

Post creation explanation:

I decided to redo the Instagram post in the meme format, but using a different meme that is more relatable to the target demographic of women from ages 18-24. Lots of people within this age range had grown up with the show Phineas and Ferb, which makes this meme more relatable and less generic than a random picture of a giraffe orameleon. Another thing to note is that it gets a similar message across, which is that Buhi has a sale. Therefore, it still aims towards that demographic of which 85% has a low income on Instagram (See Appendix A for social media content).

Initial Strategy

When I began working on the simulation, the first thing that I did was refer to the social media audit and the social media marketing trends. I had noticed that Pintrest, Instagram, and Tiktok all seemed like opportunities with the highest average growth rate, so I had begun investing most of my resources into those three platforms. I used the social media audit to determine what the most optimal time and day would be to post on the platforms that I had chosen. I also had noticed that most of Buhi's audience on the platforms were females, generally from the 18-24 age range, so I had chosen that to be my target demographic. As I had crafted my posts, I made sure each post had lots of relevant hashtags and that they fell in the recommended character count based on which channel I was using to promote the brand.

Round 1

In round 1, I had allocated \$150 for Facebook, \$73 for Instagram, and \$243 for Pinterest. The posts on Facebook were targeted towards women in the ages 18-24 that liked going outdoors and explored the wilderness. The point of these initial facebook posts were for existing Buhi customers to share their story, which is a form of earned media that was being leveraged to boost

the success of the advertisements. On the other hand, the posts on Instagram were two memes that emphasized on promoting an ongoing sale. This was inspired by the fact that 85% of Buhi's instagram audience has an income of less than \$30,000 per year, which means that a sale would likely appeal to the audience on Instagram than other platforms. Instagram is also a platform that is well known for having memes on it, which is another reason why I chose Instagram for these types of advertisements. The ads on Pinterest had a focus on targeting the older portion of the target demographic, specifically ages 25-34 women who are mothers to children. The first post was a back to school advertisement with messaging of being kid-friendly. The advertisements on TikTok were appealing more to the 18-24 demographic, more specifically, to women who are in college.

Round 2

In round 2, I decided to invest most of my budget into Facebook and Pinterest. The strategy for this round was that Pinterest is noted as a social media platform with high growth potential, whereas Facebook has met its stage of maturity. There is a large amount of the target market in both Facebook and Pinterest, so I had tried to capture that segment through those two mediums. This round I had done a little better, with \$4240 instead of the prior round's \$3600. One of the main changes that helped increase profitability between rounds was increasing the amount of posts done per week as well as paying more attention to the time that posts were scheduled. I noticed that in round 1, there were a couple of posts that I had scheduled too close to each other, whereas for this round I made sure to space apart the scheduling as much as possible, as well as to look for peak user engagement times on each platform and post at those times. Another aspect that helped was the ability to reuse media that was purchased from prior rounds and to use it on different social media platforms than the previous round. This helped boost my

post by utilizing paid media that was acquired previously, which helped the algorithms for the social media platforms to boost the posts to the top of the feed.

Round 3

In round 3, I decided to post even more than I did in round 2. I made 29 posts and I had begun leveraging the ability to duplicate posts with the same content but across different platforms. However, even though the posts would be quite identical, the main thing I did was to ensure that the messaging aligned with what people would expect on the given social media platform, and that I modified the text so that it fit the recommended character count. I also ensured that no two posts that contain the same media were scheduled at the same day, and that they were as spaced apart as they can so that content can seem fresh. In hindsight, it would have made more sense to schedule all the similar posts on the same day across each platform, especially if the messaging was something time sensitive such as a sale that is about to end. It also allows for more consistency and a wider overall reach. The platforms that had the most success that round were TikTok and Instagram. This was because I had invested a lot more resources into those two social media platforms than the other ones and I had scheduled more posts than average. I recognized how well TikTok had performed in the previous round so I decided to focus on it once again, and this allowed me to increase the revenue from \$4240 to \$8560. Clearly my strategy was improving from round to round in the organic social posts area as I was beginning to analyze and understand what worked and what didn't work, as there was an increasing trend in key performance metrics such as engagement, clicks, and shares, which all resulted in a higher amount of revenue in each round. At first, I wasn't sure how often I should be posting organically, but I realized that posting more often and consistently had improved my results, and this helped my KPI's improve a lot more for round 3.

Round 4

Round 4 was the first round of paid social posts, and the first thing to note about this round as opposed to organic posts is how you can boost your posts so that the algorithm can promote your post more often than others. I decided for the first round to be where I had done 10 posts in total. The main observation to note is that I did make a lot more revenue in the paid social posts than the organic ones, however, it is not a fair comparison since that is to be expected. Paid social posts will have a much higher reach, and therefore get better results on KPI's, so you are expected to get much higher revenue with those. However, I had noticed that I had done relatively poorly relative to the class, and my main source of demise was that I did not post nearly enough. On top of this, I didn't focus on 2 or 3 social media platforms to do my advertising, I had spread my advertising across all platforms despite the fact that some of them provide little to no marginal benefit.

Round 5

Round 5 was where I decided to focus on what my competitors had to say, and copy what they said worked for them in order to be successful. In class, when we discussed the strategies that were incorporated by the top 5 students in the simulation, I heard one of the students say that they simply bought the most expensive video and put all of their advertising efforts into TikTok. I also heard that the hashtags "slayyy" and "queen" worked very well, and with my target audience of women from ages 18-24, I knew that this would also create some brand resonance since I know that this demographic would be familiar with this terminology. I also made sure that the messaging in the advertisement was representative of the imagery, by putting other hashtags such as "raining" and "outdoors". In this round, I ended up making \$60,040 which is much higher than the \$27,760 that was made from the prior round.

Round 6

In round 6, I had decided to make a lot of posts with a large variety. I did not reuse the post from last round since I did not want the people viewing the ads to think that Buhi was just recycling assets and not being creative. If they saw the same ad twice, they would believe that the brand is not being authentic since it would be clear that Buhi is just trying to make a quick sale. However, I quickly learned this round that making a large quantity of paid posts does not actually result in a higher profit, since you still need to distribute the same budget to boost these posts. If not enough budget is used to boost an individual post, the algorithm will not promote that post enough for it to be successful. That is why when it comes to paid posts, the main thing to focus is on quality instead of quantity of posts. This means having an emphasis on accurate messaging, appropriate hashtags, and the appropriate image to truly resonate with the target audience. In this round, no one post did substantially well, leading the round to be worse than round 5. Round 6 resulted in a revenue of \$35,280, which was far worse than the \$60,040 from the prior round.

Round 7

Round 7 was the first round for influencer advertising, and for this round, I decided to make an offer to one macro influencer named “Missy Meegan”. My idea with going down this route was to get a huge reach, and since I used the brand ambassador strategy, it would help create brand authenticity. This is because this strategy is when an influencer actually uses the product, and not just someone who is promoting it for the sake of making money from the sponsorship. However, I failed to realize a couple of key points upon doing this strategy. First of all, when a macro-influencer posts something, it has a wide reach but can have troubles maximizing conversions and truly resonating with a target demographic. It is great for brand

awareness but not as great for brand authenticity. Secondly, it is much more costly to hire a macro influencer, and so the one influencer “Missy Meegan” ended up using my entire monthly budget just for two posts. The combination of these two factors made it challenging to perform well for this round, leaving me at only \$16644.40 for the round and near the bottom of the charts.

Round 8

Round 8 is where I had worked on mitigating the downfalls that I had experienced in round 7. Instead of having one macro influencer, I decided to have two micro influencers, which were “World Travelers” and “Enlightenment Seekers”; and I had one macro influencer, which was Jane Zhao. The idea with this was that Jane Zhao would first make a post to garner a large reach for my target audience of women from ages 18-24, and then the two micro-influencers would make their posts resonate with the audience and promote the brand more effectively. The world travelers group was the most successful out of the three I had chosen, since lots of the posts that Buhi makes are related to outdoors and traveling. Despite having less total impressions than Jane Zhao, this demographic was able to get more likes, shares, and conversions than her. This goes to show that the brand authenticity and brand resonance that micro-influencers provide has a direct correlation to the overall revenue that a social media campaign. It also leads to higher click through rate despite reaching a smaller audience, which makes it easier to get conversions and engagement. Overall, this round ended up being more successful with a revenue of \$7412.91, which meant that the strategy in this round was much better than the previous one for social media influencers.

Round 9

In round 9, I decided to do a similar strategy where I used two micro influencers and one macro influencer. I decided to use the world travelers once again since I saw how successful they

were in the previous round. I also used the jokers since I knew my target audience loves memes, and I figured that this macro influencer group would appease that segment of the market. I used Olivia Gray for my macro influencer since I saw how large her Instagram audience is, which is also where a lot of my target audience resides. Similarly, the jokers has a large TikTok audience, and since I know that this platform has a large growth rate and appeases my target demographic, I knew that this was the correct influencer to choose to promote the brand. For this round, I ended up making \$11,229.56, which is higher than the previous round for social media influencers.

Round 10

In round 10, I analyzed the success as well as the amount of resources needed to go into each of the three types of social media advertising. What I had realized was that organic posts were the most cost-efficient, which meant that it should be possible to create organic posts alongside either paid or influencer posts, or the combination of the two. But I realized that since paid and influencer posts were too costly, and in order to effectively reach and create engagement with my target audience, I needed to choose one of the two and not both. After doing an analysis of which one performed better, I recognized that paid advertisements were more successful than influencers, so I chose to go with that. I figured that Buhi must have already gained a large enough following through its previous brand awareness efforts from other rounds that it didn't need another influencer to promote the company. Instead, it makes more sense to just stay consistent in posting to already existing social media channels in order to stay relevant for the long term success of the brand. If Buhi were to rely on the fanbase of influencers, it would be bad for long term growth since it would have troubles actually establishing its own brand loyalty, and instead, the only people who would purchase from Buhi would be because an

influencer told them to. All in all, this led to me choosing for Buhi to create 10 posts in total and schedule them far apart. This round ended up with a revenue of \$48,720.

Conclusion

After doing the simulation, it was clear how necessary a strategy is in planning social media posts. The most important takeaways are the content that goes into the posts itself, optimizing the messages such that important keywords are included while also minimizing the amount of text (ie, don't put random fluff into the posts), scheduling the posts to go out at peak engagement times, and most importantly, constantly adapting and changing strategies based on what works and what doesn't. Some of the improvements that I could have made to become more successful in this simulation were firstly, I should have created more posts and posted more frequently. I found it difficult to do this without duplicating posts, however, I think that duplicating the same post among different platforms would have been a great way to keep the same brand messaging and communicate it to as many people as possible. It creates a lot of brand consistency, which is essential in ensuring that the messaging actually helps capture value. Secondly, I could have done a better job at analyzing the key performance indicators at the end of each round, as well as seeing which platform did the best at reaching my target audience.

Appendix:



If I had a nickel for every time Buhi had the exact bag I wanted on sale I'd have two nickels. Which isn't a lot but it's weird that it happened twice.