D. HINTS & TRICKS

1. **Introduction**

Brief background on the company, industry, and marketing situation

Example:
Nike, established in 1964, has grown into a global sportswear leader with over 7,000 products and a presence in 170 countries (Nike, inc, 2023). With over 1,000 stores and a strong online platform, Nike's sales reached $44 billion in 2021 (NIKE, Inc. Reports Fiscal 2021 Fourth Quarter and Full Year Results. (n.d.)) Emphasising digital innovation, Nike's impactful social media strategy has garnered over 150 million followers, making it the second most followed brand globally in 2022 (Staff, P, 2023). .This digital and social media prowess significantly contributes to its appeal, particularly among Gen Z and Millennials.

- Current Social Media Presence: Analyse the brand's current social media presence. Look at platforms they are active on, the type of content they post, frequency of posts, engagement levels, etc.

Example:
Nike is one of the world's most recognizable and successful brands. From its iconic swoosh logo to its innovative products, Nike has become a global powerhouse in apparel, footwear, and sports equipment. Nike is the world's most valuable apparel brand in 2021, with a brand value of $34.8 billion. In 2020, Nike's global revenue amounted to $37.4 billion. Nike was the leading brand on Instagram with over 138 million Instagram followers as of November 2021.This statistic is a testament to Nike's success in leveraging Instagram as a platform to reach a wide audience. With over 138 million followers, Nike has established itself as a leader in the social media space, demonstrating its ability to engage and connect with its customers. This impressive number of followers is a clear indication of the brand's popularity and influence, making it an ideal topic for a blog post about Nike Statistics.

Nike's social media presence is robust and dynamic, building on a strong brand voice across multiple platforms. With an impressive following, including 252 million on Instagram, 36 million on Facebook, and 9.58 million on Twitter, Nike capitalises on diverse content to engage its audience, from videos and graphics to multimedia storytelling. Their sub-brands also boast substantial followings, such as @nikebasketball with 13.7 million followers on Instagram. Despite a large following on Facebook, Nike's engagement has dwindled due to less active presence recently. Their Twitter account remains active with daily follower growth and a significant portion of their tweets dedicated to audience interaction.

- Social Media Analytics

-   Type of Analytics: Choose one type of social media analytics to focus on. This could be audience analytics, content analytics, competitive analytics, customer service analytics, etc.
-   Key Metrics: Identify and discuss key metrics relevant to the chosen type of analytics. This could include engagement rates, reach, impressions, click-through rates, etc.

Example:

Nike's social media strategy is comprehensive, spanning across Facebook, Instagram, Twitter, YouTube, and TikTok. The brand utilizes these platforms to monitor conversations, track engagement, and understand consumer behavior, ensuring a two-way communication channel that keeps the brand at the forefront of the digital space.

Among 4 social networks, Instagram has the highest traffic and engagement (Figure 1,2), which can be regarded as Nike's main social platform.

Figure 1. Social Networks that Nike is currently active on (RivallQ 2023)

AUDIENCE ⓘ   📊 View all

356M +0.2%

Nike

⚠ Not available

Competitor Average

☑ Facebook   ☑ Instagram   ☑ Twitter   ☑ YouTube   ☑ TikTok

ENGAGEMENT TOTAL ⓘ   📊 View all

3.62M -33.8%

Nike

⚠ Not available

Competitor Average

☑ Facebook   ☑ Instagram   ☑ Twitter   ☑ YouTube   ☑ TikTok
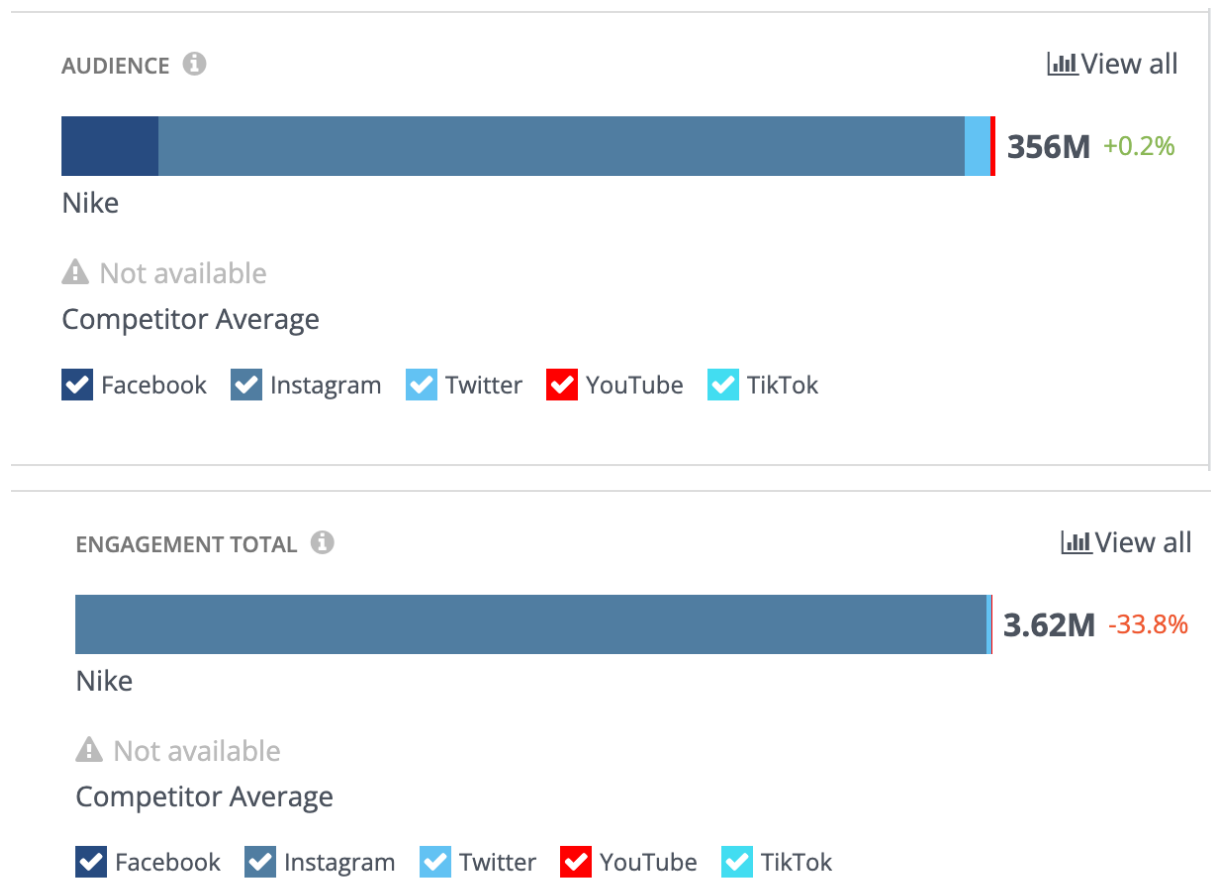
Figure 2. Traffic and Engagement distribution on Nike's social networks (RivallQ 2023)

Instagram with 307 million followers is responsible for raising brand awareness and engaging with customers in the Awareness and Consideration stage. The type of content Nike shares, such as product launches, athlete endorsements, motivational campaigns, and user-generated content, can significantly influence engagement and brand perception (Figure 4). .
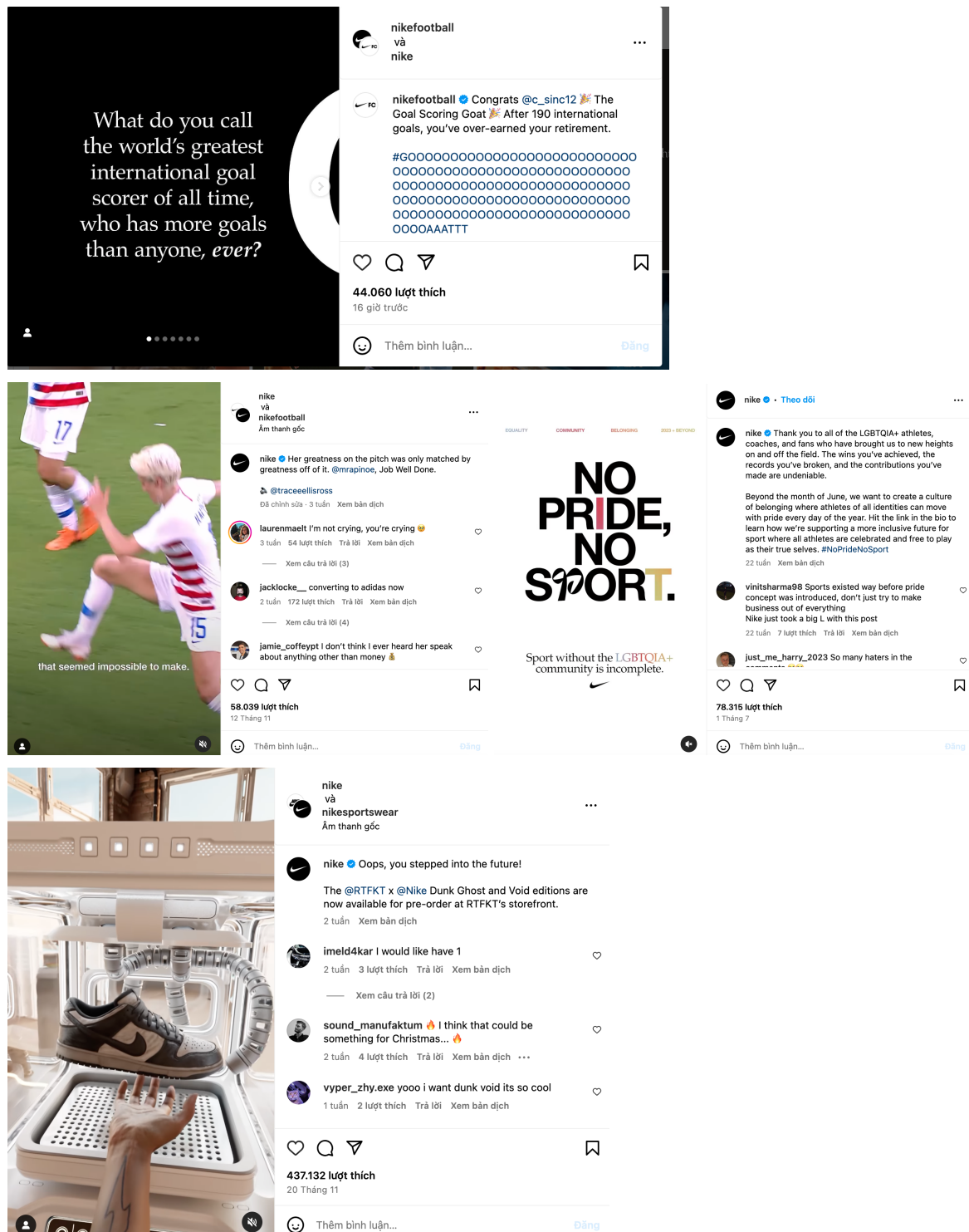
Figure 4. Nike's content types on Instagram

Another key element of Nike's social media strategy is its focus on engaging with its audience. By engaging with its audience, Nike fosters a deeper connection and builds loyalty.

Community hashtags

Trending posts in #justdoit

JUST DO IT.

VINTE E DOIS ANOS 88 coleções, muitas viagens, muitos projetos, muitas movimentações, 6 Copas do Mundo, 6...

21 people are talking about this

Trending posts in #nike

Nike's Jordan Brand to Open First Flagship in Milan
businessoffashion.com • 2 min read

15 people are talking about this

The brand often encourages its followers to share their own stories and experiences, using hashtags (such as #nikefc, #nikewomen, and #justdoit) and other tactics to spark conversations and create a sense of community (KeyHole, 2023).

Nike regularly shares updates about its products on its social media channels to keep its audience informed and engaged. This includes sharing news about their latest product releases, highlighting the features and benefits of new products, and showcasing the products being used by athletes and customers in real-life situations. By sharing these updates, Nike creates a sense of excitement and anticipation among its audience and encourages them to stay up-to-date with the brand.

The brand has partnered with famous athletes and celebrities to promote its products and has launched social media campaigns to connect with consumers on a more personal level. It also helps them tap into the influencer's audience and grow their online presence.
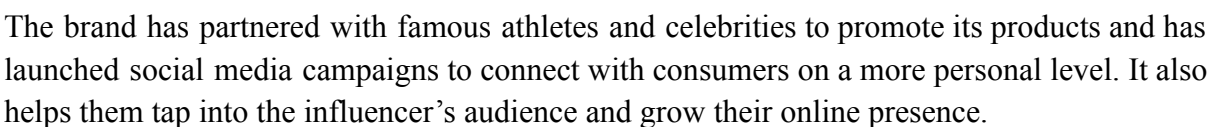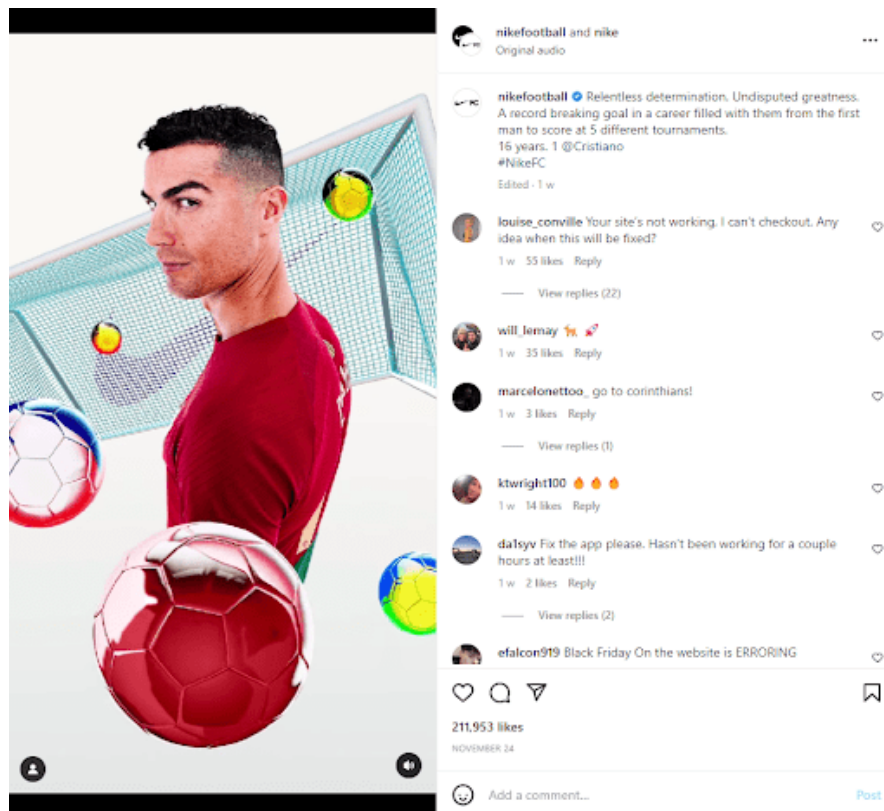
Besides sharing content, Nike also uses its social media channels to listen to its customers and respond to their comments and questions in a timely and personalised manner.

→ This helps them solidify their relationship with their audience and build further trust in their products. It also shows the brand's commitment to customer service and helps to develop loyalty among its audience. They not only address issues but engage with Tweets from their audience often like this:

Calf Man, Calf Amazing @n8frost · Nov 14
@nike @nikestore @Jumpman23 I'd also like to add that you have gone way too far with the unlaced Air Jordan 1's. Had me fighting for my life trying to get these lace tips through the baby shoes. 😫

○ 12   ⟲ 6   ♡ 137   ⬆

Nike ✔ @Nike · Nov 14
⊘ Official
Replying to @n8frost
Aced this lace challenge. 🅰
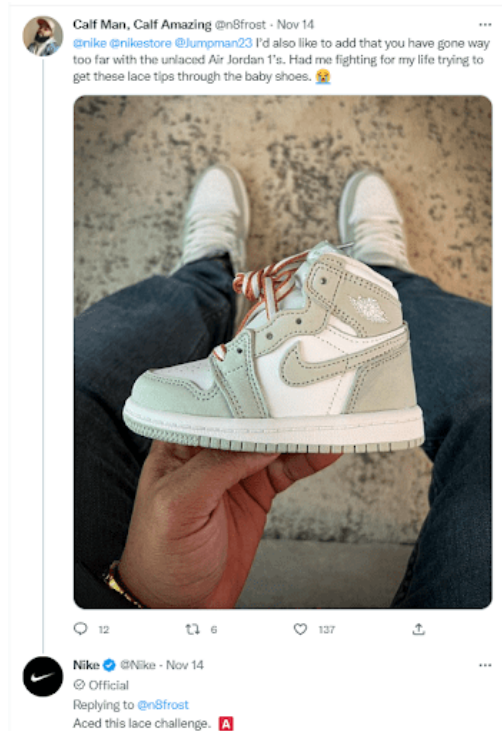
- ● Social listening

Example:
- - Instagram comments
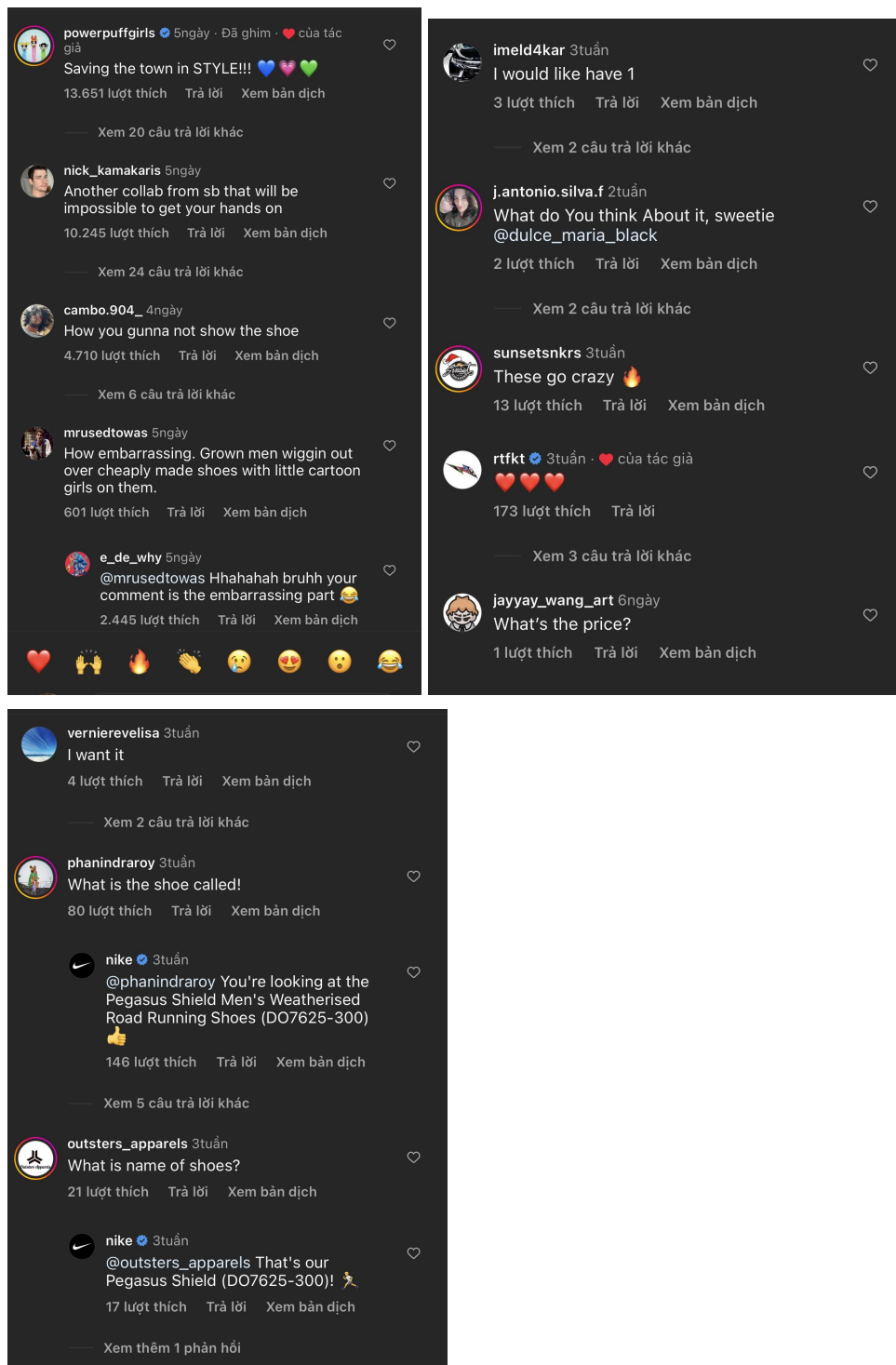
The comments are a mix of inquiries about the name and price of a shoe, expressions of desire to own the shoe, and other remarks on the product's style and availability. Some comments also touch on the excitement or criticism of the product's design, indicating it might have a unique or notable appearance, possibly involving a collaboration or featuring a special design element like cartoon characters. The presence of verified accounts, including Nike's official account, suggests that the post is about a genuine product release.

- Marketing issue

Example:

While Nike has a strong social media presence with a substantial number of followers across various platforms, the challenge may lie in effective engagement and customer interaction. Despite a large following, Nike's engagement on platforms like Facebook has decreased due to a less active presence. Additionally, while Nike responds to customer comments and questions, the main concern could be ensuring that these interactions are meaningful and enhance customer trust and loyalty, rather than just addressing issues or engaging in a superficial manner. This highlights the importance of not just having a large audience but actively engaging with them in a way that strengthens relationships and builds brand loyalty.

2. Goal Recommendation

Example:

To achieve a Gross Merchandise Volume (GMV) of $100 million, Nike sets targeted goals for various channels. Specifically, GMV will be calculated as Traffic (on Nike's online store) * Conversion Rate (CR) * Average Order Value (AOV). Drawing from the sportswear industry benchmarks, Nike's CR on its online platform is competitive, reflecting its strong brand presence and digital engagement strategies.

To attain a Gross Merchandise Volume (GMV) in line with Nike's ambitious growth plans, marketing objectives across various channels should be established. Using a value-based pricing strategy, Nike would set goals that reflect the brand's worth to its customer base. This approach would align with the company's historical revenue targets and growth strategy, incorporating current market trends and customer insights. Nike's campaign would likely include digital marketing, partnerships with sports events, and initiatives that resonate with the brand's core values of inspiration and innovation in sports.

3. **Overview of social media advertising strategy for the company**

Explain why social media advertising is necessary for the brand?
- Reach a large audience represent a huge opportunity to increase awareness and acquire new customers
- Targeted ads - social platforms allow targeting ads to our specific demographics and interests ensuring messages resonate
- Data and optimization - detailed analytics and audience insights help refine and improve campaign performance
- Measurable results - clear KPIs like conversions, cost per lead etc. demonstrate tangible business impact

SMART objective for the ad campaign and provide rationales

Example 1:

SMART Objective: To increase product trial by 15% among women aged 18-35 within 3 months through a Facebook campaign

Rationales: Running a highly targeted social media campaign focused on driving product trials will rapidly increase awareness and consideration through relevant messaging.

Example 2:

SMART Objective: To increase product sales by 10% between November 15th to December 31st through a Facebook campaign promoting our holiday sale discount code.

Rationales
- Running a sales promotion campaign during the holiday shopping season allows brands to capitalise on this peak demand.
- Research shows gen z and millennial young women greatly enjoy online shopping and are highly active on social media platforms. Social media ads allow brands to effectively reach their target demographic

Identify and analyse the target audiences for the campaign

Example:

Segment		Target customers
Demographic	Age	18 - 35
	Income	20 million VND, Targeting consumers with a moderate to high disposable income,
	Gender	Both
Psychographic	Personality traits	Confident, self-motivated, and success-oriented individuals.
	Lifestyles	Active lifestyle, health-conscious, interested in sports, fitness enthusiasts.
	Social class	Middle to upper class.
Behavioural	Occasions	Regular purchase
	Benefit sought	High-quality, durable sportswear with a stylish design.
	User status	Includes both regular users and first-time buyers.
Media Behavioral	Interest	Sports, fitness, fashion, and health-related content.

Geographic	Density	High engagement with digital media, particularly on platforms like Instagram, YouTube, and fitness apps.
	Area	Urban and suburban areas with higher concentrations of gyms, sports facilities, and higher income levels.

Outline the key creative ideas and messaging for the ad copies

Specify the proposed budget and time frame for running the ad campaign

4. **Ad Campaign settings (For client: Guardian)**
- Overall structure of the advertising campaign in a graphical format (based on Facebook Ad campaign structure) with the descriptive names for the campaign and its main components.
- Campaign objective: identify a suitable objective for your SM ad campaign based on your research of the client's current situation and the targeted audience.
- Complete other settings at the Ad campaign level.

Example: Since the business objective of The Guardian is to achieve a $15 million Gross Merchandise Value (GMV), the focus of the campaign should be on conversion. It should aim to encourage the audience to visit The Guardian's Shopee store and make purchases.

5. **Ad Set Settings (For client: Guardian)**

Ad Audience: Identify your campaign's targeted audience and your settings. Your decisions should be based on in-depth research and analysis of the primary audience interests and setting options.

Example:

Demographics	**Age:** 18-25(Gen Z) **Gender:** Female **Income:** No Middle income (5-15 million VND/month)
Interests	Cheap prices but reliable quality Online shopping Guardian's market offerings:Cosmetics, Hair products, Skincare items

Detailed targeting

Include people who match ⓘ

Interests > Additional interests

Quality assurance

Skin care

Interests > Shopping and fashion > Beauty

Cosmetics

Hair products

Interests > Shopping and fashion > Shopping

Coupons

Online shopping

Ad Placement: Identify the most effective ad placement(s) for your campaign to achieve the above campaign objective and targeted audience.

The most fitting advertising format on Facebook is the Newsfeed. To begin with, ads in this placement can immediately capture users' attention right after they log in, requiring no additional clicks and attracting a large user base (Rubenstein 2021). In fact, this placement can reach 90% of Facebook users, surpassing other placements in terms of user coverage (Dopson 2021). Additionally, ads featured in the Facebook Newsfeed can achieve higher levels of reach and engagement, given that users often focus on scrolling through and actively seek out interesting posts (Dopson 2021). Despite being relatively costly, advertising on the Newsfeed is considered the most suitable option due to its exceptional advantages.

6. **Ads (a total of 2 Ad Mock-ups for the same (1) Ad Set)**
   - Ad format: Identify the types of ad formats most suitable for your campaign. Provide an explanation of the advantages and disadvantages.
   - Ad copies: Key message strategy. Design Ad Mock-ups product

a, Ad format

Example:
   - Choose Carousel Ad since this format aligns with campaign objective - conversion (MBHC n.d)

- Carousel Ad can show multiple products, which is suitable for brands like Guardian since they have over 10000 products with different types

b, Ad mock-up

7. **Advertising campaign measurement & optimization:** What are the 5 most essential KPIs of your SM ad campaign? Explain your evaluation plan with relevant industry sources & describe it by showing where you will get the data from. Evaluate the advantages and difficulties of using the social media ad platform regarding risk, ethical and legal concerns and suggest mitigation actions.

<u>**Example:**</u>

Here are 5 essential KPIs to measure and optimise a social media advertising campaign:
- Impressions - The number of times ads are displayed. Measures exposure and awareness.
- Reach - The number of unique people who saw the ads. Helps determine audience size.
- Clicks - Clicks on the ad that direct to a destination like a website. Measures engagement.
- Conversion Rate - The percentage of clicks that convert into desired actions like purchases. Critical for ROI.
- CPM (Cost Per Thousand Impressions) - The cost to reach 1,000 impressions. Allows cost comparison and budgeting.

Other important KPIs would include engagement rate, click-through rate, cost per acquisition, sales revenue, and return on ad spend. The key is identifying quantifiable performance indicators aligned to campaign objectives and audience actions. Baseline benchmarks should be set and data trends regularly analysed to optimise efforts.