**Competitor Analysis Report**

**Nike and Competition**

**INTRODUCTION**

This report looks at the digital marketing strategies of Nike and its main competitors like Adidas, Puma and Under Armour.

**NIKE**

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**WEBSITE**

Nike's website is user-friendly and interactive. It uses clean and minimalistic layouts to help focus attention on the products and content. Their website mainly comprises of black and grey tones, with a focus on emphasizing products while browsing through it. Also note how Nike uses a light grey figure background color to make sure the products pop out well.

**SOCIAL MEDIA PRESENCE**

Nike is very active on social media platforms like Instagram, Facebook, Twitter, Linkdin and YouTube.

Here are the total followers Nike has on their main accounts:

Instagram: 305 million

Facebook: 39 million

Twitter: 9.58 million

LinkedIn: 6 million

YouTube: 1.91 million

**ONLINE ADVERTISING**

Nike has an iconic slogan: **“Just do it.”**

Nike uses a strong online advertising strategy, including search engine marketing, display ads, and social media ads. They use data to target specific audiences with personalized ads. Nike's ads often feature famous athletes and inspirational messages. They also use retargeting to reach out to people who have shown interest in their products.

**SOCIAL MEDIA STRATEGY:**

Nike's strategy focuses on storytelling, using influencers, and building a community. They also run targeted advertising campaigns to promote new products and special offers. Nike has been focusing on using AI, blockchain, NFTs, robotics, metaverse, cryptocurrencies, e-commerce, gaming and virtual reality to digitally transform its operations.

**ADIDAS**

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**WEBSITE**

Adidas' website is visually appealing and easy to navigate. It has high-quality visuals and interactive elements. The site works well on mobile devices, providing a smooth shopping experience. Adidas uses detailed product descriptions, customer reviews, and personalized recommendations to keep users engaged. The site also has features like a store locator, product customization, and virtual try-on.

**SOCIAL MEDIA PRESENCE**

Adidas is active on social media platforms like Instagram, Facebook, Twitter, YouTube and LinkedIn.

Here are the total followers Nike has on their main accounts:

Instagram: 29.1 million

Facebook: 41 million

Twitter: 4.38 million

YouTube: 1.31 million

LinkedIn: 4 million

**ONLINE ADVERTISING**

Adidas has Slogan: **“impossible is nothing”**

Adidas uses online advertising strategies like search engine marketing, display ads, and social media ads. They target specific audiences with personalized ads. Adidas' campaigns often feature athletes and focus on performance and innovation. They also use retargeting to reach users who have visited their website or shown interest in their products.

**SOCIAL MEDIA STRATEGY:**

Collaborations with celebrities and other big brands and labels such as Pharell Williams and Stella McCartney, leading to increased online appeal and promotions. Their social media strategy includes engaging campaigns, user-generated content, and interactive posts to build a strong community.

**PUMA**

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**WEBSITE**

Puma's website is modern and user-friendly. It features high-quality visuals and is optimized for mobile devices. Puma uses detailed product descriptions, customer reviews, and personalized recommendations to keep users engaged. The site includes features like a store locator, customization options, and size guides.

**SOCIAL MEDIA PRESENCE**

Puma is active on social media platforms including Instagram, Facebook, LinkedIn, and YouTube.

Instagram: 13 million

Facebook: 22 million

LinkedIn: 1 million

YouTube: 810K

**ONLINE ADVERTISING**

Puma slogan: **Forever Faster**

Puma uses a mix of search engine marketing, display ads, and social media ads for online advertising. They target specific audiences with personalized ads. Puma's campaigns often feature athletes and focus on lifestyle and performance. They also use retargeting to reach users who have visited their site or shown interest in their products.

**SOCIAL MEDIA STRATEGY:**

They post content that highlights their products, collaborations, and events. Puma works with influencers and celebrities to promote their brand. Their social media strategy focuses on engaging visuals, user-generated content, and interactive posts to build a strong community.

**UNDER ARMOUR**

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**WEBSITE**

Under Armour's website is sleek and easy to navigate. It features high-quality images and a modern design. The site is optimized for mobile use, ensuring a smooth experience across devices. Under Armour uses detailed product descriptions, customer reviews, and personalized recommendations to engage users. Features like a store locator, size guides, and a customization tool enhance the user experience.

**SOCIAL MEDIA PRESENCE**

Under Armour is active on platforms such as Instagram, Facebook, LinkedIn, and YouTube.

Instagram: 8.3 million

Facebook: 11 million

LinkedIn: 853K

YouTube: 289K

**ONLINE ADVERTISING**

Under Armour iconic slogan: **“My everything from Under”** / **“Under Armour makes you better”**

Under Armour's online advertising strategy includes search engine marketing, display ads, and social media ads. They focus on targeting specific audiences with personalized ads. Their campaigns often feature athletes and focus on performance. Under Armour also uses retargeting to re-engage visitors who have shown interest in their products.

**SOCIAL MEDIA STRATEGY:**

Through compelling storytelling and captivating visuals, they showcase real-life sports moments, inspiring their followers to strive for greatness. It includes motivational content, product launches, and user-generated content to build a strong connection.