



DIGITAL MARKETING PLAN
SPEC WORK + Final Project



Competitive Market Research



Herschel

- Avoiding mass marketing to maintain a sense of elusiveness
- Effective social media marketing, particularly on Instagram
- **Brand told a story** - "With an increasingly mediated, staged, transient world where people crave experiences, we think this gives rise to the desire for authenticity, and you need to render authenticity. They're making deliberate choices by rendering their backpacks in a certain way."

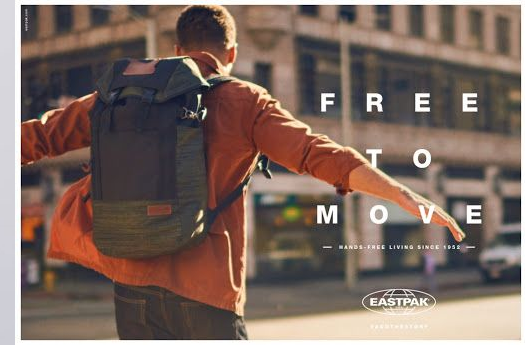
For Buhi: Since the brand is elusive, Buhi can do the opposite and be more engaging with it's followers and community.



Fjällräven:

- USP - durable and long lasting fabric (G-1000 material)
- Innovative designs
- Instagram - hiking/trekking based video/image posts target to their outdoor community
- Youtube - advice on camping/trekking and weatherproofing

For Buhi - Buhi can also identify a travel community they want to speak to.



Eastpak:

- 1st bag brand to offer lifetime warranty
- Built to resist
- Uses social media management tool - Engagor
- Influencer marketing partner - Collabory
- Instagram - product centric image based posts
- Youtube - Product centric demo videos
- Pinterest - product centric

For Buhi - We can have our products feature a bit more prominently in each post.

Campaign Objectives

The following were the objectives of the campaign:

- a) Increase Awareness
- b) Educating target consumers about the brand
- c) Increase Engagement
- d) Increase Promotion



Targeting

New/Refined Target Market

Primary Target Market:

- Women: 25-45 year old working professionals
- Affluent travel aficionados
- Visual content preference - Instagram and Pinterest
- Downtime social media surfing
- Conscious consumers
- 60% of budget allocated

Secondary Target Market:

- Men: 30-50 year old working professionals
- Travel heavy occupations: sales, advertising, marketing, IT.
- Professional + functional
- Image conscious
- Trend followers and influencer conscious
- Business oriented social media platforms - Twitter and LinkedIn
- 40% of budget allocated



Strategy & Goal

While different types of content are important on social media, the two tactics involved and shared in this presentation will latch on to influencer strategy. The reason for this is that influencers have a lot of reach and there is potential to co-create and collaborate with the right ones that fit the brands personality. The influencer element can also increase genuine engagement as there is a human connection element that the brand is spoken through. It would be great if Buhi will be recalled not just as a product but a legitimate brand experience.

Goal:

To increase awareness of Buhi on social media platforms through driving engagement among the primary and secondary target markets.

Objectives (SMART):

Increase new followers across Buhi's social media platforms by 30% in three months

Leverage influencer marketing to increase engagement by 20% in six months

Increase sales of Buhi bags due to social media referrals by 15% or \$50,000 in three months

Increase CTR by 2% through paid advertising/promotions in three months



Tactics 1: Backpack Bloopers

- Tactic details

Target audience: Weekend Warriors or adventurers that are interested in camping and the outdoors.

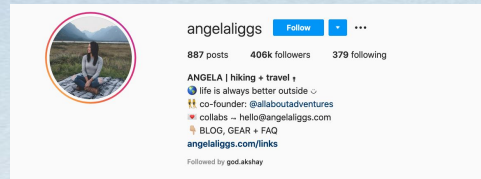
Mechanics:

We will tap into 5 influencers, one per month to post about Buhi bags and encourage people to participate and go on an all expense paid 3 day “glamping” trip with them, plus 2 of their friends. This will be rolled out of Facebook and Instagram.

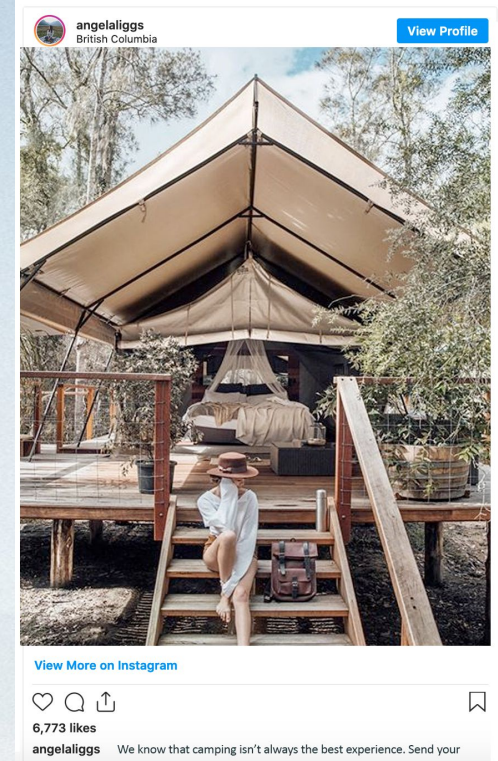
The participants will have to submit backpack or camping bloopers and tag Buhi Bags or share the story of their worst camping trip with proof.

The winners will get to pick which glamping site they want to to. There will be activities such as forest hikes, barbeques, and campfire storytelling. The influencer with them will capture snippets of their time together and will be shared on Youtube after as branded content.

Influencer example:



Follower Submission:



Influencers we can tap:



Caption example or guide: We know that camping isn't always the best experience. Send your "backpacking bloopers" over on to @BuhiBags and they'll turn it around. Get a chance to go glamping with us and a friend you want to bring along! We are so excited about this! Follow @BuhiBags and stay tuned for more details! #ExploreWithBuhi #BuhiBackpack



heyнадine

- 1,633 posts
- 94k followers
- 1,054 following

Nadine Sykora | Travel Vlogger
Digital Creator



refinedmoment

- 1,649 posts
- 38k followers
- 513 following

MONTREAL
Photographer



Tayformichaelburk

- 1,865 posts
- 392k followers
- 1,295 following

Taylor Burk
Photographer

- **Explanation/Rationale/Strategy**

Buhi Bags wants to be associated with awesome outdoor experiences or adventure. This is done through sending camping “fails” and Buhi will turn it around to a better one. This will be done through influencer marketing to spread awareness.

- **Tactic Objectives (goals for the tactic)**

- To associate Buhi with great backpacking experience and adventure
- For the brand to be a product but a lifestyle
- To increase engagement with the backpack community substantially

- **Tactic Measurement (how you will measure & evaluate the tactic)**

Metrics will be mainly engagement and sentiment:

- Did the campaign have a positive feedback?
- Was there increase in engagement, comments and reaction?
- Were there a lot of entries or those wanting to participate in the experience?
- For the participants: how would they rate their experience? Any feedback to make it better?
- Was the campaign a success to do it all over again the year after?



(experience recorded and share later on YouTube)

Tactics 2: Bag Full of Memories

- The Tactic details

Target Audience: *Travel aficionados and or those with wanderlust.*

Mechanics:

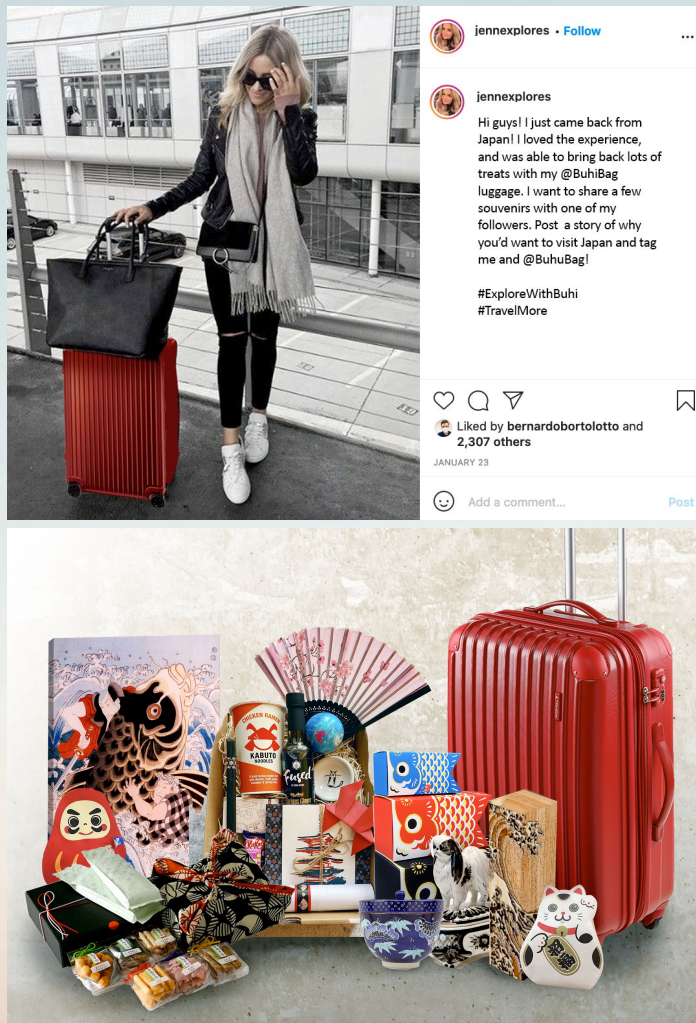
Buhi will reach out to travel influencers and ask if they have future travel plans. Buhi will then sponsor a 15% percent of their travel plans for them to make branded content. In addition to that, Buhi will give the influencer 2 luggages. 1 bag will be for their personal purpose and the 2nd one for them to stuff the bags with goodies for a follower from the stipend of \$1000 Buhi gave just for that.

The influencer will then announce where they will travel to and ask their followers why they would love to travel to that country. Followers will then have to post their answers tagging #BuhiTravelPIs so it can serve as UGC (user generated content too)

We will tap an 3 influencer, with 1 every 2 months executing the campaign. They will use their Instagram and Facebook platforms to spread awareness.

Once they come back from their trip, they will surprise their follower with a "Bag Full of Memories." The follower will have the option to either to meet the influencer to collect the luggage or have the luggage sent to them, but they will have to record the opening or unboxing and post it on social media.

BONUS CSR: an influencer could also chose to give or donate the money from Buhi or luggage of goodies to an NGO of their wish.



Influencers we can tap:

  (platform to roll out)



david_maman

- 497 posts
- [54.8k followers](#)
- [2,655 following](#)

David Mamàn

Traveller & photographer from Montreal

 59 countries visited

Announcement caption of IG influencer 1: Hi guys! I just came back from Japan! I loved the experience and was able to bring back lots of treats with my @BuhiBag luggage. I want to share a few souvenirs with one of my followers. Post a story of why you'd want to visit Japan and tag me and @BuhiBag!



hopscotchtheglobe

- 2,249 posts
- [60k followers](#)
- [1,802 following](#)

Kristen (Sage)

Digital Creator  Wellness, Adventure

Travel & Alternative Living



jessofmed

- 1,939 posts
- [162k followers](#)
- [721 following](#)

Jess唯  travel & style

Digital Creator Q MD | Travel | Lifestyle 

low-maint travelbug making memories on a budget with day job  #Toronto based



- **Explanation/Rationale/Strategy**

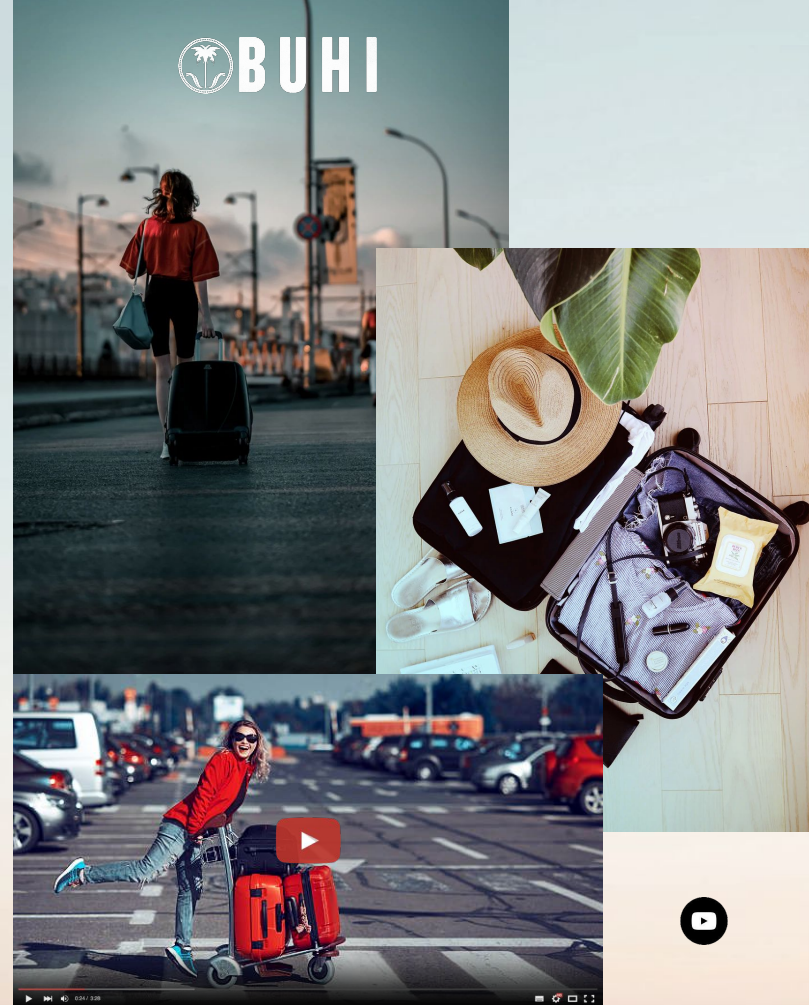
For this campaign we are particularly targeting those who would travel but could not at the moment, so we'll bring some travel goodies to them. The community of Buhi bags are those who love to travel and make memories. Travel is a luxury that a few can afford, since it takes time, money and sometimes opportunity. Buhi wants its audience to be able to at least get a bit of travel memories through their bags

- **Tactic Objectives (goals for the tactic)**

- To be able to associate Buhi to travel and become top of mind to consumers
- To increase brand engagement through influencer marketing combined with giveaways and bring joy to some members of the Buhi community
- To have a good brand reputation by giving back and being generous to its customers

- **Tactic Measurement (how you will measure & evaluate the tactic)**

- There will be social listening present throughout the whole campaign.
- Buhi would monitor the number of likes of the content created by the influencer, the comments
- The number of participants would also be measured
- Based on the reception of the campaign, Buhi will see if it's worth repeating again.





BUHI

Thank you!

References:

Herschel:

<https://www.referralcandy.com/blog/herschel-marketing-strategy/>

<https://financialpost.com/executive/c-suite/how-vancouvers-achingly-hip-herschel-supply-co-backpack-became-so-ubiquitous>

Fjällräven:

<https://casualgeographical.com/fjallraven-expensive/>

Eastpak:

<https://mc-advisory.nl/case-study-how-engagor-helps-eastpak-achieve-their-ultimate-social-media-goals/>

<https://www.collabary.com/blog/eastpak-always-campaign-collabary-case-study/>

Glamping sites:

<https://dotravel.com/uploads/articles/83/what-is-glamping-vs-camping.jpg>

Canadian travel bloggers:

<https://theculturetrip.com/north-america/canada/articles/canadian-travel-bloggers-you-need-to-follow/>