

Mimic Social Executive Summary

1. Project overview:

Buhi Supply Co. is a retail bag online shopping site that comes with various styles of bag products that suit a diverse audience. Buhi bags are meant to be personalized with different needs depending on where the customer wears them. Whether it is for school, grocery shopping, camping, etc... As a Content Planner, I am in charge of managing different social media platforms to promote Buhi bags. Every post I made depends on the target audience and demographic. If I want to make a post of kids wearing their backpacks to school, then I will target my audience to parents who will buy the backpacks for children. I have a \$5,000 budget for every week to promote the backpacks as much as I can to gain impressions, engagement, likes, and revenue.

2. Goals and objectives:

My goal is to gain a lot of likes on my Instagram post because it is the only social media platform that I get the best response from other social media channels. Originally, I did not use enough of my budget to promote my post, so I was getting less feedback, but when I started using \$200-\$400 for each post, I got a high impression.

3. Target audience:

I did not focus on one target audience because I was experimenting with what kind of audience would suit Buhi brand the most. So far, I was able to focus on five target audiences which are gym lovers, casual adventurers, parents with kids, professionals, and students. I picked special social media channels depending on my targeted audiences. For example, if I post something for professionals, I would use LinkedIn and Facebook as my main channel because that is where professional content is produced in those channels. I also end my hashtags with #Buhi to gain more brand awareness. A few times I would add emojis when I am talking to my casual adventurers' audiences to have a friendly conversation. Because Buhi is a very flexible backpack brand with their audiences, I want to target people with different interests who all share wearing the same brand and reach out to others who also would like to own one as well.

4. Campaign strategies and tactics:

As I mentioned before Instagram is the best platform for me because most of my demographic audiences use Instagram. Depending on my audience, I will choose a specific social media channel but will include Instagram for every post. Before I publish my post, I will select an image that will best represent my next target audience. Then I whip up a perfect caption to describe the image. I like to use first point of view or personal narrative in my caption because it is like I am communicating to my audience without knowing I am talking to them. If I am not posting about the Buhi products, I would throw in a meme once a week for a good laugh because I figure that if I keep promoting my content, my audience will be overwhelmed. So, I wanted to give a break to read relatable posts.

5. Outcomes:

Post CSV	Average	Sum
Total Impressions	100,804	6,350,671
Average Engagement Per Post	4,376	275,663
Average Shares Per Post	1,281	80,700
Average Clicks Per Post	557	35,098
Total Revenue	\$1,240	\$78,068

Influencer CSV	Average	Sum
Total Impressions	5,869	23,477
Average Engagement Per Post	147,402	1,031,815
Average Shares Per Post	3,316	2,311
Average Clicks Per Post	7,684	53,789
Total Revenue	3.94	11.84

6. Key insights:

I noticed that using a micro-influencer can help gain more impressions than macro and mega influencers. I had a hard time negotiating with macro and mega influencers because they like to get paid more, but do little posts. I found it very annoying and lazy even though they have a huge social media presence. I did really well with traveling posts as I got a large amount of feedback, so I should stick to micro-influencers if I decide to post on Buhi traveling essentials.