

Submitted By

# SOCIAL MEDIA ANALYSIS OF NIKE

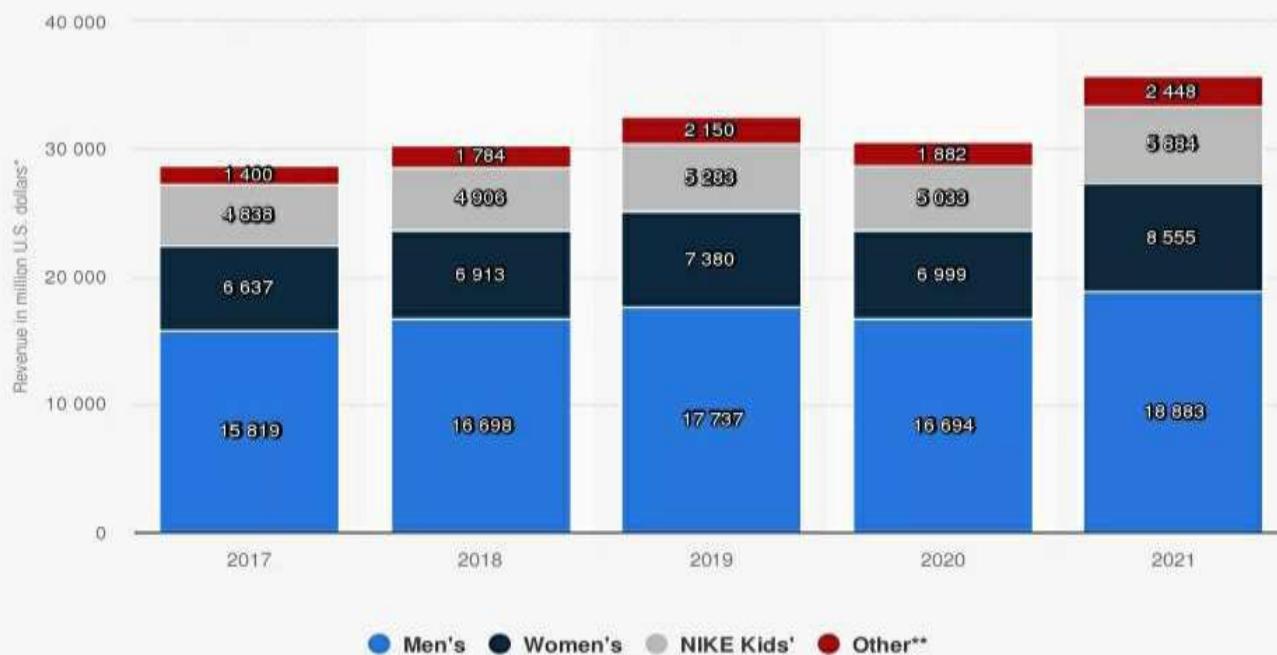
# Introduction

- ⦿ With yearly sales around \$50 billion, Nike has maintained its major share in the worldwide market.
- ⦿ From elite athletes to regular exercise enthusiasts, the brand's distinctive motto, "Just Do It," captures its dedication to performance and empowerment and attracts to a broad spectrum of customers.
- ⦿ Nike targets a sizable but specific audience: fashion-forward, athletic, and age-between-18 and 35 year old men and women.
- ⦿ The themes of individual growth and self-actualization of the brand appeal especially to this group.

# Target Audience

- Nike wants to establish an emotional connection with the target customers by leveraging the impact of community-based projects and star athlete sponsorships.
- Having more than 315 million followers, Instagram is now the most powerful tool available to Nike among all others.
- With premium photographs and videos on Instagram, primarily a visual platform, Nike can highlight its products and inspire its target market.
- For instance, Nike's recent promotion of its Air Max Day line showed a notable increase in participation, therefore demonstrating the effectiveness of focused marketing efforts connected to new product introductions.

### Nike's wholesale revenue worldwide from 2017 to 2021, by customer segment (in million U.S. dollars)



Source:  
Nike  
© Statista 2021

Additional Information:  
Worldwide; Nike; 2017 to 2021

- The majority of the brand's target audience is those between the ages of 18 and 35, including men and women. Conversely, younger people—especially Generation Z—are being elevated by networks like TikHub.
- Most Nike's sales come from consumers in wealthy cities and suburbs.
- Nike's most significant market is the US as more than forty percent of their overall sales originate from there. Particularly in Western Europe and China, the name has become very popular in the past few years. This might be explained by middle-class people seeking active lives becoming increasingly frequent in these areas.

# Social Media Platform Analysis

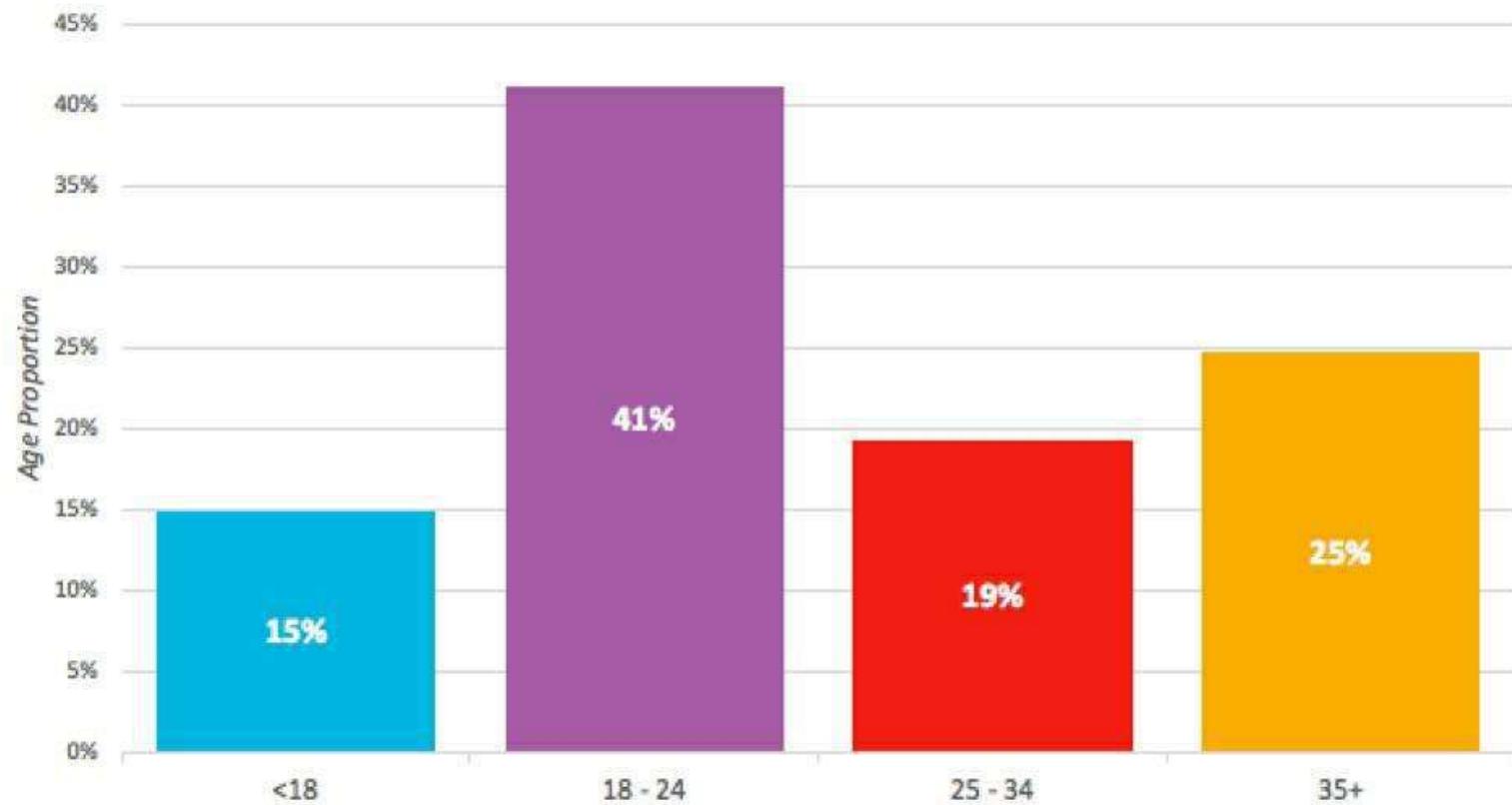
- TikHub has become well-known as a necessary tool for younger people, especially Generation Z members, especially Nike has a special chance to provide trend-driven material on TikHub that appeals to 15 million Nike members as of October 2024.
- Short-form video on the platform benefits much from creative stories and viral challenges.
- Nike's content approach clearly works as the 8.5% average interaction rate on TikHub is substantially higher than Instagram's.

- ◉ Programs like the #NikeFit Challenge have pushed consumers to participate and produced a lot of user-generated material, therefore enhancing the visibility of the brand and supporting community involvement.
- ◉ Nike has effectively tapped into the active culture of the app by working with well-known TikHub influencers, hence boosting website traffic and interaction.
- ◉ To strengthen its social media approach in the next months, Nike has a lot of important aims to reach. The firm plans to run viral campaigns and focused influencer relationships in order to boost its Instagram following by 10% and TikHub by 20%.

# Social Media Objectives

- Nike wants a 2% charge on the former and a 10% rate on the latter to increase involvement rates on Instagram and TikHub respectively.
- Apart from motivating involvement in sponsored challenges aiming at generating 100,000 pieces of user-generated content, another crucial goal is to foster community among its supporters.
- The ability to adapt to changing customer tastes guarantees the brand's continuous supremacy of the sports clothing industry and helps it to be positioned properly for future development.
- To build a framework that increases engagement and income, Nike's social media marketing plan is ultimately an all-encompassing one combining new digital interaction strategies with classic branding.
- Nike's dedication to customer interaction and creative innovation helps them to maintain its top ranking among sports brands on the market. Should Nike begin user-generated content projects, utilize its own resources, and examine rivals' tactics, its social media profile and marketing results might improve.

## Nike Audience



# Platform Choice

- From Blue Ribbon Sports in 1971, Nike changed its brand to become the venerable sports wear manufacturer.
- That started in 1964. Now that this firm has turned its attention away from producing sports shoes, it more resembles a lifestyle brand than a shoe maker. Nike has recently added a wide range of sporting gear, shoes, accessories, and clothing to its line-of business.
- Online and direct-to--consumer channels will account half of Nike's expected \$50 billion in sales by 2024.
- Corporate branding stresses production, creativity, and liberty; a "Just Do It" attitude points to a readiness to challenge constraints. This appellation's homogeneity throughout all sites and sources adds to its general popularity outside of sports.

# Brand Ambassadors

- Among the well-known sportsmen that support Nike items are LeBron James, Cristiano Ronaldo, and Serena Williams.
- Since the athletes often show up in Nike's social media campaigns, which underline the need of diligence and personal success, the firm values them especially.
- Under Armour and Adidas are two of Nike's main competitors. Smaller, more specialized companies from the fashion and sports sectors also challenge the company.
- Another factor that distinguishes Nike is their great value of new ideas. Digital companies like the Nike App provide tailored experiences.

# Target Revenue

- React Foam and Flyknit are two useful implementations of this technique.
- Nike is continually improving its social media approach with fresh material and alliances to stay with the times and grab the interest of its target market.
- Making these pieces of art required much thinking and labour.
- Nike is trying for a diverse and well defined market. Among its objectives is to draw consumers that value performance, style, and wellness.
- These demographic and psychographic elements help one create a strategy to transmit the message of a brand.



## TARGET MARKET SEGMENTATION AND MARKETING



# Personal Development

- ◎ The perfect Nike consumer is someone who has a hectic schedule, is not afraid to display her uniqueness, and is highly driven to develop personally. Apart from delivering required clothing, Nike provides these folks a voice and a feeling of camaraderie.
- ◎ Many consumers of Nike items desire to be better, which is consistent with the brand's strength and endurance philosophy.
- ◎ They follow their favourite celebs, see what's hot, and learn about fascinating issues via websites like Twitter and Instagram. Not to add, they are really tech-savvy.
- ◎ Enjoying both fashion and sports, Sarah visits Nike outlets and follows fitness bloggers on social media sites like Instagram and TikHub.
- ◎ She also interacts rather actively with Nike merchandise. Nike is dedicated to innovation and collaboratively works with elite athletes, hence Sarah has been a client for a long time.

# Brand Followers

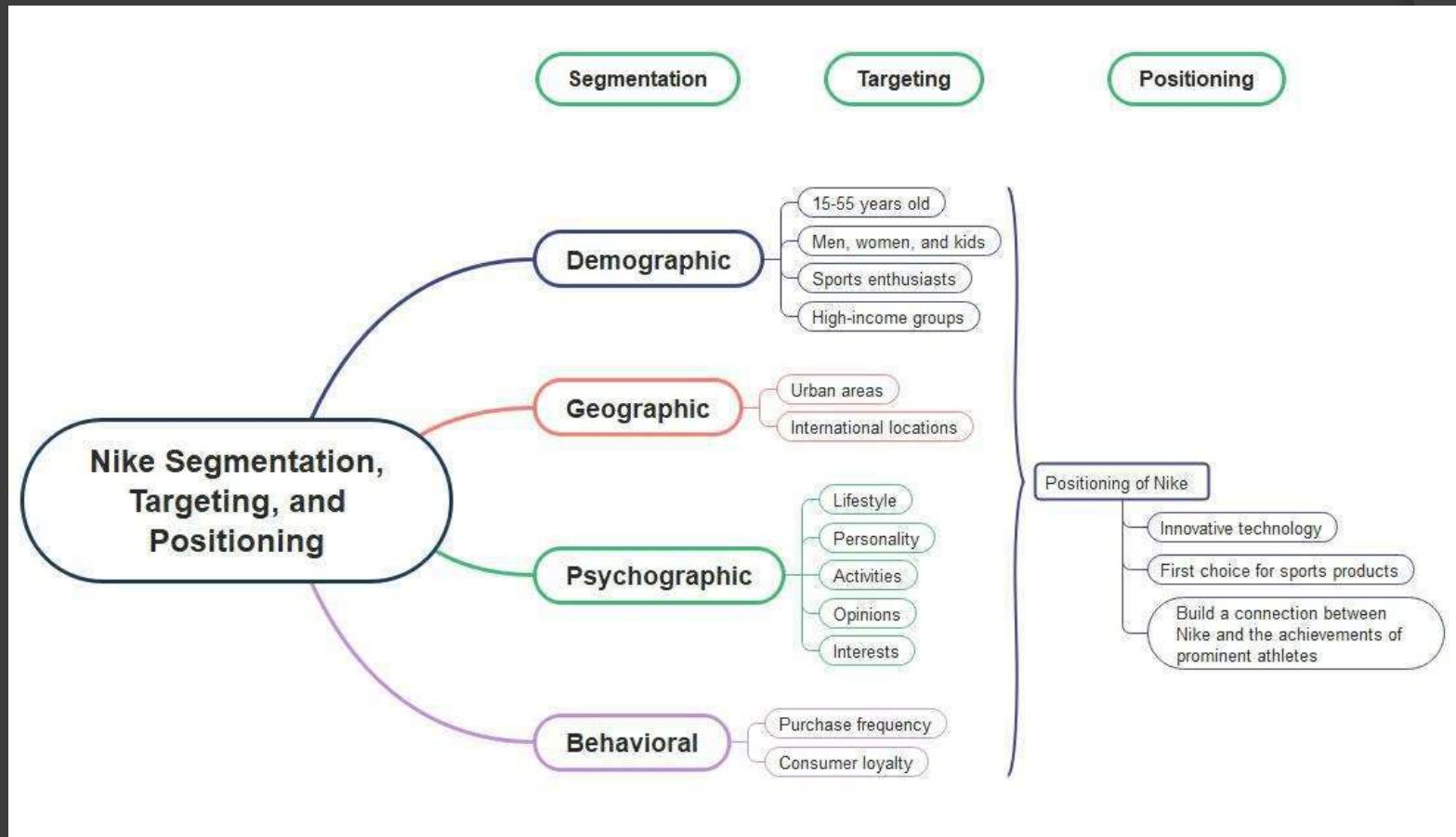
- Over the last quarter, the proportion of brand-followers has grown thirty percent. It has been expanding really rapidly in the previous few months.
- The #NikeFit Challenge, which pushed people to upload pictures of themselves going exercise while wearing Nike clothing, offers one likely reason for this increase.
- Looking at a Few Well-known Social Media Sites  
Nike interacts with its supporters in many methods, including social media just one of which.
- Nike's supporters gather online on Instagram and TikHub. Each meets different user demands. Among young people, TikHub is the most often used network because to its interesting events and viral videos.

# Social Media Appearance

- Apart from the visually appealing Nike merchandise, the website has excellent images of Nike athletes, equipment, and lifestyle issues.
- Nike's Instagram page features pictures of well-known sportsmen, user-generated material, and daily living.
- Likes and comments on pictures of popular athletes like LeBron James and Simone Biles on incredible athletic accomplishments abound.

- ◉ Announcement of a new product or limited edition item often results in better than others accompanying event posting.
- ◉ Thanks to Instagram Stories and focused interaction with powerful users, the Air Max Day collection witnessed a 30% rise in interest.
- ◉ Nike has a consistent and regular presence on Instagram by publishing roughly 25 times a month.
- ◉ The company's captions can include inspiring quotes from young people or sportsmen or jokes with a youthful bent.
- ◉ While hashtags like #JustDolt, #NikeWomen, and #AirMaxDay help people find your material, you may generate even more original hashtags to spark people's curiosity in your cause.

- Generally speaking, only 2.4% of individuals will react to these communications.
- Three million likes and hundreds of comments on the photo he uploaded of himself sporting the brand-new LeBron 21 shoes only 48 hours later.
- Nike's 1.2% overall Instagram contact rate is less than that of other well-known brand accounts.
- Nike's Instagram has a quite high engagement rate when compared to other stories.



# Conclusion

- ◉ This drives viewers to think about purchasing anything. Nike intends to develop narratives via limited-edition collaborations and new products that would inspire people to purchase from the brand.
- ◉ Nike intends to expand the community by means of celebrity collaborations and events endorsing user-generated content.
- ◉ The squad therefore starts to feel more confident. After the campaign ends, the total number of direct contacts and hashtags used reveals that 100,000 pieces of user-generated content were created overall.
- ◉ Nike's target audience is most active on Instagram and TikHub, hence much of their marketing money has gone there.
- ◉ Nike will always use Instagram as the preferred tool to highlight athlete comments, breathtaking images, and commercials.

- With most of Instagram's 315 million users middle-aged and beyond, Nike targets them especially for their advertising.
- We want to publish a range of material using the platform's features—stories, IGTV, and Reels.
- This category includes graphic depictions of objects and ways of life.
- Famous athletes including Cristiano Ronaldo were part of an Instagram Reel series showcasing the latest Nike Phantom GT2 soccer sneakers. Though it only led people to Nike's website, this strategy generated quite a buzz.

# References

- Keller, K.L. (2013) *Strategic brand management: Building, measuring, and managing brand equity*. 4th ed. Upper Saddle River, NJ: Pearson Education.
- Kotler, P. and Keller, K.L. (2016) *Marketing management*. 15th ed. Upper Saddle River, NJ: Pearson Education.
- Tuten, T.L. and Solomon, M.R. (2015) *Social media marketing*. 3rd ed. Thousand Oaks, CA: Sage Publications.
- Qualman, E. (2018) *Socialnomics: How social media transforms the way we live and do business*. 3rd ed. Hoboken, NJ: Wiley.
- Chaudhuri, A. and Holbrook, M.B. (2001) 'The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty', *Journal of Marketing*, 65(2), pp. 81-93.
- Jansen, B.J., Sobel, K. and Cook, G. (2013) 'Investigating the Impact of Social Media on Brand Equity', *Journal of Business Research*, 66(8), pp. 1234-1240.
- Smith, A.N., Fischer, E. and Yongjian, F. (2012) 'How Does Brand-Related User-Generated Content Differ across YouTube, Facebook, and Twitter?', *Journal of Interactive Marketing*, 26(2), pp. 102-113.
- Brown, D. (2020) 'Influencer Marketing: The New Age of Brand Promotion', *Journal of Digital Marketing*, 5(1), pp. 23-34.
- Leung, L., Law, R., van Hoof, H. and Buhalis, D. (2013) 'Social Media in Tourism and Hospitality: A Literature Review', *Journal of Travel & Tourism Marketing*, 30(1), pp. 3-22.
- O'Connor, P. (2016) 'Social Media in Tourism: A Review of the Literature', *Journal of Tourism Research*, 18(2), pp. 146-161.