OG line. Specifically, they will be releasing the Buhi OG line and want to garner social media engagement around the campaign for it. They are a high-quality line of bags that prides itself on having versatile options that are visually appealing, functional, and of top quality. Buhi has explored social media but has not had an established plan to see measurable results with the drop of this line of bags.

### **ii. Situation Analysis (SWOT)**

What Buhi can't make up for in company size or budget, they can make up for in product differentiation, customer service, and public sentiment. The Buhi OG line intentionally stands out from their competitors by offering high-quality bags that are accessible and will last the shopper a lifetime. Furthermore, consumers don't have to sacrifice style for functionality. They offer usable bags that are durable and of great quality, all while being stylish. Buhi is also sure to offer top-quality customer service in order to foster positive brand sentiment and word-of-mouth marketing and maintain its public image. Buhi's largest weakness is their budget. As compared to their competitors, they don't have a large social media budget. They also struggled with having consistent brand messaging and reaching the right audience for the Buhi OG line. In terms of opportunities, the recent resurgence in the brand's operational efforts for this line is an opportunity to introduce Buhi in a new manner that is collected, cohesive, and effective. Furthermore, the line's products put them in a unique position in the market, allowing them to market to an under-target audience. There are several possible threats for the Buhi OG line, including new entrants to the market, alternatives to their products, and socio-economic environmental factors that could impact sales or their ability to maintain a consistent, long-term, loyal consumer base. Overall, Buhi is in a mildly positive position in terms of potential performance in the social media landscape and overall performance.

### **iii. Core Problem/Opportunity**

The Buhi OG line is having trouble appealing to their full potential audience and utilizing their social media properly to benefit their business and sales.

### **iv. Goal**

For Buhi, our goal is to increase social media engagement and drive sales revenue and overall awareness for the OG line.

## **B. Objectives (SMART)**

*Objective Statement 1:* Imbue awareness of the Buhi OG line among **at least 500,000 individuals.**

*Objective Statement 2:* Drive at least **\$150,000 in sales over the course of 12 weeks.**

*Objective Statement 3:* Garner **at least a 5% engagement rate** across all social media platforms.

### C. Audience

*Segment 1:* The first target audience for this campaign will be **men and women, ages 20–44, interested in things like the outdoors, hiking, traveling, and going on adventures.** These individuals would have an **annual income of around \$90,000 on average**, likely with no kids. They are **conscious of their buying decisions** and prefer to **buy items of quality** so they don't have to repurchase worn-down items and unnecessarily contribute to consumerism.

*Segment 2:* The second target audience is **men, aged 25–50**, with fast-paced lifestyles and the need for a versatile, attractive bag that can suit their needs from the gym to the office to date night. These individuals **likely have tighter schedules**, requiring them to sometimes fit in their workouts before or after work, which is why they need a bag that can look appropriate and professional in the office while also fitting a change of gym clothes. They likely live or work in a major metropolitan area, so they are also **in need of a durable, versatile bag** that can be used throughout a city environment.

### D. Strategy

- i. Strategic Statement 1: In order to reach at least 500,000 individuals, we will rely on influencer-branded content for paid media as well as organic engagement from owned media on curated posts for Facebook, Instagram, TikTok, and Twitter.
- ii. Strategic Statement 2: By implementing call-to-actions, clickable advertisements, and boosted social media posts, we plan to garner at least \$150,000 in sales for the Buhi OG line and earn a 5% engagement rate across Buhi social platforms.
- iii. Key Messages
  1. **“See the world in your Buhi.”** - This messaging promotes the durability and versatility of the Buhi OG line, as this content will highlight the ease Buhi has with adaptability.
  2. **“Me and my Buhi.”**- This message encourages the user to think of more ways they can utilize their Buhi in their day-to-day lives.
  3. **“All you need is your Buhi.”**- This messaging dissuades consumers from using other brands, as the goal is to show shoppers their Buhi can be used wherever they need, whenever.

### E. Tactics

- a. To reach more individuals and garner better engagement, user-generated content campaigns on social media will be utilized to exemplify average usage of the Buhi OG line and foster a sentiment of familiarity and reliability for Buhi products. User-generated content will have a low to moderate production value

and will mostly be acquired through earned media. Content examples may include photos of hikes, outdoor adventures, and public transportation.

- b. Boosted or paid advertising campaigns on social media have moderate to high production value with a strategic approach, script, and design aimed at driving individuals to shop for the campaign on the Buhi website. Call-to-actions will be consistent throughout the campaign to drive traffic to the website, and all content will be pushed to more audiences as paid media.

#### F. **Calendar-Timetable** *Fall 2023 September 4, 2023-November 26, 2023*

- a. Week 1-3:
  - a. **week of September 4, 2023**, teased the line through owned media and organic postings.
  - b. Posted to drive general awareness of the Buhi OG line drop.
  - c. **Week of September 11, 2023** Sent PR packages to content creators for paid and earned media.
  - d. Reposted and repurposed any earned media from initial tease.
  - e. **Week of September 18, 2023** Post official launch through announcement post with partnering influencers.
- b. Week 4-7
  - a. **Week of September 25, 2023** Continue to promote the first round of influencer content.
  - b. Review results from the first round and make any needed adjustments.
  - c. **Week of October 2, 2023** Paid media campaigns 1 & 2 were posted on Facebook.
  - d. Paid media campaign 3 was posted on TikTok.
  - e. **Week of October 2, 2023**, organic UGC media posts were posted to foster communal feelings towards the campaign.
- c. Week 7-12
  - a. **Week of October 16, 2023, the second** and third rounds of influencer content were rolled out.
  - b. Paid media campaign 4 was posted to Facebook.
  - c. **Week of November 6, 2023**, Paid Media Campaign 5 was posted to TikTok.
  - d. Organic posts continue to be posted on all platforms.
  - e. **Week of November 20, 2023** Review media results from Weeks 1-3 and Weeks 4-7.

#### G. **Budget**

- a. Weekly budget: \$5,000
- b. Total budget: \$60,000

#### H. **Evaluation & Results**

Overall, the campaign was very successful. Buhi was able to garner \$361,153.84 in revenue with 1,459,775 impressions and an 8% engagement rate. The total spent on this campaign was \$58,562, which means this campaign had a 516.68% return on investment.