

# Swag that Stands Out—Case Study Organizer

Developing a strong brand identity is essential for any company to succeed. Let’s look closer at the five key marketing considerations when developing a successful brand marketing plan. Nike’s “Just Do It” brand marketing plan examples are provided to help you understand each area. Consider how you might incorporate these areas into your marketing plan.

Marketing Area	Key Marketing Considerations	What it looked like for Nike	Your Local Business
<b>Target market</b>	A target market is a specific group of customers identified by age, gender, income, location, interests, and behaviors. This information tailors their marketing, product development, and customer service to meet the needs of their desired customers, allowing companies to use their resources more effectively and achieve better business results.	Nike’s campaign was aimed at people who love sports and being in shape and who believe in having a ‘determined’ attitude.	
<b>Unique selling proposition (USP)</b>	Understanding the unique selling proposition of a business is critical to developing a marketing strategy that differentiates it from competitors. A USP makes a business unique and differentiates it from others in the market.	Nike stood out from competitors by emphasizing determination and athleticism, communicated through the “Just Do It” slogan and ads. They connected with customers emotionally, particularly those who saw themselves as athletes or wanted to be like them.	
<b>Marketing mix</b>	The marketing mix refers to the four Ps: product, price, promotion, and place. You should understand how these elements work together to create a cohesive marketing strategy.	Nike’s marketing mix included a range of channels, including television ads, print ads, and sponsorships of high-profile athletes and events. This campaign was pre-social media.	
<b>Marketing channels</b>	Knowing which marketing channels are most effective for the business’s target audience is vital to developing a successful marketing strategy. This includes traditional channels like print and television ads and digital channels like social media and email marketing.	Nike’s “Just Do It” campaign utilized a range of marketing channels, including television ads featuring high-profile athletes and print ads emphasizing the campaign’s values.	
<b>Metrics and analytics</b>	Understanding how to measure the success of a marketing strategy using metrics and analytics is essential, including tracking key performance indicators (KPIs) like website traffic and customer engagement to adjust the marketing strategy accordingly.	Nike improved the recognition of their brand and sold a lot more products—going from earning \$800 million to \$9.2 billion. They tracked significant numbers like how much they were selling and changed their advertising based on that data.	