

# [Nike social media analysis assignment](https://assignbuster.com/nike-social-media-analysis-assignment/)

Nikkei is one of the largest global companies in the world, reigning in billions of dollars in revenue a year; it also has one of the largest marketing budgets since it is such a recognized brand. Nikkei was first known as Blue Ribbon Sports founded by a track runner and track coach from Oregon; It later acquired the famous logo ‘ swoosh’ and name Nikkei In 1972. In the 1 cays Nikkei grew rapidly because of their great marketing strategies and very successful product launches.

Nikkei moved from track to other sports that it is known for endorsing today, and in the sass’s Nikkei started being agonized more for its marketing strategy and its slogan “ Just Do It. ” Nikkei then started to endorse athletes, making the connection between iconic athletes and the brand, therefore empowering it even more. They started their social media strategy out slowly, but soon evolved to be a very powerful force, interacting regularly with their consumers through social media sites. Nikkei has many core strengths, some of which can be conceived as both strengths and weaknesses.

One of Nines largest strengths are it’s Interaction with Its customers through social media. The brand is active on all accounts, and has been active since the beginning on each site. Nikkei also Is a global company; anyone in any country Is able to recognize Nikkei and It’s ‘ swoosh’ logo. Nikkei endorses world renowned athletes, teams, and tournaments. Nikkei, although not official sponsors of the World Cup and the Olympics, always makes their social media campaigns centered on these large events.

Nikkei wants to connect with their consumer at their level, not at corporate level; Nikkei lets their customers interact with them, and tell the brand what they like and do not like. Nikkei also has many other brands aside from just sneakers, they have lines including clothing, sports bands, hats, and athletic gear; they are diversified. With being a global leader in the sports industry, they must not go without weaknesses. Some of their strengths, unfortunately coincide with some weaknesses; the main one being how diversified they are.

With a large, diversified brand like Nikkei, you can run Into manufacturing and pricing Issues with being so spread out and diversified, and there Is more of a chance of confusion and lack of communication between delusion. Also, since Nikkei Is such a known company, their social media strategy can be copied and applied to other companies. Many companies have the financial resources to exploit the social media industry to their advantage just like Nikkei has. Nine’s mission was “ To bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete. (HOB, pig 2) This mission is not possible without social media. Nine’s social media sites are the glue to its global success, and it is how its global users can connect through one platform. How will any athlete now what the athletic trends are in the United States when they live in China? When Faceable, Twitter, Instating, Youth and more post, updates are sent all around the world, and not Just to the country where Nikkei Is primarily located. Nine’s Nikkei+ also truly connects the athlete to his counterpart. Nikkei has an effective social media strategy that I will call the ‘ buffet. It has some of everything, including some social media sites exclusive to the brand. Aside from etc. , Nikkei has it’s own Nikkei+. This is quite unique, and lets athletes interact and challenge others through their tracked progress. Through their use of the hash tag (#) they have upheld many campaigns, connecting people across the globe; on of the most famous being the #Announcement campaign aimed at keeping people fit. They dabble in all social media and try to be first in launching their social media sites and gain followers, likes, and shares.

They use celebrities and famous athletes to endorse Nikkei through both apparel and social media. Nikkei+, Nine’s own social media site where one can sync their Nikkei products like watches, bands, and mobile applications is aimed at helping people measure their events (exercise) and free guidance and motivation to those who want to become better athletes. This is how active people can interact with one another and become more fit and active athletes. Product + Experiences is Just reaffirming that Nine’s efforts have paid off in customer service, social media strategy, and celebrity sponsorship.

Since Nikkei+ had a big social aspect with building communities of active people, Nikkei was able to learn more about their consumers, their lifestyles, and their needs. This is how Nikkei can actually communicate with their consumer. Twitter is a huge social networking tool that Nikkei has taken full advantage of. Nikkei offers training tips and helps users share workouts with each other. Those users who had their Inkiness. Com account connected to their pods could have automatic Twitter updates on their progress through the connection of the app with Twitter after syncing the ‘ Pods. They were also able to do the same thing with Nikkei+ Football.

During the World Cup 2010 social media frenzy, Nikkei took to Twitter to let fans submit messages that would be posted in an LED ticker in Johannesburg, South Africa. This as a great way that people could get millions to view their messages. Through Twitter, #Announcement was born. Through the @Nikkei Twitter they hyped up the launch of new products and using the tag #Announcement. This is how the hype for all Nikkei products booms; through twitter one can constantly re-tweet and share what is going on. Also, through Twitter Nikkei is able to quickly reply to consumers, and only in 140 characters.

It is short and to the point, while still giving the consumer the satisfaction of actually getting to hear back from the company. Nine’s social media strategy is very laid back, and constant. As I described before, it is a buffet. Trying to please everyone while still being able to bring everyone together and to, in the end, spend their money and come back for more. Nikkei wants everyone to dabble in every dish in the buffet and then come back for more and more. Nikkei really tries to promote its products through social media, and get consumers to interact for many reasons.

Nikkei heavily uses social media, but that is only to supplement and be used next to their traditional forms of marketing. Nikkei still uses television, endorsements, billboards, and other forms of typical advertisement o get to the customer. These might even appear on social media sites, as well, helping to boost the traditional marketing through social media. Having a Youth channel with videos, Linked with constant updates, conversations through Twitter, and pictures and videos on Vine and Instating, always keeps them at hand, on mind, and at the center of many conversations.

This is with the understanding that social media is a very up-to-date by-the-second medium to constantly reach your I think that Nikkei does a great Job with its social media strategy. I think a great commendation would be not only to endorse famous celebrities and athletes, but also to also hop on the weight loss bandwagon and start to endorse weight-loss camps, The Biggest Loser (a TV show on NBC), and get-fit camps for over weight children.

This, linked with their numerous social media sites and advertising through social media, would definitely get more people to get hyped up about, and tap into another active life realm, and one that is a huge boom in social media. #Vituperation, #bottom, #authoritativeness’s, and #turbocharger’s are all huge now in social media, and Nikkei can benefit greatly by helping people with giveaway and free tips to those trying to get into the active lifestyle, rather than those who are already fit.

If Nikkei can push this on social media, I think that it is one of the best nation-wide trends Nikkei can get into and the best social media recommendation one can make. Not only is it a nation-wide trend, but obesity is a global academic. If Nikkei, a billion dollar company, can help support the cease of this epidemic, or help spread awareness and healthy tips through social media, it would grow enormously and tap into a new market segment.