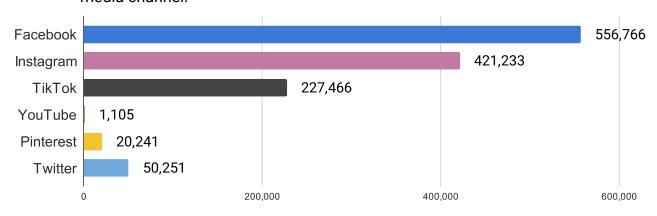


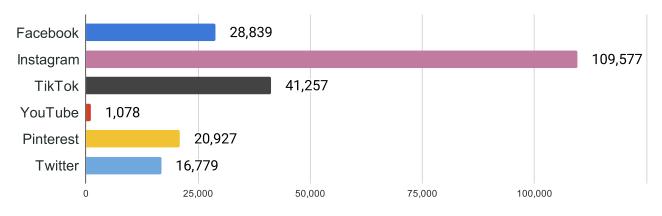
#### **Overview**

As an e-commerce retailer, Buhi relies heavily on social media marketing to maintain relationships with its audience and drive revenue. The following information was compiled from analytics across all Buhi social media channels for the past 12 months.

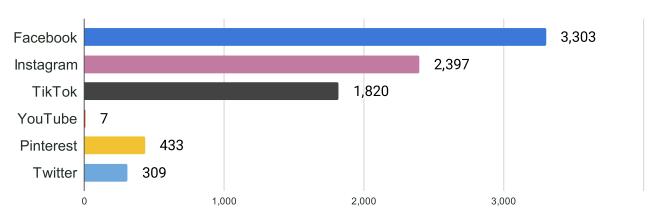
Reach Buhi's number of page likes, follows and/or subscribes, and impressions by social media channel.



Buhi's total number of clicks, reactions, comments, and shares by social **Engagements** media channel.



#### **Conversions** Buhi's total number of revenue-generating conversions by social media channel.



Reach

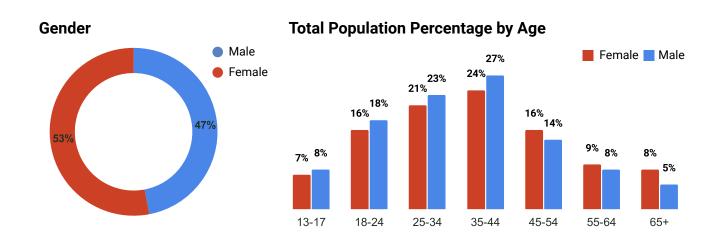
557K

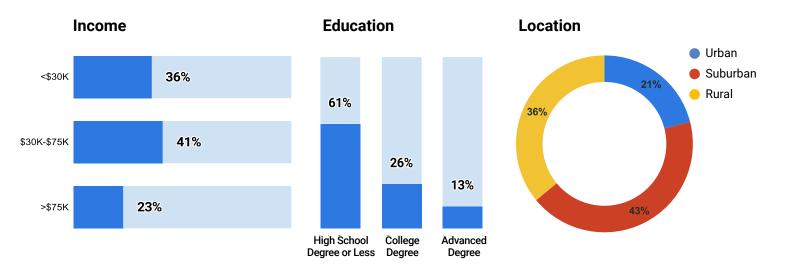
**Engagements** 

29K

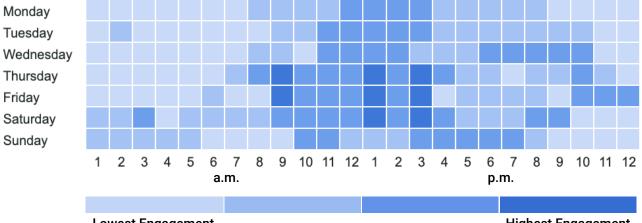
**Conversions** 

**3K** 





### **BUHI Social Engagement on Facebook**



**Lowest Engagement** 



# **BUHI**'s Instagram Audience

Reach

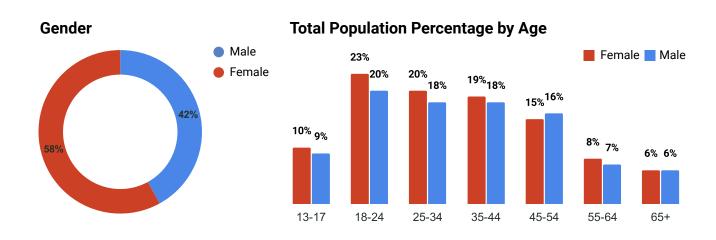
421K

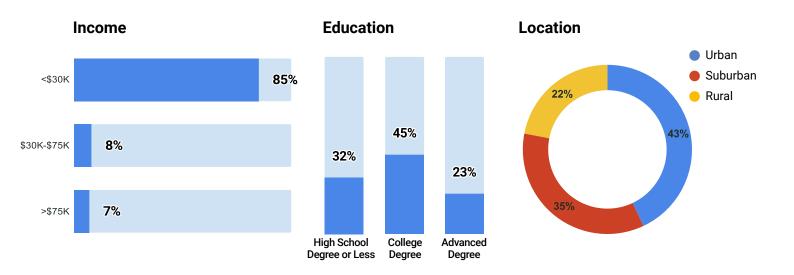
**Engagements** 

110K

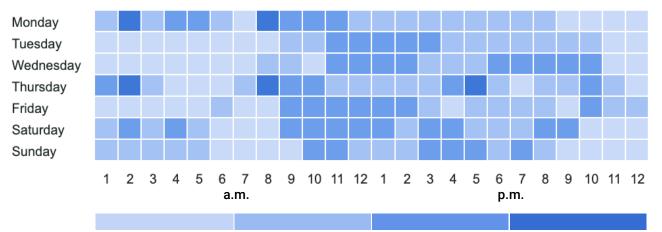
**Conversions** 

**2K** 





#### **BUHI Social Engagement on Instagram**



**Lowest Engagement** 

# **BUHI's TikTok Audience**

Reach

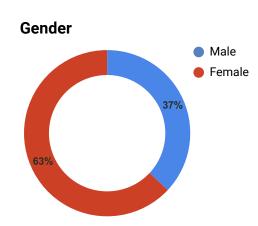
**227K** 

**Engagements** 

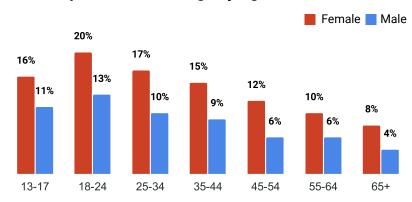
41K

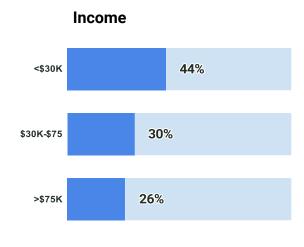
**Conversions** 

**2K** 

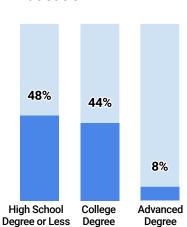


### **Total Population Percentage by Age**

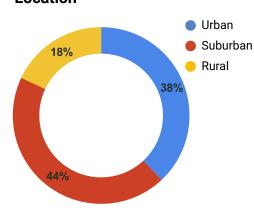




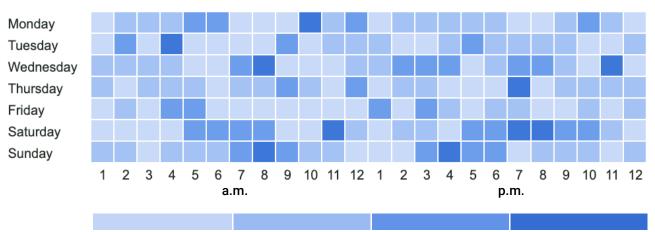
### Education



#### Location



#### **BUHI Social Engagement on TikTok**



**Lowest Engagement** 

# **BUHI's YouTube Audience**

Reach

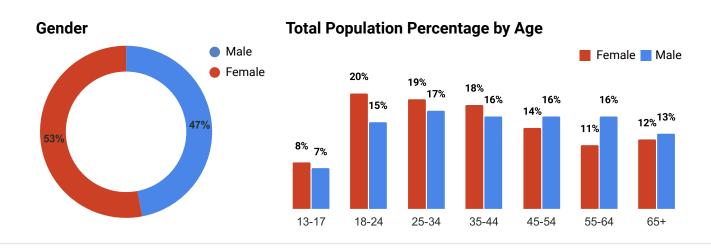
**1K** 

**Engagements** 

**1K** 

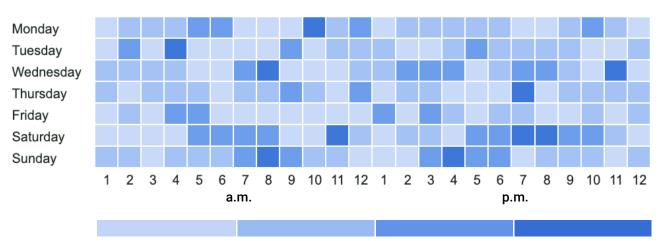
**Conversions** 

7



#### Income **Education** Location Urban 12% Suburban 21% <\$30K Rural 58% 26% \$30K-\$75K 53% 26% 35% 16% >\$75K 53% Advanced High School College Degree or Less Degree Degree

### **BUHI Social Engagement on YouTube**



**Lowest Engagement** 

# **BUHI's Pinterest Audience**

Reach

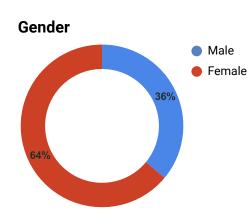
**20K** 

**Engagements** 

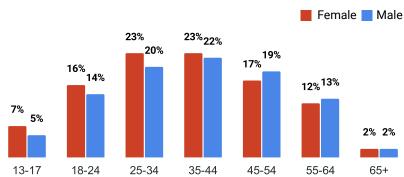
**21K** 

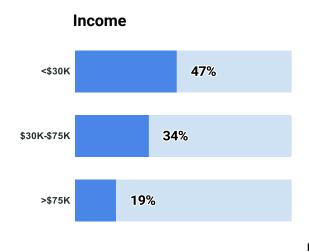
**Conversions** 

433

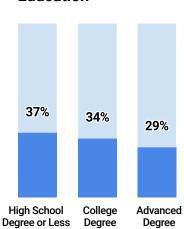


## **Total Population Percentage by Age**

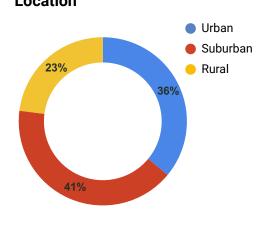




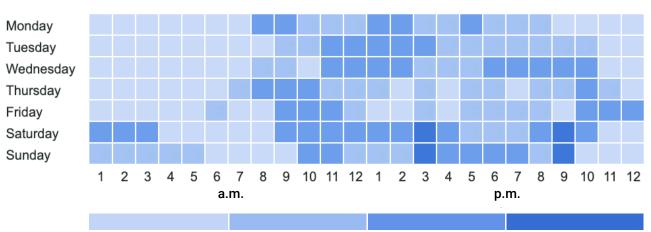
# Education



### Location



### **BUHI Social Engagement on Pinterest**



**Lowest Engagement** 



# **BUHI**'s Twitter Audience

Reach

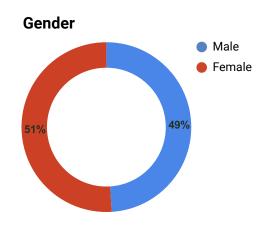
**50K** 

**Engagements** 

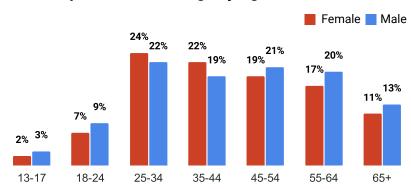
17K

**Conversions** 

309

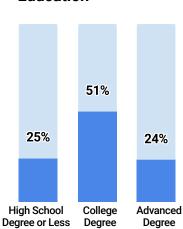


### **Total Population Percentage by Age**

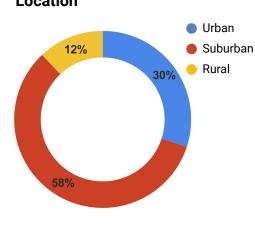


# Income 65% <\$30K \$30K-\$75K 23% 12% >\$75K

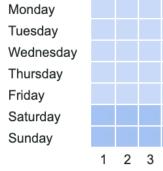
# **Education**

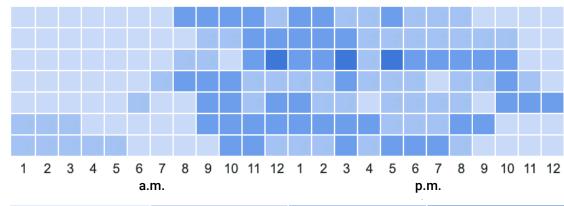


### Location



#### **BUHI Social Engagement on Twitter**





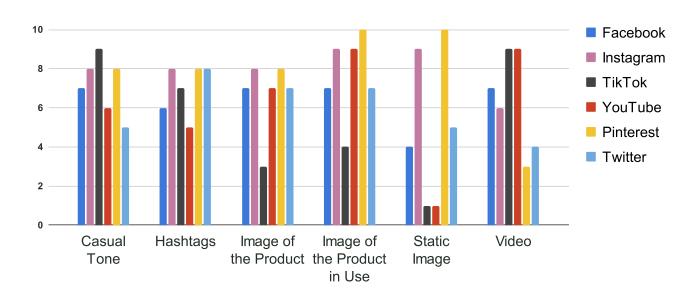
**Lowest Engagement** 



# Advertising Strategies for Increasing Brand Awareness on Social Media Channels

In general, bag shoppers visiting the Buhi website reported ads displaying **low word count,** casual tone, and static images of the product in use to be the most impactful social media marketing advertising strategy.

## On a scale of 1-10, how likely are you to interact with the following elements?



#### **Recommended Character Count per Post for Each Channel**

