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Social Media Analytics

Dr. Stabb

2 December 2024

Buhi Executive Summary

Overview

Buhi is a luggage company specialized in durable and multipurpose backpacks, totes, and messenger bags. Over the course of 12 weeks, I was tasked with managing the social media and branding for Buhi in three different categories—organic, paid, and influencer media. The purpose of this document is to present my strategy and analyze the results of each media type as it relates to revenue generation, impressions, and conversions. With this, I can provide future guidance to Buhi and their marketing team in hopes they can find continued success in defining their social media objectives and executing campaigns.

Each decision was informed by comprehensive data reports provided by Buhi including a brand book, influencer guide, market research, social media audit, and breakdown of target personas. This summary will be presented by categories (organic, paid, and influencer) and will provide an in-depth review of each approach and execution as informed by this data.

Organic

Organic media is defined as media shared from a company's own channel that requires no cost to post. I was given six platforms to post content including Facebook, Instagram, Twitter, Pinterest, YouTube, and TikTok. I generated organic media in three separate rounds—each week performing better than the last.

Week one marked the beginning of my simternship and therefore generated the least successful results as I learned to get used to the features of the simulation and the overall nature of what it means to run a brands social media. Using the data provided in Buhi's social media audit, my initial approach was to utlize the high engagement rates on Facebook, Instagram, and Pinterest targeting Day-Packer-Tom, Hipster Mommy Kami, and young women aged 18-34 with various aesthetics (Reynolds Research, 2024). With these personas as my targets, I utilized media that highlighted Buhi's luggage being used out in nature and amongst day-to-day activities.

My biggest takeaway from week one was the need for a higher posting frequency. Therefore, in week two, I increased the number of posts I published significantly from seven to 42 and published on all six platforms. This decision was informed by Buhi's market research data which outlined the average rate of posting by competitors on each platform to be between 5-10 each day (Reynolds Research, 2024). Overall, Facebook and Instagram still stood out as the platforms with the strongest engagement and highest stream of revenue, however TikTok was also relatively successful. In terms of budget costs, it proved to be especially wasteful to allocate any significant portion of my budget towards YouTube, Pinterest or Twitter therefore in the following weeks I ceased to do so.

Finally in week three, I was able to hone-in-on the details of the media I was choosing to boost engagement with my Day-Packer Tom and Hipster Mommy Kami communities. My posts all looked to intertwine two overarching themes of people being together and Buhi being the perfect

bag to have for any adventure because of its ability to satisfy both function and fashion. I then drew on keywords from the target persona profiles that were most relevant to the media I had selected. My captions had an average length of 180 characters including four to five hashtags along the lines of "#Adventure" "#Lifestyle" "#Love" "#FashionandFunction".

In completing my work with organic social, I found that Facebook was consistently the highest performing platform for Buhi—generating $18,360 in total revenue and 263,252 total impressions. In terms of engagement rate, Facebook and Instagram both earned about 3% which is considered average amongst the platforms (Newberry, 2024). Thus, Buhi's organic strategy moving forward should be to continue to engage these primary markets and play to their interests in outdoor functionality and multi-purpose use.

Paid

The next phase of my simternship focused on paid media. Unlike organic social media content, paid media involves creating sponsored ads that you then pay media platforms to push to your target audiences. With this, I shifted my focus from impressions and engagement rate (as I explored in organic media) to conversions as it serves as a better indicator of follow through sales once someone has clicked on the ad.

Similarly to how Facebook was the shining platform when it came to organic social media content, Instagram proved to perform well for paid media. Over the three weeks of executing campaigns, Instagram generated 1,646 conversions and $81,680 in revenue. Based on the demographics most present on Instagram, I generated content that would appeal to young female personas including Energetic Jill and Back-to-School Mindy. Initially, I found that stock images of the products themselves (see figure 1) performed very well on Instagram when paired with a call-to-action button like "Shop Now" or "See Offers". However, once I considered how important socialization and community was to my target personas, I also began to incorporate more people and interaction with the products (see figure 2)—boosting conversions rates by 380% as evidenced by the below example.

Figure 1

Figure 2

Pinterest equally made large contributions to the success of Buhi's paid social strategy generating 950 conversions and $55,160 in revenue. Targeting female demographics like City-Hopper-Sue, Energetic Jill, and Back-to-School Mindy, stock images as seen in Figure 1 proved to be the most effective on a platform like Pinterest that is meant for inspiration and idea generation.

YouTube also proved to perform well when it came to paid content, however strategy became a bit more difficult to implement because of the sheer number of audiences on the platform—all vary in values and interests. Thus, I targeted a plethora of personas—Hipster Mommy Kami being my primary target market—followed by Back-to-School Mindy, Up-and-Comer Raj, and Seaside Sally, selecting testimonial videos that were most relevant to each audience.

Influencer Partnerships

As outlined in Buhi's Influencer Guide, there are three tiers of social media influencers—mega, macro, and micro. Mega influencers, like celebrities, allow access to large audiences with a million followers or more, however they can come across as out of touch to most viewers. Macro influencers have a large following of 500,000 to 1,000,000 but can be more expensive and difficult to execute a campaign with. Micro influencers have a much smaller following ranging from 10,000 to 50,000 followers; however, their communities are tight knit and highly engaged. Conversions were equally as important to track when it came to influencer partnerships. With this in-mind, I formed my strategy around TikTok because of its high rate of conversions (Reynolds Research, 2024).

In my first two attempts at influencer partnerships, I worked with a combination of micro-influencer groups the World Travelers, Jokers, Foodies, and Enlightenment Seekers as well as macro-influencers, Olivia Gray and Missy Megan. This seemed like the most effective way to allocate my budget while reaching the largest combination of audiences. While macro-influencers are effective at generating average impressions around 200,000, micro-influencers are much more effective at generating conversions— especially those of which had the largest following on TikTok. With that being said, mega influencers (like Chris Ronald and Ryan Ball) outweighed both macro and micro when it came to producing impressions and conversions due to the vast size of their following on multiple platforms.

In the future, I recommend staying conscious of one's budget, but not allowing it to deter Buhi from working with more expensive clients like mega influencers. On the other hand, when choosing to work with micro-influencers, it becomes much more important to ensure that their content is going to directly align with the interests of their already small audience in order to produce significant impressions.

Data Report

Facebook

Awareness		Engagements		Revenue	
Total Impressions		Total Reactions and Comments		Total Revenue	
662,322		64,688		$52,120	
Page Likes		Reactions and Comments		Revenue	
7,565		12,110		$8,600	
Impressions		Shares		Conversions	
122,866		9,920		215	

Instagram

Awareness		Engagements		Revenue	
Total Impressions		Total Likes and Comments		Total Revenue	
536,516		54,819		$204,440	
Followers		Likes and Comments		Revenue	
3,887		6,633		$46,880	
Impressions		Shares		Conversions	
65,229		4,718		1,172	

TikTok

Awareness		Engagements		Revenue	
Total Views		Total Likes and Comments		Total Revenue	
177,578		17,529		$42,680	
Followers		Likes and Comments		Revenue	
1,625		2,573		$16,120	
Views		Shares		Conversions	
25,495		1,774		403	

YouTube

Awareness		Engagements		Revenue	
Total Views		Total Likes and Comments		Total Revenue	
95,010		9,822		$53,400	
Subscribers		Likes and Comments		Revenue	
2,659		4,330		$26,600	
Views		Shares		Conversions	
41,658		2,916		665	

Pinterest

Awareness	ⓘ	Engagements	ⓘ	Revenue	ⓘ
Total Impressions **91,127**		Total Pins **9,102**		Total Revenue **$55,160**	
Followers **2,424**		Pins **4,074**		Revenue **$29,600**	
Impressions **41,671**		Shares **3,280**		Conversions **740**	

Mega-Influencer – Giveaway Strategy

Awareness	ⓘ	Engagements	ⓘ	Revenue	ⓘ
Total Impressions **2,867,431**		Total Engagements **123,020**		Total Revenue **$17,094**	
Likes **91,546**		Engagements **123,020**		Revenue **$17,094**	
Impressions **2,867,431**		Shares **15,944**		Conversions **240**	

Mirco-Influencer – Affiliate Marketing Strategy

Awareness	ⓘ	Engagements	ⓘ	Revenue	ⓘ
Total Impressions **92,953**		Total Engagements **11,653**		Total Revenue **$10,571**	
Likes **10,279**		Engagements **11,653**		Revenue **$10,571**	
Impressions **92,953**		Shares **1,955**		Conversions **107**	

Final Stats

Revenue	Conversions	Engagement	Impressions	Clicks	Shares	Likes	Followers
$515,914	11,993	170,911	5,586,897	145,852	128,374	146,512	104,526

At the completion of my 12-week simulated social media internship, the statistics displayed above reflect my performance. For context, I ranked ninth out of 25 of my peers (consisting of both graduate and undergraduate students) and was one of only three undergraduate students ranking in the top 10 positions.

Future Strategy

Looking into the future, Buhi has a strong foundation in their brand awareness and social media presence across a variety of platforms including Facebook, Instagram, Twitter, TikTok, Pinterest and YouTube. It will be important to use an approach that plays to the strengths of each platform and its ability to accumulate impressions, engagement and conversions.

Managing Buhi's social media and branding efforts across organic, paid, and influencer media has provided valuable insights into the company's potential for growth and increased revenue generation. Through a data-driven approach, I was able to optimize content strategies for each media type, refining our focus on key platforms such as Facebook, Instagram, and TikTok, which proved to be the most effective in driving both engagement and conversions.

Buhi's social media strategy should continue to refine its approach, balancing cost-efficiency with broader reach, and exploring further opportunities with influencer tiers to maximize engagement and conversions. With a continued focus on data-driven decision-making and targeted content, Buhi is well-positioned to expand its social media presence and continue to build a loyal customer base.

STUKENT

Certificate of Completion

This Certificate is presented to

Lily Quinn Kunkel

STUKENT CERTIFIED

Social Media Simternship®

Completed on: **November 18, 2024**

This certificate signifies experience:

- Measuring key performance indicators for tracking social media marketing success
- Performing demographic targeting to increase engagement and drive conversions
- Analyzing data to optimize performance across multiple social media channels
- Maximizing the benefits of both promoted and organic posting
- Utilizing different social media strategies to leverage the power of social media influencers

- Creating compelling ads for earned, owned, and paid social media marketing
- Utilizing content variation and test different promotional strategies
- Testing social media content and promotions to increase engagement and drive conversions
- Managing a substantial advertising budget
- Social listening and engaging with consumers

Works Referenced

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