Haily Murphy

Pamela Culver

Social Media Marketing

14 December 2023

Mimic Social Final Report

Over the last three months, I have learned about managing Buhi’s social media. In round one through three we worked with organic ads, four through six were paid ads, seven through nine were influencer marketing, and rounds ten and eleven where we put it all together. The chosen target audience is Hipster Mommy Kami, a self-proclaimed shopaholic and has an eye for the latest looks.

**Hipster Mommy Kami**

* Age 33-42
* Female
* 7% of market
* $95,000-$120,000 annual income
* Looking for a sturdy, trendy tote for children’s gear
* Buhi wants to start targeting an older demographic and takes pride in beautiful, affordable, and durable bags

Buhi’s Reach, Engagement, & Conversions from BUHI Social Media Audit:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | 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 |

**Round 1-3 Organic Social Posts**

**Round 1**

*Creating content that promotes the OG line on all our social media channels. Test and use your own results to optimize your social media marketing efforts because trends change faster than you might think.*

In rounds one through three, we worked with all platforms to see what performed the best with organic posts. The platforms used were Facebook, Instagram, Twitter, YouTube, TikTok, and Pinterest. Facebook did noticeably better than the other platforms. Instagram was the second-best performing platform, followed were TikTok, Twitter, Pinterest, and last, YouTube.

**Round 2 – Organic Social Posts**

*Optimize content and select the best channels and times to post*

According to Buhis Social Media Audit highest engagement days and times across all platforms:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Platforms | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
| Facebook |  |  |  | 9:00AM  1:00PM  3:00PM | 9:00AM  1:00PM  3:00PM | 1:00PM  3:00PM |  |
| Instagram | 2:00AM 9:00AM |  |  | 2:00AM 8:00AM 5:00PM |  |  |  |
| TikTok | 10:00AM | 4:00AM | 8:00AM  11:00PM | 7:00PM |  | 11:00AM  7:00PM  8:00PM | 8:00AM  4:00PM |
| YouTube | 10:00AM | 4:00AM | 8:00AM  11:00PM | 7:00PM |  | 11:00AM  7:00PM  8:00PM | 8:00AM  4:00PM |
| Pinterest |  |  |  |  |  | 3:00PM  9:00PM | 3:00PM  9:00PM |
| Twitter |  |  | 12:00PM  3:00PM  5:00PM |  |  |  |  |

Using the chart above, posts were made based on the time and days with the highest engagement. The chart helped to get maximum results on all posts.

**Round 3 – Organic Social Posts**

*Select the best social media channels, days, and times to post*

The chart below was made from Buhis Social Media Audit: Reach, Engagements, and Conversions from each social media platform.

**Organic Post Top Three Results:**

* **Facebook** 
  + 109,254 Total Impressions
  + 10,718 Total Reaction and Comments
  + $7,440 Total Revenue
  + 84 Conversions
* **Instagram** 
  + 79,796 Total Impressions
  + 8,092 Total Likes and Comments
  + $5,320 Total Revenue
  + 61 Conversions
* **TikTok** 
  + 15,834 Total Views
  + 1,639 Total Likes and Comments
  + $1,040 Total Revenue
  + 13 Conversions

**Round 4–6 Paid Social Posts**

**Round 4**

*Creating paid social posts aimed at increasing awareness among your target audience*

When creating paid social posts, we included media that a mother could relate to. Incorporating ChatGPT, captions included personality, emojis, and hashtags. The same platforms were used and similar to organic posts, Instagram, Facebook, and TikTok were the top three performing platforms.

**Round 5**

*Creating paid social posts that increase engagement with Buhi’s OG line*

To increase engagement with Buhis OG line, we continued to include media that a mother relates to, but also promoted the OG line in the caption. A post that did well on Facebook included a young girl with her backpack that read, “Empowering young spirits with style and adventure! 🎒✨ #Buhi #OGBackpack.”

**Round 6**

*Creating paid social posts that increase sales of OG bags*

Like round five, posts continued to relate to the target audience, while promoting the OG bags. This week was also Thanksgiving, and Black Friday, so posts were made on all platforms. This also led to the best results across all platforms.

**Paid Social Posts Top Three Results**:

* **Instagram**
  + 142,282 Total Impressions
  + 14,701 Total Likes and Comments
  + $41,880 Total Revenue
  + 235 Conversions
* **Facebook** 
  + 132,531 Total Impressions
  + 13,137 Total Reactions and Comments
  + $21,280 Total Revenue
  + 74 Conversions
* T**ikTok** 
  + 119,970 Total Views
  + 12,065 Total Likes and Comments
  + $58,320 Total Revenue
  + 271 Conversions

**Round 7-9 Social Media Influencers**

Influencer marketing was a difficult process. It is important to find an influencer that will intrigue our target audience, Hipster Mommy Kami. It is equally as important to find the right strategy and give the influencers the right price.

**Influencer Categories**

* Mega-Influencers 1,000,000+ Followers
* Macro-Influencer 500,000-1,000,000 Followers
* Micro-Influencers 10,000-50,000 Followers

**Influencer Strategies**

* Affiliate Marketing
* Giveaways
* Social Media Takeover
* Branded Content
* Gifts
* Brand Ambassador

**Round 7**

*Help launch Buhi’s Social Media Influencer Marketing initiative*

Three influencers were used this round, two micro and one macro. Listed below are the influencers, the marketing strategy, and the results from each influencer.

Influencers in this round included:

* **Enlightenment Seekers – Micro-Influencer**
  + Brand Ambassador
  + 5,718 Total Impressions
  + 292 Total Engagements
  + $880 Total Revenue
  + 9 Conversions
* **Jane Zhao – Macro-Influencer**
  + Social Media Takeover
  + 213, 113 Total Impressions
  + 2,123 Total Engagements
  + $992 Total Revenue
  + 12 Conversions
* **World Travelers – Micro-Influencer** 
  + Giveaway Strategy
  + 46,711 Total Impressions
  + 4,490 Total Engagements
  + $3,892 Total Revenue
  + 40 Conversions

Looking at Jane Zhao, and the World Travelers, you will notice Jane Zhao had more than double of total impressions, but World Travelers had more than double the conversions than Jane Zhao.

**Round 8**

*Test strategies and schedule influencers to promote the OG bag line*

* **World Travelers – Micro-Influencer** 
  + Social Media Takeover
* **The Show-offs – Micro-Influencer** 
  + Brand Ambassador

**Round 9**

*Optimizing your influencer marketing to maximize conversions on the OG line*

* **World Travelers – Micro-Influencer** 
  + Affiliate Marketing
  + 138,049 Total Impressions
  + 14,958 Total Engagements
  + $13,036 Total Revenue
  + 50 Conversions
* **Missy Meegan – Macro-Influencer**
  + Affiliate Marketing
  + 278,298 Total Impressions
  + 3,862 Total Engagements
  + $2,193 Total Revenue
  + 27 Conversions

The results from round nine and round seven show that influencers with the most followers might not always be the best option. Micro influencers tend to do better possibly because their fan base is smaller and more loyal. Using a Macro influencer may be better if you are looking for more awareness.

**Round 10 & 11 Social Media**

Rounds ten and eleven were putting organic posts, paid social posts, and influencer marketing. We took everything we learned from the previous rounds and put it all together. For organic, we know Facebook was our top-performing platform, Instagram was top-performing for paid social posts, and the most successful conversions came from World Travelers, while Missy Meegan had the most impressions.

**Round 10**

*Allocate budget wisely and balance your workload with organic posts, paid social posts, and influencer marketing*

Round ten was Christmas week, which we promoted sales for. In round ten, we were most successful on Instagram with an organic post. The media was related to Christmas with the caption, “Get ready to sleigh your holiday style with Buhi Bags! 🎄✨ Our Christmas Sale is here to add a touch of glam to your festivities. 🛍️👜 Grab the perfect gifts or treat yourself to a little luxury. 'Tis the season to shine! ✨🎁 #BuhiBags #ChristmasSale #FashionJoy.” The top-performing paid ad was on TikTok, the caption read, “Stay cozy, stay chic! ❄️ Discover why our Buhi bag is the perfect winter companion. 🛍️✨ #BuhiBags #WinterStyle.” Both captions were inspired by ChatGPT. World Travelers had the most conversions with affiliate marketing.

**Round 11**

*Balance your workload to produce organic posts, paid promotions, and influencer content for the OG bag line*

In the last round, Instagram was the top-performing platform for organic posts and paid social posts. I only used the World Travelers for influencer marketing, and it continued to do well.

Top Post for Each Content:

**Organic**

* Instagram
  + 11,408 Impressions
  + 1,169 Engagements
  + $880 Revenue
  + 22 Conversions

**Paid**

* Instagram
  + 10,006 Impressions
  + 1,016 Engagements
  + $640 Revenue
  + 160 Conversions

**Influencer**

* World Travelers – Affiliate Marketing
  + 230,629 Total Impressions
  + 26,103 Total Engagements
  + $22,953 Total Revenue
  + 50 Conversions

**Conclusion**

* Based on the information above the target audience responds best to images and videos
* I believe the simulation was a valuable experience. It allowed us to work with all different platforms and to see how everything performs firsthand. This simulation was by far my favorite that we have done so far.
* By being able to read the Buhi Social Media Audit I was able to apply my knowledge from that to benefit the simulation. For example, if you look at the chart above, you will see that Facebook has the most reach, while Instagram has the most engagements. With this information, I was able to make posts based on what I was looking to do, getting new people to see Buhi, or getting people to interact with Buhi.
* Key Takeaways
  + Macro influencers are not the best influencers to use
  + Organic post tends to do better on Facebook, possibly due to the overpopulation of sponsored ads
  + Focusing on one target audience will give you the best result
* Buyer personas are one of the most important factors. You must know who you are selling to and the things they like to do to narrow in on one audience to have maximum results. Throughout the simulation, I stuck with Hipster Mommy Kami and posted media that I know would interest them.