

# Nike social media analysis assignment



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Nike 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. Nike 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 Nike in 1972. In the 1980s Nike grew rapidly because of their great marketing strategies and very successful product launches.

Nike moved from track to other sports that it is known for endorsing today, and in the 1990s Nike started being recognized more for its marketing strategy and its slogan “ Just Do It. ” Nike 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. Nike has many core strengths, some of which can be conceived as both strengths and weaknesses.

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

Nike wants to connect with their consumer at their level, not at corporate level; Nike lets their customers interact with them, and tell the brand what they like and do not like. Nike 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 Nike, 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 divisions. Also, since Nike 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 Nike has. Nike's mission was "To bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete. (HOB, page 2) This mission is not possible without social media. Nike'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 Facebook, Twitter, Instagram, YouTube and more post, updates are sent all around the world, and not just to the country where Nike is primarily located. Nike's Nike+ also truly connects the athlete to his counterpart. Nike 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. , Nikei has it's own Nikei+. 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 Nikei through both apparel and social media. Nikei+, Nike's own social media site where one can sync their Nikei 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 Nike's efforts have paid off in customer service, social media strategy, and celebrity sponsorship.

Since Nikei+ had a big social aspect with building communities of active people, Nikei was able to learn more about their consumers, their lifestyles, and their needs. This is how Nikei can actually communicate with their consumer. Twitter is a huge social networking tool that Nikei has taken full advantage of. Nikei 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 Nikei+ Football.

During the World Cup 2010 social media frenzy, Nike 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 @Nike Twitter they hyped up the launch of new products and using the tag #Announcement. This is how the hype for all Nike products booms; through twitter one can constantly re-tweet and share what is going on. Also, through Twitter Nike 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. Nike'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. Nike wants everyone to dabble in every dish in the buffet and then come back for more and more. Nike really tries to promote its products through social media, and get consumers to interact for many reasons.

Nike heavily uses social media, but that is only to supplement and be used next to their traditional forms of marketing. Nike still uses television, endorsements, billboards, and other forms of typical advertisement to 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 YouTube channel with videos, Linked with constant updates, conversations through Twitter, and pictures and videos on Vine and Instagram, always keeps them at hand, on mind, and at the center of many conversations.

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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 Nike 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 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 overweight 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 Nike 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 Nike can push this on social media, I think that it is one of the best nation-wide trends Nike 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 epidemic. If Nike, 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.