



BUHI

Social Media BRAND GUIDE

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Buhi Brand

Buhi Brand

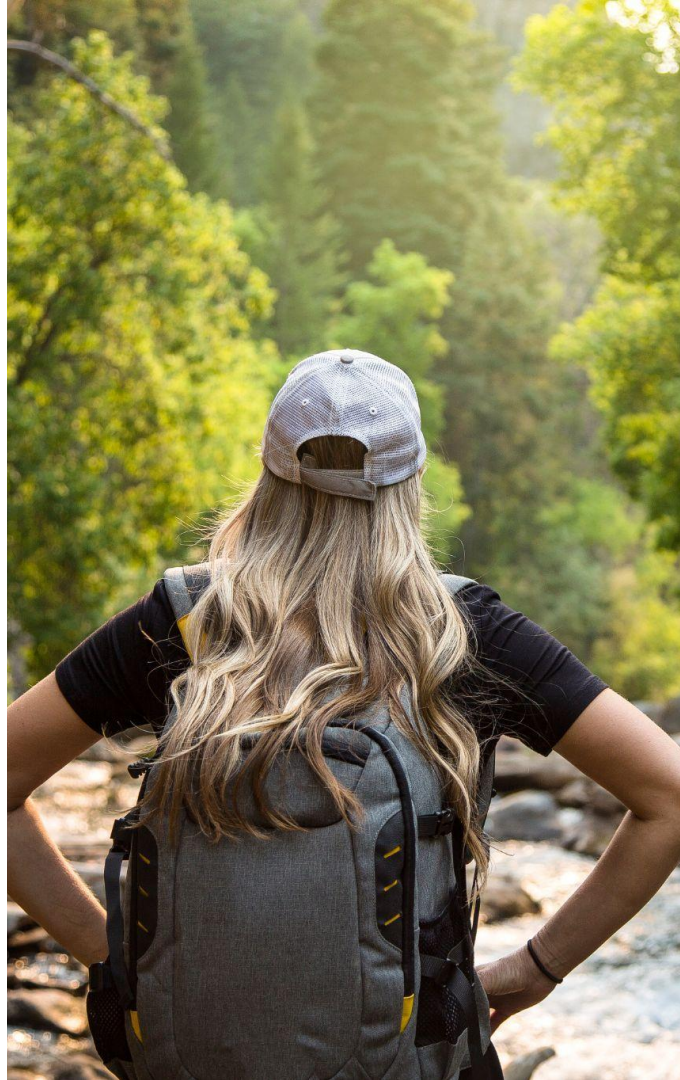
What is Buhi Brand?

We're more than just a bag supplier. If it's a bag, Buhi makes it. We're your trusty travel companions, crafted with care and creativity to accompany you on every journey.

Our mission is simple: Provide bags that resonate with a moderately young, design-conscious audience at affordable prices.

Buhi Brand (cont.)

We aim to design functional bags that evoke nostalgia, but with enough personality for even the choosiest of millennials and Gen Z'ers. These goals have been driving factors in increasing Buhi's sales since it was founded in 2009.



Buhi Brand (cont.)

We're fueled by our company culture and core values in all things we produce. Review our Brand Voice and become familiar with the way we talk to our audience.



Buhi Voice

Buhi Voice

What is Buhi Voice?

Buhi Voice refers to the distinct personality, style, and tone that we use to communicate with our audience across various channels and touchpoints. It's essentially the way Buhi expresses itself through written and verbal communication, including marketing materials, social media posts, website content, customer service interactions, and more.

We Offer Authenticity

Honest, real, scenario-based media adds to the realism of life with Buhi. The media you choose to use ought to be original, pertinent, and based on actual events. We advise to use a narrative-driven approach and a conversational tone. Steer clear of any media cliches in favor of unique perspectives.

We Are Human

Buhi provides affordable bags that appeal to a wide variety of consumers, and our media should reflect this. Whether we're showing intimate moments or moments of everyday life, the media we use should be personal and relatable.

Buhi Voice (cont.)



Friendly

Communicate in a warm and approachable manner, like a trusted friend ready to accompany you on your travels.



Confident

Exude confidence in our products and services, while also expressing assurance in our ability to meet customers' needs and exceed expectations.



Inspirational

Inspire customers to embark on new adventures and embrace the joy of exploration, encouraging them to pack their bags and seize every opportunity.

Buhi Voice (cont.)



Playful

Evoke a playful edge that brings a smile to the reader's face, making interactions enjoyable and lighthearted.



Reliability

Convey dependability and consistency, reassuring customers that they can rely on the brand for quality products and exceptional service.



BUHI

Brand Fit

Brand Fit

Brand Fit

What is Brand Fit?

Brand fit refers to how well a social media post or marketing activity aligns with Buhi's values, voice, and audience expectations.

A good brand fit maintains the core attributes of Buhi: playful, relatable, nostalgic, and practical. The content must reflect Buhi's mission of providing affordable, well-designed bags for a moderately young, design-conscious audience.

Social Media Content

Buhi Social Media Content

You will be responsible for creating social media content that targets the market persona most likely to purchase these items. You'll be working for Buhi during the holiday season (from October to December).



OG Backpack
\$80

Buhi Social Media Content (cont.)

Social media marketing is about connecting with your audience, sharing content that keeps your audience engaged. If the goal of every post is simply to sell, your audience will likely become annoyed with your brand.



OG Backpack
\$80

Selecting a Product and a Target Audience

- Think about the lifestyle of each person. What kind of activities do they typically do, and what products would support those activities? Consider convenience, style, and functionality.
- Age, career stage, and family status can be clues. For example, someone in college might need something different from someone in a professional job or a busy parent.
- Each product has unique features. How might these features match the needs of specific target audiences? For example, a lightweight, compact design might appeal to someone who travels often, while a larger, more durable design might be better suited for someone who needs more storage space.

Selecting a Product and a Target Audience (cont.)

- What kinds of trends or interests are popular among certain groups? Someone who's into modern design might prefer a stylish, sleek bag, while a more practical, active person might look for durability and comfort.
- How does the person live their day-to-day life? What problems do they encounter, and how might the product solve them? For example, someone who commutes might need a bag that can fit a laptop and other essentials, while a traveler might need something that's easy to carry and fits under airplane seats.
- Consider the overall look and feel of the product. Does the aesthetic match the personality of your target audience? A trendy, chic design might appeal to a fashion-forward audience, while a classic, neutral bag may be more suited for someone with a professional wardrobe.

Social Media Content Types

Long-form Content

Long-form Content: Delivers in-depth insights, sometimes with thorough analysis and narratives.

Audience Appeal: Buhi's detail-oriented audience craving comprehensive product or brand information.

Long-form Content Pros & Cons

Pros: Long-form content can help build awareness, nurture leads, and increase conversion rates.

Cons: Time-consuming (and time is money) and viewers may lose interest due to the length.

Examples of Buhi's Long-form Content

- YouTube videos
- TikTok videos with multiple parts

Short-form Content

Short-form Content: Quick, engaging insights designed for rapid consumption.

Audience Appeal: Buhi's scroll-happy audience seeking concise, compelling product or brand information.

Short-form Content Pros & Cons

Pros: Grabs attention fast, boosts engagement by suiting for short attention spans.

Cons: Limited opportunity to connect with the audience and engage on a deeper level.

Examples of Short-form Content

- TikToks
- Instagram Reels
- Instagram Stories
- YouTube Shorts
- Tweets

Multi-Format Content Strategy

Why Use Both: Short-form boosts engagement and visibility; long-form fosters trust with in-depth insights.

How: Distribute both formats across channels to meet varied preferences within Buhi's target audience.

Impact: Strengthens Buhi's brand presence and builds audience loyalty.

Instagram Reels vs Stories

Reels

- Reach **new audiences** (Explore page)
- Permanent on profile (unless deleted)
- Focus on **entertaining, creative, or educational content**
- Use trending audio & effects to boost visibility

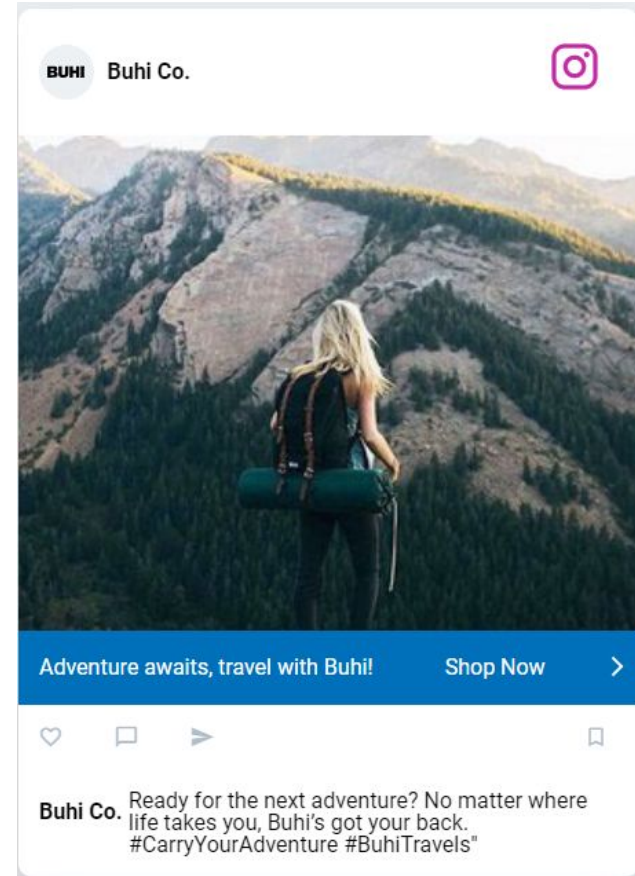
Stories

- Reach **current followers only**
- **Disappear after 24 hours** (unless saved)
- Focus on **authentic, behind-the-scenes updates**
- Encourage direct interaction (polls, questions)

Social Media Examples

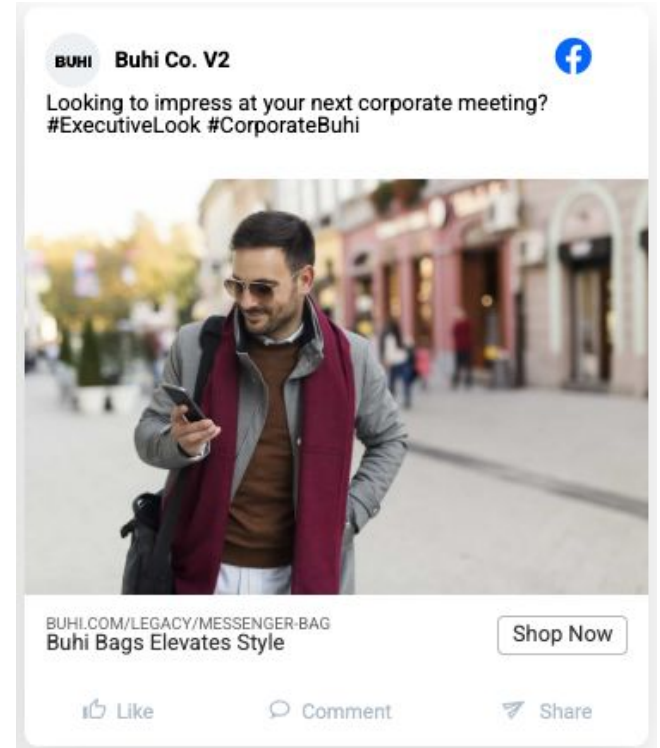
Example of Good Brand Fit

Why It Fits: This post captures Buhi's voice: It's playful, relatable, and inspiring, aligning with the brand's emphasis on exploration and functionality.



Example of Bad Brand Fit


Why It Doesn't Fit: This post feels too corporate and formal, which contrasts with Buhi's playful and approachable voice. It lacks the casual, travel-focused tone that resonates with Buhi's audience.



Hashtags

Best Practice

Review the interests of our target market and create hashtags that will focus on their individual interests.



Energetic Jill

Percent of Market:

13%

Age:

18-27

Gender:

Female

Income:

\$20,000.00 - \$30,000.00

Interests Summary:

Jill is a sporty fitness enthusiast who spends her free time tennis and hiking. She needs a good-looking tote or duffel to carry her gear in. She's as fit as it will at the gym.



Seaside Sally

Percent of Market:

11%

Age:

28-37

Gender:


Female

Income:

\$15,000.00 - \$25,000.00

Interests Summary:

Sally is a beach lover who spends her free time at the beach, and she needs a stylish new purse or tote to carry all of her beach gear. She's looking for something that matches her beach-going lifestyle.



Daypacker Tom

Percent of Market:

30%

Age:

24-31

Gender:

Male

Income:

\$25,000.00 - \$35,000.00

Interests Summary:

Tom is looking for a multi-purpose backpack for his next trip. An avid hunter, camper, and hiker, Tom needs a backpack that can carry his work essentials as easily as his camping gear. This bag should help him feel prepared, qualified, and pumped for his next wild excursion.

Do's of #Hashtags

Do

- Use only relevant hashtags that are directly related to your message
- Use hashtags wisely (no more than 3-5)
- Review the resources that are available to you
 - ◆ Will you be able to establish a conversation when using a new hashtag?

Examples of good #Hashtags

Create tailored hashtags that align with your message and resonate with your audience to maximize engagement.

#TravelBag	#CollegeEssentials	#AdventureBackpack	#CareerEssentials	#CampingGear
#LaptopBag	#VersatileBag	#OutdoorBackpack	#ComfortableBag	#DurableBackpack

Don'ts of #Hashtags

Don't

- Use the branded keyword terms unless they are directly relevant to your message
- Use the same hashtag more than once in a single post
- Use overly generalized words

CTA
(Call to action)

What is a CTA?

A CTA is the part of a social media message that attempts to persuade a person to perform the desired action.

Do's of CTAs

Do

- Highlight clear benefits by emphasizing what users will gain by taking action
- Use actionable language with imperative verbs like “Start,” “Get,” or “Try” to encourage users to act
- Keep it short by limiting the CTA to five words or less, so it's easy to digest

Don'ts of CTAs

Don't

- Avoid vague phrases like “Click here” which can be unclear or generic
- Make it too long by overwhelming users with long, complicated CTAs
- Skip the benefit by forgetting to show the value or reward the user will get from clicking the CTA

Headlines

Headlines best practices

- **Be Engaging & Use Targeted Keywords:** Immediately grab attention with keywords aligning with your audience's interests.
- **Personalize for Relevance:** Directly address your audience to foster stronger connection.
- **Feature Exclusive Deals:** Prominently highlight special offers to boost clicks and conversions.
- **Create a Sense of Urgency:** Encourage immediate action with time-sensitive language.



BUHI

Market Information

Know Your Market

Buhi's Audience

Buhi's primary market falls between the **ages of 19 and 32**. 90 percent of all Buhi customers fall into this age group.

Familiarize yourself with each of the personas and their demographics to help you more accurately create and push content to potential customers. Refer back to these personas frequently to make sure your content is targeting the right segment of the market.

Energetic Jill

Percent of Market

13%

Age

18-27

Gender

Female

Income

\$40,000 - \$50,000



Interests Summary

Jill is a fitness enthusiast who spends her free time teaching dance lessons or attending aerobics and yoga classes. She needs a good-looking tote or duffel to carry her gear in. She's excited to find a sporty bag that will look just as good as a carry-on as it will at the gym. Products that align best with Jill are the **Rooftop Tote** and the **Atlas Duffel**.

Up-and-Comer Raj

Percent of Market	14%
Age	21-28
Gender	Male
Income	\$45,000 - \$55,000



Interests Summary

Raj is starting a new job, and he's looking for a stylish, professional messenger bag to carry his laptop and documents. When he's not in meetings or traveling for work, Raj spends his free time reading the news and working on side projects. Products that align best with Raj are the **Legacy Messenger** and the **American Dream Messenger**.

Seaside Sally

Percent of Market

11%

Age

28-37

Gender

Female

Income

\$25,000 - \$30,000

Interests Summary

Sally is a casual gal who spends her free time at the beach. She needs a stylish new tote to carry all of her beach essentials and children's toys on her next vacation. Whether sailing, swimming, or fishing, Sally is looking for something that's trendy, classy, and youthful that matches her beach-going lifestyle. Products that align best with Sally are the **Bahamas Tote**, **Lakeside Tote**, and the **OG Tote**.



City-Hopper Sue

Percent of Market

8%

Age

26-35

Gender

Female

Income

\$65,000 - \$75,000



Interests Summary

Sue is a frequent flyer who loves planning her next sightseeing vacation. She is on the lookout for a suitcase or messenger bag that is practical and durable, one that will simplify her packing and traveling both at home and abroad. Whether traveling for work or leisure, by plane, train, or automobile, Sue wants luggage that allows her to explore the world on her terms. Products that align best with Sue are the **Switch Luggage** cases and the **Legacy Messenger**.

Daypacker Tom

Percent of Market

30%

Age

24-31

Gender

Male

Income

\$25,000 - \$35,000



Interests Summary

Tom is looking for a multi-purpose backpack for his next trip. An avid hunter, camper, and hiker, Tom needs a backpack that can carry his work essentials as easily as his camping gear. This bag should help him feel prepared, qualified, and pumped for his next wild excursion. Products that align best with Tom are the **OG Backpack**, **American Dream Backpack**, and the **Tactics Backpack**.

Hipster Mommy Kami

Percent of Market

7%

Age

33-42

Gender

Female

Income

\$95,000 - \$120,000



Interests Summary

Kami wants a sturdy but trendy tote to carry her children's gear for school and extracurricular activities. A self proclaimed shopaholic with an eye for the latest look in dresses, shoes, and accessories, Kami's ideal bag reflects her fashion sense and makes it easy to organize her essentials while shopping at the mall or boutique. Products that align best with Kami are the **Lakeside Tote** and the **Signature Tote**.

Back-to-School Mindy

Percent of Market

17%

Age

18-26

Gender

Female

Income

\$20,000 - \$30,000



Interests Summary

Mindy is a fashion-forward college student who's looking forward to hitting the books this fall. Her university lifestyle relies on a messenger bag or backpack that conveniently holds her books, laptop, and other class supplies without sacrificing comfort or style. She spends her free time hanging out with friends. Products that align best with Mindy are the **Aurora Backpack**, **Legacy Backpack**, and the **American Dream Messenger**.

Analytics

Social Media Analytics

Each week you'll be provided with an analytics overview that displays how effective your marketing efforts have been over the previous week. These analytics include metrics that will showcase how well you are increasing the awareness, engagements, and overall conversions for Buhi.

Post Frequency

Depending on the platform, social media content can stay relevant for short or long periods of time. Posting high-quality, engaging content, tailored to each platform's ideal frequency is more effective than chasing viral success. Avoid spamming your target audience with back-to-back posts; prioritize a strategic schedule that maximizes impact.

Facebook



Page Likes

556,766

Age Group

18-50 years

Gender Ratio

56% Male
44% Female

Posting Best Practice

To maximize engagement without spamming Buhi's audience, we schedule high-quality Facebook posts **16-28 hours** apart, equating to roughly **6-10 posts per week**.

X (Twitter)



Page Likes

50,251

Age Group

14-25 years

Gender Ratio

51% Male
49% Female

Posting Best Practice

To maximize engagement without spamming Buhi's audience, we schedule high-quality X posts **8-28 hours** apart, equating to roughly **8-10 posts per week**.

Instagram



Followers

421,233

Age Group

18-29 years

Gender Ratio

42% Male
58% Female

Posting Best Practice

To maximize engagement without spamming Buhi's audience, we schedule high-quality Instagram posts **15-28 hours** apart, equating to roughly **6-11 posts per week**.

Pinterest



Followers

20,241

Age Group

18-64 years

Gender Ratio

36% Male
64% Female

Posting Best Practice

To maximize engagement without spamming Buhi's audience, we schedule high-quality Pins **56-84 hours** apart, equating to roughly **2-3 posts per week**.

YouTube



Subscribers

1,105

Age Group

10-28 years

Gender Ratio

47% Male
53% Female

Posting Best Practice

To maximize engagement without spamming Buhi's audience, we schedule high-quality videos **84-168 hours** apart, equating to roughly **1-2 posts per week**.

TikTok



Subscribers

227,466

Age Group

17-29 years

Gender Ratio

37% Male
63% Female

Posting Best Practice

To maximize engagement without spamming Buhi's audience, we schedule high-quality TikToks **42-84 hours** apart, equating to roughly **2-4 posts per week**.

BUHI

Final Checklist

Check Before You Post!

In your post:

- ☐ Check spelling
- ☐ Include a clear and strong CTA
- ☐ Use clear, concise, and engaging copy
- ☐ Use a tone that is conversational but not casual
- ☐ Use messages that are relevant to your audience
- ☐ Do not use more than five hashtags in post
- ☐ Use emojis sparingly when relevant

BUHI

Metrics

Glossary

Awareness: Generate Interest in a Product or Service

- Impressions: Total number of times a brand's content is delivered to someone's feed. If a person views a brand's post five times, the total impressions for the post would be five.
- Reach: Total number of unique people who have seen a brand's content on social media. If a person views a post five times, the total reach would be one person.
- Page Likes: On their own, these engagement metrics may be seen as vanity metrics, but together they provide valuable insights. When looked at from a broader perspective, they reveal which posts resonate most with your audience and highlight your most successful content.

Revenue

- The dollar amount of the conversion. For example, one conversion could equal \$1,200.

Conversions

- Web conversions occur when a visitor performs a desired action on your website, such as making a purchase or signing up for a webinar.

Click-Throughs

- Click-through rate (CTR) measures the ratio of users who click on a specific link or advertisement to the number of total impressions (i.e., how many times the link or ad was shown). It is calculated by dividing the number of clicks by the number of impressions and is usually expressed as a percentage. A higher CTR generally indicates that the content or advertisement is engaging and relevant to the audience.

Audience Quality Score

A quality audience consists of genuine, authentic followers who actively engage with content. For an influencer campaign to be effective, it is essential to collaborate with influencers whose audiences are both real and relevant to the brand. A quality audience is not only composed of actual users but also includes individuals likely to show interest in the brand's message or offerings. Evaluating an influencer's audience quality score can help determine the authenticity and engagement level of their followers, thereby enhancing the likelihood of a successful campaign.

Engagements

How many times a person interacts with your content. This includes likes, comments, shares, and sometimes, clicks.

- Reactions and comments: These individual engagement metrics are vanity metrics on their own, but they add up. They can tell you about which of your posts are most successful and which posts your audience likes.
- Shares: This shows you what content people are willing to share with their friends, increasing your brand awareness.

Engagement Rate

Engagement rates are metrics that track how actively involved with your content your audience is. The engagement rate is a metric often used in analyzing the efficacy of brand campaigns.

- A strong engagement rate justifies your campaigns. Use it to guide content, measure performance, and target the right audience.

Follower Growth Rate

A percentage that shows you how quickly your audience is actually growing – or slowing – within a certain time period.

The formula is: $(\text{Followers you gained in a specific time} / \text{the initial number of followers you had prior to that gain}) \times 100$.

Post Frequency

Posting frequency is the rate at which a user or brand publishes content on social media platforms, determining how often followers see new posts. It's a strategic choice that can affect engagement, reach, and audience growth.

Comment Sentiment

What people are saying in the comments provides valuable information about them and your brand. The comments section is a great place to uncover opportunities to improve the customer experience.

Authenticity Score

An authenticity score in social media marketing measures how genuine and trustworthy an account or influencer appears to their audience. It evaluates factors like engagement quality, content consistency, and audience trust. AI influencers, for example, may have a lower authenticity score because they lack real human experiences or emotions, making their interactions feel less real to followers.