

BLOGGING TO COMMUNICATE

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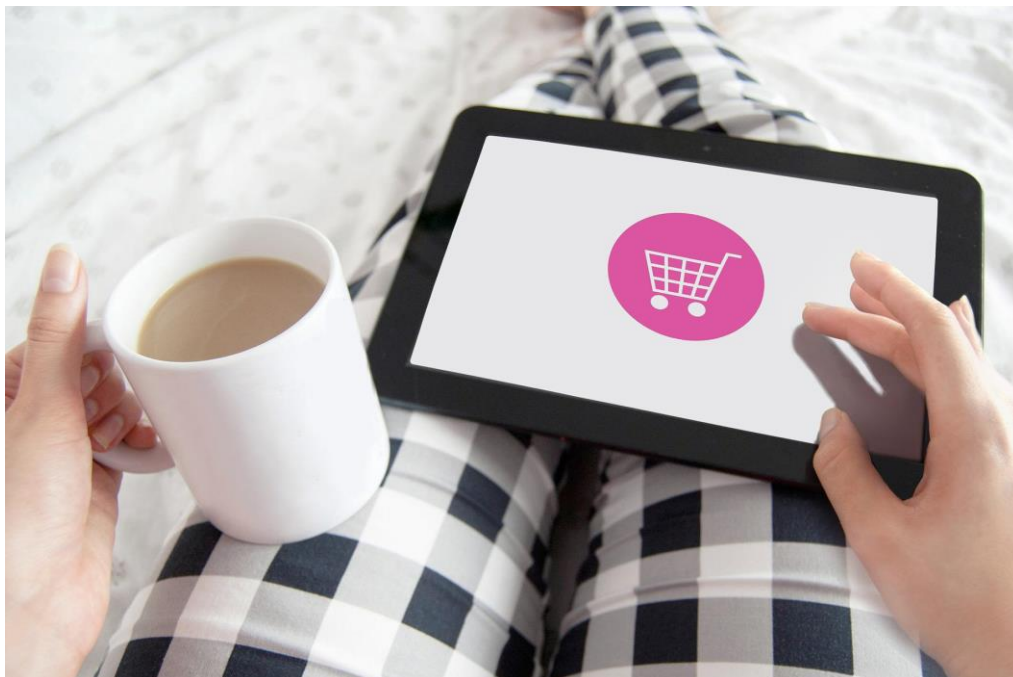
Introduction

Since the pandemic outbreak, the promotional activities of companies have significantly changed, addressing the evolution of customer needs and preferences. The current assignment aims to develop a series of blog posts to be communicated to the audience of Nike. The primary goal of the blog posts is to create and increase awareness of Nike's new policies triggered by the pandemic, as well as to better engage existing and potential customers with the brand. Relevant marketing theory is also used and integrated in the process of developing the blog posts.

Blog posts

Blog post # 1: Cosy, comfy, easy – one click away!

The pandemic changed it all. We want more convenience, greater comfort, time saved and to do it all in our own preferred pace. We managed to work, learn, work out, spend time with our loved ones and even shop from home. The pandemic changed the world we live in. It changed us. And you know what – not all changes are so bad! And we have a surprise for you – you can have our amazing and unique clothing and apparel through our new e-commerce platform!



Cosy, comfy, easy – one click away! We have invested a tremendous amount of resources, time, efforts and care to transform our e-store into an exceptional experience. One which would make you feel better. One which would make you choose it over and over again. One which might be digital but will prove you that we are always only one click away whenever you need us! New functionalities, more user-friendly interface and the full variety of Nike clothing and apparel So, log in and try it yourself! You would be surprised! Or maybe not... At the end of the day, you must expect the unexpected from us...

Blog post #2: Tips for a healthier lifestyle

The pandemic changed completely lifestyle. It was also associated with a significant degree of pressure, anxiety, concerns about the future, uncertainty and other worries which still affect our decisions. One is certain – all of us want to have and maintain a better and healthier lifestyle. We know how much you love working out, eating healthy and taking care of physical and mental health. But these tips would help you to improve this routine even more. As always, Nike's products and employees are there for you.



So, here is our short and simple list:

- 1) Set realistic workout goals and monitor progress.

This might look totally natural but, especially since the pandemic, working out is associated with many challenges. Whether you are running, swimming, going to the

gym or working out at home, it is definitely more difficult to do that today as when compared to pre-pandemic times. So, no matter how busy you are, put working out in your calendar, adjust your goals to current capabilities and hold yourself accountable on results. For greater convenience, you can find a selection of “working out at home” products on our website. What is your routine nowadays? Tag us in your photo or video showing it on Instagram and we will feature it on our profile.

2) Find an accountability buddy

It is always easier to work out and pursue progress when you work in a team where every member holds the rest accountable and motivates them to continue. Why not downloading our mobile app and contact with other sport lovers who share the same passion?

3) Consume functional foods more

Food and nutrition are main factors of influence on healthier lifestyle and our mood, welfare and productivity. There are so many healthier alternatives of different food products that you can try. Why not trying agave syrup instead of sugar for example? Or consume more free-from items (e.g. sugar-free, lactose-free, fat-free, salt-free, gluten-free etc.)? Check our Instagram account for some ideas and share your favourite healthy meal with us!

4) Be creative for places to work out on

Gyms being closed or over-crowded is not an excuse... Go out jogging on the street, running on the stadium, swimming and working out on the beach or simply have some exercises in the park. How did you handle this? Send us a photo of your favourite outdoor place while working out with Nike's products and you might receive an award!

5) Sleep healthy

Sleeping routine is very important for achieving and maintaining a healthier lifestyle. It is crucial for a good physical and mental health and will also help your body recover more efficiently from working out sessions. Log into our mobile app to check the specific sleeping tips which can help you rest more!

Blog post # 3: Everyone is a champion! What's your story?

At Nike we believe that every human is capable of whatever they desire and dream for! Champions are not only defined by athletic achievements but by character. We believe you

have the power to change your life and rule your world. So, what's your story? What did you fight for? How did your life change? How did Nike brand help you in this journey? Share your story with us! The most inspiring examples will be featured on our website! All stories will be shared on our mobile app and social media accounts. Let's inspire each other and prove once again that together we are stronger, more capable and better! You are already a winner! Let the world know about it!

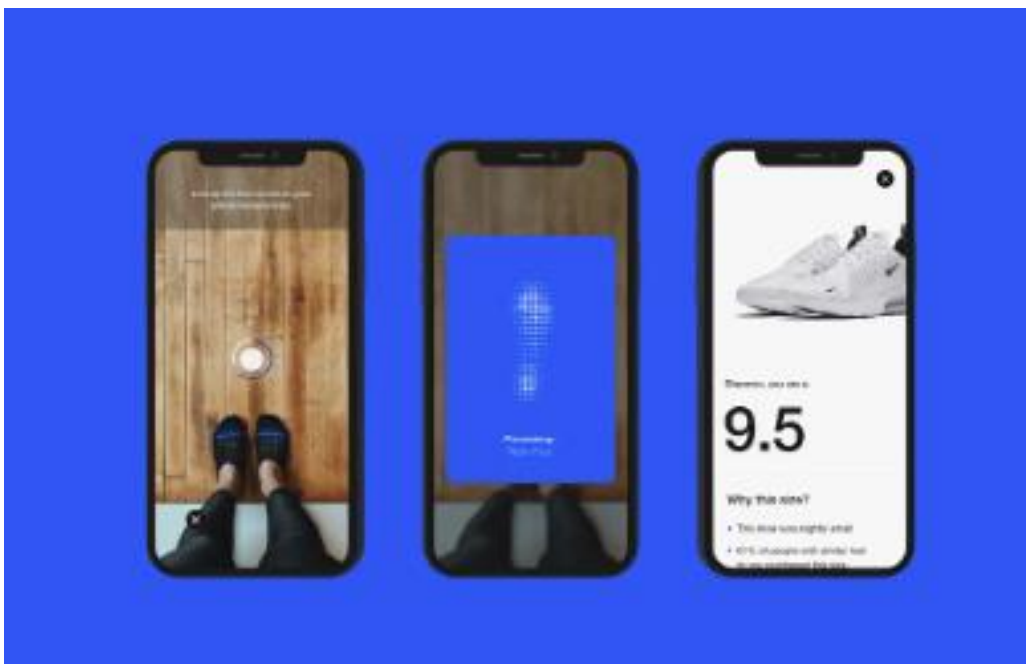


Blog post # 4: Wrong size? Never again!

Did you know that 60% of people wear the wrong size shoe? Yes, that's true! We found that through one of our surveys. Every year, half a million people say they have purchased their shoes in wrong size. Yes, we know, it is too much. Well, we change that now!



We introduce to you Nike Fit – the technology which determines the right size of your shoes on the basis of AI innovation! And soon we will launch the same functionality for clothes. This is already available in some of our stores. The better news? It is fully integrated in our retail app, so now you can freely shop your favourite shoes online without worrying on whether they will fit properly. If that's not great, tell us what is!

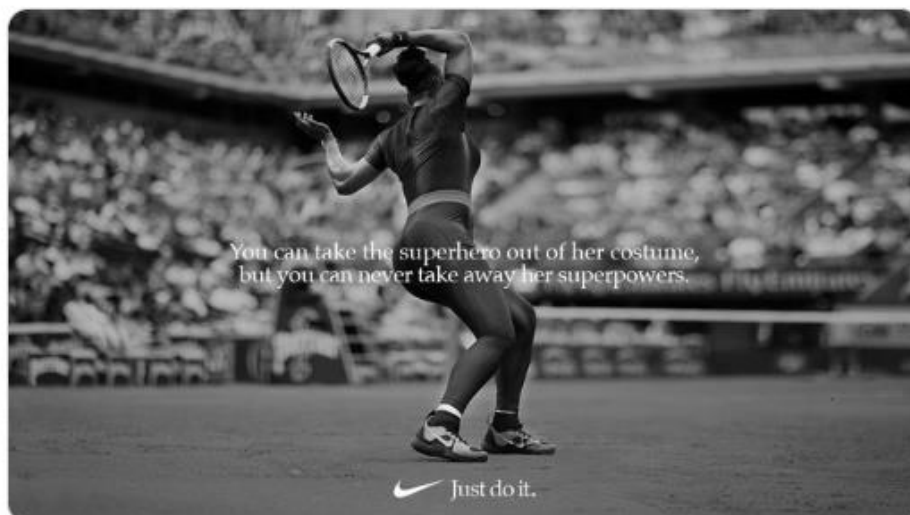


Blog post #5: The social media buzz – are you there?

Social media is the new normal. It helps us get in touch with our relatives, family, friends, people we admire, brands we like, employers, athletes, popular faces and many more. Social media has the power to connect, inspire, motivate. It keeps us closer together and let us believe that we can! We can change our life, we can rule the world, we can reach our dreams, we can imagine a better us! So, which social media you use? Find us there and talk to us. We are always there to reply. We are always there to provoke and encourage you to become a better version of yourself. We are always there to listen to you – your feedback, opinion, ideas and own individual story. And this will never change. We also have a lot to share – our news, our new products, the links to our e-store and mobile app, the stories of our ambassadors, your own stories. So, find us, follow us, talk to us and get the ultimate Nike experience. Find out more for our products, the new collections of sporting shoes and apparel, the innovation used in their production and a variety of tips on which one is the right fit for your individual needs.



You can take the superhero out of her costume, but you can never take away her superpowers. **#justdoit**



7:34 AM · Aug 25, 2018



♥ 264.9K 💬 Reply ↗ Share

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Blog post # 6: You have a crazy dream? Just do it!

We all love to dream. About the future, about our lives, about the impossible. The most popular and successful athletes in sport were once dreaming for a bit of their current achievements. So, what's your big dream? Share it with us on our website or social media accounts. Tell us what your crazy dream is! We will be there all the way – pour sport clothing and apparel will help you be more efficient, more productive, simply better. So, what's your dream? Let us help you fly and inspire the world!



Conclusion

The proposed blog posts have the main aim of attracting, retaining and engaging audience with Nike brand. They are created on the basis of an in-depth consideration of relevant marketing theory, such as segmentation and targeting, promotional mix and integrated marketing communications. The main aim of the blogs is to encourage viewers to engage more with the brand and be more active in communicating with the brand through social media. This would respectively lead to more digital sales and the development of e-commerce capabilities which is crucial for current success.

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