

A woman with dark hair in a ponytail, wearing a pink t-shirt, black leggings, white sneakers, and a light blue face mask, is running from left to right in the foreground. Behind her is a large, dark grey wall featuring a massive white Nike swoosh logo. Overlaid on the swoosh is the text 'NIKE's' in a large, bold, white, italicized sans-serif font, and 'Digital Strategies' in a smaller, grey, italicized sans-serif font, both angled upwards from left to right.

NIKE's

Digital Strategies

MKTG 404



Sneakerheads

Demographics :

- Age 25 – 44
- Urban
- %75 Male

Psychographics:

- Interest in rap music
- Basketball culture
- Symbolizing status

Product Type : **SNEAKERS**

- Product use & motivation : Status symbol, reselling purposes
- Path to purchase : Contracted retail stores, Nike website, Nike app
- Influencers : Kanye West, Michael Jordan



Segment Marketing Objectives:

- Creating a loyal customer base
- Creating hype around new shoes
- Satisfying the reselling community
- Selling overpriced limited-edition shoes





Athletes

Product Types: **Sneakers, Athletic Dri-Fit Shirts, Shorts**

- Product use / motivation : Professional usage, Status symbol, athletic materials used in the products
- Path to purchase : Retail stores, Nike website, Nike app
- Influencers : Michael Jordan, Kobe Bryant, Roger Federer

Demographics:

- Age scale: 15-55
- Football and baseball players in the US, soccer in the EU, cricket in India, soccer players in the UK, rugby players in UK and Australia.

Psychographics:

- Healthy lifestyle
- Enjoyable exercise experience
- Comfortable clothing and footwear

Technographics

- Nike + membership - Set fitness goals and track movements



Segment Marketing Objectives:

- The best exercise experience for professionals
- Comfortable clothing and footwear
- Enjoyable exercise experience



