

# Social Media Action Plan: Buhi Bags



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# Brand Summary & Social Analysis





# Executive Summary:

The main goal of strategically expanding our product line and implementing a new watch collection is to introduce our products into a high-demand market. Through this new venture, we aim to set and redefine the standard of craftsmanship. With top-rated technology and expressive design, we'll provide a watch for every aesthetic. This groundbreaking launch enables us to reach a wider audience and deepen our connection with those who love and trust Buhi Bags. With the addition of watches, Buhi will become a lifestyle brand, providing the public with timeless, functional accessories that elevate you to your fullest potential.

The collection introduces a curated selection of premium watches crafted from ethically sourced materials that withstand the test of time. Blending contemporary and modern aesthetics with superior features. Each model has been carefully crafted to directly align with our brand's core values. The assortment was designed to match our existing product lines and perfectly pair with our known and loved bags.

After thorough conduct of market analysis, we've concluded a strong and steady momentum in the analog segment. Driven by the increased durability of the industry classic. Our product strategy combines the appreciation for the classic wristwatch with competitive pricing to offer the best product at the best price.

To launch the assortment with a strategic plan for success, we will begin with a curated marketing campaign across social media platforms. The first initiatives will be posted around Easter, highlighting bright, comforting pastels that are playful yet elegant for everyday wear. The following series of content will strengthen the importance of our sustainable materials and design in our vital Earth Day Campaign.

This becomes more than a similar product introduction. It is a carefully considered effort to strengthen customer loyalty, expand brand reach, and satisfy the needs of our beloved customers. "Because a life without Buhi is boring..."

# Brand Introduction:



Buhi was founded on classy creativity, combining contemporary colorways and innovative designs into understated yet creative accessories. Therefore, allowing your inner vibrance to shine through.

The assortment of watches we plan to introduce into the global market features classy, chic designs in premium pastels. The goal was to create a “perfect pair” between our watches and the Spring bag collection. Therefore, incentivizing our clients to purchase their perfect match and “set” them up for success.

## Spring 2026 Collection



# Business Objectives:



## 1. Establish Credibility in the Watch Market

- a. Utilize existing brand reputation to implement the new product line and gain further brand recognition and trust.
- b. Establish the product line as unique through innovative designs that set it apart from competitors.

## 2. Expand Product Line to Increase Revenue

- a. Conduct an analysis of sales after 12 months.
- b. Introduce new products that complement the line and expand styles offered. Such as new watch styles, interchangeable bands, watch boxes, and care kits.

## 3. Strengthen Customer Loyalty

- a. Offer a cohesive product line that is interchangeable with other accessories already produced.
- b. Begin crafting limited edition product lines tailored to seasons, holidays, and exclusive drops. Therefore, creating a sense of urgency to make a purchase by adding perceived value and increasing demand.

## 4. Increase Market Share in the Accessories Segment

- a. Possible expansion into global markets where colorful and playful designs are appreciated and in high-demand.

# SWOT Analysis:



Strengths	Weaknesses
<ul style="list-style-type: none"><li>- Previously established brand identity within the accessories market.</li><li>- Existing customer base.</li><li>- Pre-existing retail channels.</li></ul>	<ul style="list-style-type: none"><li>- Experience in watch manufacturing is limited to none.</li><li>- Watches require more attention on technology opposed to the bags we've been producing.</li><li>- Risk of ruining brand reputation or distinct brand image.</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>- The ability to compete with market trends.</li><li>- Watches and bags offer a completed style solution for the consumer.</li><li>- Expansion with influencer marketing.</li></ul>	<ul style="list-style-type: none"><li>- Intense competition, some legacy brands with a strong reputation.</li><li>- Economic impacts as watches are mostly investment pieces.</li><li>- Predetermined quality expectations based on the other products sold.</li></ul>

# Target Personas:



## Primary Demographic:

Ages: 18 - 35

Gender: Female

Lifestyle: Urban areas, trend-aware, solid online presence, and fashion-conscious.

Psychographics: Values sustainability, enjoys playful designs, a fan of color, engages with influencer marketing, and seeks affordable luxury.

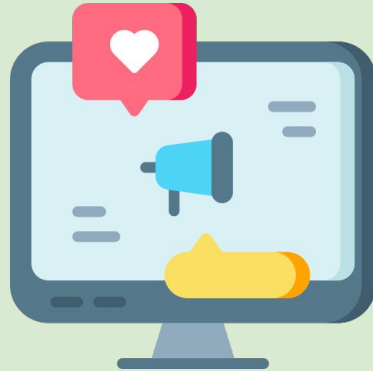
## Secondary Demographic:

Teenagers: (13-17) Most likely influenced to purchase from social media.

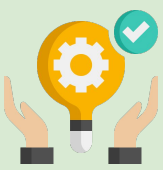
Young Professionals: (25-40) Seeking funky accessories to “spice up” their business casual or business professional wardrobe.



# Big Idea & Social Channels



# Buhi Objectives:



In order to ensure optimal results of the product launch, there will be two major campaigns implemented in the month of April 2026.

## Easter Campaign:

- Introduce the new product line in playful Spring colors.
- Bring awareness to the product lines' quality and unique design.
- Obtain reviews and consumer feedback.

## Earth Day Campaign:

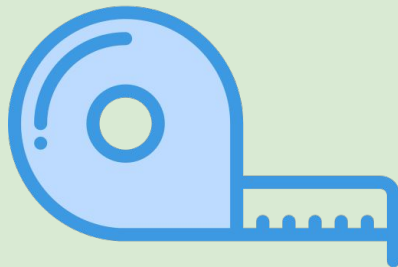
- Market the new line for its sustainable features.
- Partake in corporate responsibility by giving back to environmental non-profits.
- Enhance brand image and strengthen consumer trust.

# Social Media Zones:

Style & Aesthetic Zone	Lifestyle & Personality Zone
<ul style="list-style-type: none"><li>- Color coordinated pairings between both product lines.</li><li>- How to style your new watch.</li><li>- Mood boards centered around the unique color palettes.</li></ul>	<ul style="list-style-type: none"><li>- Day-in-the-life videos featuring the products.</li><li>- Choose your outfit (Instagram or TikTok swipe collages).</li><li>- Travel content using the products.</li></ul>
Behind-the-Brand Zone	Community & Engagement Zone
<ul style="list-style-type: none"><li>- Meet the design team (TikTok or Instagram Reel).</li><li>- Brand story posts.</li><li>- Design features.</li></ul>	<ul style="list-style-type: none"><li>- Polls “What would you like to see next?”</li><li>- Giveaways or collaborations.</li><li>- 24 hour account takeovers.</li></ul>



# Experience Strategy & Activation / Measurement



# Content Calendar:

## April 2026

KEY:

- Holiday Campaign
- Instagram Post
- Twitter Post
- TikTok Post
- Facebook Post
- Product Launch
- Experiment
- Other

29	30	31	1	2	3	4
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Holiday PALM SUNDAY	TikTok Post	Product Launch Instagram Post			Facebook Post	
	Easter Campaign	Easter Campaign	Easter Campaign	Easter Campaign	Easter Campaign	Easter Campaign
5	6	7	8	9	10	11
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Holiday EASTER		Facebook Post	Twitter Post		Instagram Post	
Instagram Post Twitter Post TikTok Post Facebook Post						
12	13	14	15	16	17	18
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Holiday ORTHODOX EASTER	Instagram Post		Facebook Post		Product Launch TikTok Post	Facebook Post
					Earth Day Campaign	Earth Day Campaign
19	20	21	22	23	24	25
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			Holiday EARTH DAY		TikTok Post	
Earth Day Campaign	Earth Day Campaign	Earth Day Campaign	Instagram Post Twitter Post Earth Day Campaign			
26	27	28	29	30	1	2
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				Instagram Post TikTok Post Facebook Post Twitter Post	TikTok Post	

ACCOUNT	DATE	MESSAGE	CAMPAIGN
TikTok Video	3/30/26	New Launch Sneak Peak! ("WATCH OUT")	Easter Holiday Campaign
Instagram Slides	3/31/26	New Arrivals Have Landed!	Easter Holiday Campaign
Facebook Video	4/3/26	Style My New Buhi Accessories With Me!	Easter Holiday Campaign
ALL ACCOUNTS	4/5/26	Happy Easter From Your Friends at Buhi	Easter Holiday Campaign
Facebook Photos & Text	4/7/26	Our Followers Favorites (Easter Unboxings)	
Twitter Post	4/8/26	#Women'sWearWednesday	
Instagram Post	4/10/26	#TGIF (Which "perfect pair" are you taking out tonight?)	
Instagram Post	4/13/26	Monday is a drag, but at least you're carrying a cute bag!	
Facebook Post	4/15/26	Announce Partnership With Sustainability Project	Earth Day Campaign (Prep)
TikTok Video	4/17/26	Your Favorite and Sustainably Sourced Watches	Earth Day Campaign
Facebook Video	4/18/26	How Timeless Loving the Planet Is!	Earth Day Campaign
Instagram & Twitter	4/22/26	A Portion of All Proceeds Today Will Go to Sustainability Projects	Earth Day Campaign
TikTok Video	4/24/26	How we Got Dirty (Earth Day Recap)	Earth Day Campaign (Wrapped)
ALL ACCOUNTS	4/30/26	April Wrapped	
TikTok Video	5/1/26	Next Month Look Ahead!	



# Social Media Metrics:



## 1.) Awareness Metrics

- a.) The measure of how wide the brands' launch content reach extended to unique viewers.  
(New)
- b.) Total amount of impressions across all platforms and posts. (All)

## 2.) Engagement Metrics

- a.) The total amount of interactions on a post. Such as likes, comments, reposts, and saves.
- b.) Video completion rate, or the amount of users that watched the entire post.
- c.) UGC volume or the amount of users posting about the product.

## 3.) Conversion Metrics

- a.) CTR - Click through rate, or the number of users that engaged with your profile or website from a recent post.
- b.) All traffic directed from social media across all platforms.
- c.) Sales that originated from social media platforms such as, Tiktok Shop.

## 4.) Loyalty Metrics

- a.) Repeat engagement rates, or the number of users consistently interacting with the brands' content.
- b.) Engagement and reach from influencer partnerships.
- c.) DM volume and quality.

# Social Media Budget:



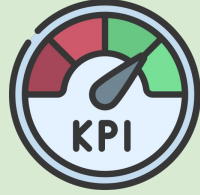
Category	Amount	Purpose
Content Creation (Initial Launch)	\$5,000	Strong first impression images of the product line to introduce the new merchandise.
Influencer Marketing	\$10,000	To establish credibility, increase reach, and target younger audiences.
Paid Advertisements	\$10,000	Boosts visibility and conversions across platforms.
Community Management	\$5,000	Maintain high levels of engagement and increase brand image.
Launch Extras	\$3,000	Provides an economic cushion for any additional expenses relating to the launch.



Wrap Up



# Key Performance Indicators (KPIs):



## 1.) Brand Awareness KPIs

- a.) Launch reach or the total number of users reached across all platforms within the first thirty days live.
- b.) Impressions growth or the percentage of increase in engagement from posts prior to the launch.
- c.) Follower growth or the percentage of increase in followers during the launch period.

## 2.) Engagement KPIs

- a.) Engagement rate per post or the number of likes, shares, comments, or reposts.
- b.) Story interaction rate or the amount of users responding to interactive posts such as polls.
- c.) Sentiment score or the ratio of positive to negative comments on launch posts.

## 3.) Conversion and Sales KPIs

- a.) Add-to-cart rate or the percentage of users from social media platforms that add the new watches to their cart.
- b.) Bundle conversion rate or the number of users purchasing both the bag and the watch as a set.

## 4.) Launch Specific KPIs

- a.) Metrics measuring colorway popularity.
- b.) Drop-day spike or the measure of the traffic increase on launch day.
- c.) Launch countdown performance or the measure of engagement on teaser posts.

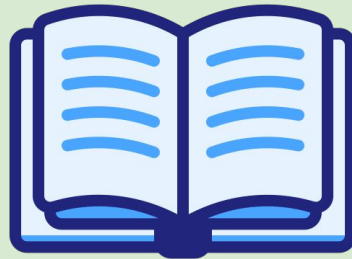
# Objective Recap:

- 1.) Establish the brand in a new market segment.
- 2.) Drive awareness of the new product line and boost engagement.
- 3.) Expand the market to a young and trendy audience.
- 4.) Strengthen the partnership across product categories by marketing the “perfect pair”.
- 5.) Build a foundation for an easily expandable product line that ensures profitability for Buhi Bags.





# Works Cited & Appendix



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