

Introduction

Introduction of Nike in UK

Nike is a well-known and reputable brand in the UK that offers high-quality athletic wear and footwear. The company has a long-standing history of providing innovative products that cater to the needs of athletes and fitness enthusiasts alike. Nike UK is committed to providing its customers with the best possible shopping experience, with a focus on quality, affordability, and customer service. Whether you're a seasoned athlete or just starting out on your fitness journey, Nike UK has something for everyone. From running shoes and workout gear to casual wear and accessories, Nike UK has you covered. So why not check out their latest products and see what they have to offer? You won't be disappointed!

Purpose of the report

The main purpose of this report is to analyse the digital assets and how companies represent themselves on online platform and as well as in in-store and make use of the digital marketing strategy on the social media and in the social arena. And the ability of machine learning in terms of digital marketing how they can save their time, money and their return on investment (ROI) by applying machine learning methods in marketing strategy.

Methodology

The below mention report is about the Digital marketing strategy of Nike and the data is available online and offline in books. The primary research method is used to demonstrate the qualitative and quantitative analysis of how Nike represent their digital assets, and their customer relationship management (ECRM). Their internal and external communication structure flows, marketing strategy promotion, and product strategy. In order to investigate how machine learning applied to digital marketing to maximise ROI, the paper also uses literature reviews. Academic journals, academic publications, and industry sources were consulted for this report. In order to learn how machine learning might be applied to digital marketing to maximise ROI, the paper also uses literature reviews. Academic journals, academic publications, and industry sources were consulted for this report.

Literature review

Digital marketing

Digital marketing is the process of advertising goods and services to a target audience by using digital channels like search engines, social media, email, mobile apps, and websites. Through the delivery of helpful content, the development of trust, and the promotion of conversions, digital marketing aims to establish a relationship between a brand as well as its potential customers.

Search engine optimisation (SEO), pay-per-click (PPC) advertising, social media marketing, content marketing, email marketing, and mobile marketing are just a few of the strategies that fall under the umbrella of digital marketing. To be successful, each of these tactics calls for a unique set of abilities and methods.

Digital marketing has the advantage over traditional marketing in that campaigns can be measured and tracked in real-time. Due to this, companies can modify their strategies and approaches.

Reaching a highly targeted audience is one of the main benefits of digital marketing. Businesses can develop highly personalised and pertinent campaigns that are more likely to be well received by their target audience by analysing data on consumer behaviour and demographics.

The capacity to track and measure results is yet another crucial component of digital marketing. Utilising analytics tools, companies can learn which strategies are effective and change their approach accordingly.

In general, digital marketing is playing a bigger and bigger role in today's commercial world. Businesses must create a solid digital marketing plan if they want to remain competitive given that more and more consumers are using the internet to explore and buy goods and services.

SOME KEY TAKE AWAYS

- Marketing to consumers via digital channels, including as websites, mobile apps, and social media platforms, has been referred to as digital marketing.
- This type of advertising is distinct from internet advertising, which is only carried out on websites.
- Digital marketing deals with luring clients using email, content marketing, search engines, social media, and other channels.

Digital marketing of in retail businesses

Digital marketing in the retail sector refers to the use of digital platforms and advertising strategies to advertise and sell goods and services there. Digital marketing is becoming a crucial part of the marketing strategy for the retail sector due to the rising trend of online buying.

Digital marketing strategies for retailers could consist of:

In order to increase the retailer's website's visibility on search engines and increase traffic to it, SEO is used.

Pay-per-click (PPC) marketing is used to advertise the retailer's goods or services by serving up relevant search engine and social media ads.

Using social media sites like Facebook, Instagram, Twitter, and Pinterest, social media marketing connects with customers and promotes items.

Email marketing is used to contact the retailer's email subscribers with newsletters, special offers, and tailored recommendations.

Using content marketing, retailers can produce and share informative content that informs and educates customers about their goods and services, such as blog posts, videos, and infographics.

Digital marketing in the retail sector can assist companies in expanding their customer base, raising brand recognition, increasing traffic to their online store, and eventually raising sales and revenue.

Here are some of the benefits of Digital Marketing in retail business.

1. Enhanced brand recognition: Digital marketing offers retail businesses a platform to enhance their brand awareness and visibility. Businesses can reach a larger audience and establish a strong brand presence by producing online content and distributing it via many channels, including social media, email marketing, and search engine optimisation.
2. Digital marketing enables retailers to target particular customers based on demographics, interests, and behaviours for better targeting. This facilitates reaching the appropriate audience with the appropriate message, increasing engagement and conversion rates.
3. Cost-effectiveness: Digital marketing is typically more economical than traditional marketing strategies. This is so that it does not require the printing and distribution expenses linked to print advertisements and other conventional types of marketing.
4. Digital marketing allows businesses to interact with their customers in real-time through social media, email marketing, and other channels, which results in an increase in customer

engagement. This enables companies to develop relationships with their clients and offer them personalised experiences.

5. Better analytics: Businesses can use digital marketing to get in-depth information and insights about their marketing campaigns. Retailers are able to monitor their progress and make data-driven decisions to enhance their marketing plans as a result.

In general, digital marketing is a crucial tool for merchants who want to boost customer engagement, raise brand awareness, and increase sales.

Background of the company

In Beaverton, Oregon, in the United States, Nike has its global headquarters. On January 25th, 1964, Bill Bowerman and Phil Knight founded Blue Ribbon Sports. In 1971, the company changed its name to Nike in commemoration of the Greek goddess of victory.

Nike initially focused on supplying shoes to other companies, but in the 1970s company began to produce its own footwear, starting with the "Nike Cortez." The business soon gained notoriety, especially among runners, because to its cutting-edge designs and top-notch products.

Nike gained popularity in the 1980s as a result of their collaborations with well-known athletes like Michael Jordan, Bo Jackson, and John McEnroe. The company's "Just Do It" slogan gained popularity after its 1988 launch.

With regards to goods sold in Nike is today one of the leading manufacturers of athletic footwear and equipment for more than 190 countries. The business is committed to reducing its environmental effect and promoting social responsibility. It gives innovation and sustainability a high priority. Nike is well known for its strong brand identity and successful marketing strategies.

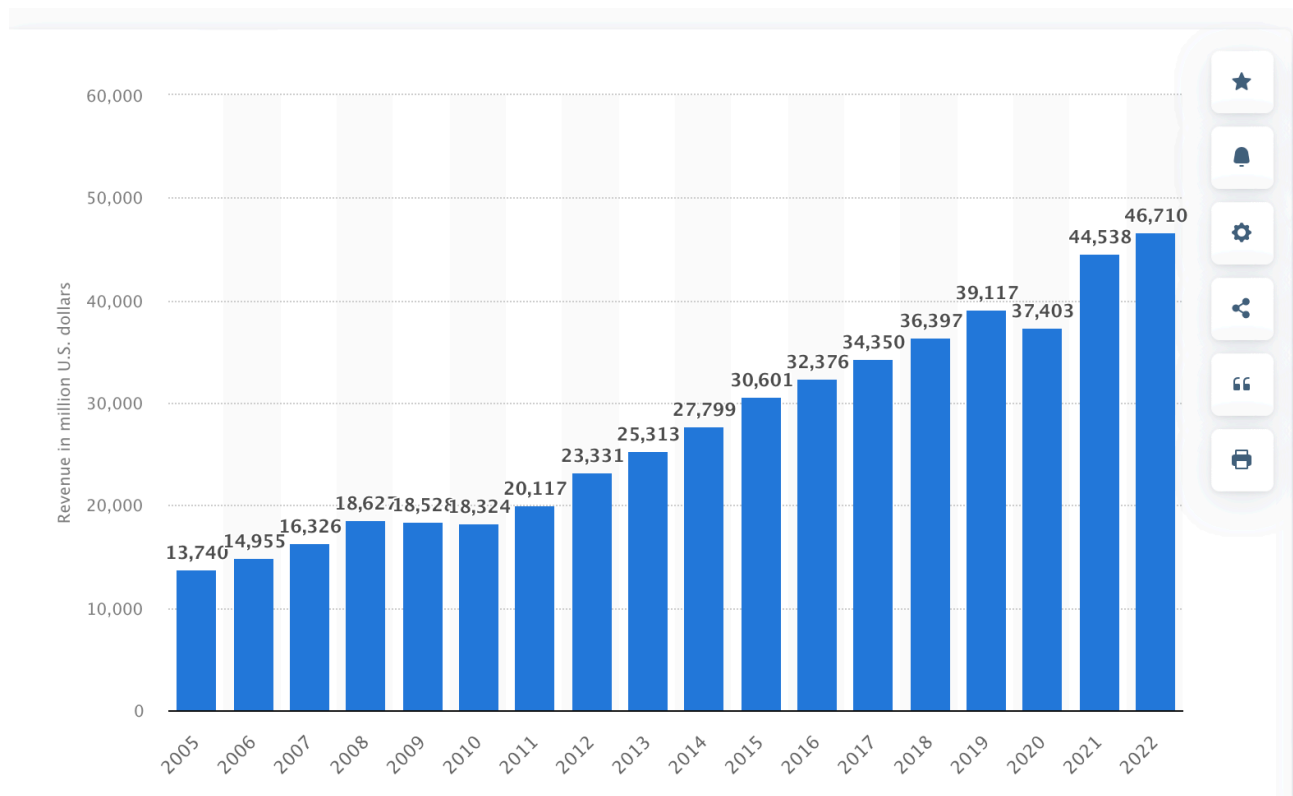
Nike famous product category

- SHOE ; - Nike is most recognised for their footwear, which includes cleats for soccer, basketball, running, and other sports, as well as training shoes. Nike's footwear is made with a variety of cutting-edge technologies, including Air Max, Flyknit, and Zoom Air, and is intended to be durable, comfortable, and performance-enhancing.
- APPAREL;- T-shirts, hoodies, jackets, shorts, leggings, and other apparel are also produced by Nike for men, women, and children. Nike clothing is renowned for its chic designs, cutting-edge materials, and cutting-edge technology, like Dri-FIT, which wicks away perspiration to keep you dry and comfortable.
- ACCESSORIES;-Nike manufactures a range of accessories, including backpacks, caps, socks, and sports gear, in addition to shoes and clothing. The same premium components and meticulous attention to detail are used in Nike accessories, which are made to be both fashionable and practical.

Countries of operation.

Nike is a multinational firm with operations in numerous nations. The company's corporate offices are in the American city of Beaverton, Oregon. More than 190 nations are home to Nike's businesses and retail outlets, while more than 200 nations buy the company's goods.

NIKE REVENUE IN UK TILL 2023



(Tighe, 2022)

Nike's Digital marketing strategies and Performance

Nike has effectively utilized digital marketing as a retail business. Their online presence seamlessly integrates with their physical stores, providing customers with a consistent experience across all channels. Nike's digital marketing initiatives encompass email campaigns, social media promotions, and targeted advertising. Their use of data analytics enables them to monitor customer behaviour and preferences, allowing them to tailor their marketing efforts to specific audiences. Overall, Nike's digital marketing strategy plays a pivotal role in their success in the retail industry.

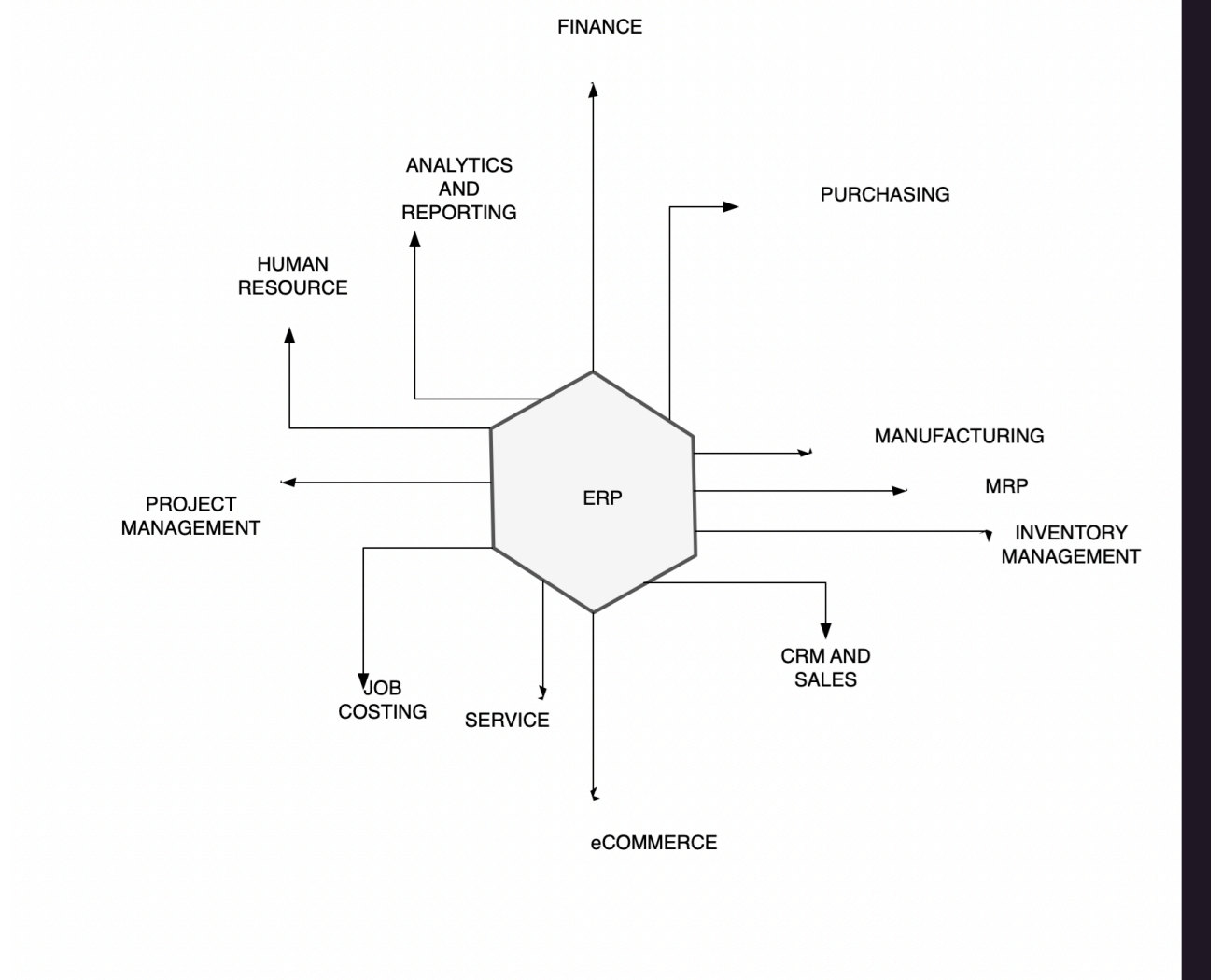
ENTERPRISE RESOURCE SYSTEM

ERP (Enterprise Resource Planning) is created to integrate and manage a variety of corporate operations and processes throughout the entire organisation. Medium-sized to large-sized businesses frequently utilise ERP systems to organise their processes and boost productivity. (Botta-Genoulaz, Millet and Grabot, 2005)

A corporation may handle a variety of business operations with the aid of an ERP system, such as finance and accounting, human resources, inventory management, supply chain management, customer relationship management, and more. An ERP system can offer better visibility and control over corporate processes by combining data from several departments and functions into a single system. This can help to lower costs and boost productivity.

Some benefits of ERP System.

- Improved efficiency ;- By automating repetitive tasks and streamlining corporate processes, an ERP system can increase productivity and cut down on the amount of time and resources needed to execute tasks.
- Increased visibility ;- An ERP system can increase visibility and control over corporate processes by combining data from several departments and functions into a single system. This can help to discover areas for improvement and help to make better decisions.
- Improved data accuracy;-By serving as the single source of truth for all data pertaining to a specific business process or function, an ERP system can help to decrease errors and inconsistencies in data.

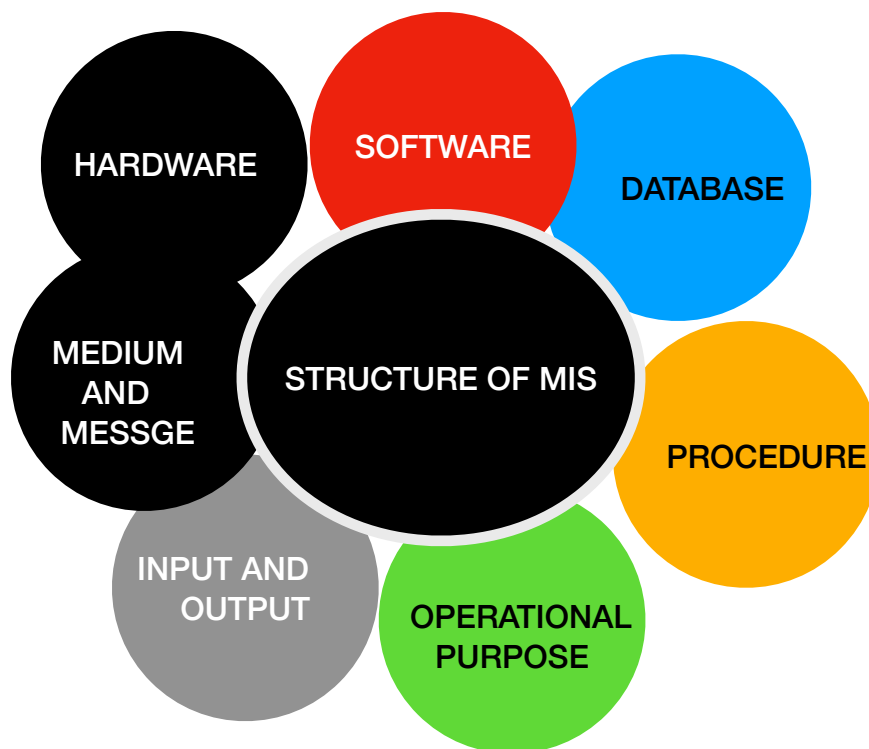


(Source: Self-Created)

Digital Assets analysis

(a)MARKETING INFORMATION SYSTEM

A corporation uses a collection of procedures and methods known as a marketing information system (MIS) to gather, arrange, analyse, and disseminate information that is pertinent to its marketing efforts. By giving fast and reliable information on clients, rivals, and market trends, a MIS aids a business in making better marketing choices. (Leonidou and Theodosiou, 2004)



(SOURCE: Self-Created)

Components of MIS INCLUDE;-

- INTERNAL COMPANY DATA
- MARKETING INTELLIGENCE
- MARKETING RESEARCH
- DATA ANALYSIS AND REPORTING

BENIFITS OF USING MIS INCLUDE;-

- IMPROVED DECISION MAKING
- INCREADED EFFECENCY
- BETTER CUSTOMER UNDERSTANDING
- COMPETITIVE ADVANTAGE

In order to improve its presence on the internet and attract more consumers, Nike has also increased its digital assets. Here are a few of Nike's most important digital assets:

(b)Website: The official Nike website is a vital digital resource that enables customers to shop collections, learn more about the brand's principles, and make purchases online. The website is multilingual and has a responsive design, making it accessible on a variety of devices.

-Here are some key reasons why there is a need of a good website for big brands.

- **ONLINE PRESENCE;**- In the current digital era, any brand must have a strong online presence. The key online centre for Nike is its website, where shoppers can discover more about the brand, its goods, and its principles.
- **E-COMMERCE;**-The company's website for Nike serves as a crucial sales platform. Nike can reach clients worldwide and make large profits thanks to the ability of customers to explore and buy things directly from the company's website.
- **BRAND IMAGE ;**- The website for Nike is a key factor in determining the company's brand image. Customers' opinions of the Nike brand are influenced by the site's layout, messaging, and user experience.
- **CUSTOMER ENGAGEMENT ;**- A crucial resource for connecting with clients is Nike's website. Nike may forge deeper connections with its clients and increase the number of devoted ones by implementing features like customer feedback, social media integration, and personalised recommendations.
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2) Nike App: The Nike App is a mobile application that lets users customise their footwear, log their workouts, shop for Nike products, and receive personalised recommendations based on their preferences and activity. Additionally, the app offers access to events and exclusive content.

3) Social Media: Nike is well-represented on social media sites like Instagram, Twitter, Facebook, and YouTube. These platforms are used by the brand to display its goods, offer motivating tales, interact with consumers, and advertise its environmental and social activities.

4) Nike Training Club: A online service that offers access to free exercises, expert guidance, and training schedules for various fitness levels and objectives is called Nike Training Club. The platform has a website, a mobile app, and social media accounts.

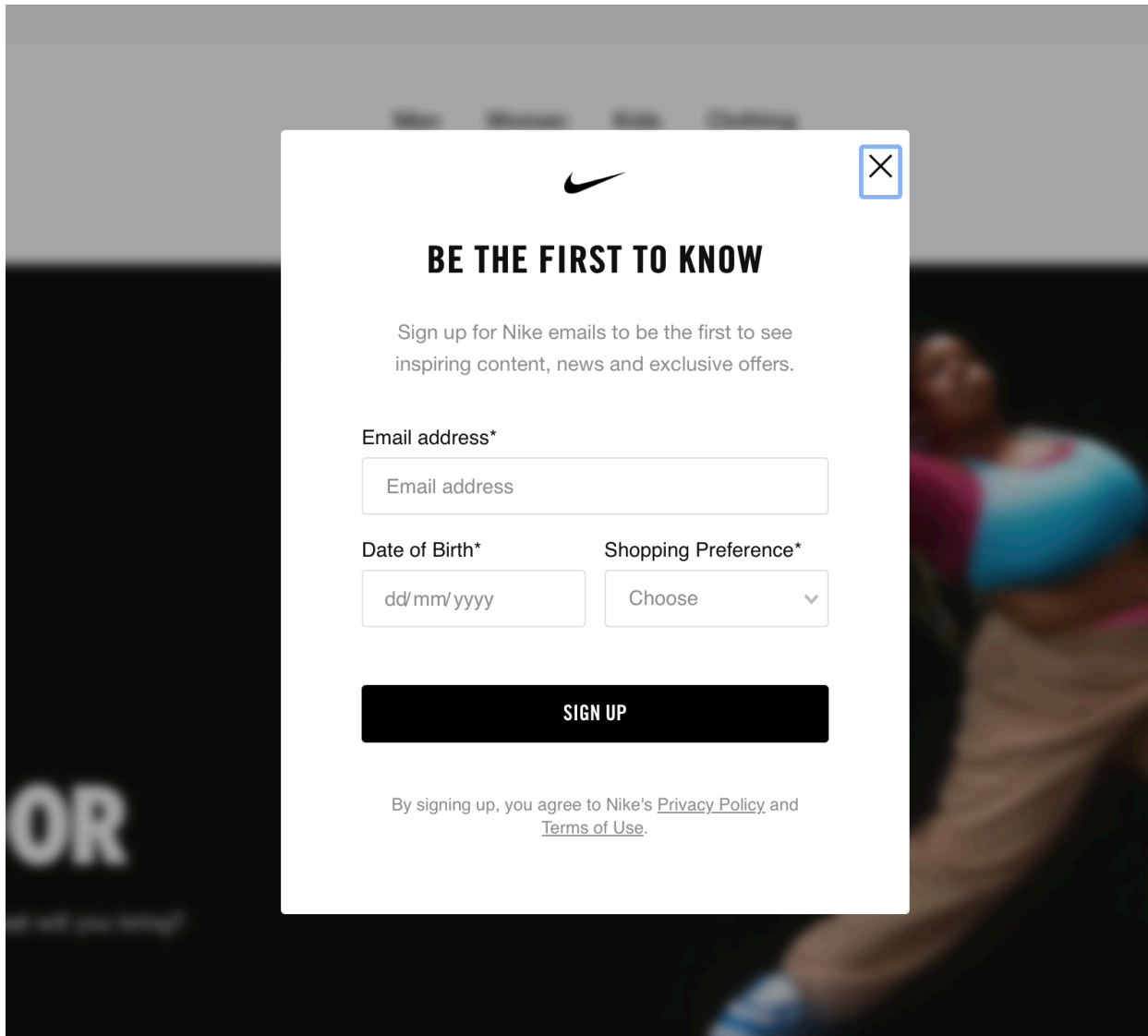
5) Nike Run Club: Nike Run Club is a digital platform that supports runners of all abilities in terms of performance enhancement, tracking of advancement, and involvement in the community. The platform has a website, a mobile app, and social media profiles.

6) Nike SNKRS: Based on the user's tastes and history, Nike SNKRS is a digital platform that grants users unique access to limited-edition sneakers, early launches, and personalised suggestions. The platform has both a website and a mobile app.

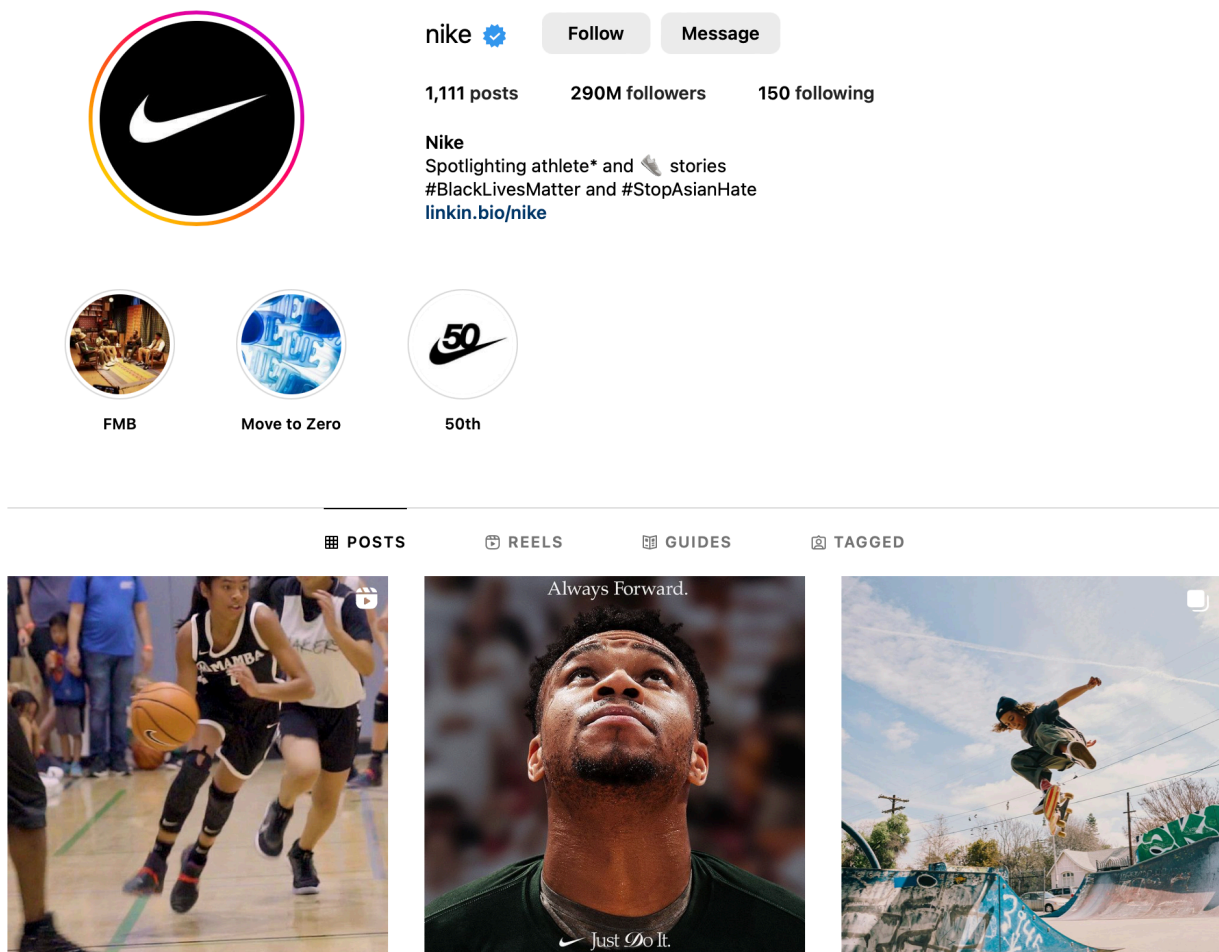
In general, Nike's digital assets showcase the company's dedication to community development, customer experience, and innovation. Nike can reach a larger audience, interact with customers in fresh ways, and maintain an edge over the competition in the digital age by utilising these resources.

DIGITAL MARKETING ASSETS

NIKE WEBSITES : Here is official Nike website is a vital digital resource that enables customers to shop collections, learn more about the brand's principles, and make purchases online. The website is multilingual and has a responsive design, making it accessible on a variety of devices.

A screenshot of a Nike website sign-up modal. The modal is white with a Nike swoosh logo at the top center. In the top right corner, there is a blue square button with a white 'X' icon. The main heading is "BE THE FIRST TO KNOW" in bold black text. Below the heading, there is a paragraph: "Sign up for Nike emails to be the first to see inspiring content, news and exclusive offers." The form contains three fields: "Email address*" with a text input box containing the placeholder "Email address"; "Date of Birth*" with a text input box containing the placeholder "dd/mm/yyyy"; and "Shopping Preference*" with a dropdown menu showing "Choose" and a downward arrow. Below these fields is a black button with the text "SIGN UP" in white. At the bottom, there is a line of text: "By signing up, you agree to Nike's [Privacy Policy](#) and [Terms of Use](#)." The background of the modal is a blurred image of a person in a blue and pink Nike shirt.

SOURCE:(Nike.com, n.d.)



(Nike, 2022)

NIKE CRM DATA BASE

Nike tracks consumer information and manages customer interactions using a customer relationship management (CRM) system. (Winer, 2001) Nike's CRM system is intended to enhance customer pleasure, loyalty, and retention by assisting the company in better understanding its customers.

NIKE CRM DATA BASE FEATURES.

Management of customer data: Nike's CRM system aids in the collection, archiving, and analysis of customer data, including purchase history, preferences, and behaviour. To better understand clients and develop personalised marketing messages and experiences, this data is utilised.

Management of loyalty programmes: Nike has a CRM system that is integrated with its loyalty programme, NikePlus. The programme provides members with exclusive advantages including free shipping and early access to product launches.

Management of customer support contacts across several platforms, including social media, email, and the phone, is made possible by Nike's CRM system. This makes it possible to guarantee that clients get quick and reliable support.

Marketing automation: Nike's CRM system enables the corporation to develop specialised advertising campaigns based on information about its clients' buying patterns. Customers can receive personalised messages from the system automatically based on their purchase history, interests, and preferences.

ONLINE PAYMENT GATEWAYS

Nike makes it simple for customers to make purchases on their website by providing a number of online payment options.(Nike.com, n.d.)

Depending on the nation and location of the customer, the specific payment alternatives may vary, but some typical payment gateways utilised by Nike include:

- CREDIT CARD
- DEBIT CARD
- PAYPAL
- APPLE PAY (MY favourite)
- KRANA
- GIFT CARDS

SEO TOOLS AND REPORTS

To increase the exposure and ranking of its website in search engine results pages, Nike probably use a number of SEO (Search Engine Optimisation) technologies.(research gate 2023.)

Some SEO tools

Google Analytics: A free tool provided by Google, Google Analytics enables website owners to monitor website traffic, user behaviour, and conversion rates. This tool may be used by Nike to track user behaviour on their website and spot areas for development.

Google Search Console: Google Search Console is an additional free tool that Google offers website owners to track the visibility of their website in Google search results. Nike may make use of this tool to track how well their website performs in search results, find any technical problems that can harm their SEO, and make adjustments to their website to make it more search engine friendly.

Tools for keyword research: Organisations like Nike can use tools for keyword research to find the words and phrases that their target market is searching for, such as Ahrefs, SEMrush, and Moz. Additionally, these tools can offer information on search volume, rivalry, and potential traffic opportunities.

Backlink analysis tools: Ahrefs and Majestic are two backlink analysis tools that can assist businesses like Nike in evaluating the quantity and quality of backlinks pointing to their website. Nike can find possibilities to raise the authority and search engine rankings of their website by examining their backlink profile.

Companies like Nike can track their progress and find areas for improvement in their SEO approach with the use of SEO reports. Data about website traffic, keyword rankings, backlink profiles, and other topics may be included in these reports.

Affiliate marketing platforms

The affiliate network company Rakuten Advertising (formerly known as Linkshare) oversees Nike's affiliate marketing programme, known as the Nike Affiliate Programme. Through the Nike Affiliate Programme, people or organisations can sign up to promote Nike products on their website, blog, or social media channels and get paid for each sale made using their special affiliate links.(Reddy, 2016)

Affiliates can access a variety of Nike goods through the Nike Affiliate Programme, including footwear, apparel, accessories, and more. On their websites or social media pages, affiliates can promote Nike products using unique links and banners, and they can also get money from any purchases made by visitors who use their affiliate links.

To advertise their products and reach a larger audience, Nike may also collaborate with other affiliate marketing programmes, such as ShareASale, CJ Affiliate, or Impact, in addition to the Nike Affiliate Programme.

In general, Nike's affiliate marketing strategy aims to raise brand recognition, improve website traffic, and boost sales through collaborations with affiliates and affiliate marketing networks.

Internal and External Communication Structure flows

Global challenges faced by Nike

Nike, like many other large international companies, is dealing with a number of issues that are having an effect on its business, reputation, and bottom line. Nike is facing a number of significant obstacles, including:

Supply chain management: Because Nike's intricate supply chain is dispersed across several nations, it is challenging to control problems with labour standards, preservation of the environment, and ethical sourcing.

Nike is heavily contested by new market entrants as well as other athletic clothing companies like Adidas, Under Armour, and Puma.

Sustainability: Nike has significantly improved working conditions in its supply chain and reduced its environmental effect. Regarding matters like water use, greenhouse gas emissions, and waste reduction, the business is still under scrutiny from customers and activists.

Employment practises: Nike has previously come under fire for its labour policies, notably in poor nations where many of its items are sourced. The business has made improvements to the working conditions in its plants, but demand to do more persists.

Consumer preferences are evolving, and Nike must adjust its business practises and marketing plans to stay up with the latest trends. Consumers are increasingly asking for items that are ethically and sustainably sourced.

Disruptions caused by pandemics: Global supply chains have been disrupted, consumer behaviour has been affected, and several businesses, including Nike, have suffered significant monetary losses as a result of the COVID-19 epidemic.

In general, Nike must overcome these obstacles while retaining its position as a top athletic brand and proving its dedication to sustainability and social responsibility.

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