**Task 2:**

**Content Marketing Strategy for Nike**

# 1. Introduction

Nike is a globally recognized sportswear and lifestyle brand known for its innovation, performance, and empowerment messaging. This content marketing strategy aims to enhance Nike's digital presence and engage its audience through compelling and targeted content.

# 2. Target Audience

* Primary Audience:
* Athletes and fitness enthusiasts (ages 18-35)
* College and high school students
* Sports professionals
* Secondary Audience:
* Urban youth with a strong interest in fashion and pop culture
* Parents purchasing for children involved in sports

# 3. Content Marketing Goals

* Increase brand engagement on social media platforms
* Drive traffic to Nike’s official website and app
* Boost conversions and online sales
* Strengthen brand loyalty and community building

# 4. Blog Topics

* How to Choose the Right Running Shoes for Your Foot Type
* Behind the Scenes: The Making of Nike’s Sustainable Apparel
* Top 10 Training Tips from Nike Athletes
* The Evolution of Nike Air Technology
* Empowering Women in Sports: Nike’s Role in the Movement
* Balancing Style and Performance: Nike for Everyday Wear

# 5. Content Types and Channels

* Blog Articles: Nike official website
* Videos: YouTube, Instagram Reels, TikTok
* Infographics: Instagram, Pinterest
* User-Generated Content: Customer reviews, testimonials, and challenges on social media
* Email Newsletters: Product launches, athlete stories, fitness tips
* Podcasts: Interviews with athletes and designers

# 6. Promotion Channels

* Social Media (Instagram, YouTube, Twitter, TikTok)
* Email marketing
* Influencer collaborations
* Paid ads on Google, Meta, and YouTube
* SEO optimization for blog content
* Nike Training Club and Nike Run Club apps

# 7. Performance Metrics

* Website traffic and time on page
* Social media engagement (likes, shares, comments)
* Conversion rates from content
* Email open and click-through rates
* Hashtag tracking and UGC submissions

# 8. Conclusion

Nike’s content marketing strategy revolves around inspiring, educating, and engaging its audience through value-driven storytelling and innovative content formats. By tapping into current trends, audience interests, and Nike’s core brand identity, this strategy can boost visibility, loyalty, and sales.