



Collège LaSalle

Social Media Marketing
571-MS1-03
Lolita Dandoi
2nd Project

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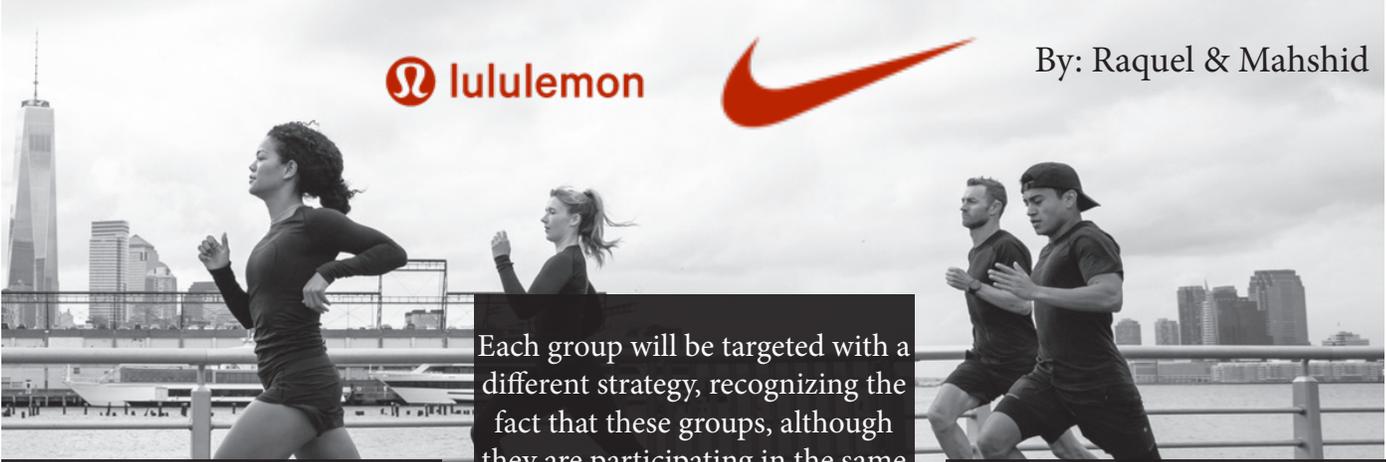
Overall description of the homepage

What information is presented on the homepage?
What features (buttons) are offered on the homepage?
Where are the "Share This" buttons? To which platform can we share?

What are the social media platforms used by the company?
Where are the "Follow us" icons?

Overall demonstration of all platform used by the brand

Present the brand homepages' (all social media platforms)
Include information such as # of followers and level of activeness



 lululemon



By: Raquel & Mahshid

Each group will be targeted with a different strategy, recognizing the fact that these groups, although they are participating in the same

sports have different demographics. The competitive industry can be broken down into sport specific retailers and all-encompassing sports/outdoor retailers.

The sport specific retailers have a lot of clothing, but for only one sport. The all-encompassing retailers have a wide selection but not comprehensive selection. Lastly, serving this market should be a steady, profitable endeavor simply because most people that participate in these types of activities tend to for life.

Market Segmentation

Gear Wear market can be broken down into two distinct segments: hardcore athletes and newbies. Each group has distinctive demographics which are detailed below:

Market Analysis Summary

Gear Wear has segmented its market into two distinct segments. The first distinguishable segment is hardcore athletes. These are people who live and breathe to push their body harder and harder in aerobic activities.

This market segment is present in Ashland; however, they will not be the largest source of revenue as they already have most of the pieces of clothing for their activities as they have been doing it for a long time.

They are more likely to pick up a piece here and there. The second market segment is the newbies, these are relatively new to aerobic activities. While their purchases may not be quite as frequent, their number of potential customers is higher, and they will have larger ticket amounts.

Hardcore Athletes

- Typically spend seven - 15 hours per week on their training/activities.

- Regularly participate in two to three different aerobic sport activities.

- 61% have at least an undergraduate degree.

- Have on average at least a \$45,000 household income.

Newbies

- Typically spend five - 10 hours a week training.

- Have only recently (within the last few years) began to get serious in aerobic activities.

- 54% have undergraduate schooling or a degree.

- \$47,000 of household income.

By: Mahshid

Description of homepage

- Lululemon has a white minimal homepage for its customers.
- At first glance, you can see **Free Shipping + Free Returns** and Less stress, more sweat in the header of the website which can be so appealing for the customer.
- The brand's slogan is "**Breathe easy, it's on us.**" which is placed in the header of the website as well.
- "**Running with your crew or crushing your goals, find gears designed to support every reason you run.**" Is another slogan you can see on the brand's homepage.



**THIS
IS
YOGA.**

PRACTICE OF TRUST
MADDIE PETERSON
LOS ANGELES, USA

 lululemon



Information on homepage

- There are Women, Men, Girls, Collections, Community, and Made to Run sections in the Menu bar.
- The website also provides Best sellers, Tops, Bottoms, and Accessories in the side Menu bar.
- You can see Best sellers' prices by scrolling down the homepage.
- At the bottom of the homepage, you can find the sections:

MY ACCOUNT
HELP
ABOUT US
DESIGN
CONTACT US

Social Media used by Lululemon

- Lululemon is using following Social Media platforms:

Facebook
Instagram
You Tube
Pinterest
Twitter

Which these icons are placed only in the bottom of the website and homepage.

Features (Buttons) homepage

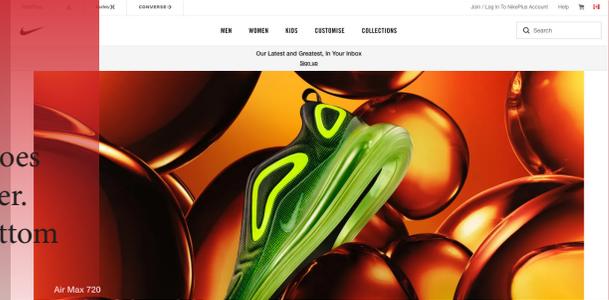
- The website provides a Feedback Button in the right side of the homepage.
 - The website also provides:
SHOP WHAT'S NEW
SHOP WOMEN'S RUN
SHOP MEN'S RUN
EXPLORE OUR RUN COMMUNITY
SHOP BESTSELLERS
SHOP MEN'S WHAT'S NEW
SHOP ALL BAGS
SHOP ALL GIRLS'
SHOP ALL MEN'S
- The website provides social media buttons such as Twitter, Pinterest, YouTube, Facebook and Instagram.

Share buttons? Which Platforms we can share?

- By clicking on the sections (i.e. Men's or Women's) you can see Share button which let you to share the look on Facebook, Twitter, Pinterest, Tumblr and email.

Description of homepage

Nike has a dynamic and interesting homepage for its customers. At first glance, you can see a pair of new and latest shoes collection which can be so appealing for the customer. The brand's slogan is "Just Do It" which is placed in bottom of the website as well.



Share buttons? Which Platforms we can share?

There is no share button by clicking on the product or in looks page.

Social Media used by Nike

Nike is using following

Social Media

platforms:

Facebook

Instagram

You Tube

Twitter

Which these icons are placed only in the bottom of the website and homepage.



Features (Buttons) on homepage

The website provides a Help Button in the right side of the homepage.

The website provides social media buttons such as Twitter, YouTube, Facebook and Instagram.

Information on homepage

There are Women, Men, Kids, Collections, Customize sections in the Menu bar.

The website also provides Nike Plus, Jordan's, Hurley, and Converse sections at the top Menu bar. You can see Trending products and latest prices by scrolling down the homepage.

At the bottom of the homepage, you can find the sections:

FIND A STORE
JOIN NIKE
SITE FEEDBACK

By: Raquel



Platforms used by Nike

Facebook

Nike has 32,838,523 followers on Facebook.
 32,783,791 people has liked Nike's page on Facebook.
 The brand's Facebook page is active by posting one post possibly every two weeks.
 The brand is very responsive to the instant messages on Facebook.

Instagram

Nike has 86.5 million followers

on Instagram.
 The brand has posted 726 posts until this day (April 15th)
 The brand's biography includes a hashtag #justdoit on Instagram page.
 The brand share post possibly every two weeks.

YouTube

Nike has 975,105 subscribers on You Tube.
 The brand has 9,182,525 viewers on You Tube.
 The brand joined You Tube on March 7, 2006.

Twitter

Nike has 7.76million followers on Twitter.
 The brand has shared 35.8k tweets and 3,036 photos and videos on Twitter.
 The brands biography includes Just Do It.
 The brand is also active on Twitter by posting content possibly every 3 to 4 weeks.

The brand's description is Just Do It.
 The brand shares videos every 2 weeks on You Tube.

Pinterest

Nike has 372kfollowers on Pinterest.
 The brand has 10 million monthl viewers on Pinterest.
 The brands biography is Get the drills, gear and motivation you need to take your training to the next level. The brand has 41 boards on Pinterest, but it is not active comparing to Nike's other social media pages.

Week	Start	End	# of posts	Type of Post	Image	Content	# of views	# Shares	# of Comments	Type of Information
Week 1	March 20	March 27	1	Image		<p>Just Do It Thank you to all the athletes who inspired us at the 2019 National Team Kit launch. For every man, there's a different way to be a man.</p>	388,000	1,000	0	Image
Week 2	March 27	April 3	1	Video		<p>Just Do It Don't let your feet hold you back. Introducing the new Air Zoom Pegasus 34. Making strides of change. Show us how you're running. #JustDoIt</p>	457,600 views	1,800	0	Video
Week 3	April 3	April 10	1	Image		<p>Just Do It The spirit of the game is what makes it so special. It's not just about the score, it's about the passion. #JustDoIt</p>	88,700 views	3,000	0	Image
Week 4	April 10	April 17	1	Image		<p>Just Do It No one gets it done alone. It's about the team. #JustDoIt</p>	182,500 views	2,100	0	Image
Week 5	April 17	April 24	1	Image		<p>Just Do It It's not just about the game, it's about the strategy and the passion. #JustDoIt</p>	88,000	500	0	Image
Week 6	April 24	May 1	1	Image		<p>Just Do It New season, new gear. #JustDoIt</p>	40,000 views	4,000	0	Image

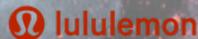
# of posts	Type of Post	You like Post	Comments	# of likes	# of shares	# of views	Type of Information
1	Image	10	35	400	10	20,000	Image
2	Image	10	20	300	10	10,000	Image
1	Image	10	100	50	50	50,000	Image
2	Image	10	5	100	20	5,000	Image
2	Image	10	30	100	10	7,000	Image
4	Image	10	10	100	10	2,000	Image

# of posts	Type of Post	Twitter Post	#Comments	# of likes	# shares	# of views	Type of Information
3	Image		40	200	10	10,000	Image
0							
0							
0							
0							
1	Image		1,000	2000	100	10,000	Image



By: Mahshid

Nike, Inc. is an American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services. The company is headquartered near Beaverton, Oregon, in the Portland metropolitan area. It is the world's largest supplier of athletic shoes and apparel and a major manufacturer of sports equipment, with revenue in excess of US\$24.1 billion in its fiscal year 2012 (ending May 31, 2012). As of 2012, it employed more than 44,000 people worldwide. In 2014 the brand alone was valued at \$19 billion, making it the most valuable brand among sports businesses. As of 2017, the Nike brand is valued at \$29.6 billion. Nike ranked No. 89 in the 2018 Fortune 500 list of the largest United States corporations by total revenue. The company was founded on January 25, 1964, as Blue Ribbon Sports, by Bill Bowerman and Phil Knight, and officially became Nike, Inc. on May 30, 1971. The company takes its name from Nike, the Greek goddess of victory. Nike markets its products under its own brand, as well as Nike Golf, Nike Pro, Nike+, Air Jordan, Nike Blazers, Air Force 1, Nike Dunk, Air Max, Foamposite, Nike Skateboarding, Nike CR7, and subsidiaries including Brand Jordan, Hurley International and Converse. Nike also owned Bauer Hockey (later renamed Nike Bauer) from 1995 to 2008, and previously owned Cole Haan and Umbro. In addition to manufacturing sportswear and equipment, the company operates retail stores under the Niketown name. Nike sponsors many high-profile athletes and sports teams around the world, with the highly recognized trademarks of "Just Do It" and the Swoosh logo.



Founded by Chip Wilson in Vancouver, Canada in 1998, Lululemon is a yoga-inspired, technical athletic apparel company for women and men. What started as a design studio by day and yoga studio by night soon became a standalone store in November of 2000 on West 4th Avenue in Vancouver's Kitsilano neighborhood. The vision for our store was to create more than a place where people could get gear to sweat in, they wanted to create a community hub where people could learn and discuss the physical aspects of healthy living, mindfulness and living a life of possibility. It was also important for the brand to create real relationships with its guests and understand what they were passionate about, how they liked to sweat and help them celebrate their goals. Today, the brand does this in its stores around the globe.

Product The brand's first designs were made for women to wear during yoga. Through plenty of feedback from its guests, ambassadors, and elite athletes, it now designs for yoga, running, cycling, training and most other sweaty pursuits for women and men. Not to mention, the brand's designers are athletes and sweat-minded people, too. The target market for Lululemon started out as high-income women between the ages of 18–35. It has since expanded its target market and is no longer gender specific since introducing its men line. Lululemon attempts to differentiate themselves from competitors through the use and implementation of multiple different methods and strategies. The company's strategic sales methods pairs with local entrepreneurs as well as athletes who have a passion for their communities and bettering both themselves and the surrounding communities. The goal is to focus on quality over quantity throughout all aspects of their business. As well as differentiating themselves from competitors, Lululemon also has several competitive advantages compared to competitors. Those including product quality, customer loyalty, patented material, efficiency, innovation, and responsiveness to customers.



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