2027 NOVEMBER

TARGET AUDIENCE KEY

- ● BUSY WOMEN 18–35
- ▲ COLLEGE STUDENTS / YOUNG PROFESSIONALS
- ◆ GIFT SHOPPERS
- ✷ TRAVELERS / DAYPACKERS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
INSTAGRAM REEL ● ✷ 7:00PM **TOFU** **HOLIDAY BAG CHECK** CTA: SAVE + SHOP CROSSBODY KPI: VIEWS, SAVES, CLICKS		BLOG ✷ 12:00PM **MOFU** **BEST EVERYDAY BAGS FOR HOLIDAY TRAVEL** CTA: READ GUIDE + SHOP KPI: TRAFFIC, PRODUCT CLICKS	01	EMAIL ◆ 11:30AM 02 **BOFU** **EARLY BLACK FRIDAY ACCESS** CTA: JOIN EMAIL LIST KPI: SIGNUP RATE, CTR	03	TIKTOK ▲● 1:00PM 04 **TOFU** **WHAT ACTUALLY FITS IN MY BUHI BAG** CTA: COMMENT YOUR MUST-HAVE KPI: WATCH TIME, COMMENTS
IG CAROUSEL ◆ 12:00PM 05 **MOFU** **BUHI HOLIDAY GIFT GUIDE** CTA: SWIPE + SHOP GIFTS KPI: SAVES, LINK CLICKS	06	FACEBOOK ●◆ 11:00AM 07 **MOFU** **PRACTICAL GIFTS THEY WILL ACTUALLY USE** CTA: VIEW GIFT PICKS KPI: CTR, TRAFFIC	08	INSTAGRAM STORY ●▲ 7:00PM 09 **TOFU** **WHICH BAG WOULD YOU GIFT?** CTA: VOTE IN POLL KPI: POLL TAPS, REPLIES	10	INSTAGRAM REEL ✷ ▲ 1:00PM 11 **MOFU** **PACK WITH ME: THANKSGIVING TRAVEL** CTA: SHOP TRAVEL-READY BAGS KPI: SAVES, PROFILE VISITS
12	13	IG CAROUSEL ●▲ 11:45AM 14 **MOFU** **CROSSBODY VS BACKPACK: WHICH BUHI BAG FITS YOU?** CTA: FIND YOUR BAG KPI: SAVES, PRODUCT CLICKS	15	16	EMAIL ◆ 7:00PM 17 **BOFU** **VIP BLACK FRIDAY PREVIEW** CTA: SHOP EARLY ACCESS KPI: OPEN RATE, CONVERSION	18
19	20	TIKTOK ✷ 1:00PM 21 **TOFU** **POV: THANKSGIVING AIRPORT CHAOS** CTA: FOLLOW FOR TRAVEL TIPS KPI: VIEWS, SHARES	22	23	EMAIL + IG ●◆ 10:45AM 24 **BOFU** **BLACK FRIDAY SALE IS LIVE** CTA: SHOP BEFORE IT SELLS OUT KPI: REVENUE, CONVERSION	25
26	INSTAGRAM ◆ 11:00PM 27 **BOFU** **CYBER MONDAY LAST CHANCE** CTA: SHOP FINAL DEAL KPI: CTR, SALES	28	29	30	31	

Monthly Goal: Drive traffic to high-margin products

BUHI November Content Strategy

Target Audience

BUHI's target audience for this calendar is young women ages 18–35, including college students, young professionals, travelers, and holiday gift shoppers. They want bags that are cute, practical, easy to carry, and useful for everyday life.

BUHI solves the problem of needing a bag that looks good but also works for real situations like school, work, errands, travel, and holiday shopping.

Content that would influence this audience includes gift guides, product videos, "what fits in my bag" posts, styling ideas, travel tips, and sale reminders.

Monthly Goal

The monthly goal is to drive traffic to high-margin products.

This goal makes sense for November because people are shopping for Black Friday, Cyber Monday, and Christmas gifts. The content calendar focuses on pushing people toward BUHI product pages through gift guides, product spotlights, short-form videos, emails, and sale posts.

Content Pillars

Gift Giving: Content that helps customers choose BUHI bags as holiday gifts.

Travel and Organization: Posts that show how BUHI bags help with Thanksgiving travel and busy schedules.

Product Education: Content that explains what fits in the bags, how to use them, and why they are worth buying.

Seasonal Promotions: Black Friday and Cyber Monday posts that create urgency and encourage purchases.

Part 3: Strategy Rationale

The strategy for this calendar is to move customers through the funnel using a mix of lifestyle, educational, and sales-focused content.

At the top of the funnel, BUHI uses fun and relatable posts like short-form videos and lifestyle reels to get attention. These posts introduce the brand in a natural way.

In the middle of the funnel, BUHI uses product spotlights, gift guides, and "what fits in my bag" content to help customers understand the value of the product. This helps people picture how they would use the bag in their own life.

At the bottom of the funnel, conversion happens through Black Friday emails, Cyber Monday reminders, and posts with clear "shop now" CTAs. These pieces are meant to send people directly to BUHI's website and product pages.

The highest leverage pieces are the gift guide, Black Friday email, Cyber Monday email, and Thanksgiving travel videos because they connect directly to what people are already thinking about in November: shopping, gifting, and travel.

Overall, the calendar supports the goal by giving customers helpful content while also encouraging them to click, shop, and purchase.

Part 4: Measurement Plan
BUHI should track these metrics weekly:
Website traffic from social media and email
Click-through rate
Conversion rate
Email sign-ups
Engagement rate, including saves, shares, comments, and views
A/B Test
I would test two Black Friday captions:
Version A:
“Black Friday is live. Shop BUHI bestsellers before they sell out.”
Version B:
“Your new favorite everyday bag is finally on sale. Shop Black Friday deals today.”
I would compare click-through rate to see which caption gets more people to visit the website.
12 Content Samples
1. Social Post
Platform: Instagram Reel
Title: What Fits in My BUHI Bag?
Caption: Phone, wallet, keys, charger, lip gloss, snacks, headphones, and everything else I somehow need every day.
CTA: Shop the everyday bag collection.
KPI: Views, saves, clicks.
2. Short-Form Video
Platform: TikTok
Title: Pack With Me for Thanksgiving Travel
Idea: Show someone packing a BUHI bag with travel essentials.
CTA: Shop travel-ready bags.
KPI: Views, shares, link clicks.
3. Carousel Post
Platform: Instagram
Title: BUHI Holiday Gift Guide
Idea: Show BUHI bags for students, travelers, moms, and best friends.
CTA: Shop the gift guide.
KPI: Saves, shares, clicks.
4. Email
Title: Early Black Friday Access
Copy: Sign up for early access to BUHI Black Friday deals before bestsellers sell out.
CTA: Sign up now.
KPI: Open rate, click-through rate, sign-ups.
5. Blog Outline
Title: Best Everyday Bags for Holiday Travel and Gifting
Keyword: best everyday travel bag
Outline:
Intro: Holiday travel and shopping can get stressful.
Section 1: Why an everyday bag matters.
Section 2: What to look for in a travel bag.
Section 3: Why BUHI bags work for daily life and travel.
Section 4: Why BUHI bags make useful gifts.
Conclusion: Shop BUHI bags before the holiday rush.
CTA: Shop BUHI everyday bags.
KPI: Blog traffic, keyword ranking, product clicks.
6. Instagram Story
Title: Which BUHI Bag Would You Gift?
Idea: Poll followers on who they are shopping for and what bag they would choose.
CTA: Shop the gift guide.
KPI: Poll responses, story clicks.

7. Facebook Post
Title: Practical Gifts She Will Actually Use
Copy: BUHI bags are cute, useful, and made for everyday life, which makes them an easy holiday gift.
CTA: Shop holiday favorites.
KPI: Link clicks, engagement.
8. Product Spotlight
Platform: Instagram Feed
Title: Everyday Crossbody Spotlight
Copy: A simple, easy-to-style bag for errands, travel, and busy days.
CTA: Shop the crossbody collection.
KPI: Product clicks, saves, add-to-cart rate.
9. Short-Form Video
Platform: TikTok
Title: POV: You Finally Found a Bag That Holds Everything
Idea: Show someone struggling with a tiny bag, then switching to BUHI.
CTA: Shop BUHI bags.
KPI: Views, shares, comments.
10. Conversion Post
Platform: Instagram
Title: Black Friday Sale Is Live
Copy: Shop BUHI bestsellers and holiday gifts before your favorites are gone.
CTA: Shop the sale now.
KPI: Clicks, conversion rate, revenue.
11. Email
Title: Last Chance Cyber Monday
Copy: Cyber Monday deals end tonight. Grab your everyday bag or finish your gift shopping now.
CTA: Shop before it ends.
KPI: Open rate, click-through rate, conversions.
12. Instagram Reel
Title: 3 BUHI Bags for 3 Types of People
Idea: Show bag options for the traveler, college student, and everyday busy girl.
CTA: Shop the BUHI gift guide.
KPI: Views, saves, product clicks.