

# SOCIAL MEDIA MARKETING IN FASHION BRANDS IN NIKE

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## Abstract:

This paper examines about the social media marketing in Fashion brands. Nike which is one of the world's top 10 Fashion brands plays a key role in today's sports and athletics apparel and equipment industry. The company has also been able to grow tremendously and achieve the highest market share in the global market through its aggressive marketing strategies, the innovation of new products as well as the superior production of its products. This article speaks about the various promotional activities carried out by Nike. Social media which is one of the powerful promotional tools in the world's market is taken as a main objective for this study. Key finding from this study act as guide to understand the future objective of Nike and in addition, this article helps to understand the key aspect of promotion made through social media marketing.

**Keywords:** Social Media Marketing, Fashion Brands, Nike, World market.

**Introduction:** Social media marketing in the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Many companies address a range of stake holders, through social media marketing. Social network such as Facebook and twitter provide advertisers with information about the likes and dislikes of their consumers.

**About fashion brands:** A brand with symbolic meaning and style that deeply incorporates the experiential and interactional dimensions. It requires great product differentiation and supply chain coordination. Fashion branding is more than a logo. It encompasses values, voice and design choices.

**Leading fashion brands:** According to the List Index, these are the worlds “Hottest Top Fashion Brand” (April to June)

- Gucci.
- Off-White.
- Balenciaga.
- Givenchy.
- Dolce & Gabbana.
- Vetements.
- Versace.
- Fendi.
- Nike
- Prada

Nike which is one of the famous fashion brand in India is being placed 9<sup>th</sup> in List Index.

### **Review of literature**

Jovana Banovic (2011) in the case study of “HOW NIKE USE SOCIAL MEDIA”: Nike is one of the world’s biggest brands and therefore it comes as no surprise that they have such a huge following on social media. As a sports brand, it is important for Nike to perform well on social media, as sports is a sociable activity and sporting events create a huge social media buzz. Check out how NIKE make use of social media marketing to excel. In this article, the researcher have exhibited the growth of nike using social media marketing.

### **Objective of the study**

- To study the social media marketing in NIKE.

### **Research methodology**

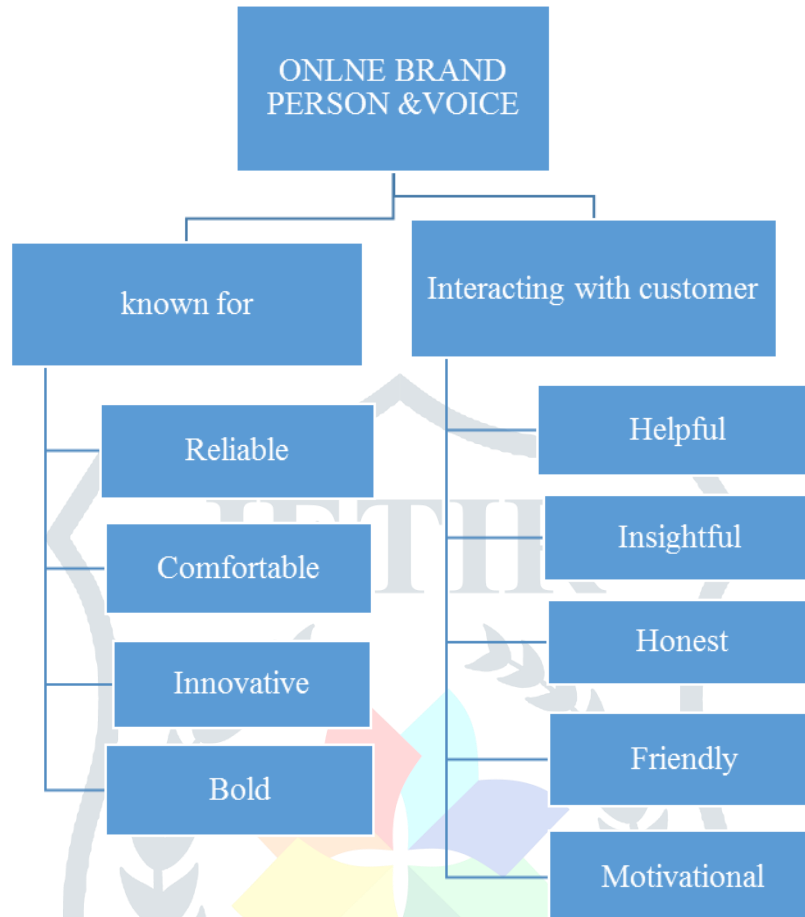
The present study is based on secondary data. Secondary data is collected through books, journals, articles and relavant website.

### Social media audit

The following is an audit of NIKE,Inc(feb 2017).It includes assessment of all social networks and a competitor analysis

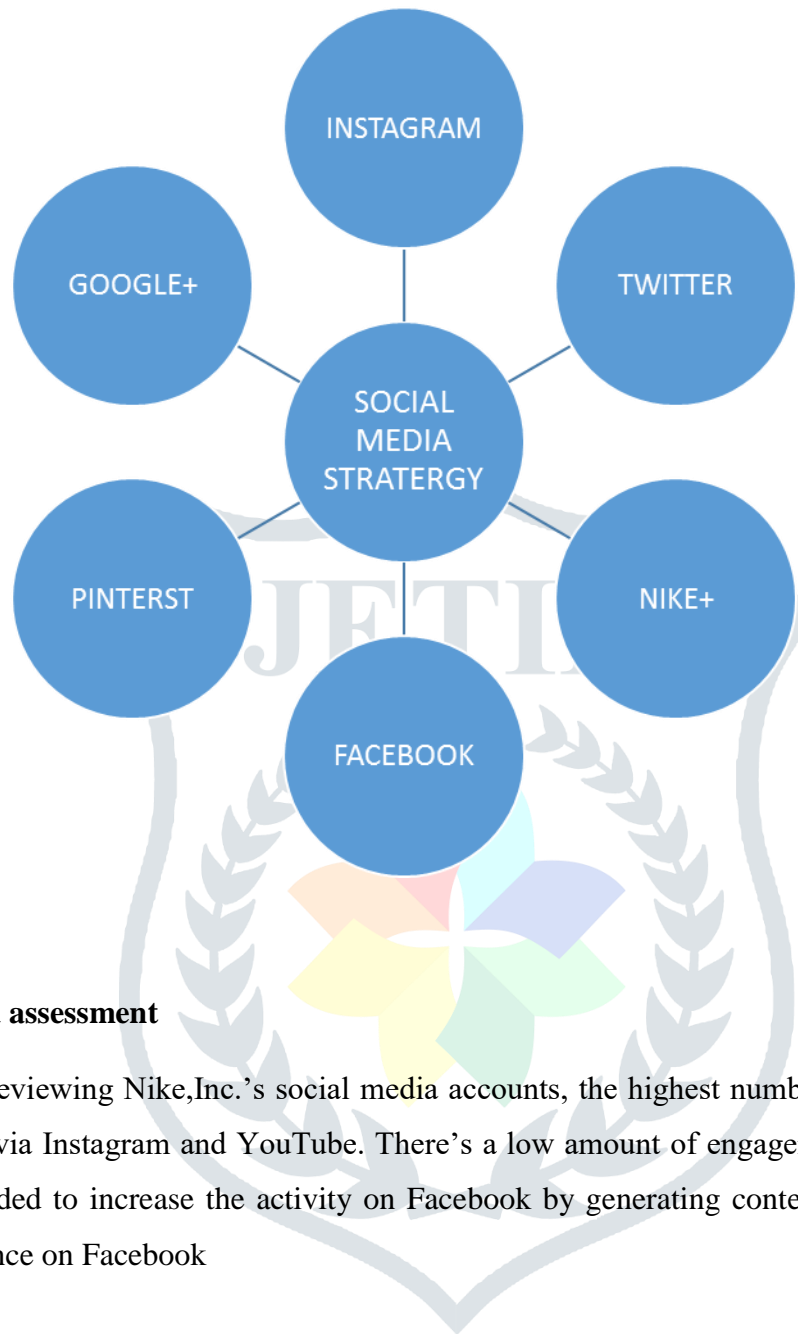
Social Network	URL	Follower Count	Avg.Weekly Activity	Avg.Engagement Activity
Twitter	<a href="https://twitter.com/Nike">https://twitter.com/Nike</a>	6.79M	2 post/week	30.8%
Facebook	<a href="https://www.facebook.com/nike">https://www.facebook.com/nike</a>	27.6M	3 post/week	10%
Instagram	<a href="https://www.instagram.com/nike/">https://www.instagram.com/nike/</a>	69.4M	1 post/week	32%
YouTube	<a href="https://www.youtube.com/user/nike">https://www.youtube.com/user/nike</a>	591,017	3 post/week	34%

## Online brand person and voice of nike



### STRATEGIES USED BY NIKE

Increase the amount of Interactive Graphics , videos and images that they publish /share.  
 Improve concession rates by increasing visitor loyalty.



### **Social media assessment**

After reviewing Nike, Inc.'s social media accounts, the highest number of interactions per post happen via Instagram and YouTube. There's a low amount of engagement on Facebook. It is recommended to increase the activity on Facebook by generating content that is appropriate for the audience on Facebook

## Competitor assessment

Competitor	Social Media Profile	Strengths	Weaknesses
Adidas	Instagram – adidas	Relevant, unique, trendy post on a daily basis.	Less followers than Adidas. Less use of popular public figures in their campaigns.
Puma	Instagram - puma	All of the posts include images of shoes in a creative setting.	Don't include user generated content. Less followers than Nike and Adidas

The above assessment focused on the two major competitors. Nike's brand awareness is higher than both of its competitors. However, Nike should post as frequent as both of these companies do on social media. This way Nike can stay relevant and prominent in the field.

### Social media strength used by nike

Nike, Inc is an American Multinational company .It is the world's largest supplier of athletic shoes and apparel and a major manufacture of sport equipment. It was founded in January 25 1964, as Blue Ribbon sports, by Bill Bowerman and Phil Knight and officially became Nike, Inc on May 30, 1971. "Sports are an inherently social activity,so brands like Nike are a natural fit when it comes to social media marketing".

**Instagram:**Nike have really strengthened their brand on Instagram. Nike has really strengthened their brand on Instagram. Good visual content goes a long way and it seems to be working for Nike as they have 14 million supporters on there. Posts generally obtain between 300k – 400k likes and dozens of comments from followers, mainly of people sharing the content with their friends. They have developed a number of brand hash tags, including their trademark.

**Twitter:**In addition to this there is also a 'shop now'button that restrict user to their online store. Nike have a multitude of Twitter accounts representing each of the different sports they have in far different regions where they have their largest market bases. Their largest following is on their general brand account @Nike which currently has 4.78 million followers, though they have a further 3.44

million followers for their Nike.com account (@Nikestore) and an average 1 million for their other accounts.

**Facebook:** Nike have their largest and longest standing following on Facebook, with just under 22,000,000 followers. Their Facebook side function as a bit of a hub for Nike's online movement, as their multi-purpose account not only works as a normal fan page, it also has customized tabs that link followers directly to their Instagram account and Nike Support page.

**Pinterst:** Nike has clearly researched the demographic profile of the average Pinterest user, as the only account it has established is far "Nike Women". Pinterest is a great opportunity to develop the brand identity and create pin boards that reflect the company's values, but Nike is essentially using it as an extension of its product catalogue.

**Google+:** Nike has only one official Google + page and it gives it the base minimum of attention .It is updated once per week and all of the content is repurposed from Facebook.

**Nike+ :** Since 2010 Nike has developed a range of training products that are digitally linked using the Nike + Fuel Band. User can then accumulate 'Nike Fuel' points and set themselves goals or compete against other users. There are dedicated Facebook and Twitter accounts for Nike Fuel which are tied into the #makeITcount hashtag.

### **Suggestions and conclusions**

From the research finding and data analysis, the results can be concluded that "Social Media" made the company to reach a high level, so that they have become the world's top 10 hottest brand. The company's growth objectives through 2020 depend on their maintained share in a market and their frequent and attractive posts in the social media.

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