

Social Media Platforms

Platform	Facebook	Instagram	TikTok	YouTube	Pinterest	X
Reach	556,766	421,233	227,466	1,105	20,241	50,251
Engagements	28,839	109,577	41,257	1,078	20,927	16,779
Conversions	3,303	2,397	1,820	7	433	309
Audience: Male	53%	42%	37%	47%	36%	49%
Audience: Female	47%	58%	63%	53%	64%	51%
Location: Urban	21%	43%	38%	53%	36%	30%
Location: Suburban	43%	35%	44%	35%	41%	58%
Location: Rural	36%	22%	18%	12%	23%	12%
Income: <\$30K	36%	85%	44%	21%	47%	65%
Income: \$30K - \$75K	41%	8%	30%	26%	34%	23%
Income: >\$75K	23%	7%	26%	53%	19%	12%
Education: High School Degree or Less	61%	32%	48%	16%	37%	25%
Education: College Degree	26%	45%	44%	58%	34%	51%
Education: Advanced Degree	13%	23%	8%	26%	29%	24%
Age: 13-17 Male	7%	10%	16%	8%	7%	2%
Age: 13-17 Female	8%	9%	11%	7%	6%	3%
Age: 18-24 Male	16%	23%	20%	20%	16%	7%
Age: 18-24 Female	18%	20%	13%	15%	14%	9%
Age: 25-34 Male	21%	20%	17%	19%	23%	24%
Age: 25-34 Female	23%	18%	10%	17%	20%	22%
Age: 35-44 Male	24%	19%	15%	18%	23%	22%
Age: 35-44 Female	27%	18%	9%	16%	22%	19%
Age: 45-54 Male	16%	15%	12%	14%	17%	19%
Age: 45-54 Female	14%	16%	6%	16%	19%	21%
Age: 55-64 Male	9%	8%	10%	11%	12%	17%
Age: 55-64 Female	8%	7%	6%	16%	13%	20%
Age: 65+ Male	8%	6%	8%	12%	2%	11%
Age: 65+ Female	5%	6%	4%	13%	3%	13%
Interaction: Casual Tone	7	8	9	6	8	5
Interaction: Hashtags	6	8	7	5	8	8
Interaction: Image of the Product	7	8	3	7	8	7

Interaction: Image of Product in Use	7	9	4	9	10	7
Interaction: Static Image	4	9	1	1	10	5
Interaction: Video	7	6	9	9	3	4
Character Count / Post	150	125	100	125	125	100

Ad Spend by Channel N.A. Bag Industry

Social Media	32%
Internet	25%
Magazines	18%
Outdoor	12%
Television	8%
Newspaper	3%
Radio	2%

Top Revenue-Generating Social Media Channel for N.A. Bag Industry

Facebook	26%
Instagram	23%
TikTok	14%
Pinterest	15%
X	10%
YouTube	9%
Other	3%

Budget Distribution per Social Media Channel for N.A. Bag Industry

Instagram	77%
Facebook	61%
Pinterest	58%
YouTube	36%
X	28%
TikTok	22%

Average Posts per Week by Competitor

	Facebook	Pinterest	X	TikTok	YouTube	Instagram	
Mikey's Bags	8	2		10	4	1	5.25
DoWork	9	1.75		8	2.5	0.5	4

Jones & Co	6	2	10	1.75	1	4.5
Bags Unlimited	7	0.5	9	1	1	4.4
Best Coast	10	1	8	4	0.75	6