

## **Content Marketing Course Description**

Content marketing is defined as the marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action. Well-developed content is the heart of a successful marketing campaign.

In this course, students will learn to:

- Create content for a variety of industries and platforms
- Plan and create content for high-impact campaigns
- Create compelling communication with current and prospective customers
- Ensure that content aligns with the organization's messaging, marketing strategies, products, and specific audience needs
- Students will also be introduced to various Content Management Systems (CMS), and they will learn to measure, analyze, and report on performance against key indicators

Note: Not all formats may be available every quarter.

## **Professor Stephanie Kimberling's Bio**

Stephanie Kimberling is the head of digital marketing at SportRx, a San Diego-based ecommerce company and Top 10 *Best Place to Work in America*. Her areas of expertise include SEO, SEM, and web analytics. She earned an M.B.A. with an emphasis in sports business management from San Diego State University, as well as an M.A. in sociology from California State University, Northridge.

## **Grading**

Conor,

Your work this quarter has been consistently thoughtful and detailed, and your final project for Nike reflects that same dedication. You built a strong foundation by tying Nike's mission, vision, and purpose into a cohesive strategy that feels both inspiring and actionable. I especially appreciated how you developed the Jordan persona with depth — the psychographics, pain points, and aspirations were realistic and gave the content mapping real weight.

Your funnel strategy stood out in its clarity, with purposeful content ideas at each stage that connected back to both Nike's values and your persona's needs. I also liked how you balanced cultural relevance with performance storytelling, weaving in athletes like Caitlin Clark and Sabrina Ionescu alongside micro-influencers to make the brand feel aspirational yet attainable.

To strengthen this even further, you could expand on how content flows across channels as part of a unified campaign. For example, showing how a TikTok Q&A could feed into a

YouTube mini-doc, then tie into an email loyalty offer would illustrate the cohesion of Nike's storytelling. You might also consider adding content series that highlight sustainability in performance gear or athlete-led training challenges, which would extend Nike's brand values while keeping Gen Z engagement high.

Overall, this is an outstanding, professional-quality strategy that demonstrates both rigor and creativity. It's clear how much effort you put in all quarter, and I'm enthusiastic about your future marketing endeavors.

Excellent work all quarter, Conor.

**Capstone Project Grade – 100% A+**

**Overall Course Grade – 99% A+**

## **NIKE CAPSTONE FINAL EXECUTIVE SUMMARY**

### Content marketing goals and value

Nike's content marketing seeks to inspire, elevate, and connect. Guided by the belief that "If you have a body, you are an athlete," Nike's goals extend beyond sales, delivering value that empowers the next generation of Gen Z athletes.

- **Empowerment and inclusivity:** Campaigns highlight perseverance, diversity, and equity, ensuring that all athletes see themselves represented. Nike balances aspiration with attainability throughout the customer journey.
- **Redefinition of success:** Gen Z faces outdated expectations of adulthood and unattainable status markers. Nike equips them with the mindset, tools, and messaging to redefine success on their terms, strengthen their social identity, and elevate athletic performance. Nike is not just generating revenue. It is transforming culture.
- **Performance and loyalty:** Nike nurtures customers beyond the standard TOFU, MOFU, and BOFU funnel stages, creating long-term loyalty and advocacy through after-purchase touchpoints such as UGC contests, exclusive rewards, and free content. More importantly, Nike provides customers with ongoing identity and community as they pursue athletic greatness.

### Strategy to achieve these goals

- **Storytelling and emotional branding:** Nike's hallmark campaigns, "Just Do It" and "Redefining Success On Your Terms", showcase perseverance, inclusivity, and the freedom to define achievement personally. Caitlin Clark's role as a cultural figure reinforces Nike's message around gender equity and inspiration.

- **Cross-channel consistency:** Persona-driven mapping ensures campaigns connect seamlessly across TikTok, Instagram, YouTube, email, and blogs. Reinforcing messages across channels amplifies cultural resonance and emotional impact for Gen Z.
- **Innovation through R&D:** Advancements such as lightweight performance shoes, ZoomX foam and FlyEase accessibility reflect Nike's commitment to pushing athletic performance while serving diverse needs.
- **Sustainability and social impact:** Initiatives such as "Move to Zero", renewable energy investments, and youth empowerment programs demonstrate Nike's commitment to people and to the planet.
- **Athlete partnerships and influencers:** Aligning with Caitlin Clark, Kevin Durant, Kobe Bryant's legacy, among others, and micro-influencers keep the dream of greatness within reach for every athlete. These partnerships ensure Nike remains culturally relevant while providing aspirational yet attainable role models.
- **Loyalty and fan recognition:** Expanding Nike's customer-centric approach through exclusive drops, product discounts, and the SNKRs and Nike Rewards contests strengthens engagement, rewards loyalty, and builds brand recognition.

#### Our mission

"Bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete."

#### Our vision

"To expand human potential through innovation, inclusivity, and sustainability." Nike's vision includes zero carbon, zero waste, advancing gender equity, and leveling the playing field so all people have equal access to sport.

#### Our purpose

"To inspire athletes at all levels to break through barriers, succeed, and connect with their communities through the power of sport."

#### Our values

Innovation, performance, inspiration, diversity and inclusion, and social and environmental responsibility guide product design, campaigns, and community investments.

#### What makes us different

- Unmatched innovation in athletic performance gear
- Emotional storytelling that inspires audiences to overcome obstacles
- Athlete partnerships that reinforce credibility and global influence
- Community investment and sustainability initiatives that go beyond profit
- Cross-channel cohesion that connects narrative arcs across platforms and keeps customers engaged with Nike's story

### Unique point of view

Nike's unique perspective is that everybody is an athlete and success is defined on your terms. This inclusive lens ensures Nike is not just a product company, but a cultural force elevating the world. Nike empowers people to redefine success, rise above challenges, and connect with others through sport.

[Read More: Assignment 1 - Nike Overview](#)

## **OUR BRAND PERSONALITY**

### The voice & tone of our brand is (adjectives to describe voice, tone, personality)

Nike is bold, direct, fearless, inspirational, and empowering by encouraging audiences to be their best. Nike is also confident, motivational, and unapologetic with short, punchy lines that are emotionally charged. They encourage people to stand fearlessly in the face of difficulty and to persevere beyond what society deems personally and professionally possible.

[Read More: Assignment 1 - Nike Overview](#)

### The voice & tone of our brand is not (adjectives to describe who we are not).

Nike isn't timid, unsure, remorseful, non-competitive, shy, corporate, sterile, greedy, lazy, passive, safe, complacent, or ordinary.

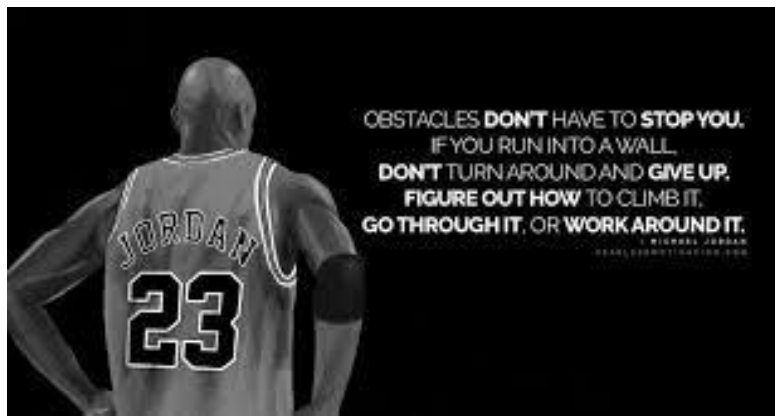
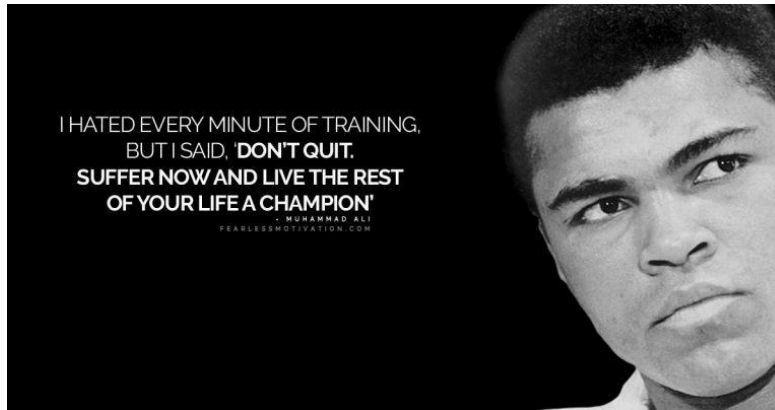
[Read More: Assignment 7- Social Media Blueprint](#)

## **BRAND LOOK & FEEL**

### What is our brand? (Adjectives to describe our brand look & feel)

Nike is bold, direct, fearless, inspirational, innovative, sustainable, inclusive, and empowering, encouraging audiences to be their best. Nike is also confident, motivational, and unapologetic, using short, punchy lines that are emotionally charged and culturally relevant.

[Read More: Assignment 7 - Social Media Blueprint](#)











What our brand is not (Adjectives to describe what our brand does not look like and feel like)

Nike isn't timid, unsure, remorseful, non-competitive, shy, corporate, sterile, greedy, lazy, passive, safe, complacent, or ordinary.







## VISUAL REPRESENTATION OF J



**Table 1 Jordan Persona Summary**

| Category  | Details            |
|-----------|--------------------|
| Age       | 25                 |
| Gender    | Male (Multiracial) |
| Income    | \$50,000/year      |
| Education | College graduate   |

|                          |                                                                                                                                                                                                               |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                          |                                                                                                                                                                                                               |
| Occupation               | Early career in media/fitness/retail                                                                                                                                                                          |
| Location                 | Urban centers (Los Angeles, New York, Chicago)                                                                                                                                                                |
| Lifestyle & Interests    | Fitness-focused, sneaker collector, digital-first<br>Enjoys basketball, fashion, and hip-hop culture                                                                                                          |
| Psychographics & Beliefs | Ambitious, socially conscious, competitive<br>Values authenticity, empowerment, and cultural relevance<br>Seeks independence and recognition                                                                  |
| Pain Points              | Time management & burnout<br>Early-career financial strain<br>Pressure to maintain a strong social image<br>Failure to achieve certain traditional adult milestones                                           |
| Aspirations              | Build financial success and a respected personal brand<br>Live with purpose, flexibility, and balance<br>Be authentic and part of a larger movement<br>Thrive through fitness, self-expression, and community |

[Read More: Assignment 2 - Nike Buyer Persona](#)

## BRAND SCRIPT

### The one-liner

Nike helps athletes step into their potential by giving them the tools, mindset, and community to perform boldly, be recognized, and redefine success on their own terms.

### Character

#### **What do your customers want as it relates to your product or service?**

Jordan wants to improve both his actual and perceived athletic performance by purchasing the latest sneaker drops.

#### **Where is your brand taking them?**

Jordan enhances his game and image by wearing Nike's highest-performing basketball shoes. He progresses from a skill level of 6 to 8 as a result of this investment.

#### **How does my brand help my customers survive and thrive?**

By improving his performance and image, Jordan builds stronger social connections and support systems that help him succeed in both his career and athletic life.

#### **Aspirational identity: Who does your customer want to become as it relates to your brand?**

Jordan wants to be recognized as a talented basketball player by his peers. Staying up to date with the latest sneaker drops keeps him on the cutting edge of performance technology. His choices reflect intelligence and style, helping him fit in with his social circle.

### With a problem

**External:** Like many Gen Z consumers, Jordan has struggled to meet traditional life milestones like financial independence and marriage by a certain age. This often makes him feel behind in life. Basketball shoes give him something tangible to control—his athletic growth and peer acceptance.

**Internal:** Jordan feels like he is falling behind the previous generation. However, sports give him grounding, purpose, and a sense of belonging. He replaces outdated expectations of adulthood with value-driven goals like wellness, purpose, and athletic development.

**Philosophical:** Everyone deserves a fair shot. Older generations were told that if they worked hard, they would earn status through homeownership, marriage, and financial success. Today, many Gen Zers work just as hard but lack access to the same outcomes. If the effort and skill level are the same, the rewards should be too.

### Meets an active guide

**Empathy:** Nike understands that many Gen Z consumers, like Jordan, feel left out of traditional status markets. We provide accessible options that enhance both performance and identity.

**Authority:** Nike models excellence through athletes Jordan admires and relates to. Every successful performance becomes a memory linked to Nike gear, reminding Jordan of progress, authenticity, and growth.

With a plan

**Step 1:** Learn from Nike athletes who push past limits and note the habits and decisions that help them win.

**Step 2:** Apply those lessons to your own game by setting one clear goal, such as sprinting faster, scoring more, or defending better. Then practice with intention.

**Step 3:** Level up with Nike Basketball shoes that amplify your performance and presence and let results earn you recognition.

And calls them to action

**CTA:** Choose your next pair of Nike Basketball shoes and put in the work.

Achieve successful results

- **Positive change #1:** Improved performance on the court.
- **Positive change #2:** Elevated social status and peer recognition.
- **Positive change #3:** Redefining what success looks like in today's world.

And avoid tragic results

- **Consequence #1:** Being viewed as a generation that failed to reach its potential.
- **Consequence #2:** Missing your athletic goals because you did not have the right equipment.
- **Consequence #3:** Losing social confidence and peer influence due to being overlooked.

From: How was your customer feeling about themselves before they used your product/service?

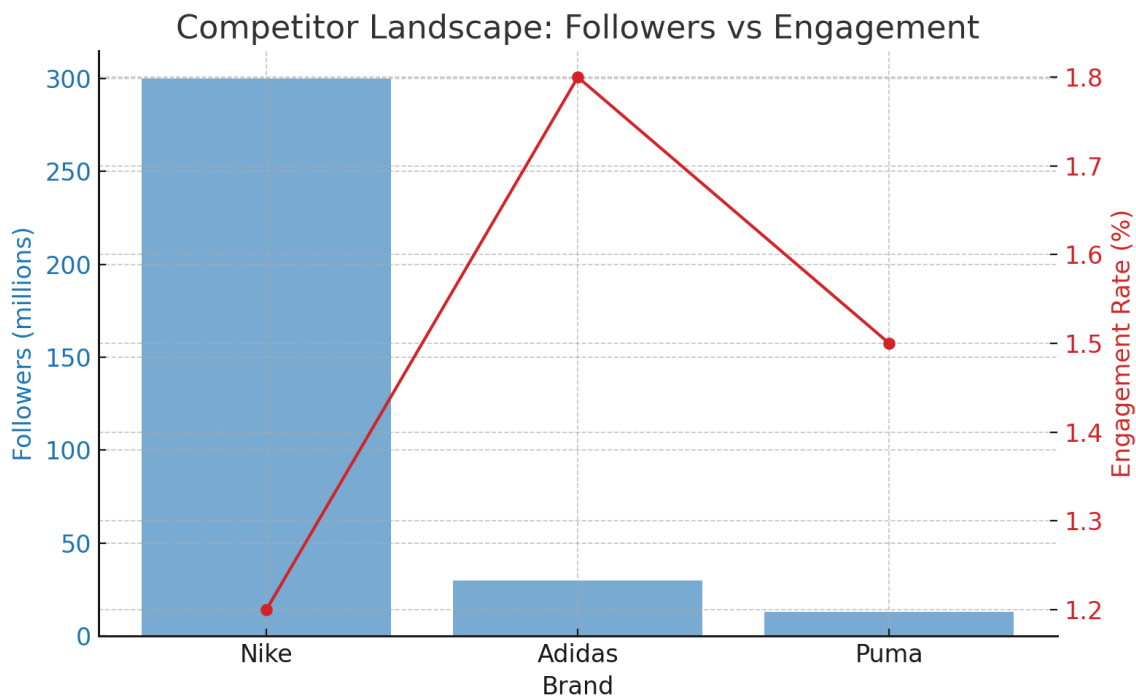
- **Doubtful:** Will I level up like my parents did at the right time?
- **Uncertain:** Will others see me as stylish and capable?
- **Questioning:** Will I contribute to my community in a meaningful way?

To: Who will your customer become after they use your product or service? (aspirational identity)

- **Hopeful:** I've leveled up in my own way and on my own time.
- **Confident:** I perform well and people respect my game.
- **Purpose-driven:** I support brands that help communities grow, focus on sustainability, and show others that progress is possible.



## COMPETITOR LANDSCAPE



**Figure 1. Competitor Engagement Rates Across Platforms.** Comparison of Nike, Adidas, and Puma engagement performance relative to total followers.

[Read More: Assignment 4 – Competitor Landscape](#)

### Opportunities

#### Personalization and persona strategy

Nike's broad messaging risks becoming generic. Despite its larger following, Nike generally has a low engagement rate. A 13 percent decline in Instagram growth shows weakening engagement. To build loyalty, Nike must personalize content that reflects Gen Z's journey while balancing aspiration with realism. Campaigns rooted in Jordan's values of gender equity and sustainability will create resonance. Adidas often relies on broad collaborations that dilute engagement, while Puma struggles with inconsistent tone. Nike can stand out by making its messaging persona-driven and value-based.

### Event-based targeting

Localized efforts such as Puma's pole vault spotlight show limited reach. Nike can differentiate by tying stories to global cultural moments such as the Olympics. This approach amplifies personal stories while reinforcing long-term loyalty.

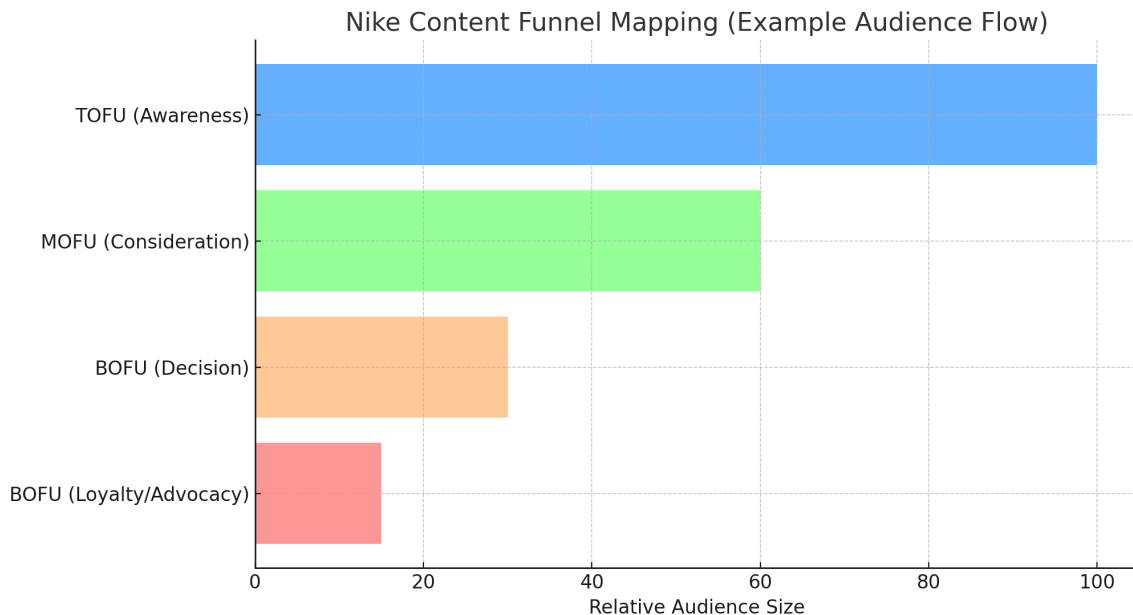
### YouTube opportunity

Puma's YouTube views have collapsed from 5,000 to 10,000 down to fewer than 1,000, while Adidas posts only one or two videos per week. Nike can lead with authentic, story-driven content such as athlete Q&A sessions, behind-the-scenes footage, and origin stories. These formats deepen emotional connection and cultural relevance while addressing gaps left by competitors.

### Cross-platform messaging

Adidas delivers grit without cohesion. Puma experiments with playful formats but lacks consistency. Nike risks coming across as overly polished. The opportunity is to maintain cross-channel consistency while incorporating authenticity and vulnerability that resonate with Gen Z.

## CONTENT MAPPING



**Figure 2.** Content Mix Across Funnel Stages. Example of how Jordan is guided through TOFU, MOFU, and BOFU with content mapped to his pain points, values, and aspirations.

## Introduction

The persona Jordan is intentionally mapped across the content journey through TOFU, MOFU, and BOFU, guiding him from awareness through conversion. Each stage connects directly to his pain points, frustrations, challenges, and aspirations in a relevant and purposeful way. As an active guide in Jordan's life, Nike demonstrates value beyond product purchases. The brand creates emotional connections, provides practical solutions, and strengthens long-term loyalty.

[Read More: Assignment 8 - Content Planning](#)

## TOFU (top of funnel)

Jordan believes his struggles stem from a lack of quality athletic gear and living under outdated expectations set by previous generations. He is missing milestones, not because he lacks talent, but because he does not have the right tools or a modern vision of success. Nike's TOFU content will show him that true progress comes from pursuing athletic greatness with the right equipment while finding purpose in community through sustainability and gender equity. With the right partner, mindset, and lifestyle, his goals become both realistic and fulfilling.

Content ideas include a TikTok Q&A with Caitlin Clark, Instagram stories with micro-influencers practicing together and sharing inspiration, and an inspirational YouTube video featuring Sabrina Ionescu. Other posts include athlete sustainability quotes with polls, an infographic on sustainability, and an Instagram post on the evolution of basketball shoes. A YouTube video also explores how rising carbon emissions are linked to cancelled games and unsafe training conditions, while Nike's commitment to sustainable practices helps protect the planet.

[Read More: Assignment 5 \(Part 1\) – Content Mapping](#)

[Read More: Assignment 5 \(Part 2\) – Content Mapping](#)

[Read More: Assignment 8 – Content Planning](#)

## MOFU (middle of funnel)

Nike invites Jordan to explore how he can elevate both his athletic performance and social presence through products built for excellence. As a purpose-driven Gen Z athlete, he sees Nike as the path to redefining success on his terms and pursuing personal greatness. Every purchase becomes a tangible connection to his goals, giving him a sense of belonging, control, and achievement that help ground him in a chaotic world. Shoes are more than gear; they are symbols of progress that connect him to a community committed to sustainability, gender equity, and athletic excellence.

Content ideas at this stage include blog posts such as "How to Clean Your Basketball Shoes" and "Top Five Pre-Game Stretches to Elevate Your Play." YouTube storytelling includes

“Ahead of the Curve” on redefining success, and “The Shoes That Shaped Them” featuring athlete reflections. Email content like “Small Stories, Big Impact: Everyday Legends Share the Court” expands on the micro-influencer strategy, showing how men and women inspire each other through shared training and experience.

[Read More: Assignment 5 \(Part 1\) – Content Mapping](#)

[Read More: Assignment 5 \(Part 2\) – Content Mapping](#)

[Read More: Assignment 8 – Content Planning](#)

#### BOFU (bottom of funnel)

At this stage, Jordan should feel a personal and human connection to Nike products and messaging. By showcasing both professional athletes like Kobe Bryant and Caitlin Clark and relatable micro-influencers, Nike makes aspirational identities feel achievable. As an active guide, Nike shows how its products elevate athletic ability, boost confidence, and redefine success on Jordan’s terms through supporting values like sustainability and gender equity for social justice. Every purchase is both a step toward personal greatness and a contribution to a movement that inspires lasting change.

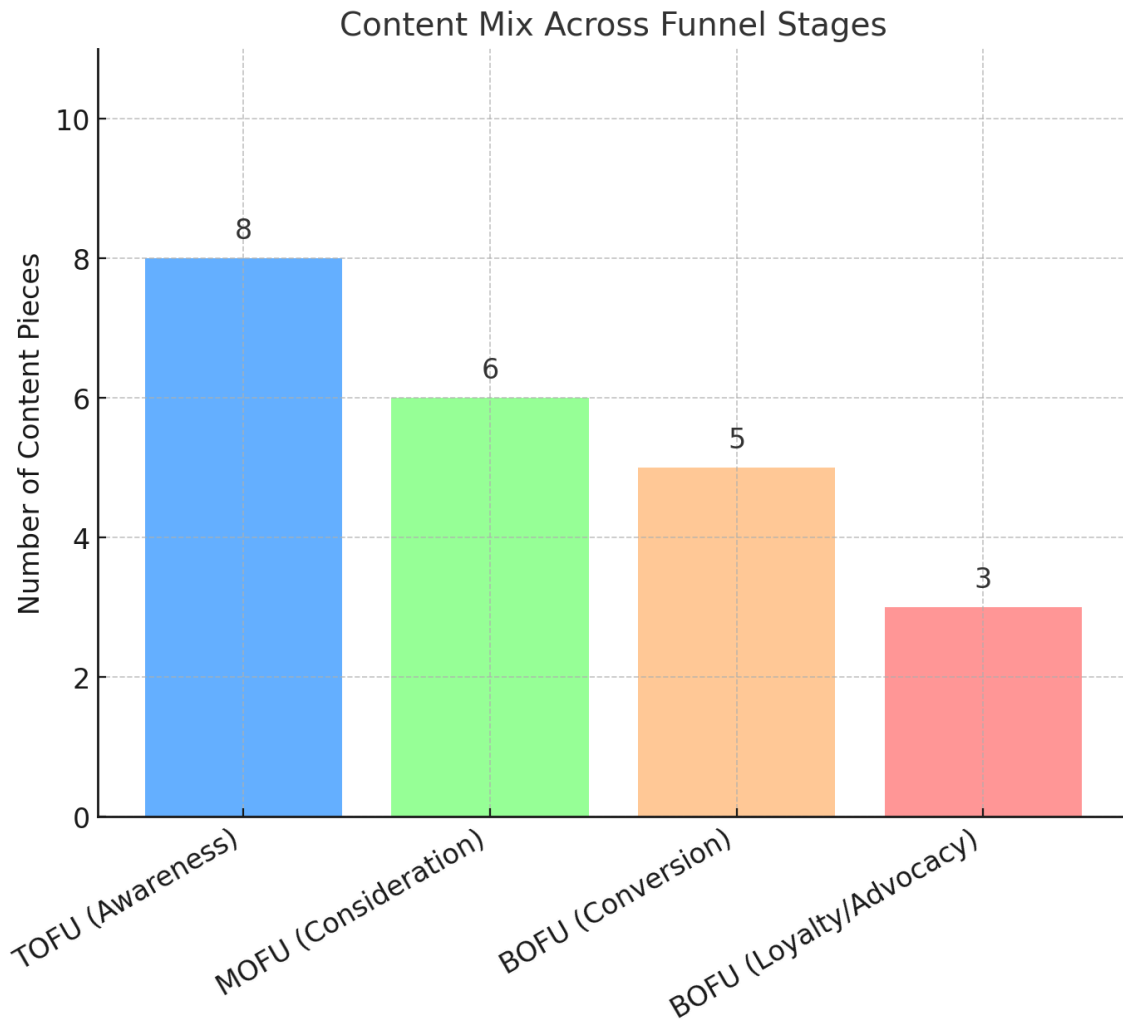
Content ideas at this stage include an email titled “Caitlin Clark Rises With Kobe’s Blueprint” that connects her training to Kobe’s legacy, a TikTok and Instagram contest on leveling up from previous generations, and a blog post called “Leadership Style X Athlete Collaboration.” Instagram content also spotlights Kobe Bryant’s Protro line, tying product drops to cultural legacy and social values.

In summary, purposeful storytelling and product education guide Jordan clearly from awareness to conversion. By addressing his pain points, showcasing his values, and reinforcing his aspirations, Nike’s content generates meaningful engagement and fosters long-term brand loyalty.

[Read More: Assignment 5 \(Part 1\) – Content Mapping](#)

[Read More: Assignment 5 \(Part 2\) – Content Mapping](#)

[Read More: Assignment 8 – Content Planning](#)



**Figure 3.** Distribution of Content Across Funnel Stages. BOFU initiatives are divided into Conversion-focused content and Advocacy/Loyalty content such as UGC contests, care guides, and member-first drops.

## TARGET KEYWORDS

| CATEGORY I         | Basketball Shoes                    |
|--------------------|-------------------------------------|
| Subcategory 1      | Basket Shoes For                    |
| sub-subcategory 1a | Men's Air Jordan Basketball Shoes   |
| sub-subcategory 1b | Women's Air Jordan Basketball Shoes |
| sub-subcategory 1c | Unisex Air Jordan Basketball Shoes. |
| Subcategory 2      | Famous Athlete Basketball Shoes     |
| sub-subcategory 2a | Kobe Basketball Shoes               |



|                      |                                                       |
|----------------------|-------------------------------------------------------|
| sub-subcategory 2b   | Kevin Durant Basketball Shoes                         |
| sub-subcategory 2c   | LeBron James Basketball Shoes                         |
| <b>Subcategory 3</b> | Legacy Basketball Shoes                               |
| sub-subcategory 3a   | Penny Hardaway Basketball Shoes - Nike Air Penny Line |
| sub-subcategory 3b   | Charles Barkley Basketball Shoes - Nike Air Max CB34  |
| sub-subcategory 3c   | Jason Kidd – Zoom Flight 95                           |

|                      |                                           |
|----------------------|-------------------------------------------|
| <b>CATEGORY II</b>   | <b>Basketball Shoes Continued</b>         |
| <b>Subcategory 1</b> | Affordable Basketball Shoes               |
| sub-subcategory 1a   | Nike Giannis Immortality Basketball Shoes |
| sub-subcategory 1b   | Nike Zoom Freak Basketball Shoes          |
| sub-subcategory 1c   | Nike LeBron Witness Basketball Shoes      |
| <b>Subcategory 2</b> | Popular Gen Z Basketball Shoes            |
| sub-subcategory 2a   | Ja Morant Basketball Shoes                |
| sub-subcategory 2b   | Nike A'One Basketball Shoes               |
| sub-subcategory 2c   | Nike Dunk Low Basketball Shoes            |
| <b>Subcategory 3</b> | Team Performance Basketball Shoes         |
| sub-subcategory 3a   | Nike Team Hustle D 12                     |
| sub-subcategory 3b   | Nike Men's Zoom Freak 4 Team              |
| sub-subcategory 3c   | Nike Mamba Fury (Team)                    |

**Figure 4.** Nike target keyword phrases across funnel stages.

#### Awareness (TOFU)

At the awareness stage, Jordan is searching for ways to improve his performance without knowing which products will be most effective. High-volume keywords such as “how to jump higher in basketball” (880 monthly searches) and “how to run faster in basketball” (36 monthly searches) capture his curiosity. Nike could respond with YouTube tutorials featuring Kevin Durant and Caitlin Clark leading skill-focused drills, blending performance credibility with athlete relatability. Aspirational searches like “how to level up socially,” though lower in volume, align with Jordan’s lifestyle mindset. For these terms, Nike could create long-form content such as a “Gen Z Guide to Socializing” with messaging like, “Success should be defined on our terms but communicated in ways other generations understand.”

#### Consideration (MOFU)

As Jordan narrows his search, keywords shift toward solution comparisons. Examples include “best basketball shoes for jumping higher” (210 monthly searches) and “best basketball shoes for speed” (40 monthly searches). At this stage, Nike content should highlight shoe technology (Zoom Air, cushioning, and traction) across Instagram, YouTube, and product landing pages. Content here reassures Jordan that Nike can deliver both performance and cultural credibility.

### Decision (BOFU)

Decision-stage searches are brand-specific and reflect Jordan's strong purchase intent. Examples include "Do Kobe Bryant shoes help you jump higher?" or "Do Kevin Durant shoes help you run faster?" Although these queries have lower search volume, they signal high conversion potential. Beyond SEO, Nike could feature product links to trusted third-party review sites like RunRepeat and WearTesters directly on Nike.com. On social platforms, KD could share short Q&A clips about how his signature shoes enhance performance. This combination of credible verification and authentic athlete storytelling would validate Jordan's earlier research and guide him confidently toward purchase.

### Advocacy & loyalty (BOFU post-purchase)

Once Jordan has purchased the shoes, retention-focused searches such as "how to clean basketball shoes" (10 monthly searches) and "best basketball socks" (1,500 monthly searches) become highly relevant. Content such as care guides or TikTok "how-to" clips can feature micro-influencers cleaning their basketball shoes. This type of content builds trust by showing customers how to extend the life of their products. Similarly, topics like "how to use grip enhancers for basketball shoes" demonstrate ways to improve performance, reinforcing brand credibility and elevating Jordan's game.

[Read More: Assignment 6 – Keyword Strategy](#)

## **SOCIAL MEDIA PROFILES**

### Instagram optimized bio

Just Do It. Level up. Lift others. Your grind. Your game. 🏀👟

### TikTok optimized bio

Just Do It. Every move is a milestone. Your milestones move others.

### YouTube optimized bio

Just Do It. Nike fuels your journey. Milestones shape legends and inspire others.

[Read More: Assignment 7 - Social Media Blueprint](#)

## **POST FREQUENCY, FORMAT, & TIME**

### Instagram

Nike should post 5 times per week, focusing on images (some less polished) and Stories. The best days are Monday–Friday, with posting around 9:00–10:00 AM PT. A/B testing will help refine cadence, especially around major sporting events.

### TikTok

Nike should also post 5 short-form videos per week, ideally Monday–Friday. The most effective posting window is between 1:00–8:00 PM PT. A/B testing will be used to optimize posting cadence.

### YouTube

Nike should publish 1 long-form video per week, posting between Thursday and Sunday to align with peak traffic. A/B testing should compare weekday vs. weekend posting to identify the most effective cadence.

**TABLE 2 SOCIAL MEDIA HASHTAGS**

| Platform  | Broad Hashtags               | Niche Hashtags                                              |
|-----------|------------------------------|-------------------------------------------------------------|
| Instagram | #JustDoIt<br>#NikeBasketball | #MoveToZero<br>#MadeToPlay<br>#ClarkProtro                  |
| TikTok    | #JustDoIt<br>#NikeBasketball | #MoveToZero<br>#MadeToPlay<br>#CourtCulture<br>#ClarkProtro |
| YouTube   | #JustDoIt<br>#NikeBasketball | #MoveToZero<br>#MadeToPlay<br>#HoopersConnect               |

[Read More: Assignment 7 - Social Media Blueprint](#)

## **EMAIL FLOWS & CAMPAIGN**

### Caitlin Clark email campaign

**Email 1:** Teaser storytelling featuring Caitlin Clark’s defining moments and her impact on gender equity in basketball. Nike details the career moments that shaped her perspective on equality and continue to inspire players across the game. Content type: TOFU

**Email 2:** Post-launch “Care Guide” with cleaning and maintenance tips to keep your shoes fresh and performing through the cold fall months. This email is launched alongside the blog post: “How to Clean Your Basketball Shoes.” Trigger: Purchase of the Nike Basketball Protro “Clark” Edition. Content type: BOFU for loyalty

**Email 3:** Four days after purchase, a UGC contest invite is sent for a signed Caitlin Clark jersey and a four-hundred-dollar Nike.com shopping spree for three winners. Three second-place winners receive an official NBA or WNBA game ball. Three third-place winners

receive Nike performance socks, perfect for the cold months ahead. Entry rules: Post a short TikTok showing how Caitlin Clark's performance has positively impacted a relationship in your life. What has Clark taught you about mutual respect? Participants must include #MadeToPlay and #ClarkProtro in their post to qualify. Contest subject to official terms and conditions. Content type: BOFU for advocacy

#### Seasonal Nike email campaign

**Email 1:** A fill-in-the-blank survey is sent to SNKRS and Nike Rewards members, our most loyal fans, asking which players they are most excited to watch this NBA season. Survey respondents unlock exclusive Kevin Durant or Sabrina Ionescu wallpapers for their Android or iOS device. The goal is to gather insights to adjust campaign content mid-flight based on fan feedback and content performance. Content type: MOFU

**Email 2:** Fans are offered early access to the Kevin Durant "Aunt Pearl" or Sabrina Ionescu "Silencer" editions, plus a ten percent discount at launch this fall. Trigger: Completed survey response. Content type: BOFU for loyalty

**Email 3:** Five days post-purchase of KD or Sabrina Ionescu basketball shoes, a UGC giveaway contest invite is sent via email. Messaging is "When you see Sabrina Ionescu or Kevin Durant take a jump shot, you learn from their accuracy, execution, and effort. How has KD or Sabrina inspired you to train harder?" Fans are invited to post a short TikTok answering either question with #MadeToPlay and #SabrinaRadiant or #CourtCulture and #KDAuntPearl. Three grand prize winners receive a signed jersey from either player and a four-hundred-dollar Nike.com shopping spree. Three second-place winners receive a two-hundred-dollar Nike gear credit. Three third-place winners receive Nike basketball socks from Nike.com. Contest subject to official terms and conditions. Content type: BOFU for advocacy

## CHANNEL ECOSYSTEM

[Read More: Assignment 7 - Social Media Blueprint](#)

## CONTENT PLANNING

[Read More: Assignment 8 - Content Planning](#)

## CONTENT DISTRIBUTION

## Distribution channels

**The channels through which you plan to distribute your content and the role it plays in the conversion process (e.g., organic social, paid social, blog, email, etc. To engage? To build loyalty? etc.)**

The channels include organic social—TikTok, Instagram, and YouTube—as well as paid social, among others. In particular, paid social includes two boosts, including the “Most Engaged Customer” and the “Micro-Influencer,” both scheduled for execution during the Clark “Proto” edition release. Further details on these strategies can be reviewed at the link below. However, Nike will demonstrate value beyond a single product purchase or conversion opportunity.

Nike’s content distribution spans the full funnel: building awareness, engaging customers with the product, driving conversion, and fostering advocacy. Blogs, apps, and email campaigns play distinct roles, with apps and email particularly focused on strengthening loyalty. While Nike’s website outperforms competitors in traffic and conversion, its social channels still require refinement to achieve consistent impact. To reinforce trust and long-term loyalty, external platforms such as WearTesters and RunRepeat will be integrated into Nike.com, providing third-party validation that enhances credibility and speaks to Gen Z.

[Read More: Assignment 8 - Content Planning](#)

## **SOCIAL MEDIA**

Platforms (e.g., social platforms). Given your audience characteristics, explain the social platforms you will use to best reach them

### **Instagram**

From a competitive advantage perspective, Nike holds a commanding lead on Instagram with 300 million followers, far surpassing Adidas with 30 million and Puma with 13 million. This massive reach enables Nike to influence and lead social trends more effectively than its competitors. Demographically, 31 percent of Instagram users are between the ages of 25 and 34, making this age group an ideal target for engagement. For behavior, Jordan follows accounts such as @Jumpman23, @complexsneakers, @espn, and @complex on Instagram, reflecting a strong interest in sports and culturally relevant content with large followings.

### **TikTok**

TikTok is Nike’s second most active platform. While Adidas currently leads with 9.6 million followers, Nike holds a competitive advantage over Puma with 7.5 million followers compared to Puma’s 5.7 million. Although Nike trails slightly behind Adidas, its TikTok presence remains strong. TikTok continues to be the fastest-growing social media platform

among Gen Z, particularly when measuring adoption rate, engagement, and time spent on the app. This makes TikTok a valuable channel for Nike to connect with younger audiences, including Jordan, and to reinforce its brand presence.

## **YouTube**

On YouTube, Nike holds a slight competitive advantage with 2.17 million subscribers compared to Adidas's 2.05 million and Puma's 817,000. Recently, Puma's average video views have declined sharply from 5,000–10,000 to between 700 and 1,000, creating an opportunity for Nike to capture and engage Puma's former audience. From a behavioral perspective, Jordan's interest in side hustles and alternative income sources aligns with YouTube's potential as an educational platform for learning how to generate additional revenue. YouTube is also the most frequently used content platform by Jordan's demographic, making it a particularly powerful tool for Nike to reach him.

Given your industry and audience, what websites will you seek to build links to your content?

The outreach and link-building strategy will focus on third-party verification platforms and Reddit, where Gen Z relies heavily on independent reviews. With AI increasingly sourcing content from Reddit, Nike's presence in sneaker culture communities ensures credibility in both peer and AI-driven research. Nike will amplify trusted reviews from platforms such as WearTesters and RunRepeat on Nike.com and within Reddit discussions. This approach elevates authenticity and strengthens long-term brand trust.

## **CONTENT ANALYSIS**

How do you know what's working? Explain how performance will be measured. [Identify KPIs / Metrics (traffic, engagement, and conversion metrics). Include what tools and reports will be used in order to track these metrics.] KPIs depend on the type of content being released and the stage of the funnel. Recap the goals you have for content marketing. What does success look like?

The content goals focus on creating campaigns that promote empowerment, inclusivity, the redefinition of success, and long-term performance and loyalty. Hootsuite will monitor social engagement across both organic and paid campaigns through Engagement Reports, Paid Performance Dashboards, and Cross-Channel Comparison Reports. Google Analytics (GA4), supported by Google Tag Manager, will measure key website metrics including traffic, click-through rates, time on page, lead captures, add-to-cart actions, and survey



completions. Integrated Customer Relationship Management (CRM) data from NikePlus and the SNKRS app will provide insights into Customer Lifetime Value (CLTV).

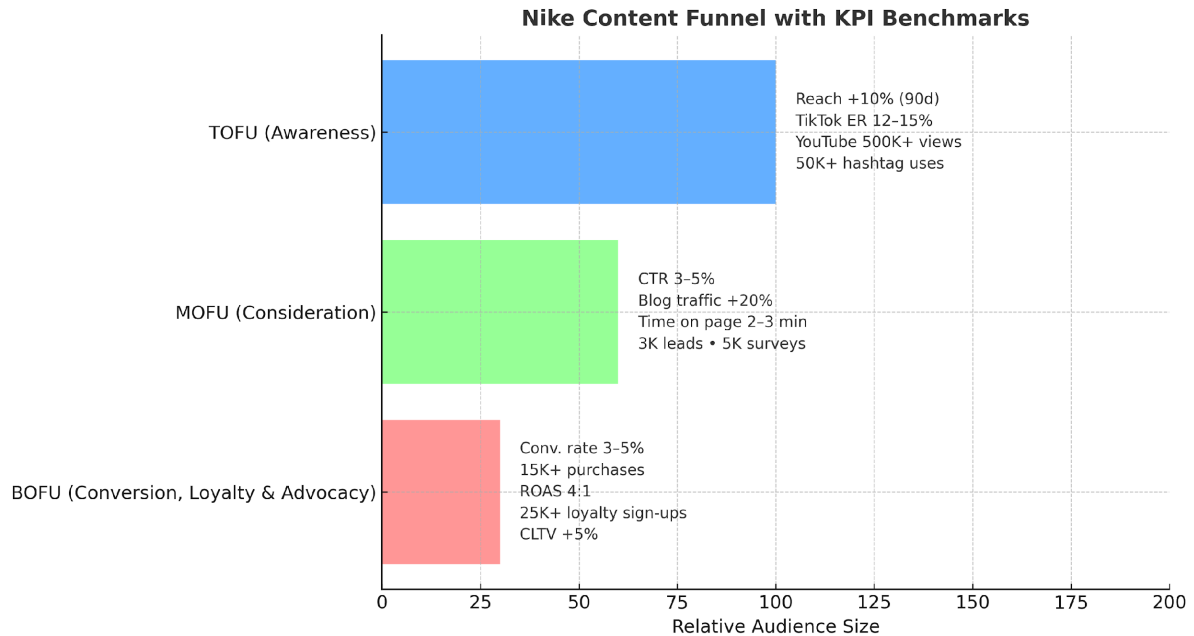
Reports such as Traffic Acquisition, Engagement Overview, Conversion Paths, and E-commerce Purchases will evaluate campaign effectiveness and guide continuous optimization. Braze will track email sign-ups, open rates, and campaign engagement through Email Performance Dashboards, Conversion Reports, and Cohort Analysis.

Additionally, Nike will leverage social listening reports to measure engagement sentiment and cultural resonance across platforms, ensuring content reflects both performance and cultural impact.

**Table 3. KPI Summary**

| Funnel Stage                          | KPIs and Benchmarks                                                                                                                                                                                                                                                                                                                                                                                                                    |
|---------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TOFU (Awareness)                      | <p>Reach: Increase Instagram Story reach by 10% in 90 days.</p> <p>Views: YouTube flagship videos achieve 500K+ views.</p> <p>Likes, shares, comments, saves: TikTok videos maintain a 12–15% engagement rate.</p> <p>Net new followers: Grow Instagram and TikTok followers by 5% in 90 days.</p> <p>Hashtag participation: Generate 50K+ branded hashtag uses.</p>                                                                   |
| MOFU (Consideration)                  | <p>CTR: Maintain 3–5% from social and email campaigns.</p> <p>Site traffic: Increase blog visits by 20% in 90 days.</p> <p>Time on page: Keep blog readers engaged for 2–3 minutes.</p> <p>Lead captures: Collect 3,000+ new leads from forms and newsletters.</p> <p>Add-to-cart actions: Achieve an 8% add-to-cart rate from campaign landing pages.</p> <p>Survey completions: Secure 5,000+ responses from seasonal campaigns.</p> |
| BOFU (Conversion, Loyalty & Advocacy) | <p>Conversions: Achieve a 3–5% conversion rate from campaign emails.</p>                                                                                                                                                                                                                                                                                                                                                               |

|                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|---------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| BOFU (Conversion, Loyalty & Advocacy) | <p>Purchases: Drive 15,000+ purchases in 90 days.</p> <p>Revenue: Generate \$2M+ attributed campaign revenue.</p> <p>ROAS: Maintain a 4:1 return on ad spend.</p> <p>Repeat purchases: Increase by 10% in 90 days.</p> <p>Loyalty program sign-ups: Add 25,000+ new NikePlus members.</p> <p>Referrals: Generate 5,000+ sign-ups through referral incentives.</p> <p>UGC submissions: Collect 10,000+ entries.</p> <p>Engagement sentiment: Achieve 70%+ positive sentiment.</p> <p>CLTV: Increase by 5% during the campaign cycle.</p> |
|---------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



**Figure 5. Application of KPIs by Funnel Stage.** Alignment of measurable targets to TOFU, MOFU, and BOFU content, ensuring performance is trackable at each stage of the customer journey.

### Detailed KPI list

#### **TOFU content examples:**

- TikTok & Instagram Stories: Caitlin Clark Q&A and Micro-influencers Inspiration
- YouTube Videos: Sabrina Ionescu's story and Flagship YouTube Videos
- Instagram Carousel + Poll: Athlete sustainability quotes
- Infographic: Evolution of basketball shoes
- Blog posts: Alternative Lacing Styles and Behind the Scenes Athlete Q&A
- Email: Caitlin Clark teaser storytelling

#### **TOFU KPIs and benchmarks:**

- Reach: Increase Instagram Story reach by 10% in 90 days
- Views: YouTube flagship videos achieve 500K+ views
- Likes, shares, comments, saves: TikTok videos maintain a 12-15% engagement rate
- Net new followers: Grow Instagram and TikTok followers by 5% in 90 days
- Hashtag participation: Generate 50K+ branded hashtag uses (#ClarkProtro and #MadeToPlay)

#### **MOFU content examples:**

- Blog posts: How to Clean Basketball Shoes and Pre-Game Stretches
- YouTube videos: The Planet is Changing, Ahead of the Curve, and The Shoes That Shaped Them
- Email: Small Stories, Big Impact
- Seasonal campaign email 1: Fan survey + exclusive wallpapers

#### **MOFU KPIs and benchmarks:**

- Click-throughs (CTR): Maintain a CTR of 3–5% from social and email campaigns
- Site traffic: Increase blog visits by 20% in 90 days
- Time on page: Keep blog readers engaged for 2–3 minutes on average
- Lead captures: Collect 3,000+ new leads from sign-up forms and newsletters
- Add-to-cart actions: Achieve an 8% add-to-cart rate from campaign landing pages
- Survey completions: Secure 5,000+ completions from seasonal fan surveys

#### **BOFU content examples:**

- Emails: Post-purchase Care Guide, UGC Contest Invites, KD & Sabrina Launches, and Protro Product Storytelling
- TikTok and Instagram UGC Challenge (NikePlus/SNKRS tie-in)
- Blog: Leadership Style X Athlete Collaboration
- Instagram post: Kobe Protro spotlight

### BOFU KPIs and benchmarks:

- Conversions: Achieve a 3–5% conversion rate from campaign emails
- Purchases: Drive 15,000+ purchases attributed to campaign efforts in 90 days
- Revenue: Generate \$2M+ in attributed campaign revenue
- ROAS (return on ad spend): Maintain a 4:1 ROAS on paid social boosts
- Repeat purchases: Increase repeat purchase rate by 10% in 90 days
- Loyalty program sign-ups: Add 25,000+ new NikePlus members
- Referrals: Generate 5,000+ sign-ups through referral incentives
- UGC submissions: Collect 10,000+ UGC contest entries
- Engagement Sentiment: Achieve 70%+ positive sentiment across campaign hashtags
- CLTV (Customer Lifetime Value): Increase average CLTV by 5% during the campaign cycle.

**Table 4. KPI Dashboard Tracker**

### Section 1: Funnel overview (projections)

| Funnel Stage | KPI                             | Target (90 Days)        | Status Tracking                  |
|--------------|---------------------------------|-------------------------|----------------------------------|
| TOFU         | Instagram story reaches<br>↑10% | 1.1M (from 1M baseline) | Tracked via Hootsuite            |
| MOFU         | CTR (email + social)<br>3–5%    | Avg 4%                  | Tracked via GA4 and Braze        |
| BOFU         | Purchases                       | 15,000+                 | Tracked via CRM for Nike Rewards |
| BOFU Loyalty | New NikePlus sign-ups           | 25,000                  | Tracked via CRM                  |

### Section 2: Channel performance

| Channel   | KPI                  | Target | Tracking Method                |
|-----------|----------------------|--------|--------------------------------|
| Instagram | Engagement rate      | 12–15% | Hootsuite, GA4                 |
| TikTok    | Avg engagement       | 12–15% | Hootsuite and TikTok Analytics |
| YouTube   | Flagship video views | 500K+  | YouTube Studio                 |

## CONCLUSION

In summary, this content marketing strategy unites Nike’s mission, vision, purpose, and values while mapping the Jordan persona across TOFU, MOFU, and BOFU stages. Set against the fall campaign, Nike positions itself as both an active guide and a cultural force for Gen Z

athletes like Jordan. By focusing on empowerment, inclusivity, and innovation, Nike delivers value that extends beyond product purchases. Each piece of content enables Gen Z athletes to redefine success on their own terms.

The next step is phased implementation. In the first 90 days, Nike should launch integrated campaigns featuring Caitlin Clark and Sabrina Ionescu across TikTok, Instagram, YouTube, and email, integrating UGC contests and third-party reviews to enhance credibility. A/B testing of post timing, creative tone, and influencer engagement will optimize performance throughout. As the campaign unfolds, Nike should reinforce loyalty through exclusive product drops and member-first email initiatives. Real-time tracking of funnel metrics will ensure continuous refinement.

Through this integrated approach, Nike strengthens its competitive edge while driving cultural resonance, measurable results, and enduring customer loyalty.