

Udacity

Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief

Business Story: nike's hyperadapt Self Lacing Shoes to get the right fit, every game, every step.

Objective : make awareness for the new nike's hyperadapt Self Lacing Shoes by campaign on the website , facebook and instagram in 3 months time.

What relevant actionable segments exists?

The actionable segment : mainly athletes (football, basketball players)

Which ones should we pursue and why?

Football players as this shoe provide the best fit to the foot size . and basketball players as nike has a special segment for adapt basketball.

Customer Story

Where is our target audience?

In america

Where is our effort?

Online on the website , facebook and instagram.

How effective is our effort?

On facebook campaigns using celebrities of basketball reached avg 100000 interested people and increase in avg orders on the website

Where should we focus changes?

On making campaigns to target football players as the nike football page on instagram has 45.3 m followers and avg impressions up to 100000 .

What should we do, now or later?

Website and instagram should make discount code for the early orders and repeated orders to increase interaction

Testing and Learning Plan

What should we study further?

We should review the ads we have made and review if this metrics are useful to our goal and then review the past year metrics to see if there are improvement in sales.

What should we try?

Making campaign to target runners in marathons seasons .

Personalized email offering to customers based on past purchases.

Purchase Process

Channels

| | Awareness → | Interest → | Desire → | Action → | Post Action |
|-----------|-------------|------------|----------|----------|-------------|
| Website | | | | | |
| Search | | | | | |
| Display | | | | | |
| Facebook | | | | | |
| Instagram | | | | | |
| Email | | | | | |
| Twitter | | | | | |
| Blogs | | | | | |
| Affiliate | | | | | |

Testing and Learning Plan

What analysis and data do we need?

Facebook , instagram and website campaign results .

Analysis data to make changes needed to influence performance metrics on purchase process. Ex the post action :on facebook and instagram :engagement , writing review , posting a picture or a post with a tag to us.