

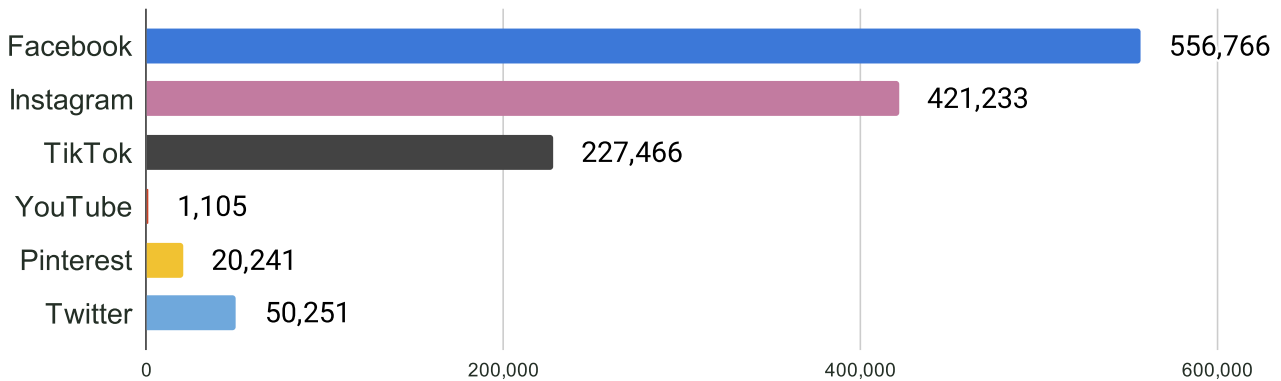


BUHI Social Media Audit

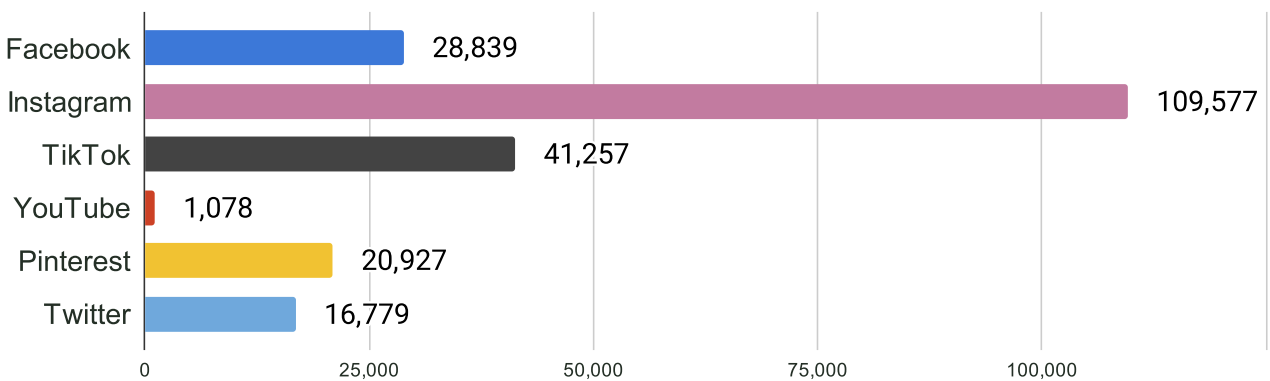
Overview

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**.

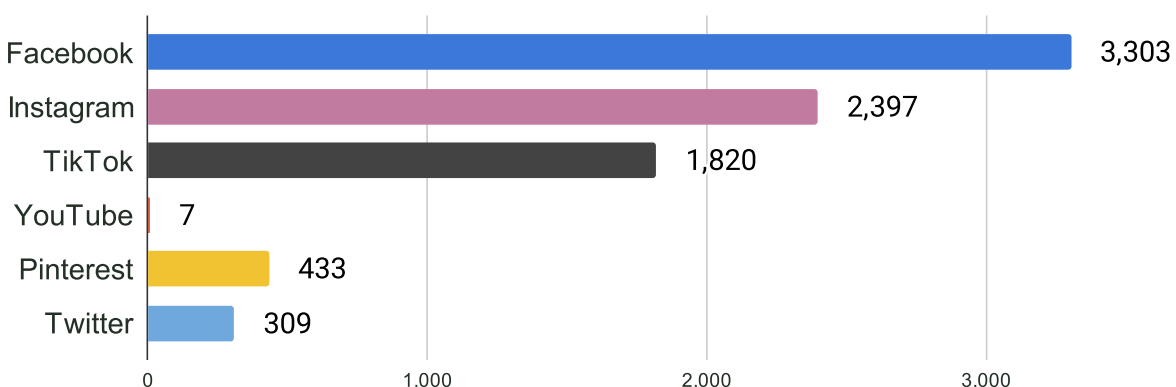
Reach Buhi's number of page likes, follows and/or subscribes, and impressions by social media channel.



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



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





BUHI's Facebook Audience

Reach

557K

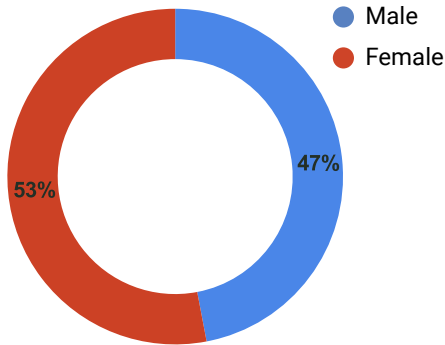
Engagements

29K

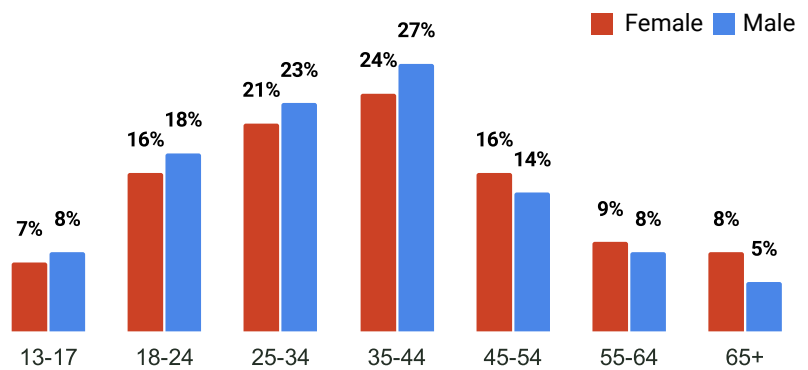
Conversions

3K

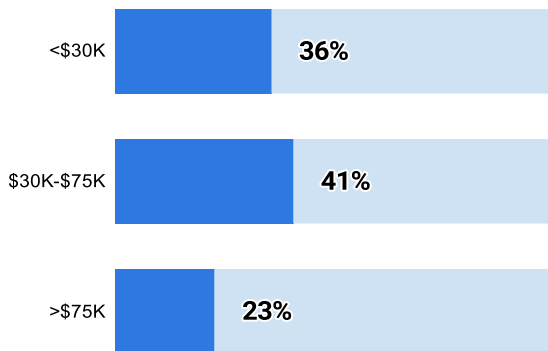
Gender



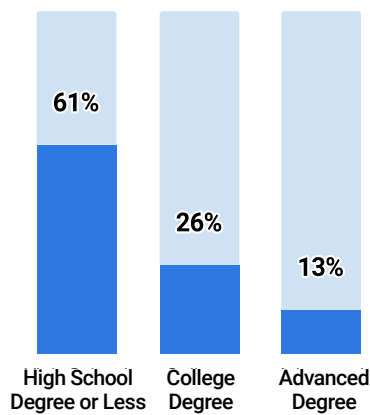
Total Population Percentage by Age



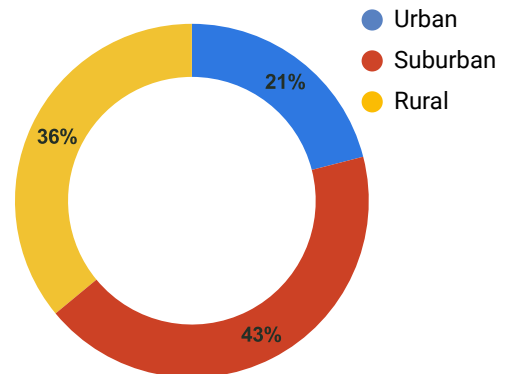
Income



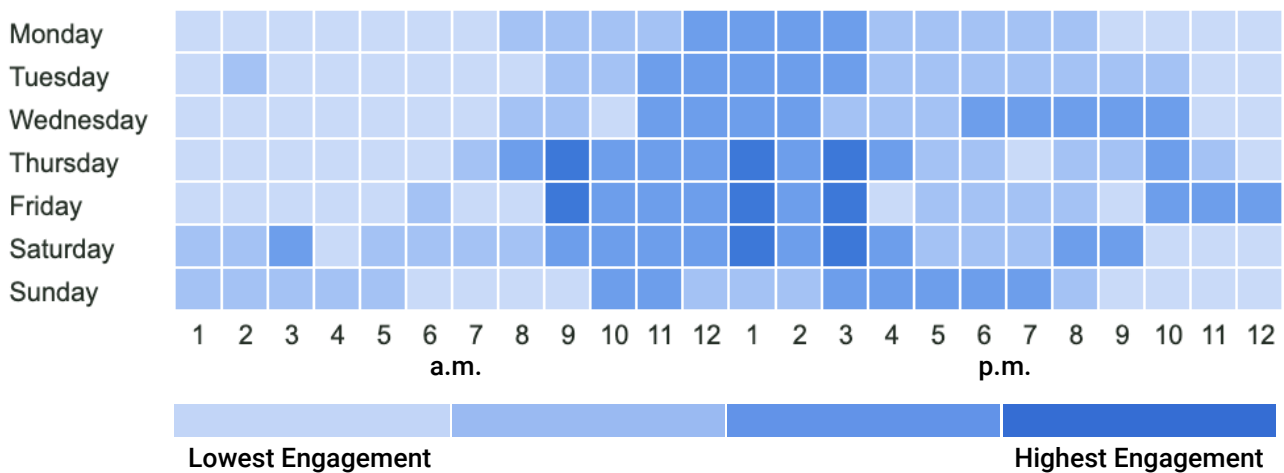
Education



Location



BUHI Social Engagement on Facebook





BUHI's TikTok Audience

Reach

227K

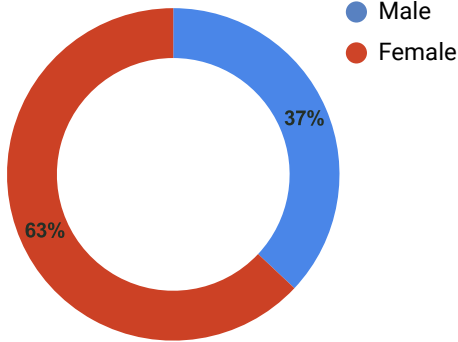
Engagements

41K

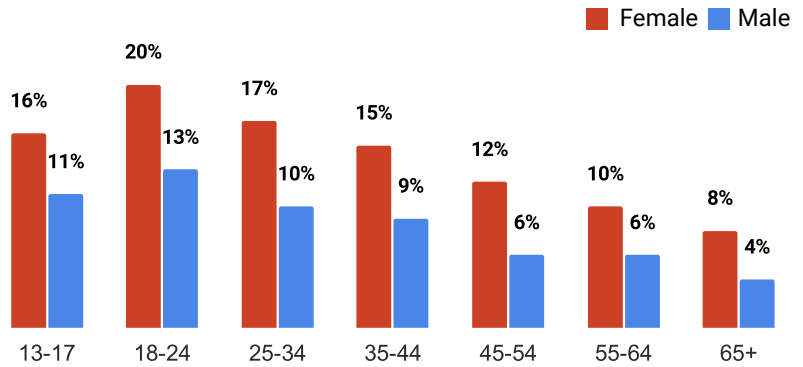
Conversions

2K

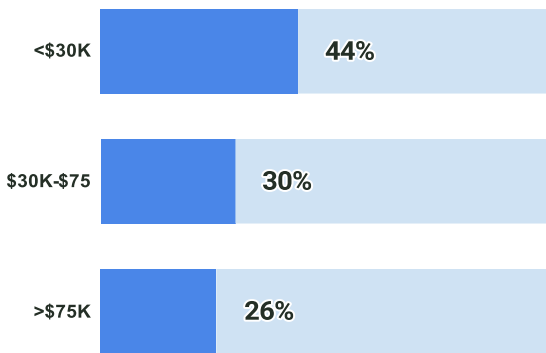
Gender



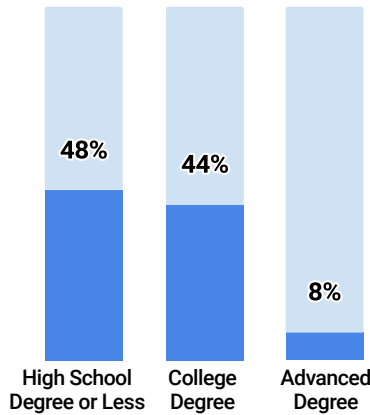
Total Population Percentage by Age



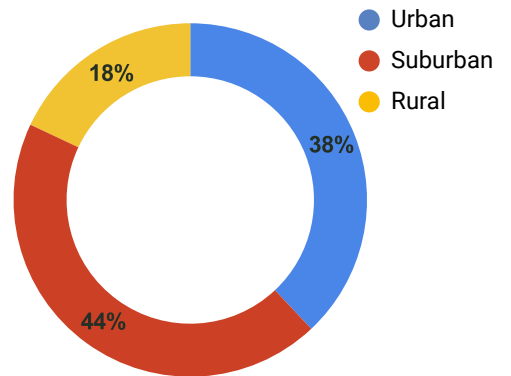
Income



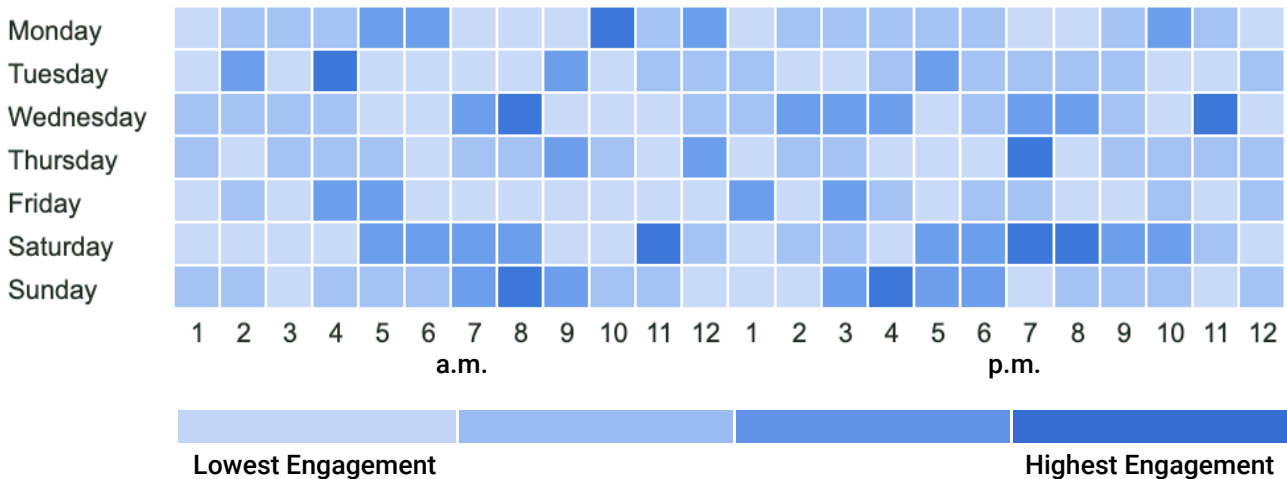
Education



Location



BUHI Social Engagement on TikTok





BUHI's YouTube Audience

Reach

1K

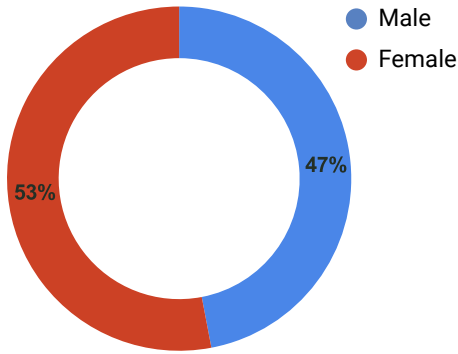
Engagements

1K

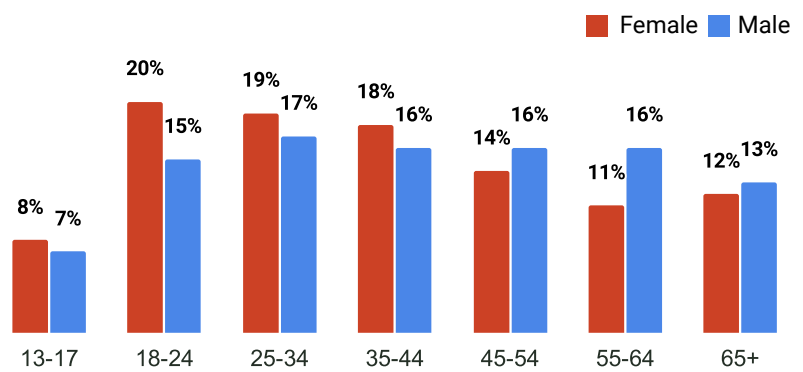
Conversions

7

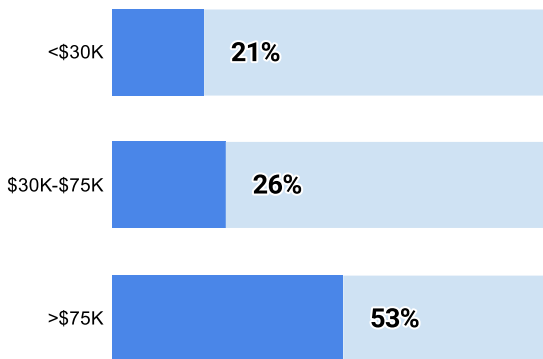
Gender



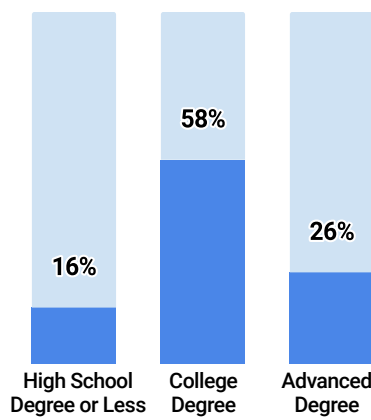
Total Population Percentage by Age



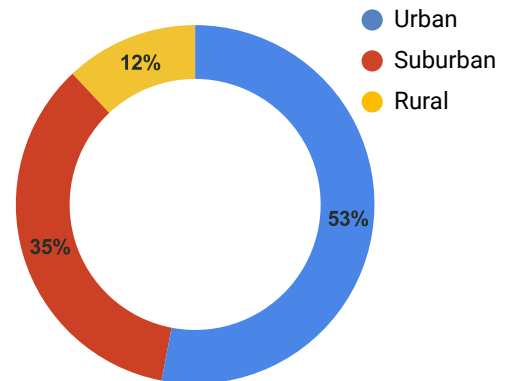
Income



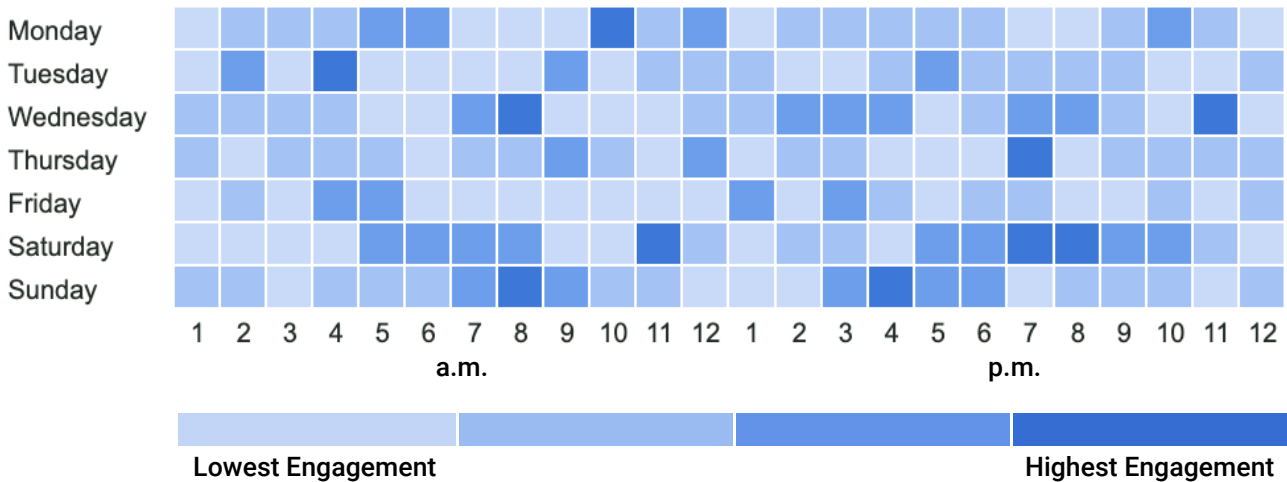
Education



Location



BUHI Social Engagement on YouTube





BUHI's Pinterest Audience

Reach

20K

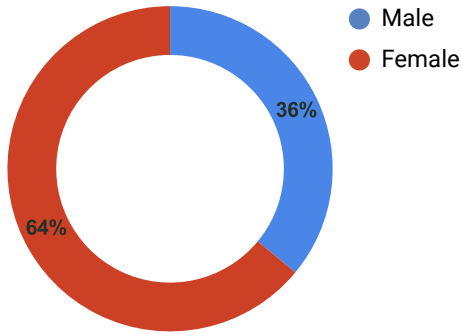
Engagements

21K

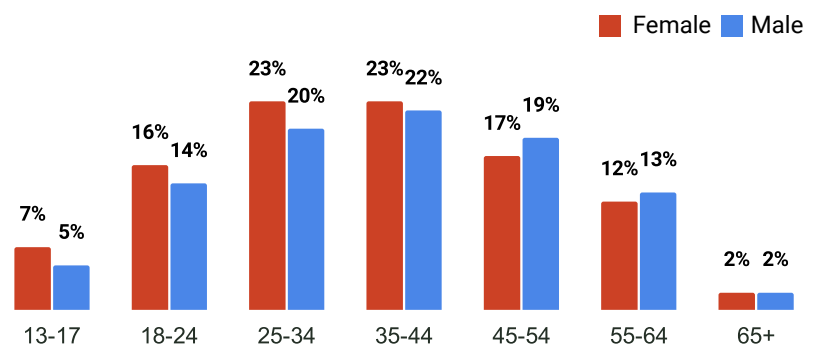
Conversions

433

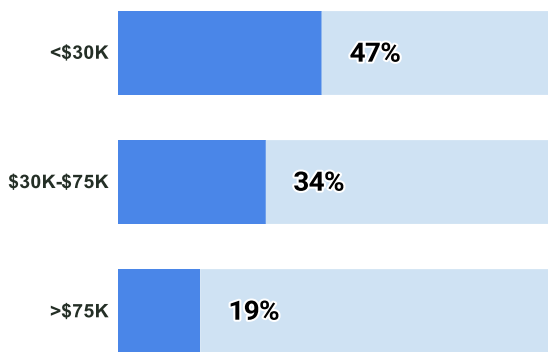
Gender



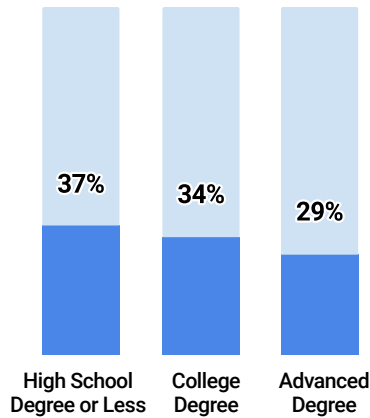
Total Population Percentage by Age



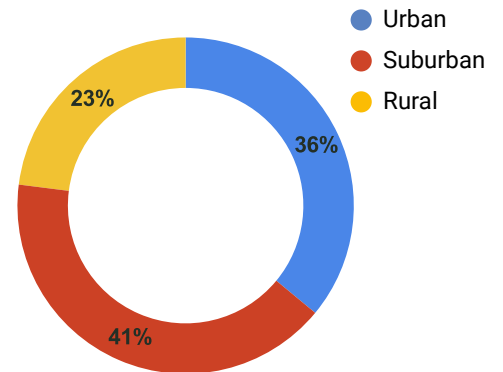
Income



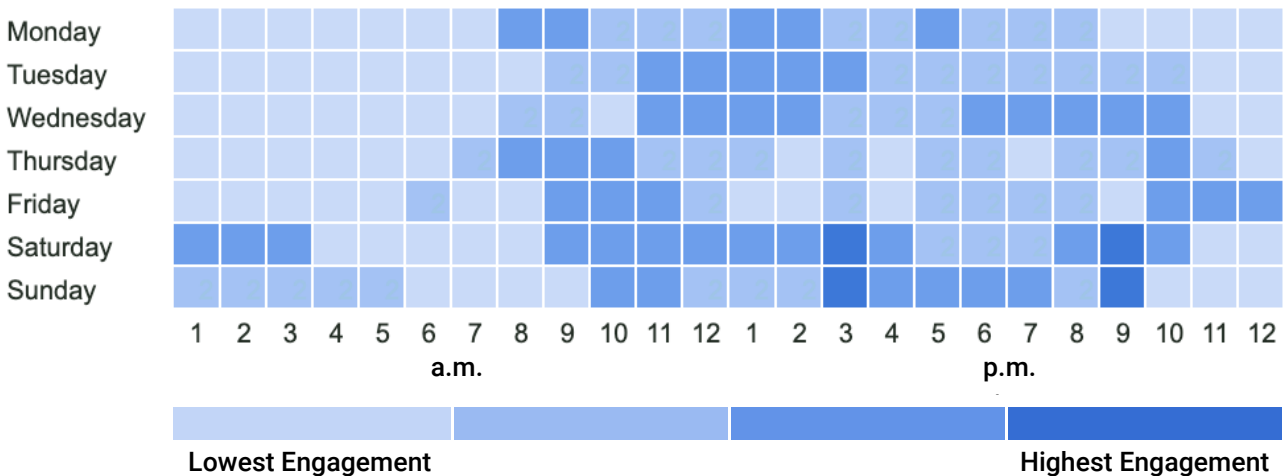
Education



Location



BUHI Social Engagement on Pinterest

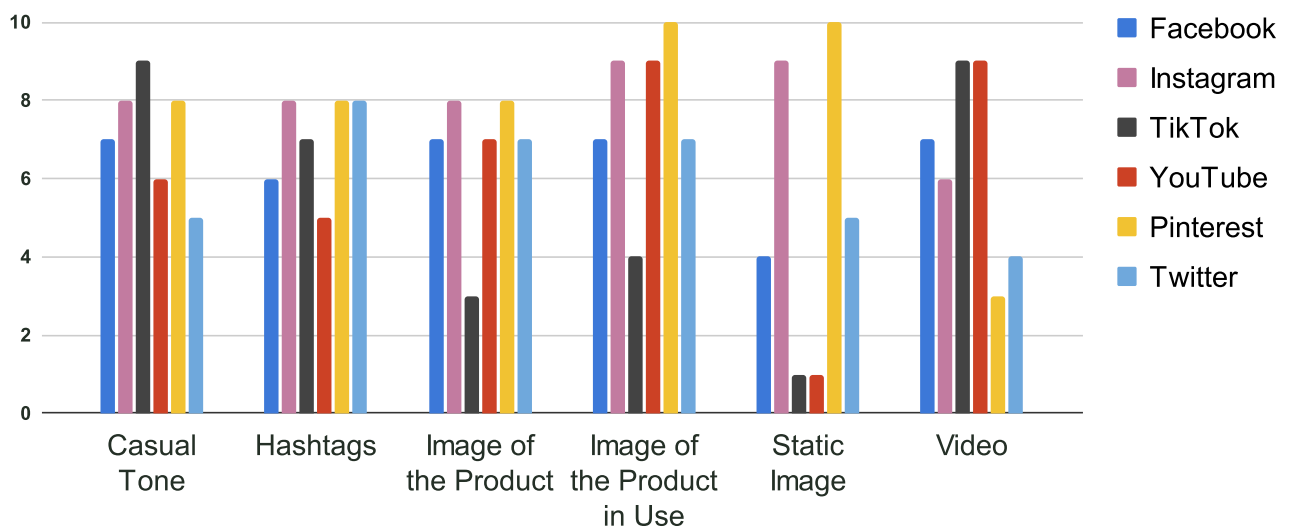




Advertising Strategies for Increasing Brand Awareness on Social Media Channels

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

