

CONTENT MARKETING SIMTERNSHIP

Buhi / Bon Voyage by Buhi

Portfolio Case Study & Campaign Performance Report

Prepared for Douglass A. Brown

Strategic content requests | Persona targeting | SEO alignment | Social-channel optimization | Performance analysis

\$1,996,975.21	24,964	4,291,694	75,051
Simulated Revenue	Units Sold	Total Views	Email Subscribers

Case Study Snapshot

Across ten rounds, I managed changing budgets, shifting resource constraints, persona-specific content preferences, search intent, keywords, funnel goals, and social-channel selection. The final campaign history produced nearly \$2 million in simulated revenue while identifying a repeatable content engine: student-focused conversion assets, stylish lifestyle infographics, and professional travel content.

Data sources: content-request-history.csv, content-request-data-round10.csv, and the Buhi Content Marketing Guide course resource.

1. Executive Summary

This portfolio case study documents a ten-round content marketing simulation for Buhi, an e-commerce bag retailer with a travel content property called Bon Voyage by Buhi. The work required content requests that balanced audience personas, goals, search intent, content format, keywords, social channels, optional email campaigns, budget limits, and content creator hours.

The central strategic lesson was simple: performance improved when each request matched the persona, funnel stage, content preference, and platform behavior. The strongest revenue pattern became Back-to-School Mindy plus Instagram/TikTok plus transactional content, especially infographics and multimedia blog packages.

- Overall simulated revenue: \$1,996,975.21.
- Overall units sold: 24,964.
- Total views generated: 4,291,694.
- New email subscribers: 75,051.
- Final round revenue alone: \$807,454.27.

The campaign matured from broad experimentation into a disciplined performance system. Early rounds tested format fit. Middle rounds identified audience and channel winners. Final rounds scaled proven combinations instead of chasing novelty.

2. Role, Challenge, and Constraints

Element	Portfolio Framing
Role	Content Marketing Manager for a simulated e-commerce retailer.
Primary Task	Submit optimized content requests and create supporting content for Bon Voyage by Buhi.
Decision Inputs	Persona, funnel goal, search intent, content type, keyword, title, package, channel mix, and optional email.
Constraints	Weekly budgets ranged from \$500 to \$5,000; creator time ranged from 20 to 80 hours.
Output Mix	Blog posts, infographics, videos, video podcasts, campaign briefs, social captions, and peer feedback.

The simulation rewarded strategic adaptation. When budget and hours were low, low-cost infographics became the efficient option. When budget increased, the best move was not random expansion; it was scaling formats and personas that had already proven conversion potential.

3. Strategy Framework

The campaign used a repeatable four-part decision model: audience fit, funnel intent, format fit, and channel fit.

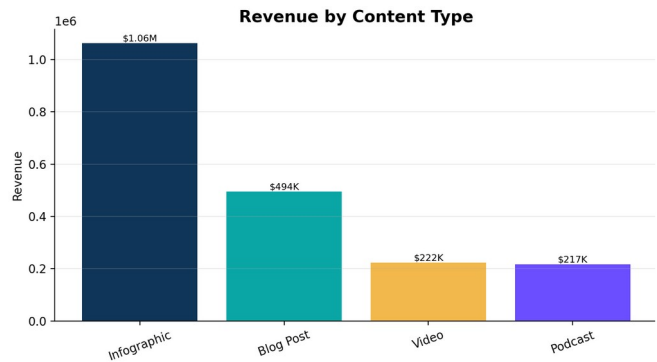
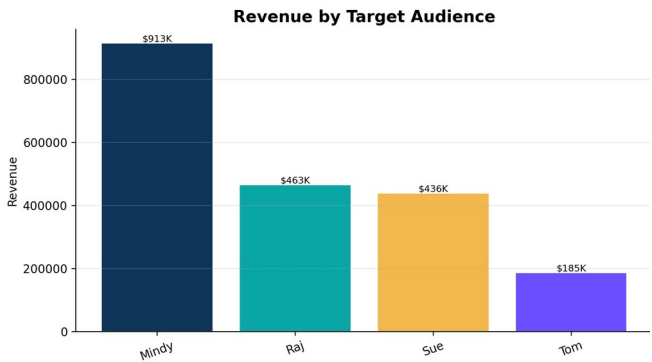
Strategy Layer	How It Was Applied
Audience fit	Each request was matched to one Buhi persona: Mindy, Raj, Tom, or Sue.
Funnel intent	Goals moved across awareness, interest, desire, and action depending on the content purpose.
Format fit	Formats were selected based on persona preferences and past results.
Channel fit	Instagram/TikTok became the best lifestyle/student engine;

	LinkedIn/X became useful for Raj.
Optimization	Keywords were selected for persona relevance and product alignment, then integrated into titles and phrases.

The Buhi guide positioned the personas with different content preferences and interests. That guided the initial strategy. After performance data arrived, the approach shifted from theory to evidence-based scaling.

4. Campaign Performance Dashboard

\$1,996,975.21	24,964	2,070,698	1,645,243
Revenue	Units Sold	Referral Traffic	Unique Views



Mindy was the strongest revenue audience, while infographics became the strongest content type. This finding shaped the late-round scaling strategy.

5. Audience Performance

Audience	Revenue	Units	Views	Requests
Back-to-School Mindy	\$912,800.01	11,411	1,185,717	9
Up-and-Comer Raj	\$463,256.79	5,791	1,075,040	8
City-Hopper Sue	\$436,183.89	5,452	1,267,268	9
Daypacker Tom	\$184,734.52	2,310	763,669	7

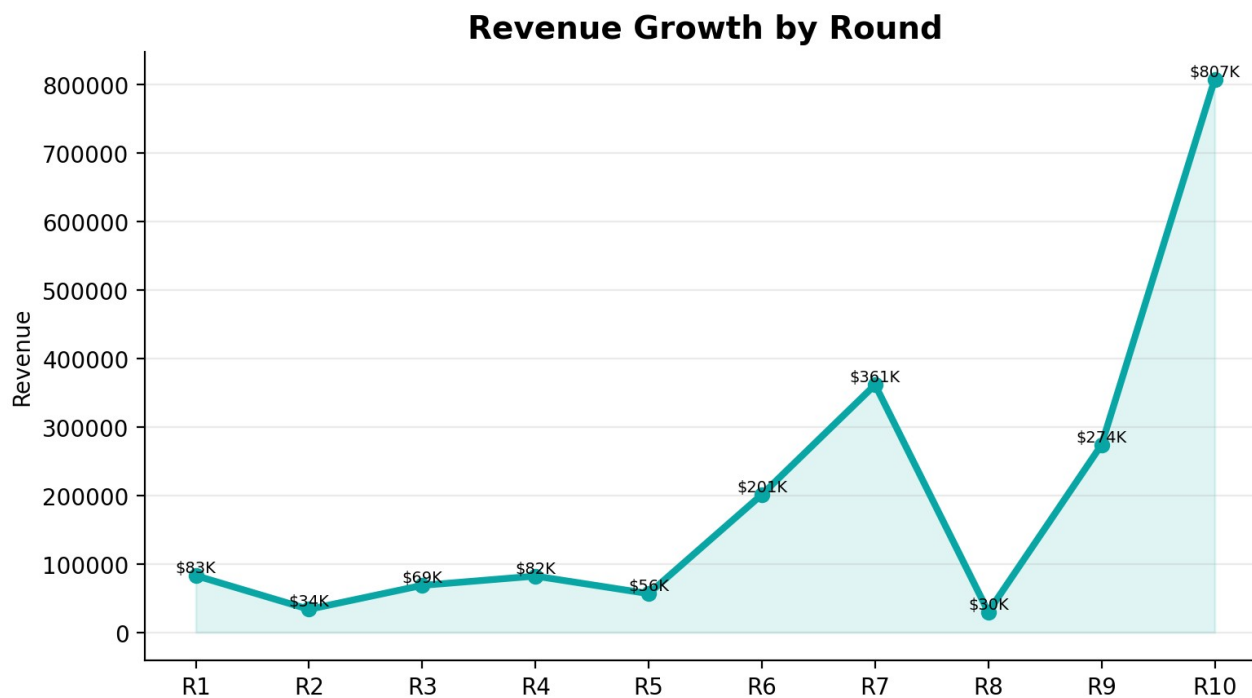
Key interpretation: Back-to-School Mindy became the highest-value segment because the audience responded strongly to practical, deal-oriented content on Instagram and TikTok. Raj and Sue were strong secondary segments when positioned through professional utility and stylish city travel. Tom was useful for travel authority but weaker as a direct conversion target.

6. Content Type Performance

Content Type	Revenue	Units	Views	Requests
Infographic	\$1,063,519.55	13,295	2,392,990	16
Blog Post	\$494,310.24	6,179	903,675	7
Video	\$222,451.68	2,781	629,253	6
Podcast	\$216,693.74	2,709	365,776	4

Key interpretation: Infographics delivered the best combination of low production friction and high conversion output. Blog posts were strong when packaged with visual support. Video and podcast content worked best when matched to highly specific audience behavior, but they were less efficient overall than infographics in this simulation.

7. Round-by-Round Growth



Round	Requests	Revenue	Units	Email Subs	Social Subs
Round 1	2	\$82,778.09	1,035	5,769	2,590
Round 2	2	\$33,572.69	420	2,355	855
Round 3	1	\$68,575.80	857	651	776
Round 4	1	\$82,112.66	1,026	3,096	929
Round 5	1	\$56,470.87	706	2,302	691
Round 6	3	\$201,085.87	2,514	3,919	2,492
Round 7	5	\$361,366.35	4,518	9,789	3,456
Round 8	3	\$29,792.23	373	4,197	1,875
Round 9	5	\$273,766.38	3,422	11,029	3,935
Round 10	10	\$807,454.27	10,093	31,944	10,765

The final round delivered the highest output because the strategy used the larger budget to scale proven formats rather than restart experimentation.

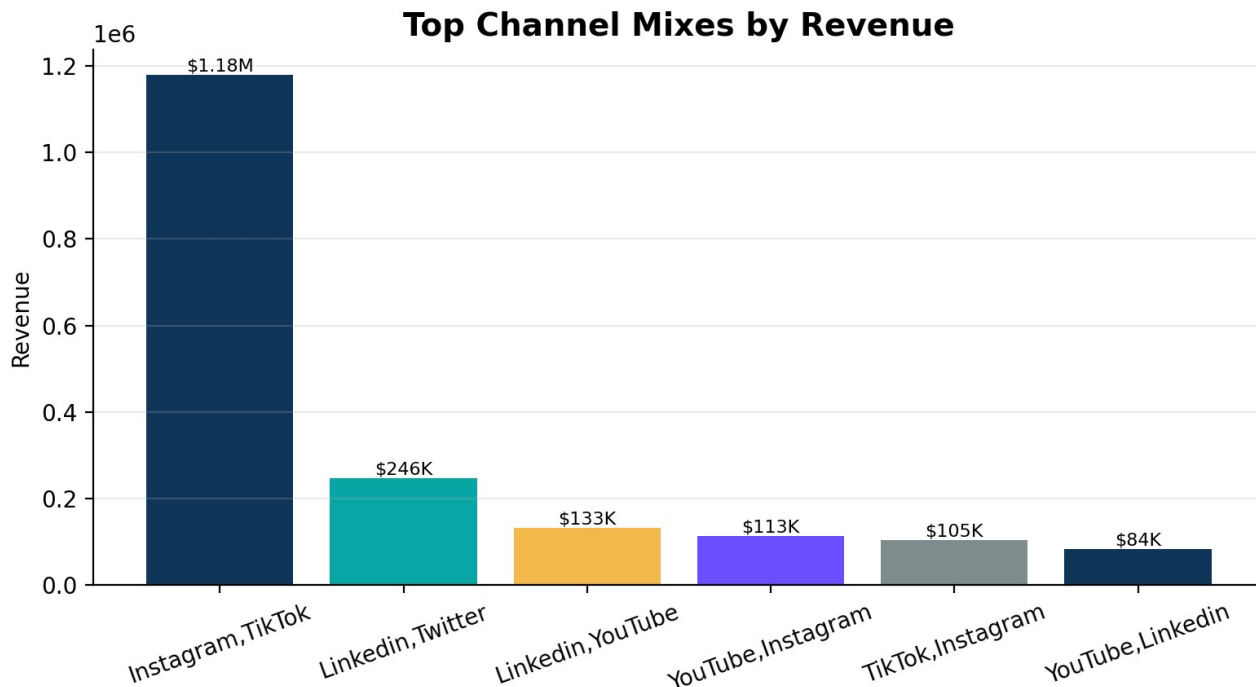
8. Final Round Analysis

The final round was the strongest performance point in the simulation. It used a larger budget and an evidence-based request mix anchored by Mindy, Sue, and Raj. The final round generated 10,093 units sold and more than \$807,000 in simulated revenue.

Rank	Audience	Type	Channels	Revenue	Units
1	Back-to-School Mindy	Infographic	Instagram,TikTok	\$217,573.78	2,720
2	Back-to-School Mindy	Blog Post	Instagram,TikTok	\$134,823.31	1,685
3	Up-and-Comer Raj	Infographic	LinkedIn,Twitter	\$106,710.51	1,334
4	Up-and-Comer Raj	Infographic	LinkedIn,Twitter	\$91,900.97	1,149
5	Back-to-School Mindy	Infographic	Instagram,TikTok	\$87,138.83	1,089
6	City-Hopper Sue	Infographic	Instagram,TikTok	\$72,558.72	907
7	City-Hopper Sue	Infographic	Instagram,TikTok	\$57,989.30	725
8	City-Hopper Sue	Infographic	Instagram,TikTok	\$23,224.75	290
9	Up-and-Comer Raj	Podcast	YouTube,LinkedIn	\$15,061.94	188
10	Daypacker Tom	Video	YouTube,LinkedIn	\$472.16	6

The final round confirmed the core learning: when the data shows a clear conversion engine, scale it deliberately. Mindy plus Instagram/TikTok plus infographic content produced the strongest single final-round result.

9. Channel Mix Insights



Channel Mix	Revenue	Units	Requests
Instagram,TikTok	\$1,178,885.22	14,737	13
LinkedIn,Twitter	\$246,169.73	3,077	3
LinkedIn,YouTube	\$133,056.00	1,664	2
YouTube,Instagram	\$112,733.28	1,409	2
TikTok,Instagram	\$104,687.77	1,309	3
YouTube,LinkedIn	\$84,109.90	1,051	3

Twitter,Instagram	\$82,112.66	1,026	1
Instagram,YouTube	\$47,497.66	594	2

Instagram and TikTok became the strongest consumer conversion mix. LinkedIn and X/Twitter were useful when tied to Raj, whose professional persona matched business travel and work-bag positioning.

10. Selected Campaign Assets Created

The simulation included required content creation outside the content request forms. These assets were developed as platform-ready drafts, scripts, and outlines for Bon Voyage by Buhi.

Asset Type	Sample Topic / Title	Strategic Purpose
Blog Post	Best Warm-Weather Travel Destinations for Your Next Adventure	Build awareness for travel content and connect destination planning to lightweight bags.
Video	How to Pack a Backpack for a Weekend Trip Without Overpacking	Teach Mindy a practical student packing system and direct viewers toward Buhi account creation.
Video Podcast	Why Take a Staycation? How to Plan a Local Getaway That Feels Like Real Travel	Build podcast subscription interest with a lifestyle travel topic.
Blog Post	Five Travel Essentials Every Student Should Pack	Convert Mindy with practical essentials and a free-account CTA.
Video Podcast	Why Students Should Pack Smarter Before Every Trip	Blend student travel, budget thinking, and hip pack utility.

11. Portfolio Narrative

This project demonstrates my ability to operate like a content strategist rather than only a content creator. I evaluated audience personas, aligned keyword choices with search intent, made budget-sensitive requests, interpreted campaign results, and adjusted the content mix based on performance data.

The most important move was the strategic pivot. Early results showed that some content was generating views without sales. Later rounds prioritized formats and platforms that converted. When the final-round budget expanded, the campaign scaled proven plays instead of spending randomly.

Skill Demonstrated	Evidence From Simulation
Content strategy	Mapped audience, intent, format, keyword, package, and channel for each request.
Performance analysis	Used weekly results to identify winners and stop weak plays.
SEO thinking	Selected keywords and supporting phrases based on persona/product alignment.
Budget management	Adjusted requests under \$500, \$1,000, \$2,000, \$4,000, and \$5,000 constraints.
Creative production	Created blogs, video scripts, video podcast scripts, captions, CTAs, and creator briefs.
Executive reasoning	Converted simulation results into business takeaways and portfolio-ready insights.

12. Portfolio Summary Blurb

Short version for portfolio site or LinkedIn:

In a ten-round content marketing simulation for Buhi, I managed persona targeting, funnel goals, search intent, SEO keywords, social channels, content packages, and weekly budget constraints. The campaign generated \$1.99M in simulated revenue, 24,964 units sold, 4.29M total views, and 75,051 new email subscribers. The final strategy identified a repeatable content engine built around student-focused conversion content, lifestyle infographics, and professional travel messaging.

Long version for interview discussion:

This project showed how content marketing works as a system. Each request required a strategic tradeoff: audience, funnel stage, search intent, format, channel, budget, and creator hours. I started by applying the Buhi guide, then used weekly data to refine the strategy. By the final rounds, I had identified the strongest persona/format/channel combinations and used the available budget to scale them. The result was a measurable simulated campaign with nearly \$2 million in revenue and a clear set of lessons that can be applied to real client work.

Appendix A: Full Content Request Ledger

The table below summarizes all 33 content requests from the campaign history file. Revenue and units are included to support future portfolio discussion and interview talking points.

#	Audience	Type	Channels	Revenue	Units
1	Mindy	Video	TikTok,Instagram	\$81,520.56	1,019
2	Tom	Blog Post	Facebook,Instagram	\$1,257.53	16
3	Mindy	Infographic	Instagram,Facebook	\$6,240.33	78
4	Tom	Video	Instagram,YouTube	\$27,332.36	342
5	Raj	Podcast	YouTube,LinkedIn	\$68,575.80	857
6	Sue	Blog Post	Twitter,Instagram	\$82,112.66	1,026
7	Tom	Video	YouTube,Instagram	\$56,470.87	706
8	Sue	Blog Post	LinkedIn,Facebook	\$174.57	2
9	Mindy	Blog Post	Instagram,TikTok	\$138,136.75	1,727
10	Raj	Podcast	LinkedIn,YouTube	\$62,774.55	785
11	Tom	Infographic	TikTok,Instagram	\$22,773.89	285
12	Sue	Infographic	Instagram,TikTok	\$74,293.74	929
13	Tom	Video	YouTube,Instagram	\$56,262.41	703
14	Raj	Podcast	LinkedIn,YouTube	\$70,281.45	879
15	Mindy	Blog Post	Instagram,TikTok	\$137,754.86	1,722
16	Raj	Video	TikTok,Instagram	\$393.32	5
17	Mindy	Blog Post	Facebook,Twitter	\$50.56	1
18	Sue	Infographic	Instagram,TikTok	\$29,348.35	367
19	Raj	Infographic	LinkedIn,Twitter	\$47,558.25	594
20	Sue	Infographic	Instagram,TikTok	\$73,087.92	914
21	Tom	Infographic	Instagram,YouTube	\$20,165.30	252
22	Mindy	Infographic	Instagram,TikTok	\$109,561.03	1,370
23	Sue	Infographic	Instagram,TikTok	\$23,393.88	292
24	Raj	Infographic	LinkedIn,Twitter	\$91,900.97	1,149
25	Sue	Infographic	Instagram,TikTok	\$57,989.30	725
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Source files: content-request-history.csv and content-request-data-round10.csv. Course reference: BUHI_Content_Marketing_Guide.pdf.