

## C. DETAIL GUIDELINE

### I. Social Media Overview

- Brand Selection: Start by choosing a brand. It should be one that has a significant social media presence and enough data available for analysis.

#### **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. \(n.d.\)](#)) Emphasizing 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.

- Social Media Goals: Identify and list the brand's social media goals. These could include increasing brand awareness, customer engagement, sales, or improving customer service.

#### **Example:**

Nike's social media goals likely include:

- Increasing Brand Awareness: Leveraging its massive following to reinforce its brand identity and reach a global audience.
- Enhancing Customer Engagement: Engaging with consumers through interactive content, storytelling, and community-building hashtags.
- Boosting Sales: Using social media platforms as channels to promote products and drive online sales.
- Improving Customer Service: Providing a platform for customer feedback and support, ensuring a responsive and engaging customer service experience.
- Market Research and Consumer Insights: Gaining insights into consumer preferences and trends to inform product development and marketing strategies

- **Current Social Media Presence:** Analyze 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 capitalizes 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.

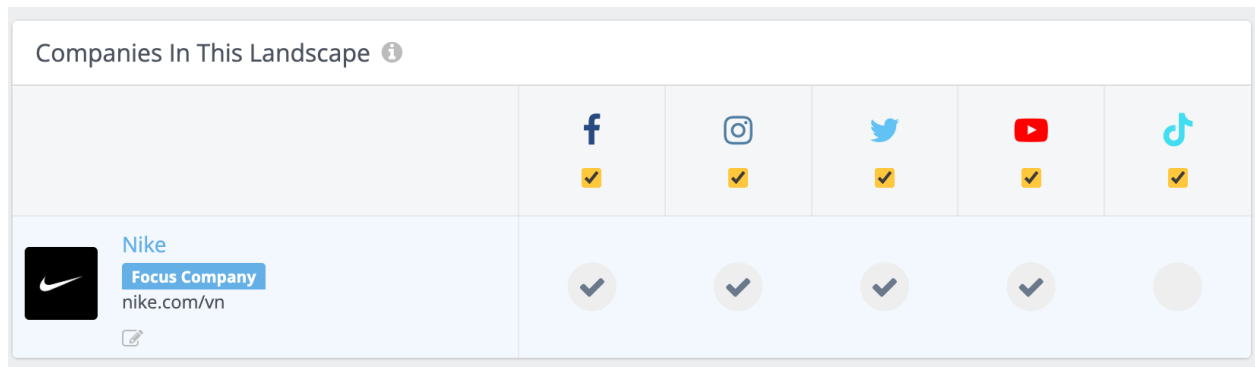
## **II. Social Media Analytics**

- **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.

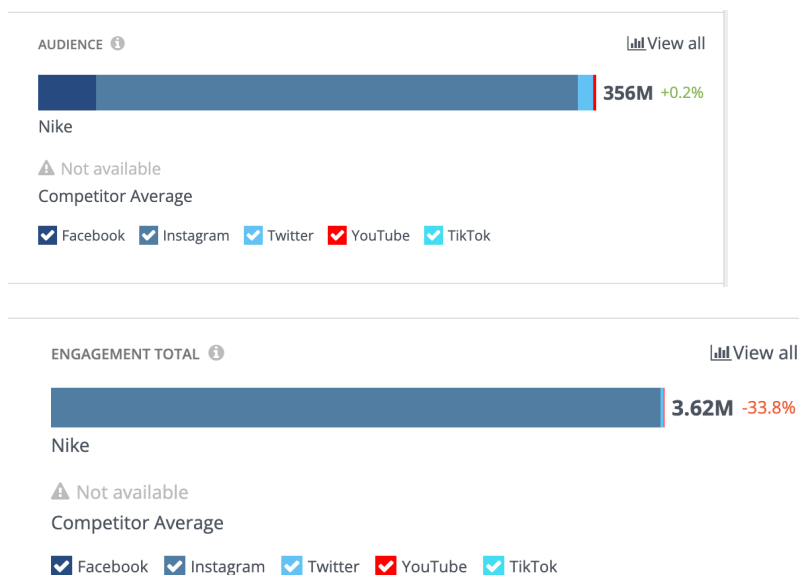
### Example:

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.

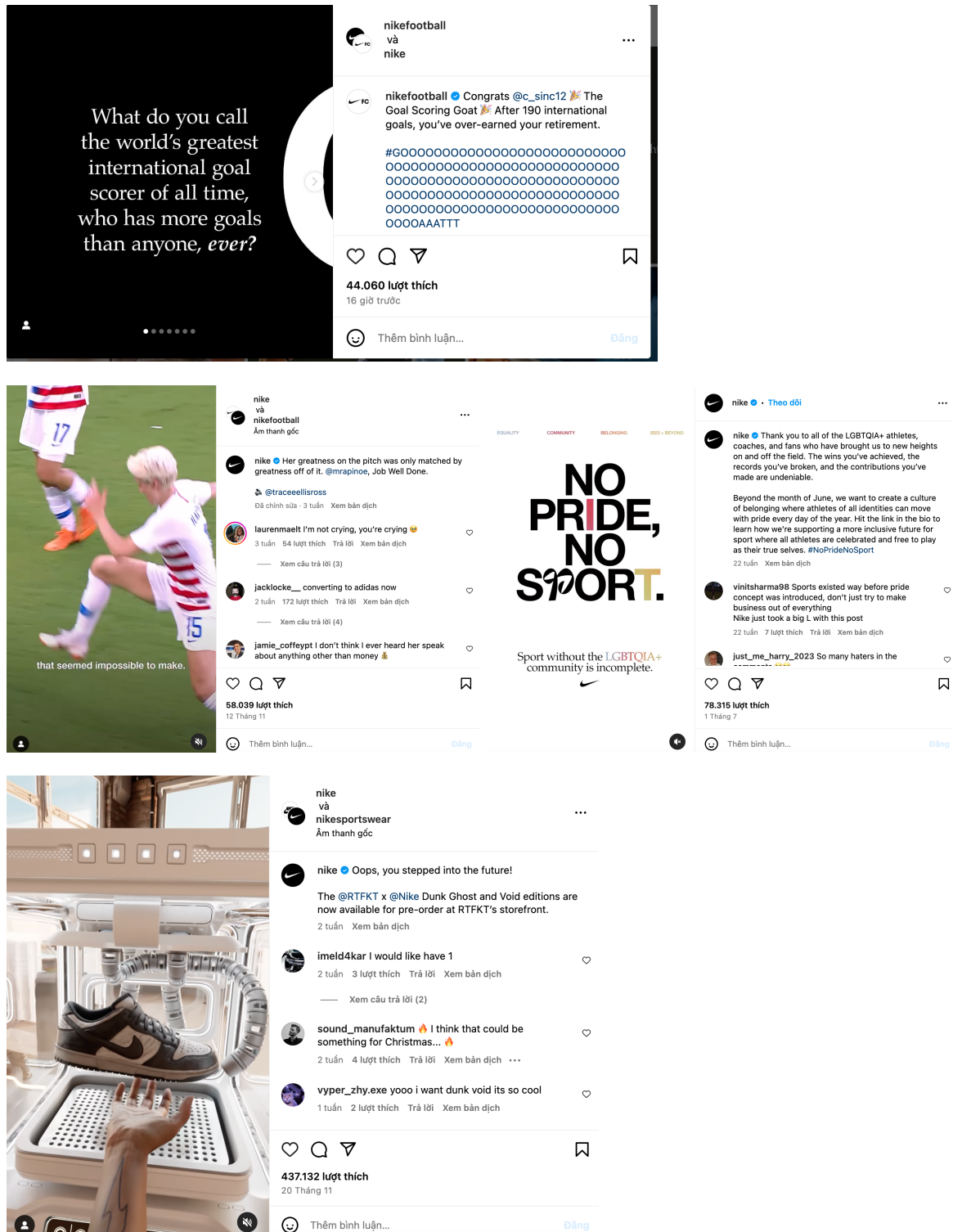


**Figure 1. Social Networks that Nike is currently active on (RivallQ 2023)**



**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 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). .



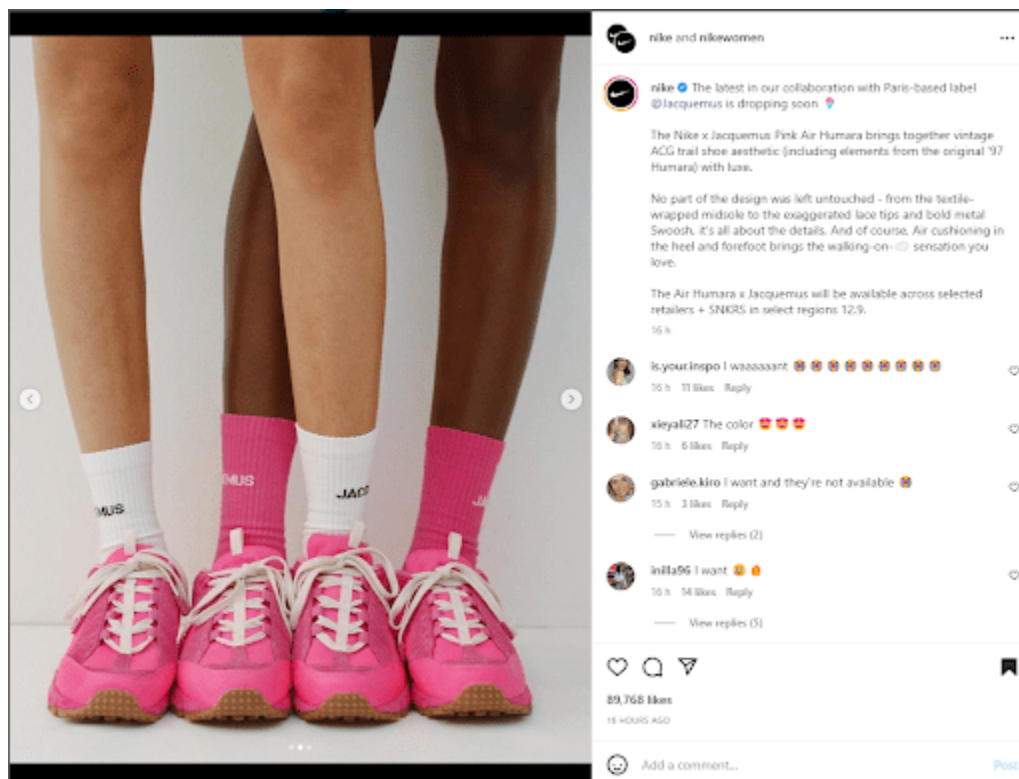
**Figure 4. Nike's content types on Instagram**

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.

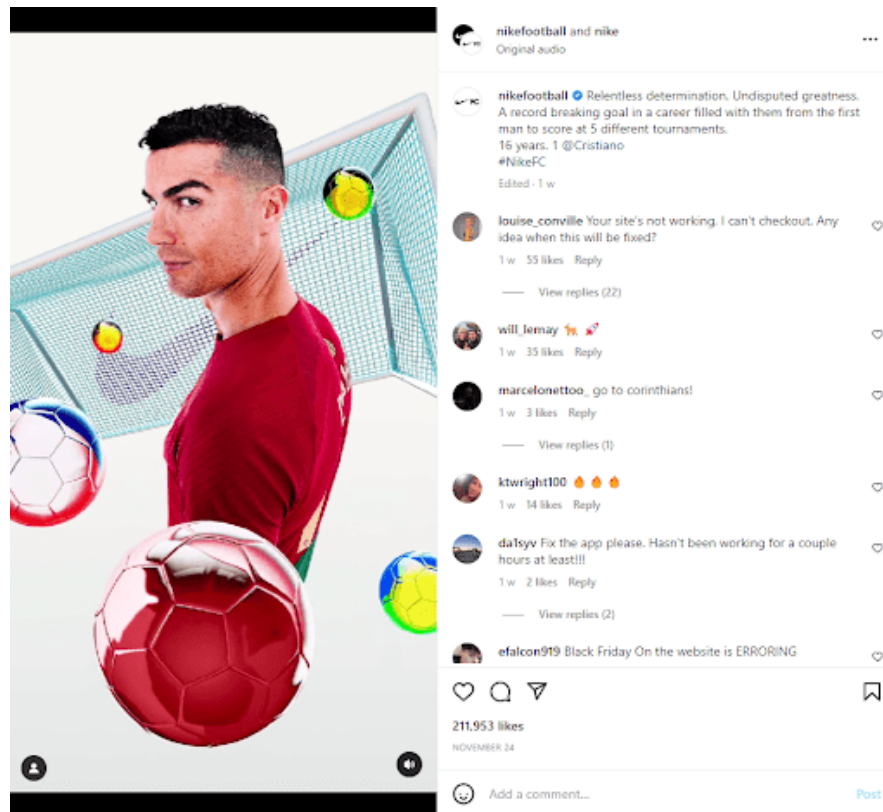
The brand often encourages its followers to share their own stories and experiences, using hashtags (such as #nikefc, #nikewomen, and #justdoit) and other tactics to spark conversations and create a sense of community (KeyHole, 2023).



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.

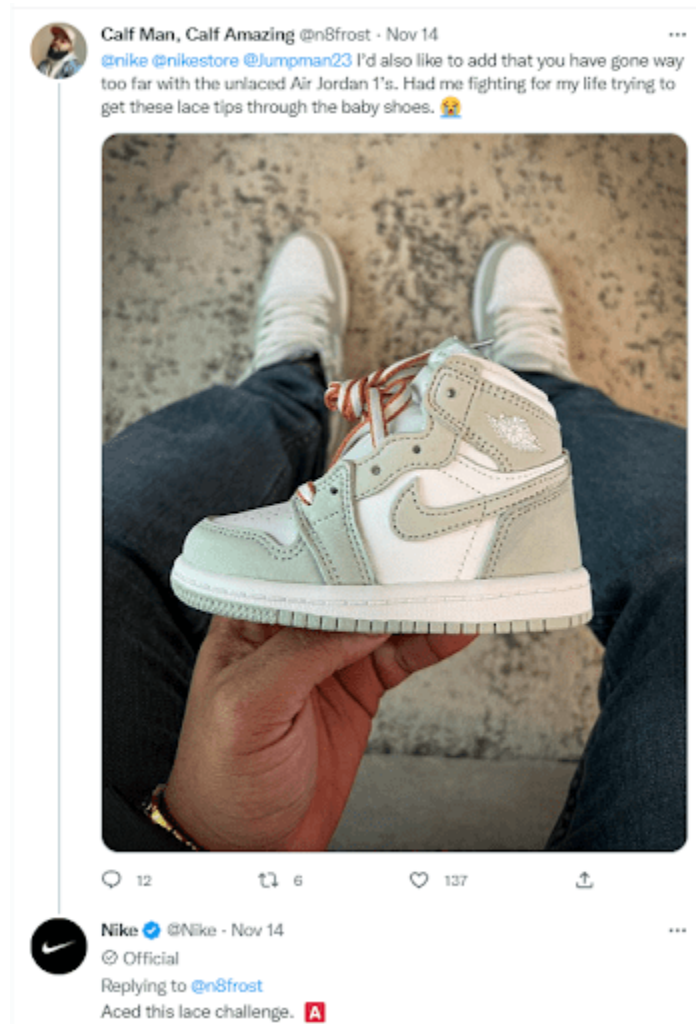


Besides sharing content, Nike also uses its social media channels to listen to its customers and respond to their comments and questions in a timely and personalized manner.





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:



- Marketing issue

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.

### **III. Competitor Comparison:**

- identify one main competitor.

#### **Example:**

Adidas's social media presence is marked by a substantial following across various platforms. They have a particularly strong following on Facebook, with 40.95 million likes, and TikTok, with 38.2 million followers. Adidas utilizes a content strategy that includes leveraging celebrity and athlete collaborations, posting steady updates on products, and regional marketing—especially in markets like India. They engage with their audience through interactive campaigns and emphasize advocacy for social causes. Despite a smaller presence on YouTube and Twitter compared to Nike, their targeted content and strategic use of carousels and videos have proven effective in engaging their audience.

- Compare their social media strategy with your chosen brand's strategy. Highlight strengths, weaknesses, and opportunities for your brand.

#### **Example:**

- Nike's Social Media Strategy:
  - + Nike has a commanding lead on Instagram and Twitter with 252 million and 9.58 million followers respectively, indicating a robust engagement on these platforms.
  - + Nike's content strategy is varied and engaging, utilizing videos, graphics, and multimedia to showcase their products and stories.
  - + Nike actively responds to their audience on Twitter, maintaining a significant portion of their activity through direct engagement.
  - + Nike's YouTube presence is strong, with their videos receiving millions of views, indicating their content resonates well with their audience.
- Adidas's Social Media Strategy:

- + Adidas, though trailing Nike on Instagram and Twitter, has a strong presence on Facebook with 40.95 million likes, and their content strategy on Instagram is highly effective despite fewer posts.
  - + Adidas leverages collaborations with celebrities and athletes, such as Pharell Williams, to enhance brand visibility and appeal.
  - + They focus on regional marketing strategies, curating content that resonates with local audiences and sports, as seen in their targeted marketing in India.
  - + Adidas's YouTube strategy is proving to be robust as well, with a significant number of views on their content, despite a smaller subscriber base compared to Nike.
- Strengths, Weaknesses, and Opportunities for Nike:
  - + Strength: Nike's engagement rates on Instagram and Twitter are exceptionally high, and their diverse content keeps their audience highly engaged.
  - + Weakness: Nike's current lack of activity on Facebook presents a weakness in their strategy, as they are not leveraging the platform's vast user base to its full potential.
  - + Opportunity: Nike has the opportunity to re-engage with the Facebook audience and perhaps adapt some of the effective strategies Adidas has implemented, such as a stronger focus on regional marketing and leveraging trending themes through social listening.

#### **IV. Evaluation**

- Advantages and Difficulties:
- Evaluate the advantages of the brand's current social media strategies. What are they doing well?

#### **Example:**

- + High Engagement on Instagram: Nike has managed to garner over 8.83 million engagements with just 58 posts in three months, showcasing their ability to create compelling content that resonates with their audience.
- + Celebrity Influence: The brand's strategy of leveraging partnerships with high-profile athletes and celebrities, such as their collaboration with Billie Eilish, has been successful in amplifying their reach and engagement.

- + Content Diversity: Nike employs a variety of content formats, from videos to carousels, ensuring their content remains fresh and engaging.
- + Responsive Twitter Presence: With 10% of their activity on Twitter being direct engagement with their audience, Nike demonstrates a commitment to customer interaction, which is key to fostering brand loyalty.
- + YouTube Engagement: Nike's YouTube strategy is effective, with their top video in the past three months hitting over 21 million views, indicating that their content is captivating and broadly appealing.
- **Difficulties:** Identify any difficulties or challenges the brand faces in its social media marketing.
- + Facebook Inactivity: Despite having over 36 million followers, Nike has not been active on Facebook in recent months, which has led to a decline in engagement and could potentially result in a loss of audience over time.
- + Content Saturation Risks: With 270 social media profiles, there is a risk of content saturation which could dilute the brand message and overwhelm followers.
- + Adapting to Platform Algorithms: Continuous updates to social media algorithms pose a challenge for Nike in maintaining content visibility and engagement levels.
- + Crisis Management: The sheer size of Nike's social media presence could make it difficult to manage a crisis swiftly across all platforms, where any negative incident can quickly escalate and spread.
- Goal Recommendation

- Nike could benefit from amplifying its presence on underutilized platforms like Facebook to re-engage its extensive follower base.
- Emulating Adidas's use of social listening to capitalize on trending themes could help Nike stay relevant with younger audiences.
- Increasing interaction with audiences, as Adidas does with initiatives like #stansmith, can enhance Nike's customer engagement and brand loyalty

## **V. Conclusion**

- Summarize your findings and provide a concise conclusion based on your analysis.

### **Example:**

Nike's social media strategy exhibits strength in engagement on Instagram and YouTube but lacks activity on Facebook, presenting an opportunity to re-engage and expand reach.

- Highlight key takeaways and offer final recommendations for the brand's social media strategy improvement.

### **Example:**

To stay competitive, Nike could benefit from enhanced social listening and regional content strategies, similar to Adidas, to further appeal to a global audience.