



NIKE

WAREHOUSE SALE

SOCIAL MEDIA PLAN

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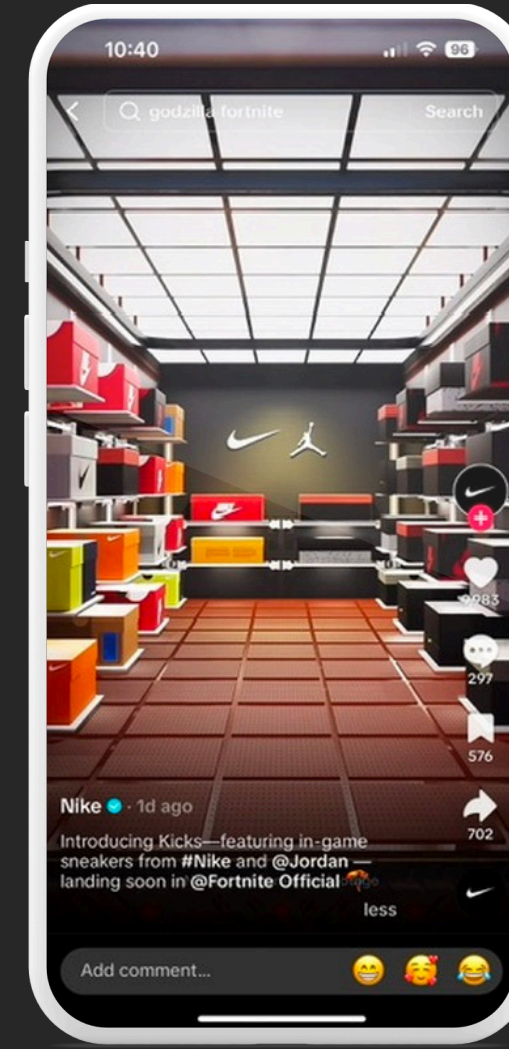
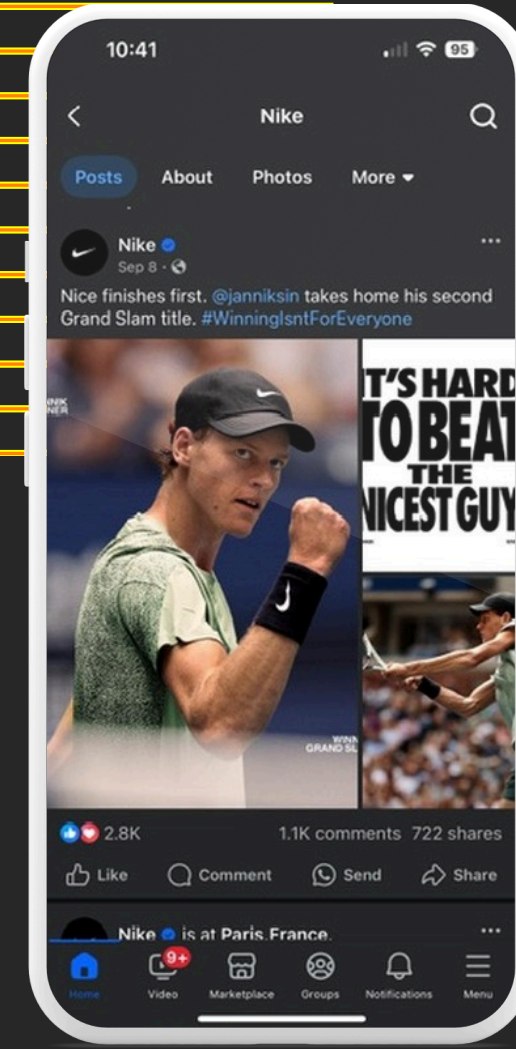
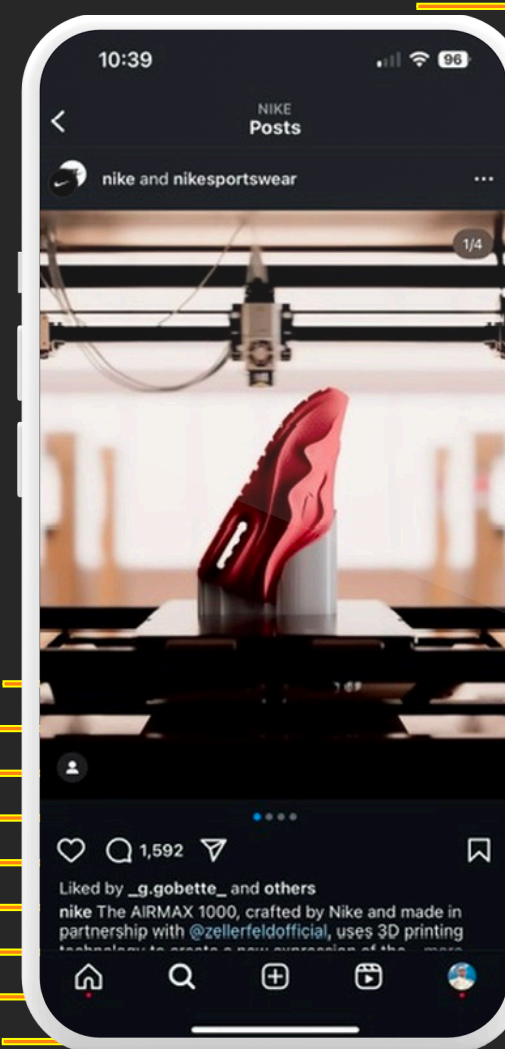
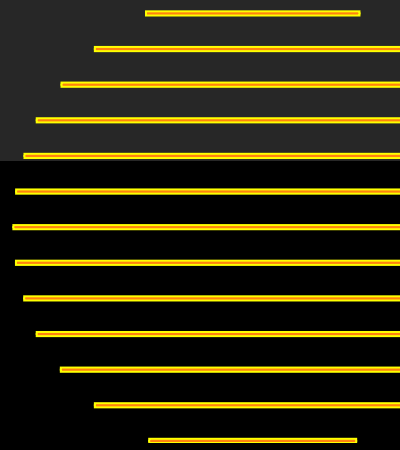


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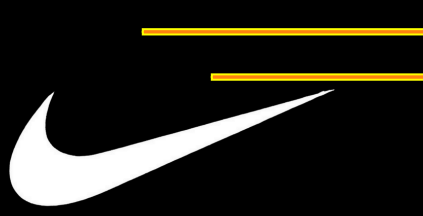
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Summary



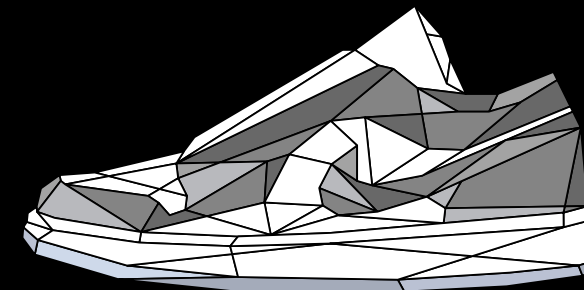
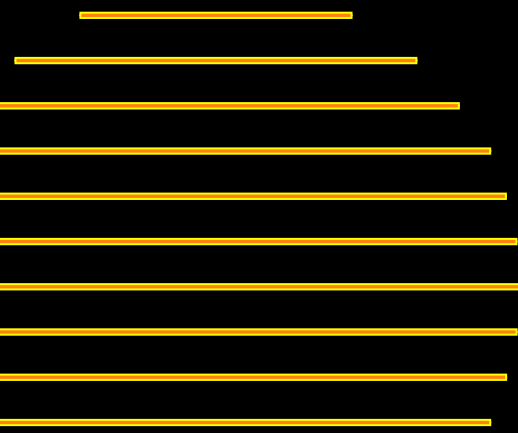


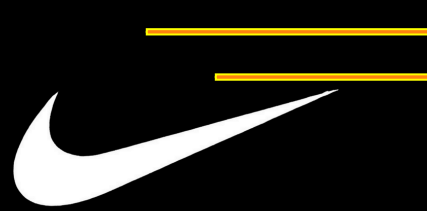
01 Executive Strategy



PROBLEM

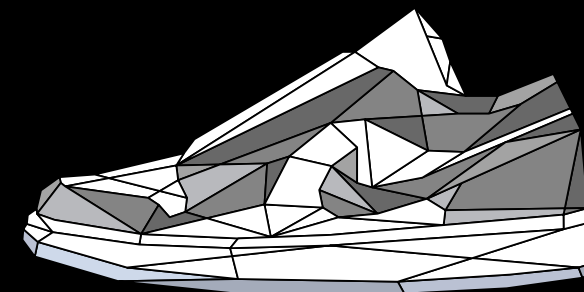
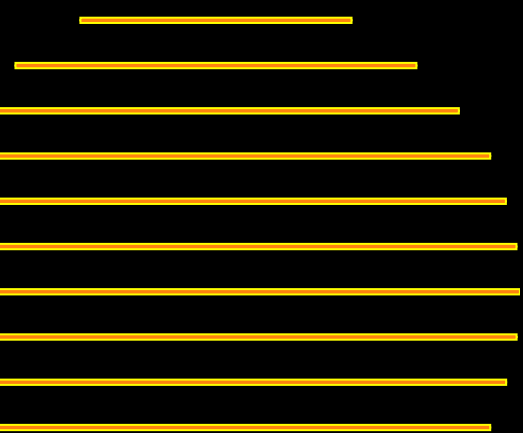
In recent Nike campaigns, consumers have expressed concern over the brand's perceived exclusivity, high prices and out-of-touch tone online. There is a growing gap between the brand and budget-conscious consumers during the holiday season. As a result of dwindling in-person shoppers and a decrease in market presence in Niagara, the brand requires a relaunch of a local warehouse sale that has taken place in the past to reconnect with its consumers.

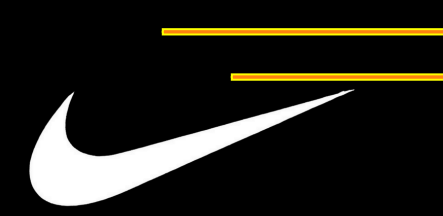




RESULTS

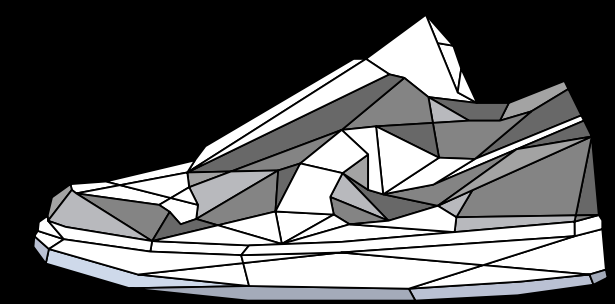
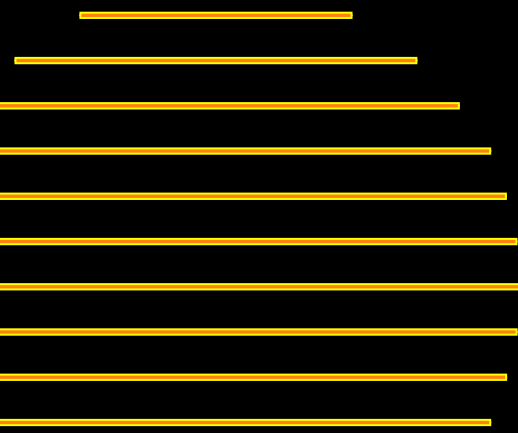
Through the implementation of the Nike Warehouse Sale and accompanying social media goals, strategies and tactics that focus on stimulating positive audience sentiment, reviving the brand's Facebook account, and content audits, the brand hopes to close the gap between Nike and budget-conscious consumers during the holiday season, increase online and offline traffic for the brand and boost market presence in Niagara.

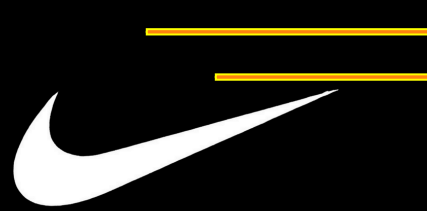




Budget

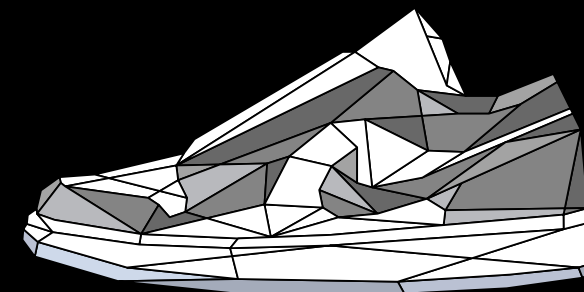
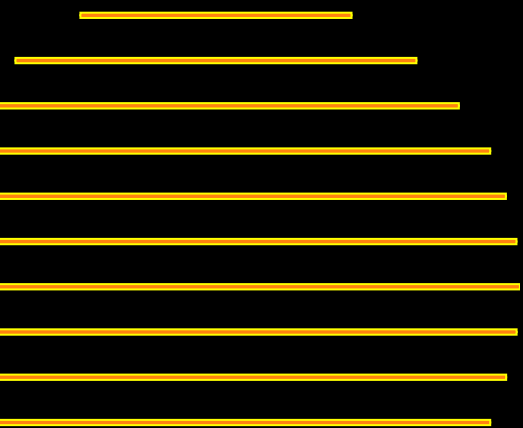
Due to organic social media efforts, no additional budget is anticipated for this campaign.





Timeline: Oct.–Dec.

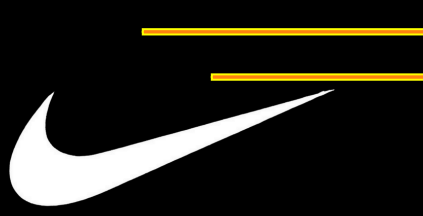
All content prepared for the Nike Warehouse Sale campaign will be prepared and scheduled from Oct. 1–Oct. 31. The campaign's content will be uploaded throughout November and up until the last day of the sale on Dec. 9, with weekly audits implemented to ensure positive audience sentiment is maintained, particular platforms receive the attention they need and quality content is uploaded.





02

Brand Values



COMMUNITY

Nike seeks to foster a sense of community through its distributed apparel, uniting athletes worldwide.



INSPIRATION

Nike seeks to use its clothing and apparel to inspire athletes worldwide.

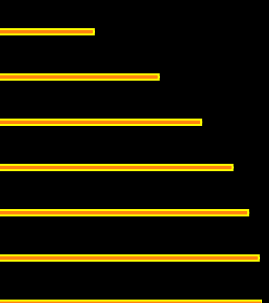


INNOVATION

Nike seeks to continuously evolve and present its products in new ways to cater to the needs of the athletes it serves.



“If you have a body, you are an athlete.”
— Nike





03 SWOT Analysis



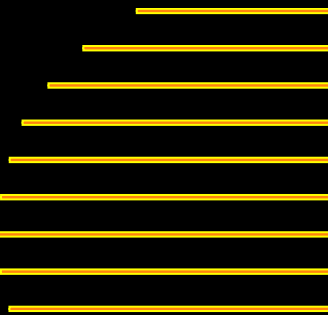
- **Innovative campaigns:** Nike has implemented several creative campaigns such as the “Winning Isn’t for Everyone” campaign.
- **Inspirational content:** The brand posts content with clear and impactful messaging.
- **Captivating visuals:** Nike maintains a cinematic feel in all of its content.
- **Significant following:** Nike has acquired a mass following of over 365 million followers across IG, FB, X, TikTok and LinkedIn.
- **Memorable collabs:** Nike has partnered with celebrities such as Drake, Billie Eilish, Travis Scott, and LeBron James.

- **Ample paid advertising efforts:** Although paid advertising is effective, Nike lacks organic content.
- **Abundance of branded content:** A considerable amount of Nike’s content is clearly commercial-based, resulting in a lack of engagement.
- **Overreliance on Celebrities:** A considerable amount of the brand’s content consists of celebrities.
- **Limited follower engagement:** The brand does not encourage its followers to engage, share their thoughts, or participate in trends.



- **Region-specific content:** Upload content that will resonate with citizens of Niagara specifically.
- **Increase UGC:** Harness the power of influencers and reduce commercialized content.
- **Sustainability:** Repurpose the Warehouse Sale to not only promote exclusive deals but also to bolster the importance of reducing clothing in landfills.
- **CTA:** Include a call to action with each campaign post to encourage Nike’s audience to engage, share their thoughts, and attend the sale.

- **Repetitive content:** Uploading content that appears as repetitive to the target audience, negatively impacting engagement.
- **Social media algorithms:** Uploading organic content that social media algorithms will capture.
- **Brand controversies/negative feedback:** Receiving negative comments or public feedback regarding the type of content posted for the campaign or the sale itself.
- **Competitors:** Standing out against primary competitors such as Lululemon, Adidas, Alo and Under Armour.








04

Social Media Audit



CHANNEL	Number of Followers	Number of Posts	Average Engagement Rate	Average Comments / Post
	303 million	Three	0.08 per cent	1174
	37 million	Zero	0 per cent	Zero
	7 million	Two	7.66 per cent	16980



KEY LEARNINGS



What's Working?

- Captivating Visuals
- Inspirational content

- Large following acquired

- Achieving high views
- Starting to post UGC
- Consistent theme and posting

What's not working?

- Over-saturation of branded content
- Lack of CTA

- Inactivity
- Inconsistent posting
- No engagement

- Not enough behind-the-scenes content
- No participation in viral trends

Audience

- Individuals aged 18–24
- Mostly U.S.-based

- Individuals aged 25–44
- Mostly U.S.-based

- Individuals aged 18–30
- Mostly U.S.-based

Lessons/Hypothesis

Instagram is Nike's most followed platform. However, the engagement rate is still below the industry average of 0.28 per cent. To stimulate positive results, posting less branded content and more UGC with CTAs would be beneficial.

Facebook is Nike's weakest platform, and is significantly below the industry average engagement rate of 0.09 per cent. Despite the high following, the account's inactivity has resulted in no engagement. More consistency, account revival and platform tailoring is required going forward.

TikTok is Nike's strongest platform, with an engagement rate significantly above the industry average of 0.85 per cent. Despite having the lowest follower count, the content has proven to be the most impactful. To continue to improve, more BTS content and participation in viral trends is recommended.



05 Target Audience





Gen Z in Niagara

Parents in Niagara

Job Title(s)

- Students: Late Elementary, High School and College/University
- Entry-level jobs in retail, hospitality, trades, sales, or freelance
 - E.g., Server, Barista, Sales Associate, Construction Labourer

- Middle-management jobs
 - E.g., Department Supervisor, Restaurant Manager, Administrative Supervisor, Nursing, Crew Leader

Demographics

- Gender: Male and Female
- Age: 13–27
- Location: Niagara Region

- Gender: Male and Female
- Age: 25–44
- Location: Niagara Region

Preferred social network(s)

- Instagram
- TikTok

- Facebook

Brand affinities

- Adidas
- Lululemon
- Thrift stores (Value Village, Goodwill)
- Winners
- H&M

- Amazon
- Walmart
- Winners
- No Frills
- Ikea

Budget (for Nike apparel)

- Low to medium

- Low to medium

Pain point(s)

- Limited savings
- Want to fit in
- Searching for a fun outing with friends
- Looking for an escape

- Limited budget
- Did not have time to shop on Black Friday
- Last minute holiday shopping
- Local deals

How we help

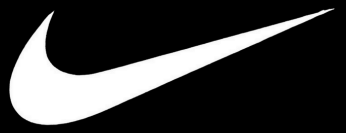
- Supplying trendy clothes for cheap
- Providing a fun weekend outing
- Hosting a visually appealing regional attraction

- Providing a four-day weekend event
- Supplying a large selection of cheap holiday gifts
- Hosting at a local venue for convenience



06 Action Plan





SMART Goal #1: Increase Positive Audience Sentiment

To use the Warehouse Sale to increase positive audience sentiment towards Nike and its communal values by 30 per cent by Dec. 13, 2024, to combat prior claims of perceived exclusivity.

Strategy #1: Upload Authentic Content

Upload immersive and authentic content to reinforce Nike's community presence on a regional level during the holiday season and throughout the campaign.

Tactic #1: UGC

Collaborate with five province and region-based influencers to upload eight Reels/TikTok videos to connect and bolster positive awareness with younger audiences. These videos will consist of themes such as "come with me to the Nike Warehouse Sale in Niagara," "a sneak peak at the Nike Warehouse Sale in Niagara," "you won't believe how Nike is giving back this holiday season," and "#ShopTheSwooshSale."

Tactic #2: Interactivity

Upload three story posts per week on IG, FB, and TikTok containing interactive elements such as polls (e.g., "will you be attending?"), hashtags (e.g., "#NikeInNiagara"), or countdowns (e.g., "5 days, 8 hours and 4 minutes till the event"), to engage audiences further. This content can address topics such as the sale and sustainability efforts.

Tactic #3: Live Stream

Conduct an Instagram Live Stream on the day of the event showcasing the inside of the warehouse and the variety of product deals, educating audiences on the benefits of attending and Nike's impact on the community this time of year.



SMART Goal #2: Revive Facebook Presence

To achieve a 20 per cent increase in Facebook engagement by Dec. 13, 2024, reconnecting with older demographics and educating them on Nike's impact during the holiday season.

Strategy #2: Tailor Content to the Platform

To restore contact with the primary Facebook demographic (individuals aged 25–44) by uploading content that they would appreciate and engage with.

Tactic #1: Announcements

Upload five text-based, image-based, and video-based posts that highlights announcements regarding the Warehouse Sale (e.g., who, what, where, when, why, and what deals are available).

Tactic #2: Education

Upload five text-based, image-based, and video-based posts that highlight the reasoning behind the sale and how Nike is trying to financially assist citizens of Niagara by providing an abundance of affordable clothing, simultaneously making a positive impact on the environment.



SMART Goal #3: Content Audits

Conduct four content audit periods (one per week of the campaign rollout) to determine how the content is being received, adapt accordingly to audiences' wants and needs, and keep consumers engaged.

Strategy #3: Analyze Metrics

To execute audits that drive meaningful results, analyze metrics such as engagement, sentiment, impressions and reach throughout the campaign rollout.

Tactic #1: Meltwater

Use Meltwater's Explore and Monitor functions to analyze audience sentiment and assess if and how audiences are appreciating and resonating with the content being uploaded.

Tactic #2: Social Insider

Use Social Insider to analyze engagement metrics such as likes, comments, follower growth and engagement rate throughout the campaign to determine if the campaign's content is successful.

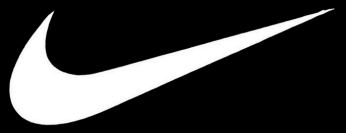
Tactic #3: Meta Business Suite/Loomly

Use Meta Business Suite and Loomly to adjust content scheduling accordingly and as needed to continue to produce quality content that resonates with consumers throughout the campaign.



07 Summary





By implementing SMART goals, strategies, and tactics that promote positive audience sentiment, the brand's Facebook revival, and content audits, the Nike Warehouse Sale social media campaign is well positioned to succeed.

Despite past "sales" that still included premium prices and out-of-touch tone, Nike seeks to grow as a brand by reconnecting with their audience on a regional level during a time when affordability and sustainability are appreciated.

Ultimately, the large scale event paired with the innovative, personable social media campaign will enable Nike to foster long term relationships with its followers and remind them that the brand represents all athletes, no matter their income.





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