NIKE DIGITAL MARKETING PLAN

❖ Objectives

- Increase website traffic by 30% within 3 months
- Improve search engine rankings for key keywords related to sports apparel and footwear
- Enhance social media engagement by 45% within 5 months
- Boost online sales by 60% within 1 year
- Improve customer retention and loyalty through personalized digital experiences

❖ Buyer Persona

- **Name:** Aryan Shah

➢ Demographic

- **Age:** 22
- **Gender:** Male
- **Marital status:** Unmarried
- **Children:** 0
- **Education:** BMS, Pursuing- MBA
- **Occupation:** Student
- **Household income:** 20 L
- **Location:** Mumbai, Borivali

➢ Personal Background:

- **Hobbies:** Football, Tracking
- **Values:** Family Time, Health, Wealth
- **Personality:** Analytical, Organized, Detail-Oriented

➢ Goals

- **Primary Goal:** High Quality, Affordability
- **Secondary Goal:** Updated with latest Trends, Customers Bound, Analyzing Market

➢ Challenges

- **Primary Challenge:** Balancing Career with Family
- **Secondary Challenge:** Trustworthy brand, Sustainability and Quality

➢ Behavioural Traits:

- **Shopping Preference:** Online Shopping
- **Technology usage:** Active on social media for regular updates regarding the brand.
- **Buying Decision influence:** Word of mouth recommendation

- ➢ **Brands and Influences:**
  - ○ **Favorite Brands:** Nike
  - ○ **Influencer:** Cristiano Ronaldo
- ➢ **Marketing Message:**
  - ○ **Core Message:** The Nike mission statement is "to bring inspiration and innovation to every athlete in the world.
  - ○ **Value Proposition:** Nike offers four primary value propositions: accessibility, innovation, customization, and brand/status.
- ➢ **Channels and Content:**
  - ○ **Preferred Channal**: Television, social media and Influencer marketing
  - ○ **Content Type:** Storytelling and Emotional Branding

❖ **Core Objectives**

  - ○ **Build Brand Awareness and Image:** Reinforce Nike's brand identity as a symbol of athleticism, innovation, and inspiration.
  - ○ **Drive Customer Engagement:** Foster a strong connection with consumers through interactive experiences and storytelling.
  - ○ **Increase Sales and Revenue:** Drive online purchases and maximize revenue through effective digital marketing campaigns.
  - ○ **Enhance Customer Experience:** Provide seamless and personalized shopping experiences across all digital channels.
  - ○ **Build a Strong Customer Community:** Cultivate a loyal customer base by creating a sense of belonging and shared passion.

❖ **Specific Objectives**

- o **Expand Market Reach:** Target new customer segments through digital channels and platforms.

- o **Increase Brand Loyalty:** Build long-term relationships with customers through personalized marketing.

- o **Drive Traffic to Physical Stores:** Utilize digital channels to attract customers to Nike's retail locations.

- o **Leverage Data Analytics:** Optimize marketing efforts by gathering and analysing customer data.

- o **Stay Ahead of Competitors:** Continuously innovate and adapt to the evolving digital landscape.

❖ **Content Marketing Strategy**

✓ **Content Types**

- o **Blog Posts:** Weekly blog updates focusing on fitness tips, athlete stories, product launches, and sustainability efforts.

- o **Video Content:** Collaborate with athletes and influencers for workout tutorials, behind-the-scenes content, and product reviews.

- o **User-Generated Content (UGC):** Encourage customers to share their Nike stories, showcasing real-life usage of products.

- o **Interactive Content:** Use quizzes, polls, and challenges related to fitness goals and product preferences.

✓ **Content Distribution Channels**

- o **Social media:** Instagram, TikTok, YouTube, Twitter, and Facebook for regular updates and campaigns.

- o **Nike App:** Exclusive content and early access to product launches.

- o **Email Marketing:** Weekly newsletters with personalized product recommendations, discounts, and upcoming events.

Date	Platform	Content Type	Description	Image/Link
Mar-20	Instagram	Video	Launch of the "Play for the World" campaign during the COVID-19 pandemic. Encouraging people to stay active indoors.	https://youtu.be/UFvCc7mxHMs?si=OWVUe1HaUNVgAYs4
Mar-26	Twitter	Tweet	Promotion of the new Nike Air Max with a short, engaging caption and hashtag #AirMax.	https://x.com/Nike/status/1753088193119891924
Jun-22	YouTube	Video	Release of a documentary-style video featuring athletes discussing resilience and their journey with Nike.	https://youtu.be/sHXcWvZr-9c?si=9NAaN3kRgFlb5uM0
Feb-23	Facebook	Image Post	Celebrating Black History Month with a special edition of sneakers, featuring artwork by Black artists.	https://www.facebook.com/story.php?story_fbid=10167471009125313&id=150784285312

❖ **Channels**

✓ **Social Media Platforms**

  o **Instagram:** Nike uses Instagram for visual storytelling, influencer marketing, and user-generated content to engage with their audience.

  o **Facebook:** It's used for advertising, customer engagement, and sharing content related to new product launches, events, and brand initiatives.

  o **Twitter:** Nike uses Twitter for real-time engagement, customer support, and sharing quick updates and announcements.

  o **YouTube:** Nike leverages YouTube for video content, including advertisements, inspirational videos, and storytelling campaigns.

✓ **Email Marketing**

  o Nike uses email campaigns to provide personalized offers, new product announcements, and exclusive content to its subscribers.

- ✓ **Nike's Website & E-commerce**
  - o The official Nike website serves as a hub for their digital marketing efforts, offering e-commerce functionality, personalized experiences, and content that drives brand engagement.
  - o Nike also uses landing pages optimized for specific campaigns.
- ✓ **Mobile Apps**
  - o **Nike App** The app offers personalized content, exclusive offers, and an easy shopping experience.
  - o **Nike Run Club and Nike Training Club:** These apps help to build community and customer loyalty by offering fitness tracking, training programs, and challenges.
- ✓ **Search Engine Marketing (SEM)**
  - o Nike uses Google Ads and Bing Ads for paid search campaigns to drive traffic to their website and promote specific products or collections.
- ✓ **Content Marketing**
  - o Nike creates and shares valuable content through blogs, articles, and videos on its website and social media channels to build brand awareness and customer loyalty.
- ✓ **Influencer Marketing**
  - o Nike collaborates with athletes, celebrities, and social media influencers to reach a broader audience and create authentic connections with potential customers.
- ✓ **Display Advertising**
  - o Nike uses display ads across various websites, apps, and platforms to reach its target audience through banners, video ads, and interactive content.

❖ Timeline

- ✓ **Month 1-2**
  - o Set up and optimize SEO strategies, launch initial content and social media campaigns.
- ✓ **Month 3-4**
  - o Focus on influencer partnerships, expand paid advertising efforts, and optimize email marketing.
- ✓ **Month 5-6**
  - o Analyse results, refine strategies, and scale successful campaigns.

❖ **Budget Allocation**

- o **Content Creation:** 25% of the budget for professional photography, video production, and influencer collaborations.
- o **SEO & SEM:** 20% of the budget for ongoing SEO efforts, paid search ads, and content marketing.
- o **Social media:** 30% of the budget for paid social media advertising and influencer partnerships.
- o **Email Marketing:** 10% of the budget for email tools, segmentation, and automation.
- o **Analytics & Optimization:** 15% of the budget for data analytics tools, A/B testing, and performance monitoring.

❖ **Measurement**

1. **Key Performance Indicators (KPIs)**

- o **Reach and Impressions:** Measures how many people saw the campaign. Reach refers to the unique number of people, while impressions are the total number of times the content was displayed.
- o **Engagement Rate**: Tracks how actively the audience interacts with the content (likes, shares, comments, retweets, etc.). It's a crucial metric for social media platforms.
- o **Click-Through Rate (CTR):** Measures the percentage of people who clicked on an ad or a link after seeing it. This is important for evaluating the effectiveness of online ads and email campaigns.
- o **Conversion Rate:** The percentage of users who take a desired action (e.g., making a purchase, signing up for a newsletter) after clicking on a link or ad. This is a critical metric for assessing ROI.
- o **Bounce Rate:** Measures the percentage of visitors who leave a website after viewing only one page. A high bounce rate might indicate that the landing page is not engaging or relevant to the audience.

2. **Sales and Revenue Metrics**

- o **Return on Ad Spend (ROAS):** Calculates the revenue generated for every dollar spent on advertising. This metric helps in determining the effectiveness of specific ad campaigns.

- o **Customer Lifetime Value (CLV):** The predicted revenue a customer will generate during their entire relationship with the brand. This metric is vital for understanding the long-term value of customers acquired through digital campaigns.
- o **Average Order Value (AOV):** Measures the average amount spent by customers per transaction. Tracking AOV helps to evaluate the effectiveness of upselling and cross-selling strategies within digital campaigns.

3. **Website and App Analytics**
- o **Traffic Sources:** Identifies where the website or app traffic is coming from (e.g., organic search, social media, direct, referral). This helps in understanding which channels are driving the most traffic.
- o **Session Duration:** Measures the average time users spend on the website or app. longer session durations often indicate higher engagement.
- o **Goal Completions:** Tracks specific actions taken by users on the website or app, such as filling out a form, making a purchase, or downloading content. This helps in measuring the success of specific campaign objectives.

4. **Tools for Measurement**
- o **Google Analytics:** Used for tracking website traffic, user behavior, and conversion goals.
- o **Social Media Analytics:** Platforms like Facebook Insights, Twitter Analytics, and Instagram Insights provide detailed metrics on engagement, reach, and audience demographics.
- o **Marketing Automation Tools:** Tools like HubSpot, Marketo, or Salesforce help in tracking email marketing performance, lead nurturing, and ROI.
- o **Ad Platforms Analytics:** Google Ads and Facebook Ads provide detailed reports on ad performance, including CTR, conversions, and ROAS.

❖ Conclusion

In Conclusion, Nike's digital marketing, aiming to enhance brand awareness, customer engagement, and sales through personalized and innovative digital experiences. By leveraging social media, influencer partnerships, and data-driven insights, Nike seeks to expand its market reach, build customer loyalty, and stay competitive. The plan emphasizes the importance of content marketing, targeted advertising, and continuous optimization to achieve significant growth in online traffic and revenue, while fostering a strong, engaged customer community.