

LEGO's Digital Marketing Strategy

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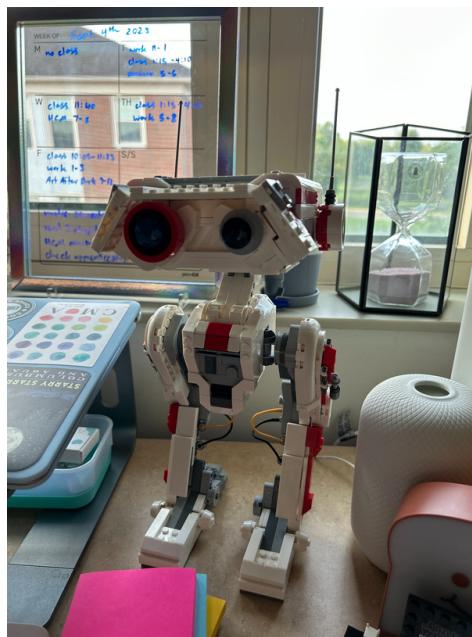


PERSONAL STATEMENT

As a kid, I played with dozens of LEGO sets throughout my childhood and loved the creativity it inspired whenever I got out a random collection of LEGOs on my play table.

I continued interacting with LEGO through retail stores. I remember visiting a huge store in Chicago when I was on vacation, spending hours there. Once a LEGO store opened up at a shopping center near me, I couldn't wait to visit it. I attended many grand opening events for this store, including building portions of a massive LEGO Yoda statue placed in the middle of the mall. It's a fond memory for me, growing up with LEGO, because my dad's love for architecture made it impossible that he wouldn't love LEGO too.

I've interacted with LEGO throughout my life and still continue to love the build kits connected to other brands like Star Wars. LEGO encourages creativity and innovation that I think kids and adults alike can appreciate.



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LEGO'S BRAND & HISTORY

From LEGO's website

The Danish words “leg godt,” meaning “play well,” created the term that many people know and love today, as LEGO. The brand has strived to live by this phrase since the company was founded in 1932.

As the world’s largest toy company, LEGO strives to keep physical toys relevant in the digital age of social media and video games. The company follows these six principles to represent the brand:

Belief	Children are our role models				
Mission	Inspire and develop the builders of tomorrow				
Vision	A global force for Learning-through-Play				
Idea	System-in-Play				
Values	Imagination • Fun • Creativity • Caring • Learning • Quality				
Promises	Play <small>Promise</small> Play Well	People <small>Promise</small> Succeed and Grow Together	Planet <small>Promise</small> Positive Impact	Partner <small>Promise</small> Mutual Value Creation	
Spirit	Only the best is good enough				

The “LEGO brick” many people know was created in 1958 and has evolved throughout the years based on the creativity and innovation LEGO has inspired through its toys.

Many children, myself included, have grown up with this brand and continue to see the value it has for the kids of the next generation. This includes LEGO’s sustainability pledge to reduce its carbon footprint and create LEGO bricks out of recycled materials.

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COMPETITION

Website comparisons, data from SimilarWeb

LEGO

Overall site visits	112.4M
Global Rank	#966
Bounce rate	39.92%
Organic search	32.43%

MATTEL

Overall site visits	23.14M
Global rank	#8,580
Bounce rate	49.62%
Organic search	50.74%

Mattel is LEGO's main competitor for a toy-related company. It's worth referencing that Mattel had a huge spike in website traffic from the Barbie movie that premiered last summer. I think the increase in organic search traffic comes from the popularity of the Barbie movie.

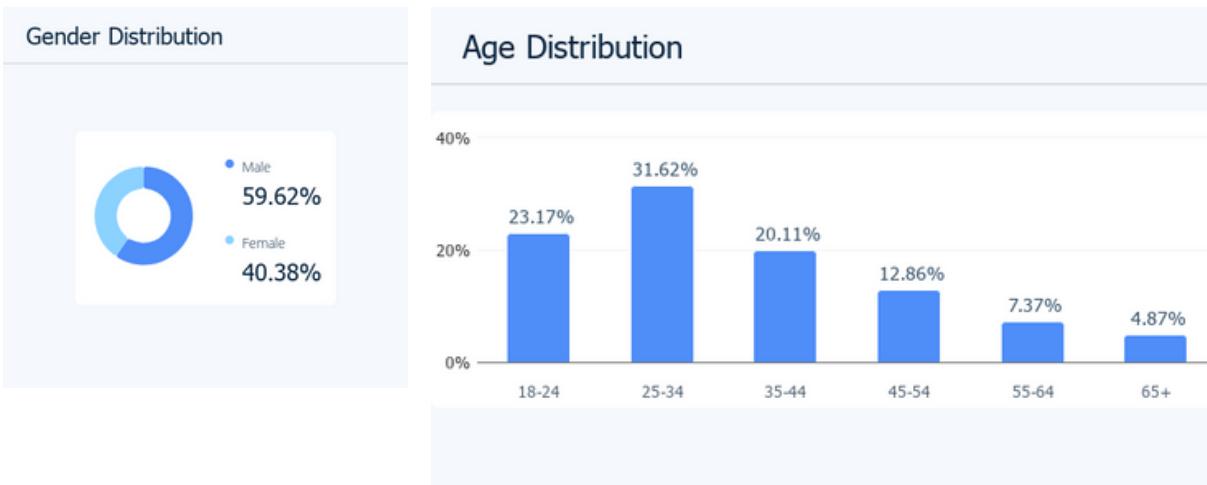
Because of LEGO's niche product yet wide awareness of the product, they compete well against other toy companies like Mattel and Hasbro who specialize in many different, less popular toys.

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AUDIENCE

Data from SimilarWeb



Although the main demographic for LEGO's website are men and people between the 25-34 years old, this is only because their target audience is unable to purchase from the website because they're too young.

As LEGO explained, their first pillar and belief is that children are our role models. So, it would make sense that the 25-34 age demographic would be most popular—adults who are buying LEGOs for their children to enjoy.

While the majority gender distribution for LEGO is male, the brand has still made products that cater to its female customers. I distinctly remember when the LEGO Friends kits came out when I was 10, and I knew I had to collect all of the sets as soon as possible. As LEGO gains interest from various types of customers, they create products and opportunities to include them in the brand.

Traditional Marketing



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TRADITIONAL MARKETING

My personal experiences



LEGO wants to ensure all of its marketing isn't in the digital basket—and it's doing a great job. The two mega-creations are from a retail store in London, and yes, of course I bought something.

The top left picture is from a Walmart print catalog for the holidays, a great way to expand reach through Walmart's customers.

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TRADITIONAL MARKETING

Data from AdsoftheWorld and Cincinnati Museum



Another example of LEGO's traditional marketing is a collaboration with the Cincinnati Museum with an exhibit for visitors to see massive builds and create new builds of their own. This hits one of the company's core beliefs: inspire and develop the builders of tomorrow. I also saw a TV ad for this exhibit, which is both a form of traditional marketing and WOM for LEGO.

This ad appeared in a subway station and in print materials. I love how it defies what people think of LEGO and yet still catches interest based on the simple design.

Reaching consumers in multiple settings refers to the 3-hit theory, the more people are shown a brand or product, the higher chance they will make a purchase.



Digital Marketing



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EMAIL MARKETING

Data from Mailcharts and personal emails

- Successful email marketing campaigns
- Use the Goldilocks principle: emailing just the right amount
- Short subject lines, avg. 30 characters

New Tiny Plants are here

BOTANICAL COLLECTION
Tiny Plants

From succulents and tropical flowers to wondrous carnivorous plants, these new LEGO® Icons Tiny Plants are the perfect gift for the plant lover in your life - even if that's you.

LEGO

Black Friday

Ends in
00:00:00:00
DAYS HOURS MINUTES SECONDS

Black Friday offers are nearly done

Don't miss out on our biggest Black Friday sale ever. Head to LEGO.com now and start building your Black Friday basket.

[Shop offers](#)

NEW OFFERS EXCLUSIVE CONTACT US PREFERENCES

- 1-way communication optimized for users to make a purchase
- Personalization creates more leads
- Uses a CRM program to help with customer relations
- Uses website data to trigger product features for personalized targeting

While it took LEGO about a month to start sending me emails, I found their content to be valuable, interesting, and relevant if I was a frequent buyer. I would recommend continuing testing subject lines and monitoring the bounce rate for which email addresses to remove from its lists.

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EMAIL MARKETING

Email subscriber data

One thing LEGO is doing really well is personalizing email subject lines to get users' attention. It worked for me when I looked at the second email because I have many picky gift people in my family.

abbey, it's time to play External ➔

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to me ▾

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LEGO® News <Noreply@e.crm.lego.com> [Unsubscribe](#)
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This email was sent to: elizonar@miamioh.edu.

We want to know what you're interested in! Update your preferences [here](#) and help us make your LEGO® experience even better than it already is, or unsubscribe [here](#) if you no longer wish to receive LEGO promotional emails.

For more information regarding our Privacy Policy, please [click here](#).

Please review our [cookies policy](#).

LEGO Aastvej 1, Billund, 7190, Denmark

LEGO also follows the rules and regulations of the CAN-SPAM act designed to give customers the option to avoid getting spammed by marketers. And it's even personalized to try and keep people interested in receiving the messaging they want from LEGO.

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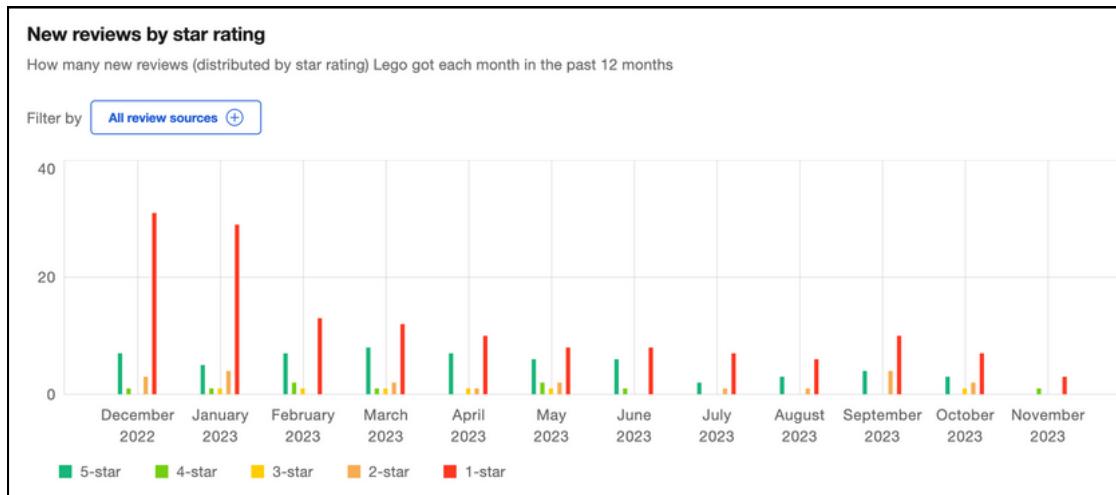


CUSTOMER REVIEWS

Data from TrustPilot and Comparably

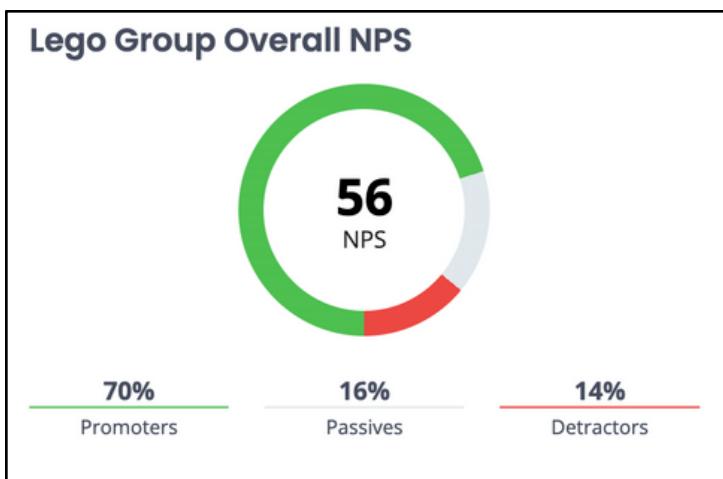
Product reviews are an area LEGO could easily improve:

- Respond to all negative reviews
- Encourage positive reviews through personalized responses
- Use MarTech, like Bazaar Voice, to syndicate reviews



With the 36 Rules of Social Media, LEGO needs to follow #1 and #8: if all you do is respond to complaints, that's all people will send you AND always write back.

Earned media is the hardest media type to improve, so LEGO needs to pay attention to the value of consumers' opinions.



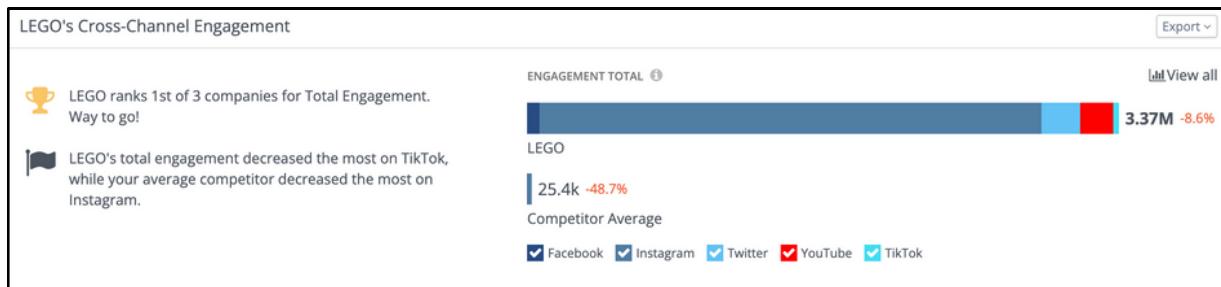
This would also help LEGO improve their NPS score and turn the detractors into passives or promoters. Since it already uses a review syndicator, BazaarVoice, then it can spread responses quickly.

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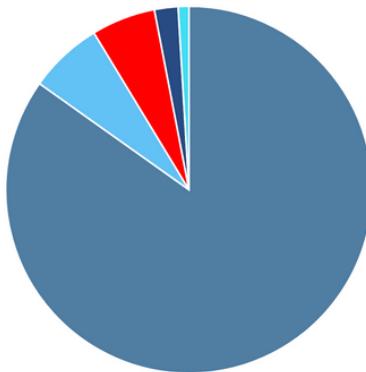


LEGO Social Channels and Competition

Data from RivalIQ



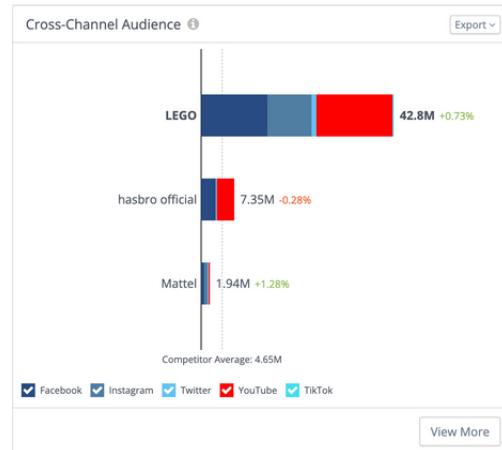
LEGO Cross-Channel Engagement
Nov. 7, 2023 - Dec. 6, 2023 EST



Instagram	2.86M
Twitter	219k
YouTube	190k
Facebook	70.1k
TikTok	32.0k

LEGO is crushing the competition on its social media channels. It has a presence on all major platforms, which should be re-evaluated. As Rushkoff says, not all sizes fit all. Engagement on its YouTube and Facebook channels is low, so conducting a social media audit would prove whether these channels are relevant to consumers.

And after following LEGO for a few months, I can see the value in their Instagram and X accounts. A fun notification appears on my phone rather than breaking news or endless gmail notifications. This is great for their Owned media, part of their POEM strategy.



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Social Media Influencers

Data from EMarketer and Forbes

LEGO has one main opportunity to improve reach and sales: influencer marketing.

Choosing the right influencer(s) can improve LEGO's brand since it's shown to be more resilient than social ad spending.

Here's a breakdown of potential influencers to choose:

Influencer	Followers	Benefits
Ryan Kaji	36M	<ul style="list-style-type: none">• Engage target community• Create trust with consumers
Lofi Girl	1.1M	<ul style="list-style-type: none">• Show creativity of brand• Target new community
JK Brickworks (Jason Allemann)	511K	<ul style="list-style-type: none">• Encourage creativity with customers• Inspire UGC

Choosing from macro and mega influencers has its benefits and deficits, which is why I suggest choosing one from each category. I would also recommend LEGO collaborate with a nano or micro-influencer to increase their credibility with that influencer's main audience. Since LEGO is a global brand, the more local they target consumers, the better outcome.

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Global company, no localization

LEGO's home website and SimilarWeb

US VERSION

The screenshot shows the LEGO.com homepage with a yellow header. The main feature is a large image of the Orient Express train set. Below it, there's a call-to-action button 'Shop now >' and a link 'Learn more >'. The navigation bar includes links for 'New', 'Exclusives', 'Offers', 'Holiday', 'LEGO® Fortnite®', and 'LEGO® Insiders'.

CHINESE VERSION

The screenshot shows the LEGO.com homepage for China, featuring a different design and layout compared to the US version. It highlights the 'Alpine Lodge' set and includes a '了解详情 >' (View details) button. Below the main image, there are smaller images of various LEGO sets and minifigures from different themes like Star Wars, City, Creator, NINJAGO, DUPLO, and TECHNIC.

BRAZILIAN VERSION

The screenshot shows the LEGO.com homepage for Brazil. It features a large image of a LEGO Christmas-themed set. A prominent call-to-action button says 'Comprar >' (Buy now). The navigation bar includes links for 'Lançamentos', 'Exclusivas', 'Ofertas', 'Star Wars™', 'LEGO® EDUCATION', and 'Novel'.

FRENCH VERSION

The screenshot shows the LEGO.com homepage for France. It features a large image of the Orient Express train set. A call-to-action button says 'Compra ora >' (Buy now). The navigation bar includes links for 'Novità', 'Set esclusivi', 'Offerte', 'Star Wars™', 'LEGO® Fortnite®', and 'LEGO® Insiders'.

LEGO has only three versions of its main website for international consumers. Glocalizing the website based on the country or region will improve user experience and make people more likely to complete a purchase based on featured products. And since the majority of users visit LEGO.com on mobile, they should follow rule #22: desktop is conquered territory; mobile is the battlefield, when it comes to website design.

Benefits of localized website page:

- Improved user experience
- More time spent on LEGO.com
- Increased sales
- Improved brand appearance
- Better mobile experience

Device distribution i

Aug 2023 - Oct 2023 Worldwide



Desktop	33.99%
Mobile Web	66.01%

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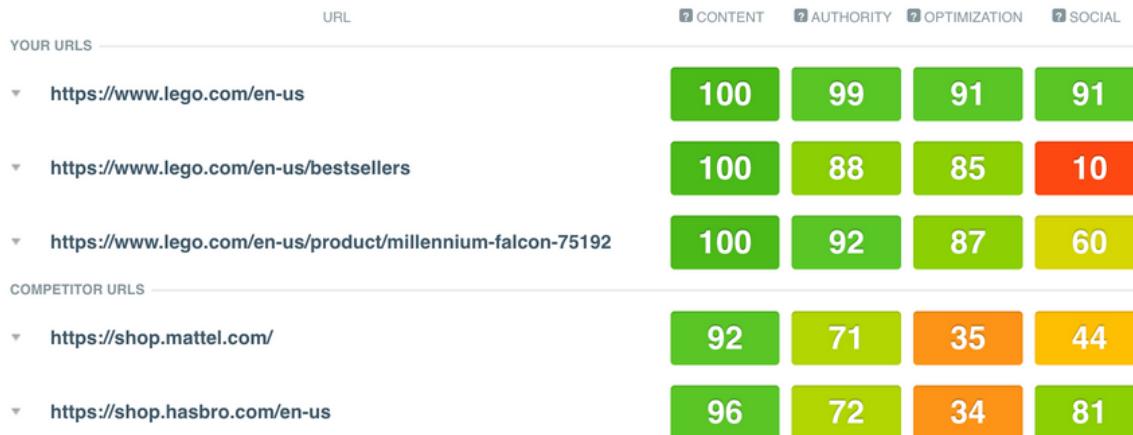
Search Engine Optimization

Data from Can I Rank?

Search Engine Optimization is one of the best ways to improve website traffic and appear in organic search results. As a professional writer, I find this area of marketing particularly fascinating.

Grow my content			
80+ # of keywords ranking in top 20 on Google	\$224,320 Total ad value of keyword rankings	1,648,408 Total search volume of keyword rankings	3,280,000 # pages indexed by Google

How does your site compare to the competition?



Based on data from Can I Rank? LEGO's home website is not only exceeding expectations for their Google ranking but also crushing their competitors' URLs.

The only areas of improvement are connecting these successful URLs to their social media accounts other than Facebook and Pinterest, and also joining in on customer conversations through online forums. This suggestion calls back to rule #8: Always Write Back, like in the customer reviews section.

Affiliate Marketing Program



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AFFILIATE MARKETING PROGRAM

Personal research data from LEGO.com

I was introduced to the Affiliate Marketing Program a few months ago through a social media post, which follows rule #14: Everyone is an Influencer.

After reading up on some of the benefits of this program and the way affiliates use it, LEGO needs to emphasize this program more to its consumers.

How do I become an official LEGO.com Affiliate?

It's easy to start earning commission for helping to drive traffic and sales through your website to LEGO.com. Through our affiliate network partners, we'll help by providing you with official LEGO branded banners, text, and product links which you'll be able to use on your site. You'll have everything you need in your online toolkit to start earning commissions, and, once we process the transaction reports at the end of every month, we can ensure a fully transparent, prompt affiliate payment process.

Some helpful pointers to get you started...

- Affiliates earn commission on products sold on LEGO.com (excluding delivery, taxes and returns)
- Affiliates can take the advantage of reporting and sales tracking through our affiliate network partners.
- Affiliates receive exclusive newsletters, product, and special promotion updates.

I tried to sign up for this program, but I didn't have an active website where I could post content. But, from the social media post I saw, there's an easy way to use Pinterest as an avenue for affiliate links. And as we know from rule #32: Pinterest Works.

LEGO should promote this program to nano and micro-influencers looking to make passive income and give LEGO more paid media in their overall digital strategy.

Possibilities of GAI for LEGO



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GAI POTENTIAL

Written by ChatGPT, Edited by a Human

I asked ChatGPT to tell me about LEGO's Digital Marketing...

1. Social Media Presence: LEGO maintains a strong presence on various social media platforms, including Facebook, Instagram, X, and YouTube. These channels share product updates, engage with fans, showcase UGC, and promote events.
2. Online Advertising: LEGO invests in digital advertising campaigns to reach a broader audience. This includes display ads, video ads, and sponsored content on platforms like Google, YouTube, and other websites.
3. Email Marketing: LEGO utilizes email marketing to communicate directly with its customer base. This involves sending newsletters, promotional offers, and information about new product releases.
4. Website and E-commerce: LEGO's official website is the central hub for information about its products, games, and various initiatives. The site also provides an e-commerce platform where customers can purchase LEGO sets and related products directly.
5. LEGO Life App: LEGO has a dedicated mobile app called LEGO Life, a social platform for children to share their LEGO creations, participate in challenges, and engage with the LEGO community in a safe, online environment.

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GAI POTENTIAL CONT.

Written by ChatGPT, Edited by a Human

I asked ChatGPT to write a LEGO social media post...

🌈✨ Unleash Your Imagination with LEGO! ✨🌈

Hey LEGO lovers! 🚀 Dive into a world of endless creativity with our iconic bricks! 🌟 Whether you're building towering castles, zooming through space, or creating your very own superhero adventures, LEGO is where the magic happens! 🏙🚀🦸

🌈 Share your masterpieces with us! Tag #LEGOCreators to showcase your incredible builds and inspire others on this colorful journey. 🎨🌟

🎉 Psst... have you explored our latest sets? From epic Star Wars battles to enchanting Harry Potter moments, there's something for every builder! 🎨🧙 Check them out at LEGO.com or your nearest LEGO store. 🛒

Stay tuned for more surprises, challenges, and the joy of building together! Let your imagination soar, because with LEGO, anything is possible! 🌈🚀 #BuildBeyond #LEGOAdventures #CreateWithLEGO

With the seamless potential of ChatGPT to create engaging content, GAI could be a worth-while investment for the brand to streamline its social media content strategy.

Recommendations



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RECOMMENDATIONS

Human-generated from data in this report

START

LEGO needs to start doing two main objectives for improving its overall marketing strategy:

1. **Replying to more customer reviews, especially negative ones**
2. **Collaborating with influencers of all following sizes**

Replying to customer reviews not only follows rule #8: always write back, but also helps the consumer and the seller have a better experience in the future. If one customer thinks the LEGO kit they bought is too difficult for their child, then that review may help another customer looking for such a challenge. Reviews are a form of advertising, so the more you focus on them, the better outcomes you'll produce through this form of marketing.

LEGO already has a major audience that engages with their social media content, particularly on Instagram and X. Partnering with an influencer like Ryan Kaji can help LEGO target an existing community interested in quality children's toys. This would not only increase awareness and sales for the brand but also engage with the target audience LEGO admires most, the innovators of the next generation—kids.





RECOMMENDATIONS

Human-generated from data in this report

STOP

LEGO needs to stop two habits regarding its website and customer review responses to improve its digital marketing strategy.

1. Glocalize international website homepages

2. Personalized responses to customer reviews

I noticed that LEGO doesn't personalize its websites based on geographic location. As a major global company, this lack of localization diminishes user experience and doesn't connect with various cultures around the world. For example, countries that don't celebrate Christmas but another holiday during the winter season in the northern hemisphere could be shown products that relate to the season but not a specific holiday. Another change could be including diverse people or LEGO Minifigures based on the country's population. This change would show LEGO cares about user experience and helps its customers relate to the brand.

LEGO does a good job responding to customer reviews, however, those reviews can be customized to improve the result of the review. This relates to Rule #10: people would rather talk to Comcast Melissa than Comcast. The responses to customer reviews often include the name of the person writing it, yet the response feels robotic or unhelpful to the customer's problem. LEGO needs to have more support avenues than their customer service line, opening up opportunities for AI like a live chat bot that can answer users' pressing questions. The younger generations, including Millennials and Gen Z, can't stand talking on the phone, but love to text, which is a great way to design the website for their target audiences.

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RECOMMENDATIONS

Human-generated from data in this report

CONTINUE

LEGO has done many successful strategies for reaching customers, boosting the brand, and following a “marketing with meaning” model to create content. I suggest LEGO keep doing these three objectives to continue a successful marketing strategy:

1. **Sending personalized emails to customers**
2. **Engaging with communities via social channels**
3. **Utilizing traditional marketing outlets**

I will continue to stay subscribed to LEGO’s email list after the end of the semester. The emails contain good sales, featured products, and personalized items that relate to my previous website history. I think it has the potential to use website data from users to trigger banner ads on other sites as well.

The best way to encourage and continue 2-way communication is through social media. LEGO’s Instagram and X accounts are great places for customers to explore, interact, and connect with other builders who love the brand as much as they do. If I wanted to expand my knowledge of their social channels, I would conduct an in-depth audit of each one, reviewing posts on a quantitative and qualitative level. The 9.6M followers on its Instagram account speak for the whole brand’s success.

The digital basket isn’t everything, and LEGO’s bread and butter is physical products, so it leverages TV ads and physical displays with the iconic bricks. From interactive displays at museums to in-store masterpieces based on location, there’s nothing you can’t do with LEGO.

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SOURCES

Human sourced data from this report

LEGO's home page

<https://www.lego.com/en-us>

SimilarWeb

https://pro.similarweb.com/#/digitalsuite/websiteanalysis/overview/website-performance/*/999/3m?webSource=Total&key=lego.com

SpyFu

<https://www.spyfu.com/overview/domain?query=lego.com>

Comparably

<https://www.comparably.com/brands/the-lego-group>

Rival IQ

<https://app.rivaliq.com/overview>

Can I Rank?

<https://www.canirank.com/dashboard>

ChatGPT

<https://chat.openai.com/>

TrustPilot

<https://www.trustpilot.com/>

MailCharts

<https://app.mailcharts.com/>

Forbes

<https://www.forbes.com/sites/stevenbertoni/2023/09/26/top-creators-2023/?sh=5474d7254c0c>

Unsplash, royalty free images

<https://unsplash.com/>

Thank you.

I hope my report has given you valuable insights on how to optimize LEGO's digital marketing strategy in the new year.

Best,
Abbey Elizondo

