

Nikkei target audience

Business



Nikkei target audience Sportsmen are the majority consumers of Nike's products and also active people that enjoy high-quality sporting goods. This is extremely because of the usefulness that goes along with the items.

An athlete or sportsperson is more possible to choose shoe designed that is marketed by Nike more than an individual who hates sports as well as exercises.

Nike focused on these consumers by means of agreements between the companies, sports team and college athlete's for product support and sponsorship. Through this Nike is capable of reaching an extensive number of consumer and clients who are likely to purchase. Even if some are likely to purchase the products, Nike pays more attention to sportsmen more than other individual. Nike has put a lot of strategy; target their direct consumers, athletes and all sportsmen.

These targeting techniques include products through sponsorship by famous professional sports team, college sports teams and star athletes.

The marketing strategy is very successful for Nike is the ability to reach a lot of athletes. After a sports team manager lays down there is a special kind of track shoes released by Nike, the manager do not have a choice but to purchase them, sports team and purchased the product in large quantities, and deliver them to the team.