



BUHI Co.

www.buhisupply.com

JUXTA SMART LUGGAGE LINE

Integrated Marketing Campaign
Performance Report

- 2022 / 2023 -



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TABLE OF CONTENTS

01	INTRODUCTION	1
02	CAMPAIGN GOALS	2
03	YEAR 1	3-6
04	YEAR 2	7-9
05	RESULTS	10-12
06	YEAR 3 PROJECTION	11
07	KEY TAKEAWAYS	12

INTRODUCTION

BUHI Co










Buhi Co is a bag retailer designing functional bags that evoke nostalgia. Buhi aims to create bags that resonate with a design-conscious audience, are manufactured at affordable costs, and sell them at competitive prices.

We design functional bags that evoke nostalgia.

As a marketing manager for Buhi Co, my primary responsibility is increasing revenue for the Juxta Smart Luggage Line. I completed this by:

- Choosing the target audience
- Selecting the right funnel stage for the right audience
- Determining the right marketing communication mix for each audience
- Creating positioning statements for each audience
- Allocating the quarterly budget
- Analyzing the results of the campaign

BUHI

The Juxta Beta Suitcase 20" X 14" X 9", 37 liters One-year warranty \$275 USD	The Juxta Alpha Suitcase 28" X 18.5" X 11.5", 85 liters One-year warranty \$400 USD					
						
						
Silver	White	Gold	Black	Camel	Terra-cotta	Pine
FEATURES						
<ul style="list-style-type: none">• RFID-blocking compartment• TSA-approved lock• Silent 360-degree wheels• Ergonomic handle• Two USB ports with a built-in battery			<ul style="list-style-type: none">• Polycarbonate hard shell• Lightweight (under 8 pounds)• Antimicrobial lining• Shoe bag• Reverse coil zipper			

JUXTA SMART LUGGAGE LINE

JUXTA SMART is a new luggage line at BUHI. Due to the decrease in sales in the SMART luggage line, our mission is to increase revenue by creating a two-year IMC strategy. We will cover the campaign goals, strategies, and results from this campaign in this report.

CAMPAIGN GOALS

The overall campaign goal for the JUXTA SMART luggage line is to increase the line's sales by 60% in two years. The revenue goal for this line is \$45,700,000, with a quarterly budget of \$500,000. I will do this by developing quarterly IMC campaigns.

INCREASE LINES SALES BY 60% IN TWO YEARS

HOW TO ACCOMPLISH THIS:

- Review the target audience's demographics, interests, shopping habits, and preferences
- Write a positioning statement for each audience based on the research
- Move the audience through the marketing funnel by choosing an appropriate funnel stage- **Awareness, Consideration, Purchase, and Loyalty**
- Choose a marketing communication mix based on audience preferences and the stage of the marketing funnel
- Allocate the budget for each campaign
- Analyze results from each quarter and make adjustments where it's needed
- Effectively communicate with coworkers through Notifications Hub and Lia

TARGET AUDIENCES

Research and analytics have shown that the following target audiences are more likely to move to either the purchase or loyalty stage of the marketing funnel in certain quarters. We will use this data to help guide us in understanding where they are in the funnel, what communication mix to utilize, and moving them through it.

BACK TO SCHOOL

MINDY



CITY HOPPER

SUE



UP AND COMER

RAJ



SEASIDE

SALLY



YEAR 1 TIMELINE

STRATEGY

For year one, I focused on moving each audience through the marketing funnel while considering when each is most likely to purchase. Each audience has a different marketing mix that matches their insights, so Q1 & Q2 were focused on testing what channels performed well and then adjusted my strategy. With \$500,000 each quarter, I was mindful of my costs and followed the budget ranges for each marketing channel and the channels within the funnel stage.

EXPECTED REVENUE:

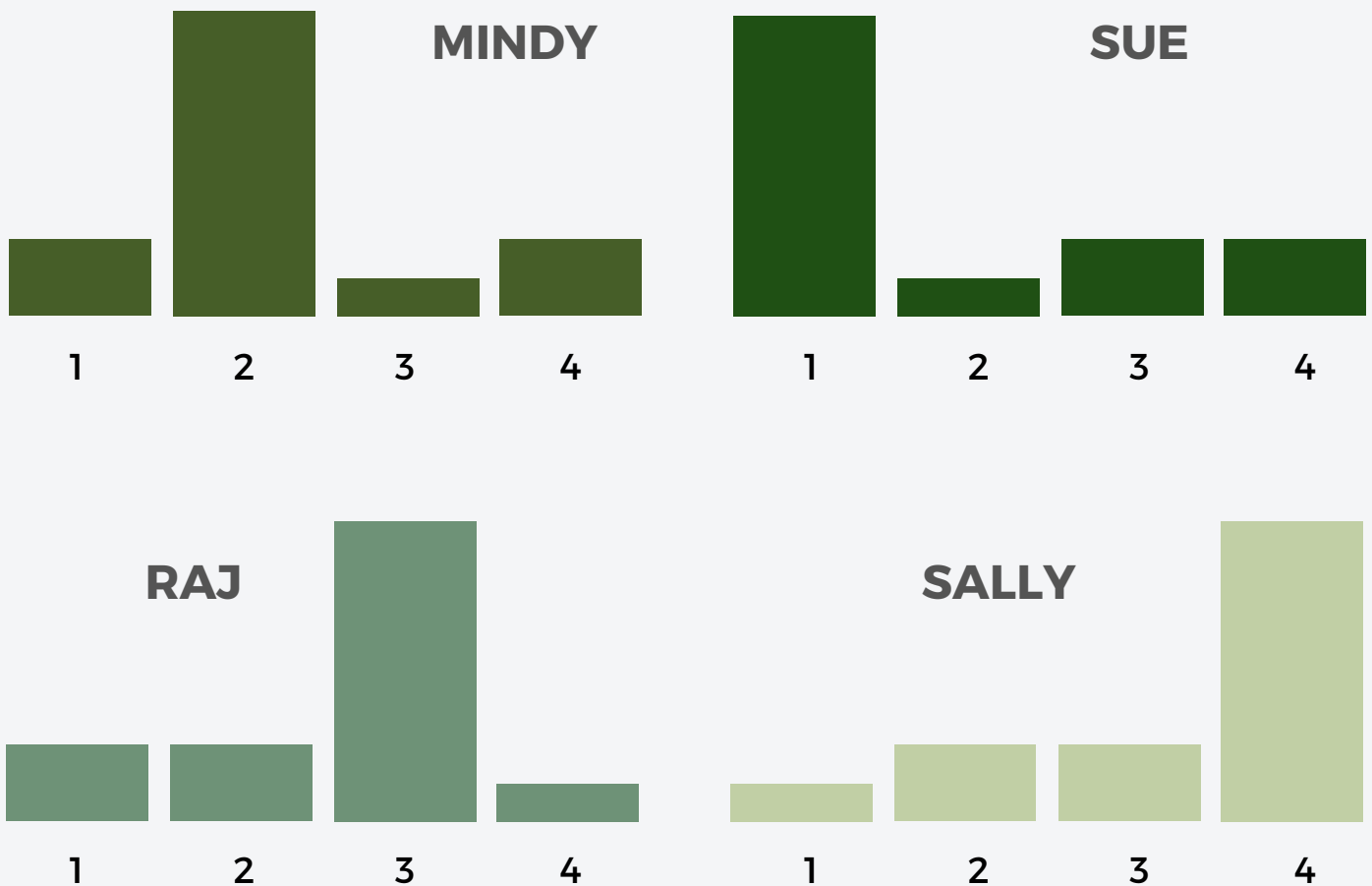
Q1: \$4,400,000

Q2: \$9,100,000

Q3: \$14,200,000

Q4: \$19,750,000

MOST LIKELY TO PURCHASE



IDEAL COMMUNICATION MIX BY MARKETING FUNNEL STAGE



BUDGET RANGES BY OPTION COST

Low Cost \$19K-\$21K per quarter	Medium Cost \$28K-\$32K per quarter	High Cost \$37K-\$42K per quarter
Blogging	Display Ads	TV
Social Media	Podcasts	Magazines
Content Marketing	Video	Airports
Mobile Marketing	Brochures	Buses
Press Releases	Flyers	Kiosks
News Stories	Sponsorships	Direct Mail
Community Relations	E-books	Product Placement
SMS Texts	Email Marketing	Billboards

MINDY



Awareness Q4

Total Web Visits: **137,255**

Avg. Cost per visit: **\$1.13**

What Channels Worked

- Content Marketing
- Mobile Marketing
- Social Media
- SMS Texts
- Blogging

Awareness: 62%

Consideration: 22%

Purchase: 11%

Loyalty: 3%

Awareness Q3

Total Web Visits: **137,664**

Avg. Cost per visit: **\$1.13**

What Channels Worked

- Content Marketing
- Mobile Marketing
- News Stories
- SMS Texts
- Social Media
- Blogging

Awareness: 51%

Consideration: 27%

Purchase: 17%

Loyalty: 2%

SUE



RAJ



Awareness Q1

Total Web Visits: **137,575**
Avg. Cost per visit: **\$1.31**

What Channels Worked

- Content Marketing
- Mobile Marketing
- Social Media
- SMS Texts

Awareness: 53%
Consideration: 30%
Purchase: 11%
Loyalty: 4%

Awareness Q2

Total Web Visits: **115,470**
Avg. Cost per visit: **\$1.04**

What Channels Worked

- Content Marketing
- Mobile Marketing
- News Stories
- SMS Texts
- Social Media
- Blogging
- Community Relations

Awareness: 42%
Consideration: 25%
Purchase: 11%
Loyalty: 3%

SALLY



YEAR 2 TIMELINE

STRATEGY

In year two, I continued focusing on moving the target audiences through the marketing funnel.

Strategies I implemented:

- Repeating funnels to increase audience %
- Keeping costs low for each channel
- Review channels that worked well in the past with the corresponding quarter
- Selected channels that worked in the past but don't always match the funnel stage
- Skip loyalty stage

I found these tactics to work well and increased my revenue in the final year and moved the audience through the funnel.

EXPECTED REVENUE:

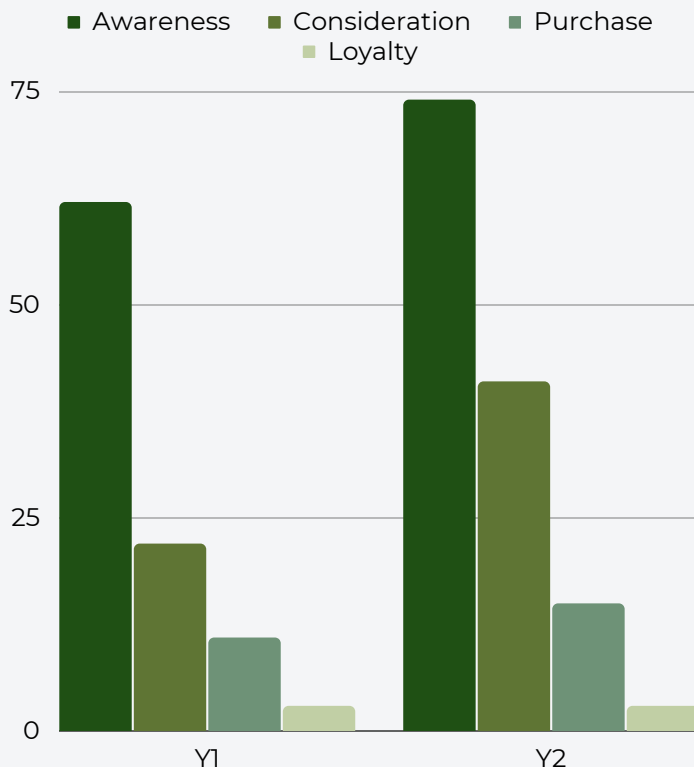
Q1: \$25,550,000

Q3: \$38,450,000

Q2: \$31,750,000

Q4: \$45,700,000

MINDY



Awareness Q3

Total Web Visits: **136,955**

Avg. Cost per visit: **\$0.95**

What Other Channels Worked

- Podcasts
- Product Placement
- TV
- Video
- Buses

Awareness: 74%

Consideration: 41%

Purchase: 15%

Loyalty: 3%

Consideration Q4

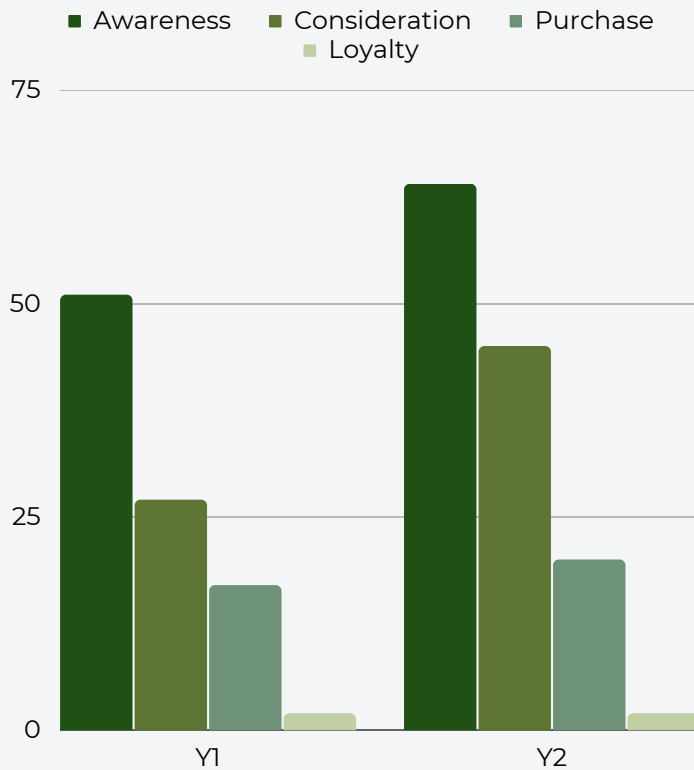
Total Web Visits: **138,373**
Avg. Cost per visit: **\$0.94**

What Other Channels Worked

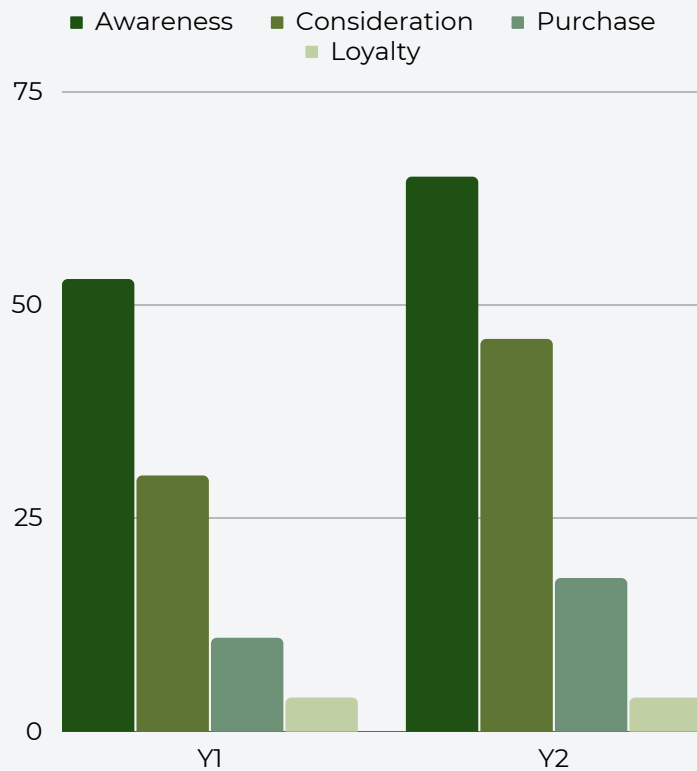
- Video
- Kiosks
- Magazines
- Sponsorships
- News Stories

Awareness: 64%
Consideration: 45%
Purchase: 20%
Loyalty: 2%

SUE



RAJ



Consideration Q4

Total Web Visits: **138,650**
Avg. Cost per visit: **\$0.85**

What Other Channels Worked

- Press Releases
- Direct Mail
- Email Marketing
- Video
- Kiosks
- Magazines

Awareness: 65%
Consideration: 46%
Purchase: 18%
Loyalty: 4%

Consideration Q2

Total Web Visits: **138,262**

Avg. Cost per visit: **\$0.90**

What Other Channels Worked

- Brochures
- Billboards
- Video
- Community Relations

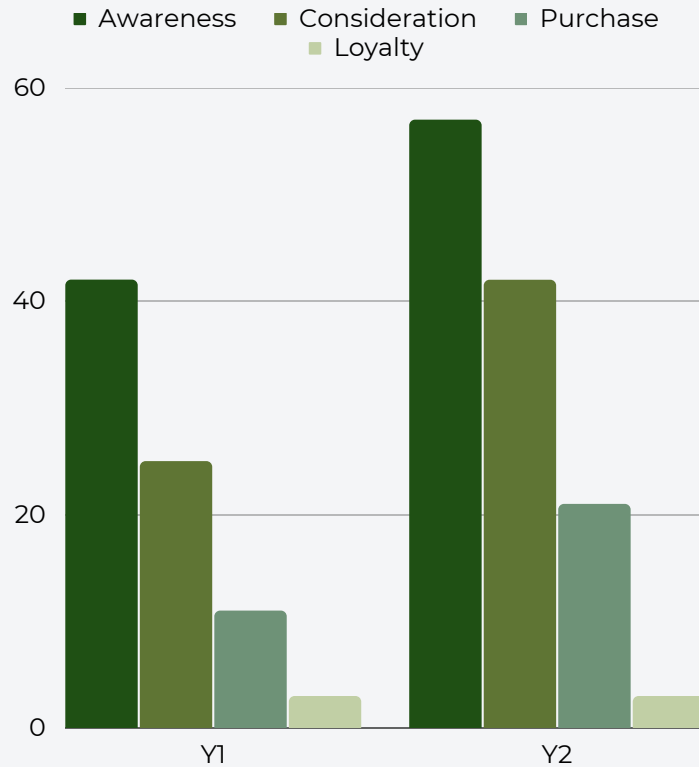
Awareness: 57%

Consideration: 42%

Purchase: 21%

Loyalty: 3%

SALLY



CAMPAIGN RESULTS

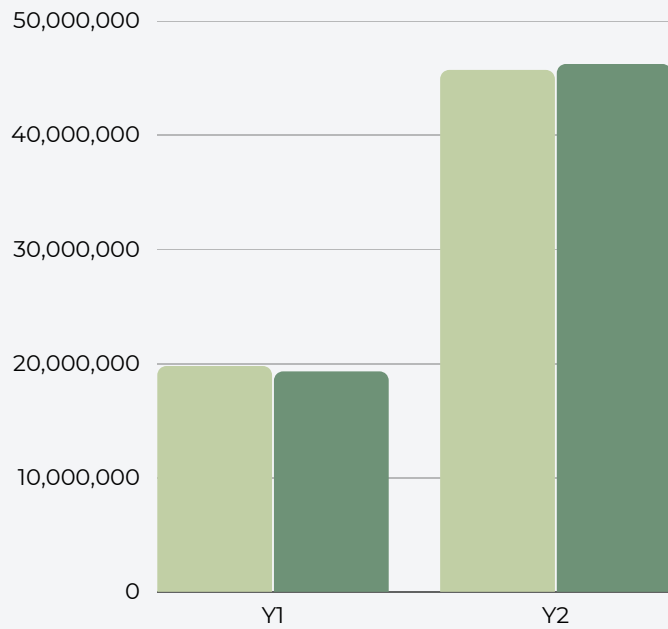
REVENUE

Goal Revenue: \$45,700,00

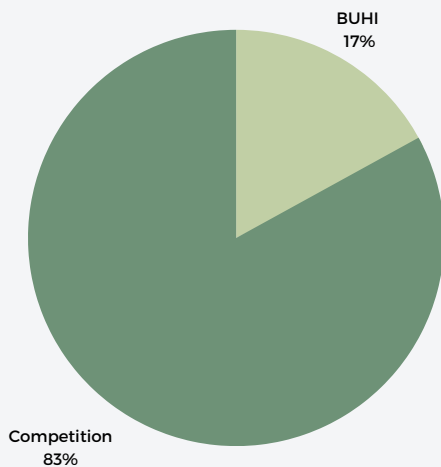
End Revenue: \$46,220,592

\$520,592 over goal!

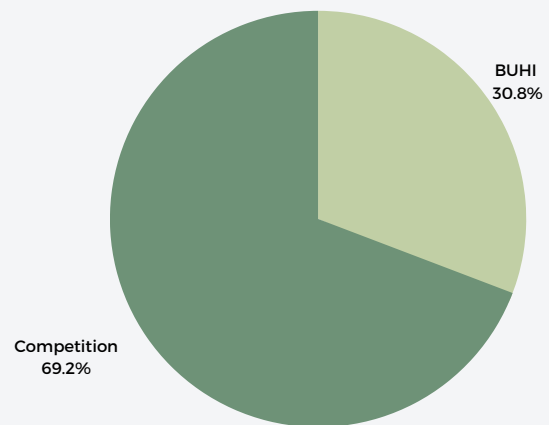
15% Quarter Growth by Year 2



MARKET SHARE



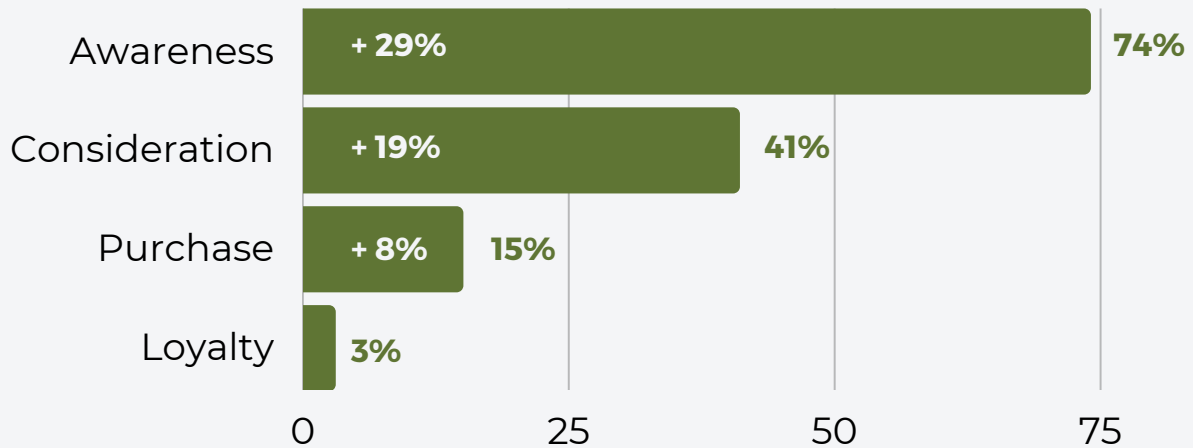
YEAR 1



YEAR 2

BUHI gained a total of 2,411 units sold from competitors

MINDY Awareness



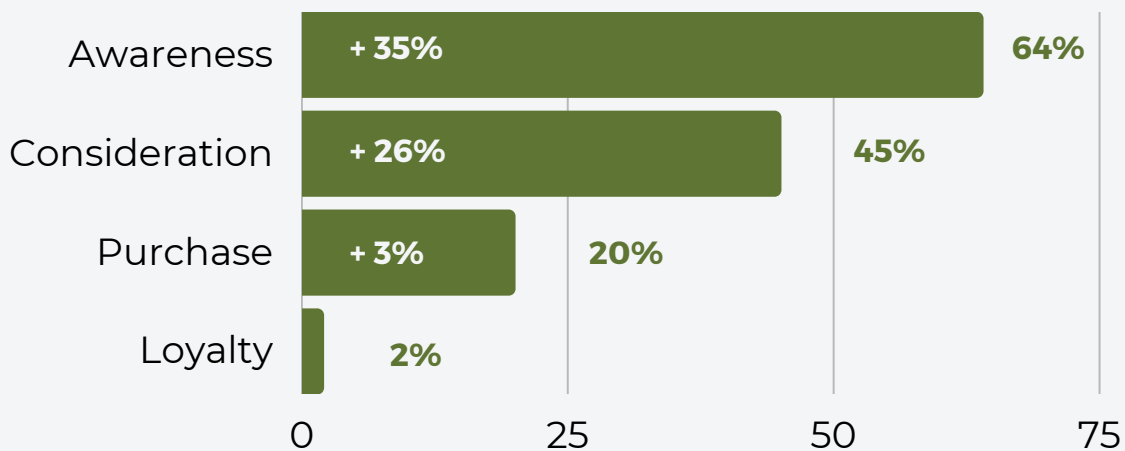
Awareness: Social Media, Blogging, Content, Buses, Product Placements, Podcasts

Consideration: Content, Blogging, TV, Video

Purchase: Content, Mobile, SMS, Display Ads

Loyalty: Social Media, Content, Mobile, SMS

SUE Awareness, Consideration



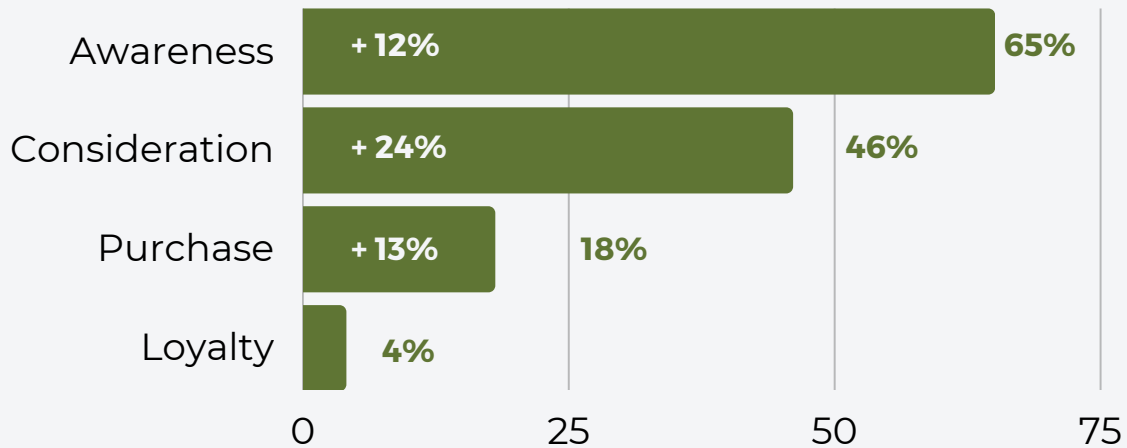
Awareness: Social Media, Blogging, Content

Consideration: Content, News Stories, Videos, Kiosks, Magazines, Sponsorships

Purchase: Content, Mobile, SMS

Loyalty: Social Media, Mobile, SMS

RAJ Consideration



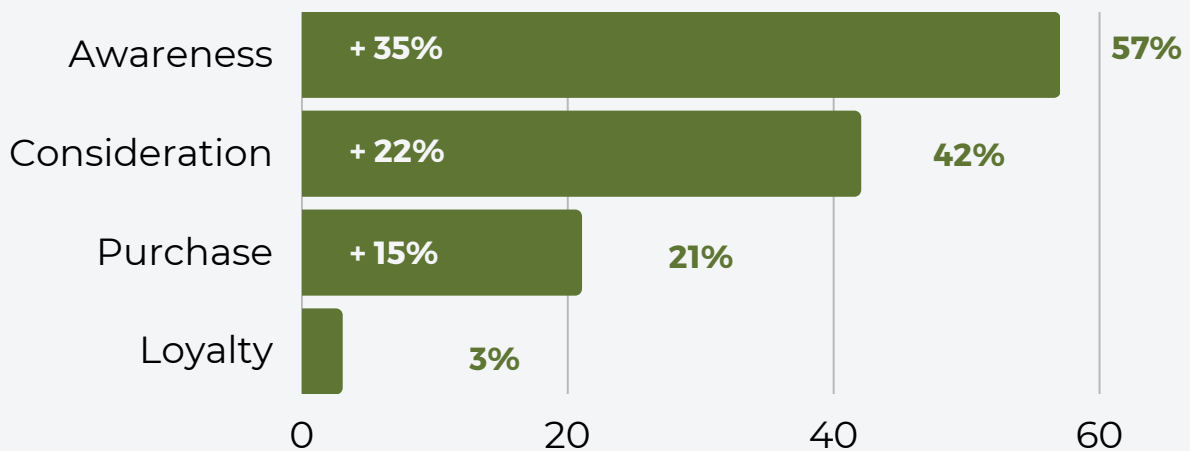
Awareness: Content, Blogging, Press Releases

Consideration: Content, Video, Blogging, Direct Mail, Kiosks, Magazines

Purchase: Content, Mobile, SMS, Email

Loyalty: Social Media, Content, Mobile, SMS

SALLY Awareness, Consideration, Purchase



Awareness: Social Media, Blogging, Content, News Stories, Community Relations

Consideration: Content, Community Relations, Brochures, Billboards, Video

Purchase: Content, Mobile, SMS, Display Ads, Direct Mail, E-books,

YEAR 3 PROJECTION

WHAT I'D DO IN YEAR 3

- **KEEP CHANNEL COSTS UNDER \$22,000**

My biggest mistake at the beginning of the campaign was matching the channel with the budget range options provided to us. This tactic made allocating the budget between the four campaigns difficult.

In year two, I focused on lowering my costs and found my cost per visit was lower, and my website visits were still high. I plan to keep costs between \$8,000-\$22,000 to maintain a low cost per visit and keep my web visits high.

- **FOCUS ON CHANNELS THAT WORK FOR EACH AUDIENCE**

During year one and part of year two, I spent more time testing channels to see what works. Unfortunately, testing channels wasted my budget and time. In quarters two, three, and four of year two, I started noticing a pattern of what channels were working. I plan to keep utilizing the successful channels and cut the ones that are not producing good results.

- **MOVE AUDIENCE THROUGH THE FUNNEL**

Throughout the project, I focused on picking channels that were in a specific funnel stage, and followed it step-by-step, which prevented me from moving the audiences through the marketing funnel. Now that I have the hang of it in year two, I plan to continue pushing the audiences through the funnel by choosing what works for the audience.

All audiences are above 50% in awareness. I plan to work on the consideration and purchase stages in year three and budget properly, especially when they are most likely to purchase.



KEY TAKEAWAYS

Overall, I am pleased with the results I received from this campaign. However, I was surprised that I exceeded the revenue goal because, for a while, I felt the campaign needed to perform better.

I enjoyed the experience of working as a marketing manager and the responsibilities given for this campaign. In addition, the simulation gives us a good look into running and developing integrated marketing campaigns.

I am confident I can demonstrate the skills I learned from this experience in a marketing career and in creating an IMC strategy.

From this simulation and the HubSpot Inbound Marketing Course, I understand and can demonstrate how to:

- Research target audience demographics, interests, and shopping habits
- Write a positioning statement that relates to the target audiences
- Choose a marketing communication mix based on target audience insights and funnel stage
- Allocate a budget to create campaigns for target audiences
- Analyze results and make adjustments where needed

The simulation also helped me learn the following:

- It's okay to fail. That is how we learn and know where to make improvements
 - The marketing funnel is a guide. We don't have to follow it by the book; some channels will work in other funnels. It all depends on the audience and quarter
 - Testing channels are okay! You have to see what works, but be mindful of the time you have to allocate enough time to test channels without taking the entire simulation to figure it out
- 