

Spring 4-28-2023

Social Media Marketing Related to Nike

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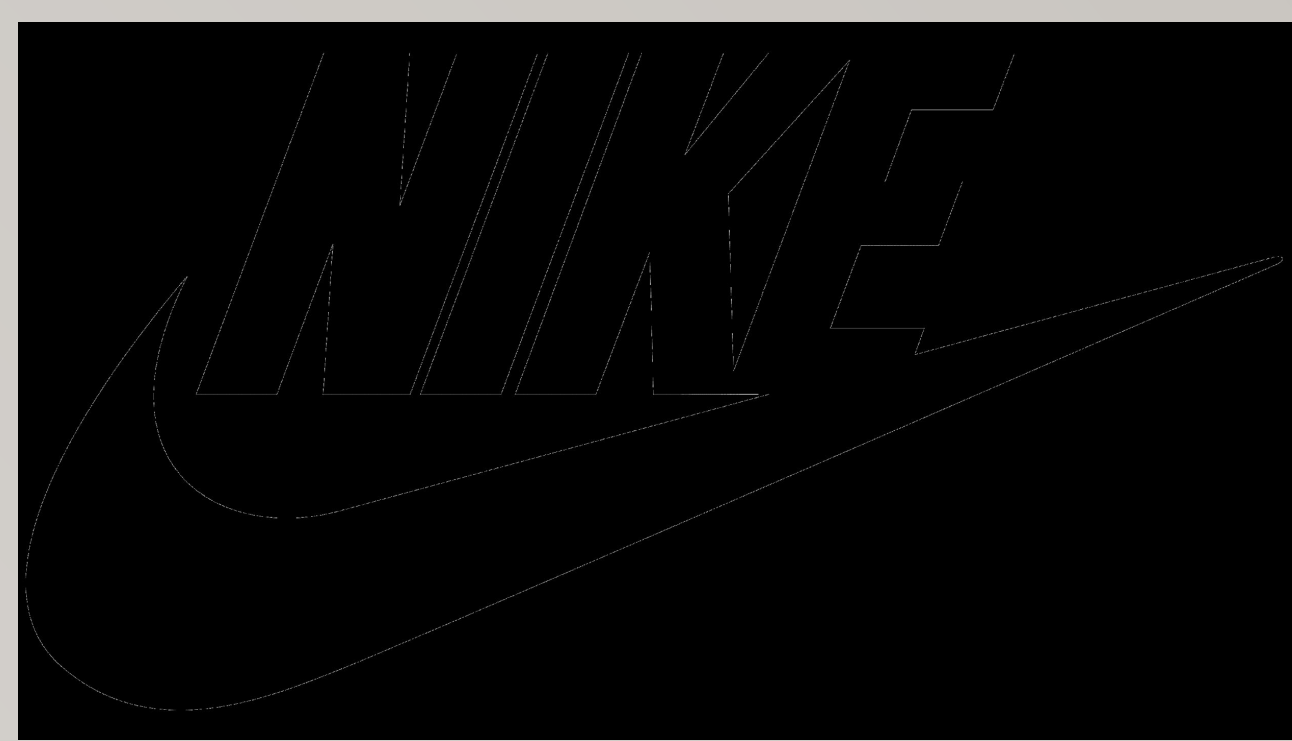
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Herrera, Felipe, "Social Media Marketing Related to Nike" (2023). *Undergraduate Research Symposium Posters*. 170.

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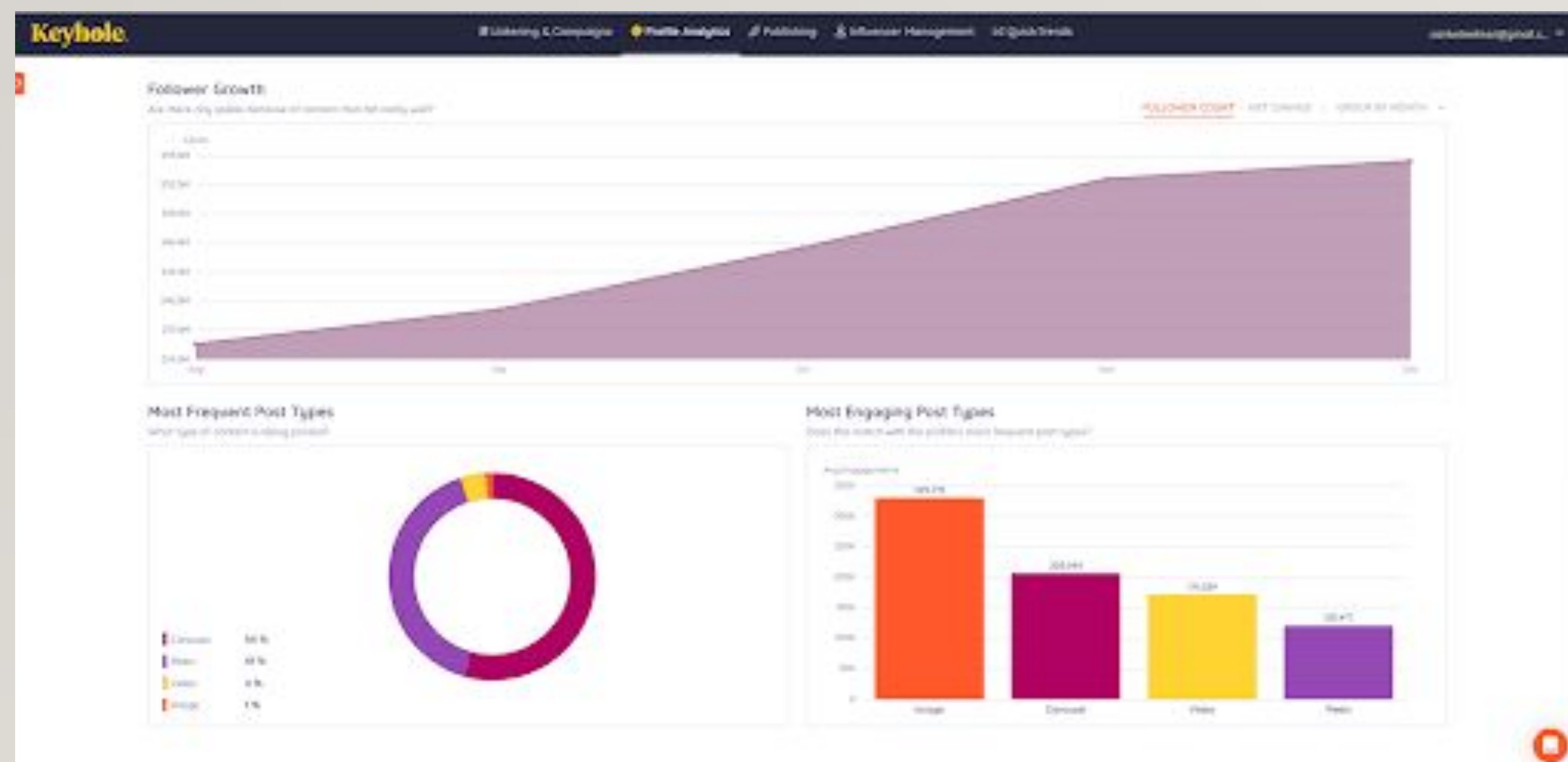
Introduction

This research examines positive and negative attitudes about social media marketing within Nike. Understanding consumer attitudes about social media marketing is important because it affects our lives every day and we are exposed to it on a regular basis. Previous research about this product category showed that there are new tactics Nike is using to expand business, how the pandemic affected usage of social media, and the percentages of apps being used by adults in the last year. I conducted three netnography analyses by observing consumer groups on Facebook, Twitter, and Reddit social media platforms on Nike to understand consumer meanings related to this product category. I found that consumers choose to support Nike because of the risks that they take when promoting certain products or choosing to support certain individuals who may not be admired by everyone. Next, I will conduct surveys to examine consumer groups on Facebook, Twitter, and Reddit social media platforms on Nike. My research has the potential to provide insights to marketing managers in increasing traffic through certain platforms, seeing why people choose to stay loyal to certain brands, and how users interact with one another.

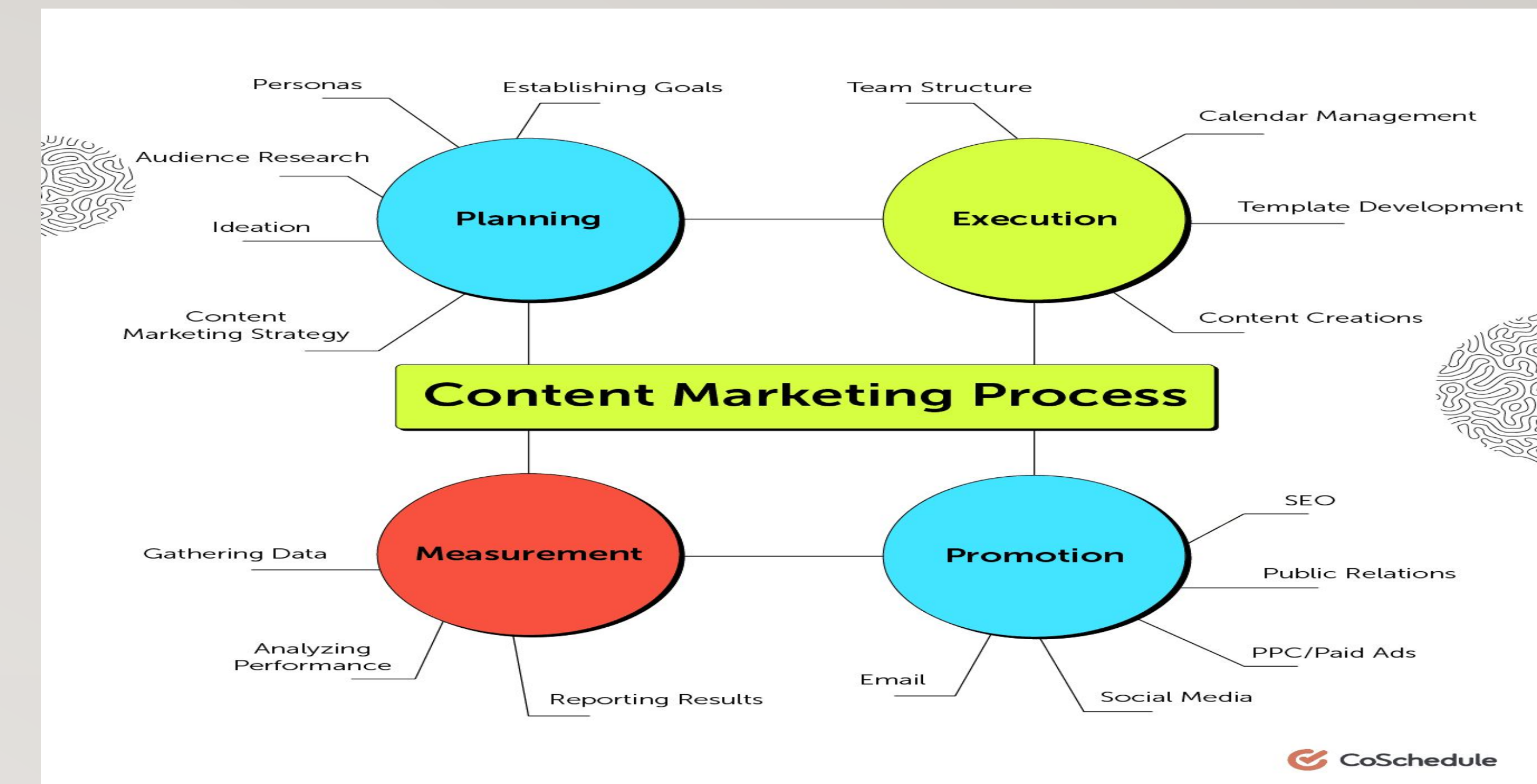
Objective

For this assignment I chose to do research on Nike and the online communities associated with it. I noticed that Nike has gotten so popular by not being afraid to take risks. I was studying Facebook and how users for Nike communicate with one another. Typically what I noticed here was that people like to stay up to date with new releases or products being unveiled for the first time. Although there were many user complaints, which is typical for big companies to have, I explored the Nike Twitter account and reviewed how accounts interact. I noticed that on Twitter Nike was more responsive to negative comments, trying to find a solution to their issue or ask how they can improve their experience. Lastly, I ran into an online community talking about how they support Nike because of the commitment they have been seeing throughout the years. Nike has had to cut off several athletes that had partnerships with them, because of their actions or certain things they said. Instead, Nike has been showing they do not support this negativity by siding with Kaepernick or promoting LGBTQ. Many people appreciate this and in conjunction continue to shop or promote through word of mouth, keeping this company in business.

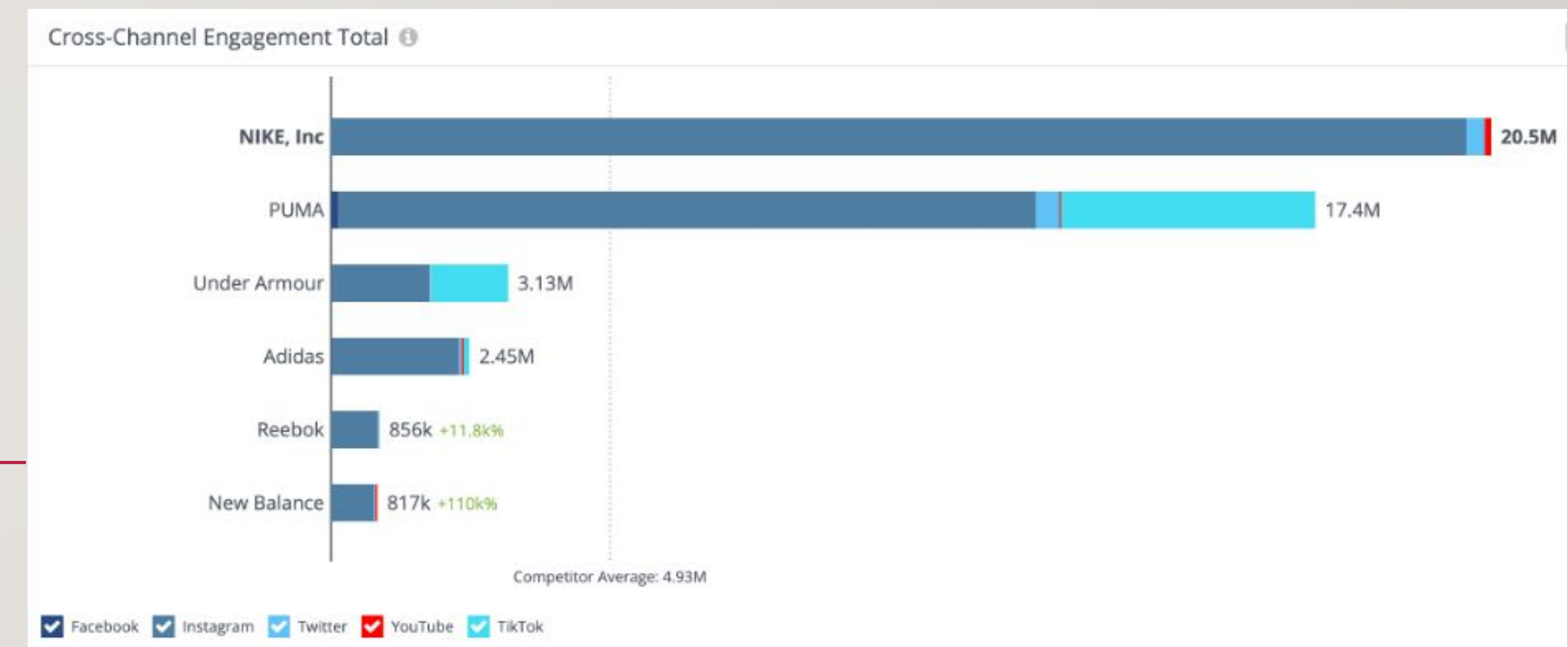
Data



Method



Results



Concluding Discussion

After reading through all these online communities I was able to see how users feel about Nike and how they interact with one another. I saw many positive interactions and for users with negative feedback, Nike was usually quick to respond in order to find a solution. One thing I would like to test is to see if Nike were to post more on platforms like Facebook or Reddit, would the user interaction increase? Right now they mainly post on Instagram or Twitter, which is where they receive most of their user communication. Would posting more on other platforms increase this? Or would this stay simply about the same numbers wise.

Acknowledgements

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