Haily Murphy

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Social Media Marketing

20 September 2023

Social Media Audit

* Target Audience – Hipster Mommy Kami
	+ Age 33-42
	+ Female
	+ 7% of market
	+ $95,000-$120,000
	+ Looking for a sturdy, trendy tote for children’s gear
	+ Self-proclaimed shopaholic, has an eye for latest looks
	+ Ideal bag reflects fashion taste & organizational
	+ Buhi wants to start targeting an older demographic and takes pride in beautiful, affordable, and durable bags
* Channels to monitor - Twitter, Facebook, Pinterest, Instagram, YouTube, TikTok
* Keywords - Buhi, Buhi Bags, bags, OG Backpack, OG Tote, Mikey Bags, Bags Unlimited, Jones & Co, Backpacks, Totes
* Competitors have seen high return on investment in response to social media marketing efforts
	+ All three had most success with Twitter, and then Pinterest
* Buhi’s Reach, Engagement, & Conversions

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Facebook  | Instagram  | TikTok | YouTube  | Pinterest  | Twitter  |
| Reach  | 556,766 | 421,233 | 227,466 | 1,105 | 20,241 | 50, 251 |
| Engagement  | 28,839 | 109,577 | 41,257 | 1,078 | 20,927 | 16,779 |
| Conversion | 3,303 | 2,397 | 1,820 | 7 | 433 | 309 |