



LEGO SOCIAL MEDIA MARKETING PLAN

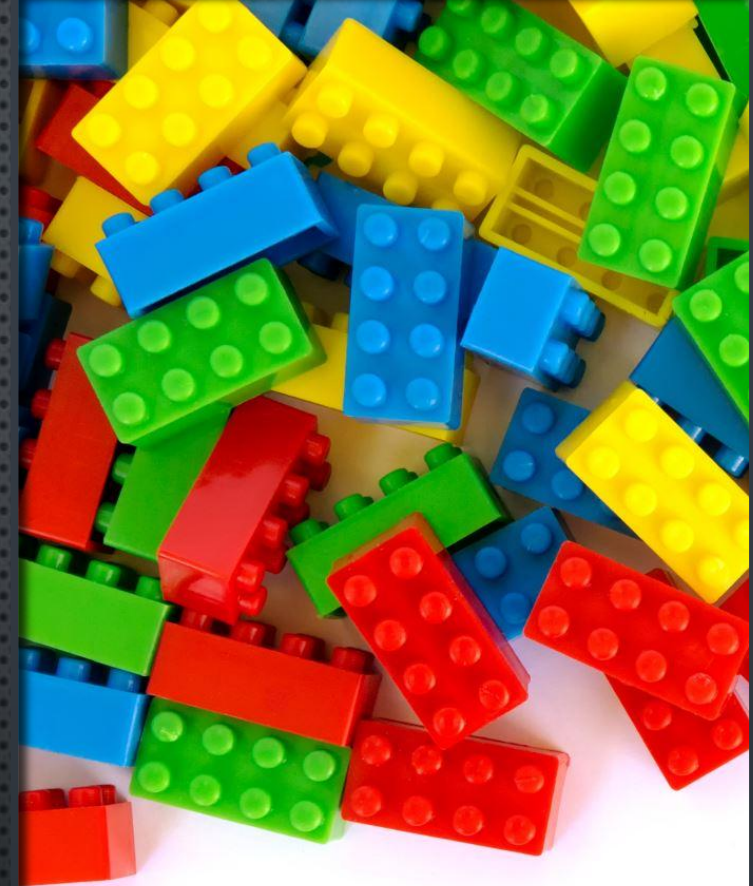
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LEGO'S SOCIAL MEDIA PRESENCE

LEGO HAS A UNIQUE SOCIAL MEDIA PRESENCE; BOTH THEIR INSTAGRAM AND FACEBOOK ACCOUNTS PROMOTES THEIR PRODUCTS AS WELL AS INSPIRATION FOR NEW BUILDS AND PLAY IDEAS. THE ACCOUNTS BOTH PROMOTE CREATIVITY AND INSPIRE FELLOW BRICK LOVERS.

LEGO USES FOUR MAIN SOCIAL MEDIA PLATFORMS TO PROMOTE THEIR PRODUCTS AND INSPIRE CREATIVITY, INSTAGRAM, FACEBOOK, YOU TUBE, AND LINKEDIN.

LEGO UNDERSTANDS THE POWER OF NOSTALGIA, LEVERAGING COLLABORATIONS AND PARTNERSHIPS, AND EMBRACING INNOVATION. LEGO HAS BUILT A STRONG BRAND IDENTITY THAT RESONATES WITH ITS TARGET AUDIENCE. LEGO'S MARKETING SUCCESS LIES IN ITS ABILITY TO TAP INTO THE POWER OF NOSTALGIA. THE BRAND'S STRONG CONNECTION TO CHILDHOOD MEMORIES HAS PLAYED A CRUCIAL ROLE IN ITS ONGOING POPULARITY. BY CONSISTENTLY REMINDING CONSUMERS OF THE JOY AND CREATIVITY ASSOCIATED WITH LEGO, THE COMPANY HAS CREATED A SENSE OF EMOTIONAL ATTACHMENT THAT KEEPS CUSTOMERS COMING BACK.



SOCIAL MEDIA GOALS

THREE SOCIAL MEDIA CAMPAIGN GOALS THE LEGO SNEAKER COULD ACHIEVE ARE:

1. REACHING NEW CUSTOMERS: THE SNEAKER COMMUNITY IS QUITE LARGE AND CONSISTS OF ENTHUSIASTS AND COLLECTORS, WITH A UNIQUE SNEAKER LIKE THIS, COLLECTORS ARE GOING TO JUMP AT THE OPPORTUNITY.
2. ENHANCING BRAND REPUTATION: LEGO IS KNOWN FOR MAKING INTRICATE STRUCTURE FROM COLORFUL BRICKS. BY CREATING A SNEAKER, IT ADDS TO THEIR COLLECTION OF NON-BRICK PRODUCTS THAT CUSTOMERS CAN USE IN THEIR DAY-TO-DAY LIFE, INCREASING BRAND AWARENESS AND ENHANCING BRAND REPUTATION.
3. INCREASING SALES & GENERATING LEADS: BY CREATING A NEW PRODUCT THAT FALLS OUTSIDE THE NORMAL CATEGORY OF WHAT THE COMPANY MAKES, IT CREATES AN OPPORTUNITY TO GAIN CUSTOMERS FROM ANOTHER MARKET, THUS GENERATING NEW LEADS OF CUSTOMERS. ONCE THESE NEW CUSTOMERS ARE INTRODUCED TO THE BRAND IT LEADS TO AN INCREASE IN SALES.





BUYER PERSONA

LEGO USES SIX DIFFERENT PERSONAS TO CATEGORIZE THEIR MARKET. KIDS BETWEEN THE AGES OF 5-15 ARE KEY TARGET AUDIENCE FOR LEGO, BUT NOSTALGIC PARENTS ARE THE ULTIMATE BUYERS OF THE LEGOS.

THE FOLLOWING ARE THE SIX PERSONAS THAT HELP LEGO CATEGORIES THEIR CUSTOMERS BASED ON PURCHASES AND USAGE RATE:

1. LEAD USERS: CUSTOMERS FALLING UNDER THIS CATEGORY ENGAGE ACTIVELY WITH THE PRODUCT AND ITS DESIGN.
2. COMMUNITY: LEGO HAS CONTACT NUMBERS AND ADDRESSES OF THESE CUSTOMERS.
3. CONNECTED COMMUNITY: THE CUSTOMERS WHO HAVE EITHER BOUGHT THE PRODUCT OR HAVE BEEN TO THEIR SHOP OR PARK COME UNDER THIS PERSONA.
4. ACTIVE HOUSEHOLDS: CUSTOMERS WHO HAVE BOUGHT LEGO IN THE LAST 12 MONTHS.
5. COVERED HOUSEHOLDS: CUSTOMERS WHO HAVE BOUGHT THE PRODUCT ONCE.
6. ALL HOUSEHOLDS: THIS INCLUDES ALL THOSE WHO NEVER BOUGHT THE LEGO.

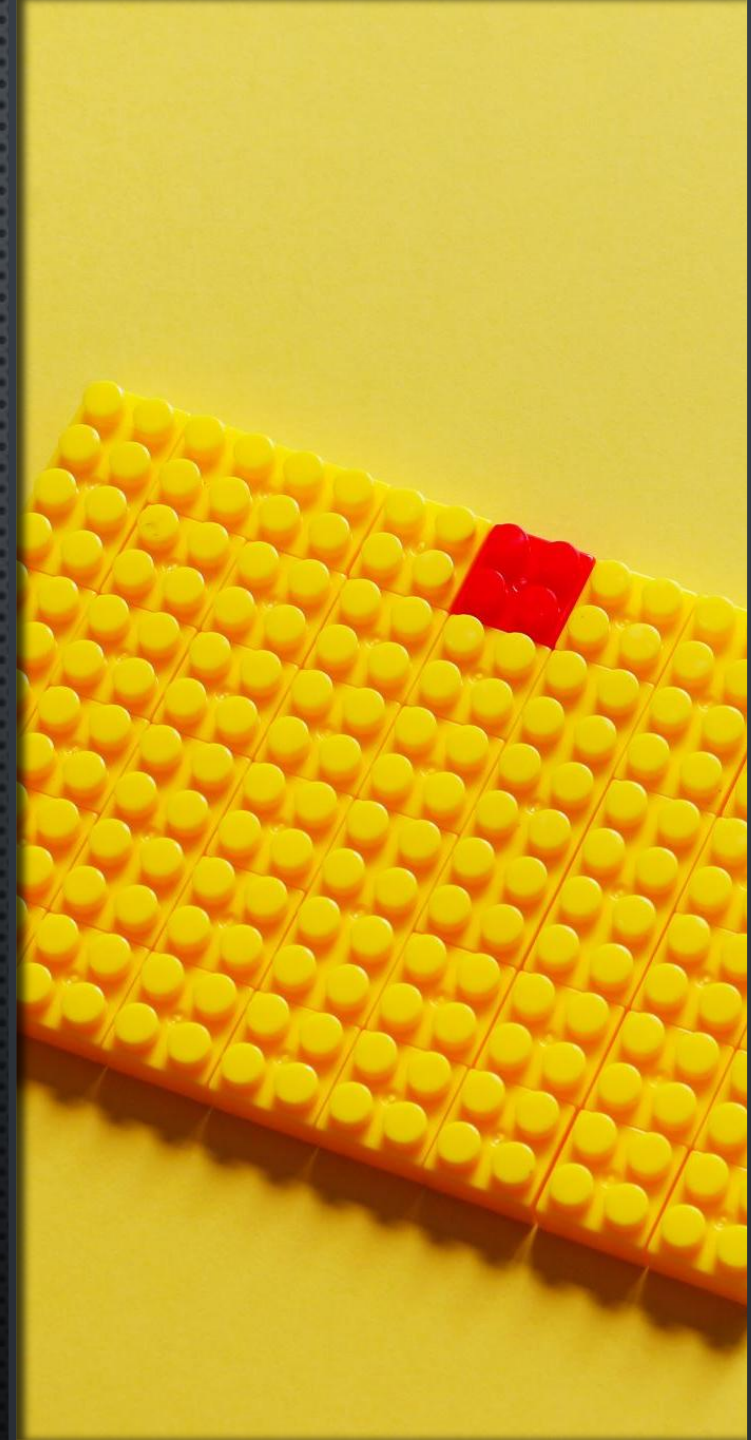
THE DIFFERENCE BETWEEN THESE TWO PERSONAS ARE THAT THE REAL BUYER PERSONA IS ACTUALLY ABLE TO AFFORD THE PRODUCT AND THE IDEAL BUYER USES THE PRODUCT.

MARKETING STRATEGY

THE CHOSEN SOCIAL MEDIA PLATFORM IS FACEBOOK. WHILE OTHER SOCIAL MEDIA PLATFORMS COULD DO THE JOB, LEGO'S REAL BUYER PERSONA IS PARENTS, WHICH MEANS THESE ARE PEOPLE THAT ARE IN THEIR 30'S WITH CHILDREN. THIS DEMOGRAPHIC USES FACEBOOK MORE THAN ANY OTHER SOCIAL MEDIA PLATFORM, MEANING THAT THEY ARE REACHING THEIR INTENDED TARGET AUDIENCE USING FACEBOOK AS A PLATFORM TO MARKET THEIR SNEAKERS FOR THEIR CHILDREN.

THE CONTENT POSTED ON THIS PLATFORM WILL BE PAID PROMOTION, FROM A COMPANY WITH THE NUMBER OF CUSTOMERS AND BRAND IDENTITY THAT LEGO HAS, PAID PROMOTION WOULD BENEFIT THEM A LOT MORE THAN ORGANIC PROMOTION.

THE CONTENT THAT IS GOING TO BE POSTED FOR THIS CAMPAIGN ARE COLORFUL BACKDROP SHOTS WITH THE NEW LEGO SNEAKER FLOATING IN THE AIR ACCOMPANIED BY LEGO FIGURINES. OTHER CONTENT POSTED ALONGSIDE THE SNEAKER WOULD BE THE CELEBRITY ENDORSEMENT DONE BY ED SHEERAN. THIS CONTENT WILL BE IN THE FORM OF GIFS AND POSTS.



SUCCESS METRICS

Key metrics that are utilised for measuring the success of the Lego sneaker:

1. Engagement rate: This measures how many times people interact with your posts, such as likes, comments, and shares.
2. Reach: This is the amount of people that see your content. It is good to know your how many people see each post you post.
3. Impressions: This is the number of times people have seen the same post. If your impressions are too high, then people might start reporting your posts.





SNEAKER DESIGN



THANK YOU