Nike Promotional Strategies

Name

Course

Tutor

Date

**Nike promotional strategies**

Nike’s promotional objectives are to introduce new products to a large population which includes existing and potential customers at minimum costs. Nike is famous for using celebrities to promote their products (Gregory, 2017). The firm uses various promotional strategies as started below.

**Marketing Communication Mix**

Nike utilizes marketing communication mix to reach out to their target markets across the globe. Thus, emphasizing the promotion of its products as well as the entire firm. The marketing communication mix is evident through activities such as advertising. It is effective since it brings about a balance between the hunt for new customers and the retention of existing ones.

**Personal selling**

Personal selling occurs, particularly at the stores. The store attendants are well-trained in providing clients with sufficient information about the products they want, as well as other firm products. The assistance and persuasion from the attendants enhance customer experience which eventually increase sales.

**Direct Marketing**

Nike employs the use of direct marketing in their operations to promote their most recent products to customers (Gregory, 2017). Additionally, the firm also send salespersons to individuals in targeted markets as well as organizations. Nike strives to create stronger relations with the target organizations and people and persuades them to try out their products.

**Sales Promotions**

Nike has structured their sales promotion activities in the form of special offers that are made to target customers as well as the provision of coupons. The firm shows off the benefits which include the features of their high-quality products, and the savings customers can make, by using the chance to purchase items on offers. The customers are motivated to purchase the products in light of the benefits they accrue.

**Public Relations**

Nike uses public relations to address the environmental as well as social issues that are associated with the company. The company sponsors charity events in the society and use green technology to promote the reputation of the firm (Gregory, 2017). These activities support the perception the firm by existing clients and prospective customers, which widens the market for their products.

Integrated Marketing Communications are very vital to the growth of the firm. It helps the firm plan promotion campaigns that will be effective at reduced costs. By bringing together tools like telemarketing, social media, direct mail as well as advertising, the company provides clarity and abundant communication to the prospective and existing customers(Importance of IMC, 2017). Similarly, all the tools create consistency of repeating the same tale on customer satisfaction. By constantly displaying the headlines, customers are reminded of the same message once they encounter one of the tools.

**Competitive Advantage**

Nike has various competitive advantages that are associated with promotional strategies it adopts. One is branding, where the firm has created an elegant image among the young generation making it a favorite which has allowed it remain at the top. The scope is another competitive advantage the company enjoys. Nike plans its promotion services with a scope of minimizing the costs incurred by the promotion activities. Another advantage on the list is product customization (Gregory, 2017). Nike offers its customers with the option of tailoring their products to their tastes. This makes them prefer purchasing Nike’s products since they already know they can customize them to their liking later. The most crucial advantage Nike has is innovation. Nike is constantly on the lookout for the needs of the population. Thus, they keep discovering new products that have distinct features which arouse desire and seduces customers to purchase them.

**References**

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