



lululemon athletica

DIGITAL MARKETING PLAN



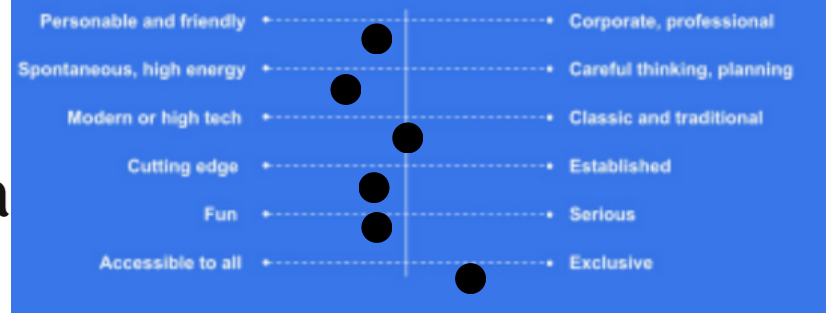
PROPOSED BY CATHERINE TRAN

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EXECUTIVE SUMMARY

Lululemon Athletica was founded in 1998 in Vancouver, Canada; mainly known for yoga apparel along with apparel for running, training, and even lounging around. Lululemon started as a company for women until 2014 when their men's line was released, but the main focus is still on women. Lululemon has a loyal customer base for those who do shop and prides themselves in the quality and work that goes into each piece. Our vision statement is "to be the experimental brand that ignites a community of people living the sweat life through sweat, grow and connect". Compared to brands like Nike and Gymshark, Lululemon has a more stylish look to it; something women are willing to pay for but men think are overpriced. Lululemon is on the higher priced side for athletic wear because you pay for quality. Our goal now is to bring more men into this community with the launch of our new campaign, #LuluForLife. This campaign will aim to show men that Lululemon is not just overpriced nice looking workout clothes, but that it can be worn for any activity, not just as athletic wear and is long-lasting. The goal of this campaign will be to increase awareness, lose the stigma as "overpriced athletic wear", and bring it a different customer base and greater brand loyalty in men. We will do this through our social media platforms, carefully picked out influencers, some promos, and giveaways.



ABOUT

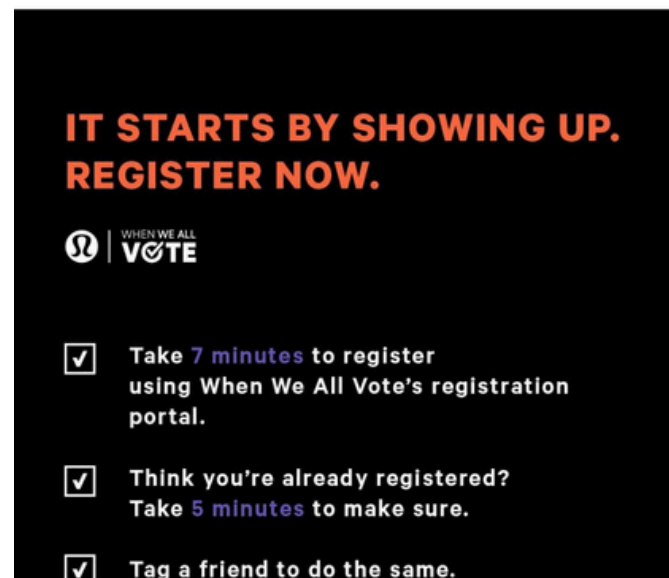
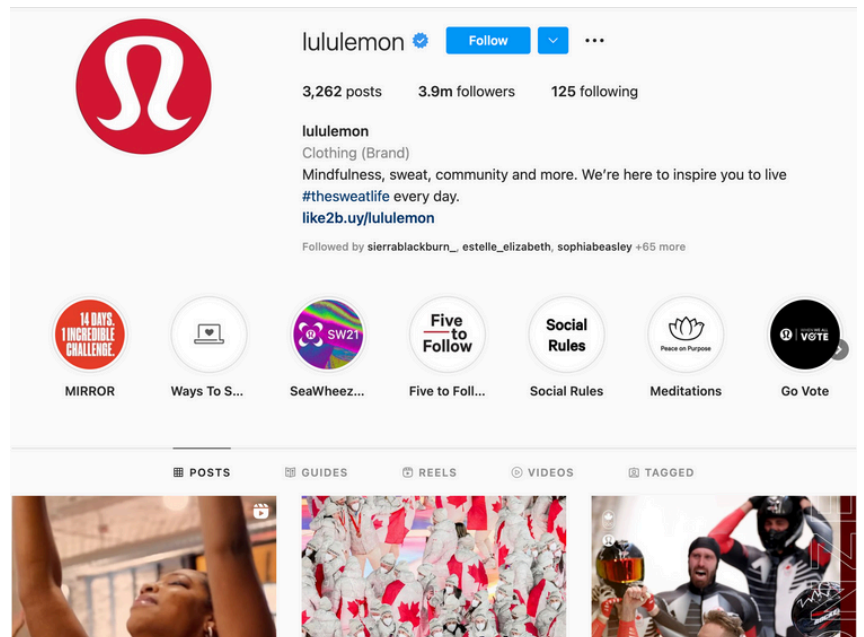
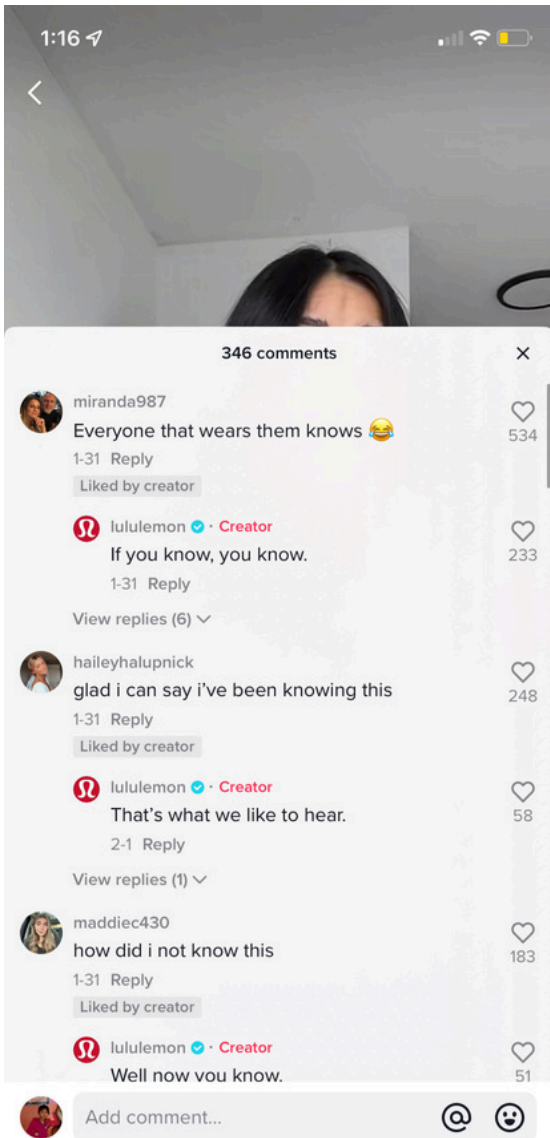
Lululemon was started in Canada in 1998. Lululemon is best known for its yoga-inspired activewear and equipment but they also sell running and lounging apparel. Lululemon is more geared towards women as the clothing selection is nearly double of men. The men's line was not introduced until 2014.

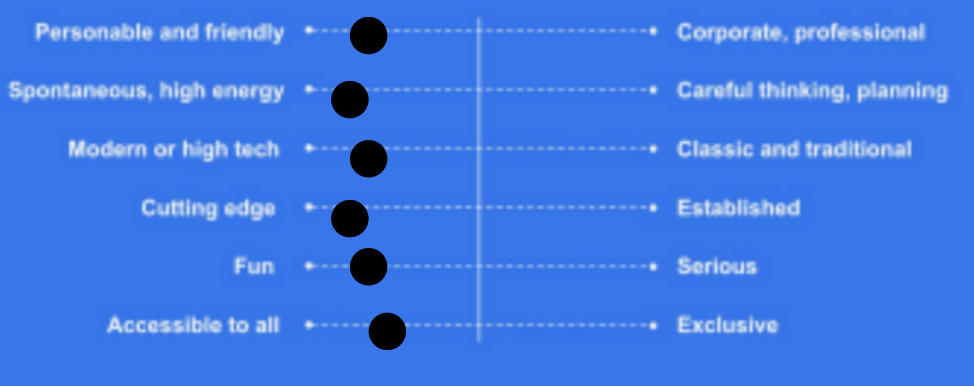
SOCIAL MEDIA

Lululemon has a mixture of posts on their Instagram focusing on both their products. They are pretty active on Instagram posting usually posting almost every two days and are pretty interactive with their audience. They sometimes do collabs with celebrities like Matt James doing a LIVE shopping session to engage users. On Facebook Lululemon is not as active posting about once every one-two months and these posts are more informational than about the products. TikTok is where Lulu shows off their products and well as mini-workouts. Lululemon is doing well across their social media platforms and interacting with the users, there seems to have more women than men representing the brand.

Followers

Instagram: 3.9 Million
 Facebook: 2.7 Million
 TikTok: 261,500





ABOUT

Nike is lululemon's biggest competitor as they have the most following across all the platforms and is the biggest athletic brand in the world. Nike is best known for its footwear and expanding into apparel and sports equipment. Nike markets equally to both men and women but most of their sales come from men.

SOCIAL MEDIA

Nike does not market their products at all on Instagram, what they do is post an athlete and their story and achievements; as a way to get users to interact with their post Nike sometimes asks questions like "How has the sport changed your life?" Their Facebook has not been used in 3 years. Nike's TikTok mainly posts workout videos and sports tricks. There seems to be a balance of men and women across their social media platforms but there is not much interaction between Nike and users.



Followers

Instagram: 201 Million

Facebook: 15 Million

TikTok: 2.1 Million



@nike

0 Following

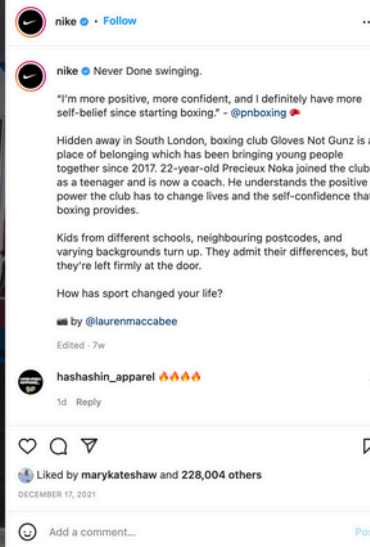
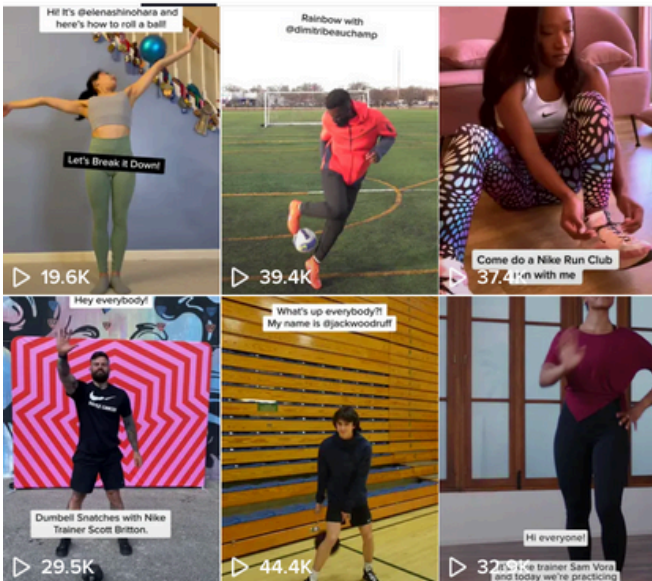
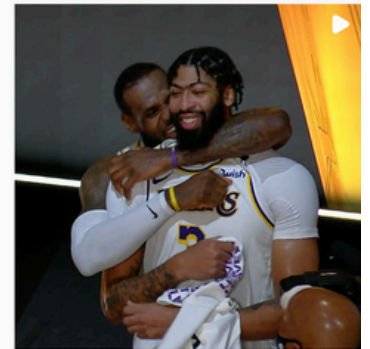
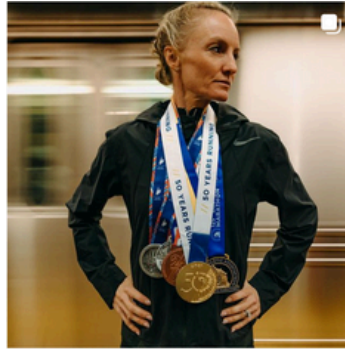
2.1M Followers

5.2M Likes

Follow



<https://linkin.bio/nike/tiktok>

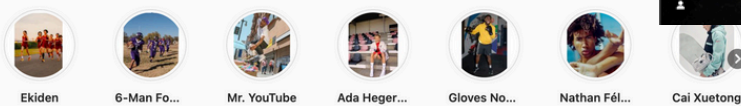


nike

864 posts 203m followers 138 following

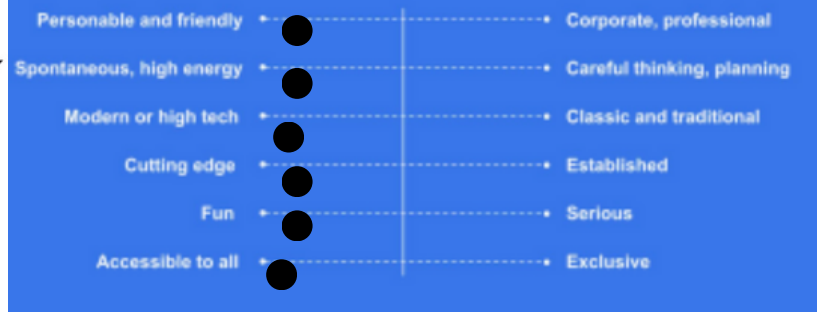
Nike
Spotlighting athlete* and stories
#BlackLivesMatter and #StopAsianHate
linkin.bio/nike

Followed by steelejones_ ally_duda02 andrew_richmond33 +22 more



POSTS REELS VIDEOS TAGGED





ABOUT

Gymshark was recently founded in 2012 and has rapidly grown since. Their success comes from their huge following on all social media platforms and their partnerships with many celebrities and influencers. Gymshark started out selling bodybuilding supplements and has since expanded to fitness apparel. They market to both men and women but a younger audience of about 18-25.

SOCIAL MEDIA

Since Gymshark is targeted at a younger audience their social platforms are more fun, consisting of memes and TikTok trends making it more personal while still marketing their apparel. Their Instagram consists of many celebrity fitness trainers promoting their gear. They are also pretty responsive on their pages whenever a user has a question or runs into a problem. Across all three platforms, Gymshark releases content at least once a day on each helping to stay engaged with their audience.



Followers

Instagram: 56 Million

Facebook: 1.9 Million

TikTok: 3.5 Million

9:47 📶 🔋

< Comments >

gymshark • Ready to go.
The new Adapt colours are here ❤️
Link in bio to shop.
#Gymshark
3d

entree2thousand @gymshark you guys sent me the wrong item , just to tell me you guys were out of stock in the item I wanted. I literally put the order in the second I got the in stock notification. I order the "power" joggers in black print. Please help I honestly don't want a gift card I want those pants
3d 3 likes Reply

gymshark • Please, drop us a DM on Twitter or Facebook, our support team will be able to help you.
Alternatively, you can contact us through the link below by clicking on 'Submit a Request' at the top right:
support.gymshark.com
Thank you 🙏
2d Reply

gymshark Follow ...

3,925 posts 5.6m followers 133 following

Gymshark
gym.sh/WeTheChangemakers
Followed by hollynguyen91, jayarcemont, garen.moutafian +21 more

Events Crowdsark Deload 'Fits Training Talk Tuesd... #Gymshar...

POSTS GUIDES REELS VIDEOS TAGGED

heaviest Gymshark squat... ARE YOU A CHANGEMAKER? WITH A 30,000 COUNT AND 56 MILLION FOLLOWERS

Gymshark Q&A

Pinned

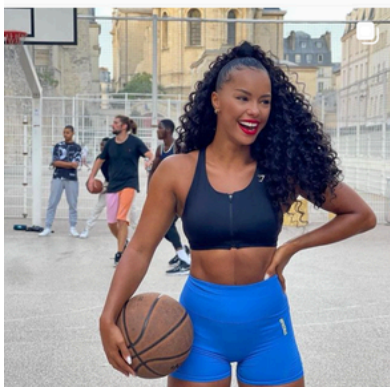
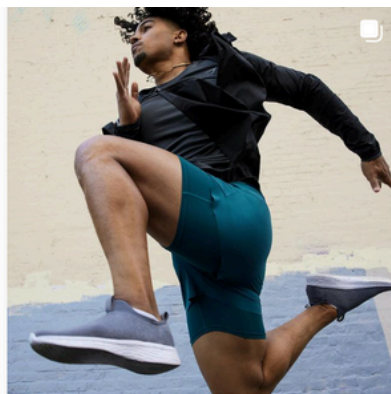
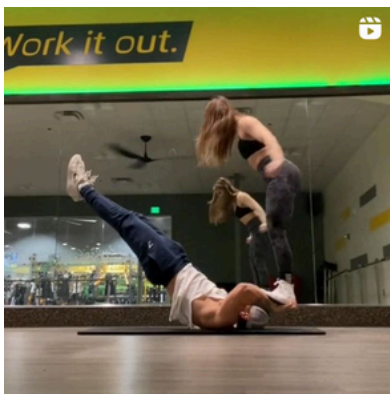
230.6K 43.0K 64.1K

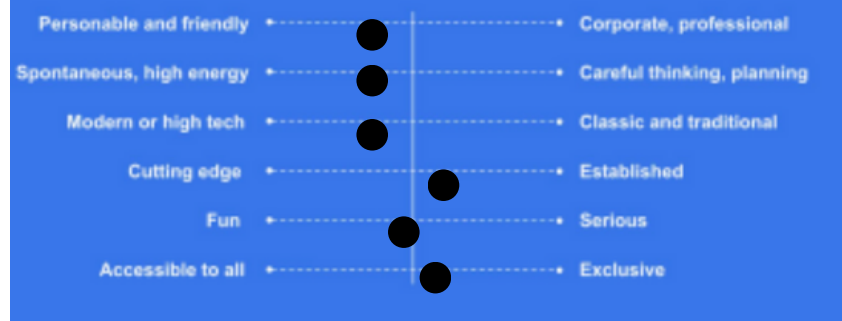
26.4K 33.2K 28.4K

MARRY THEM!

57.0K 21.6K 35.7K PART 3

BOLD DARES 34.2K PART 2 67.1K





ABOUT

Athleta is most similar to Lululemon, also started in 1998 and they carry pretty similar products both best known for their yoga activewear. Athleta currently does not have a men's line and they market towards middle-aged women.

SOCIAL MEDIA

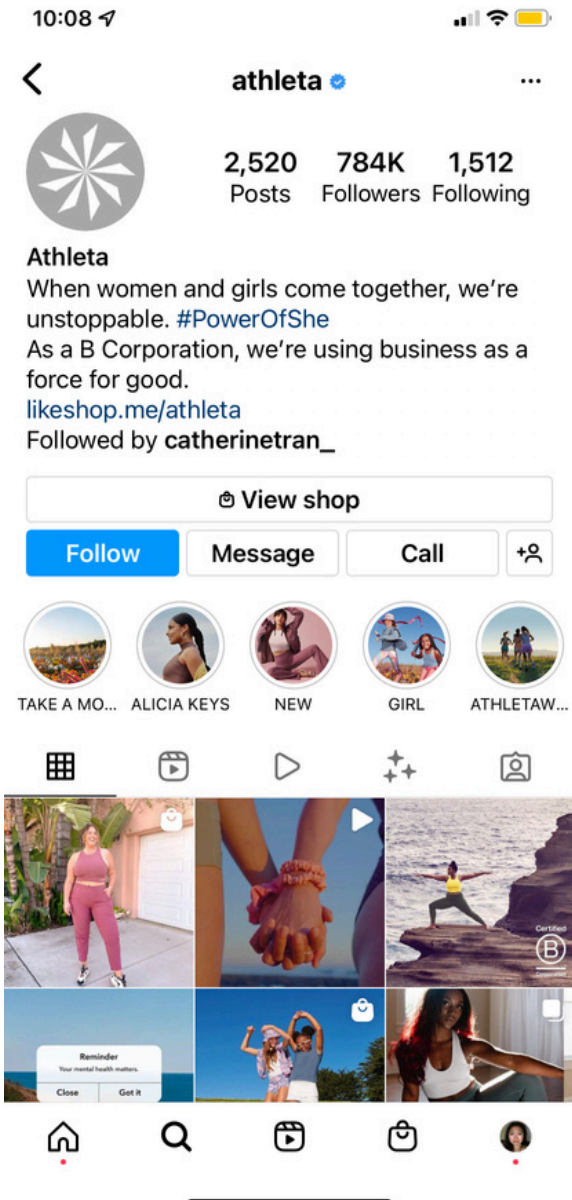
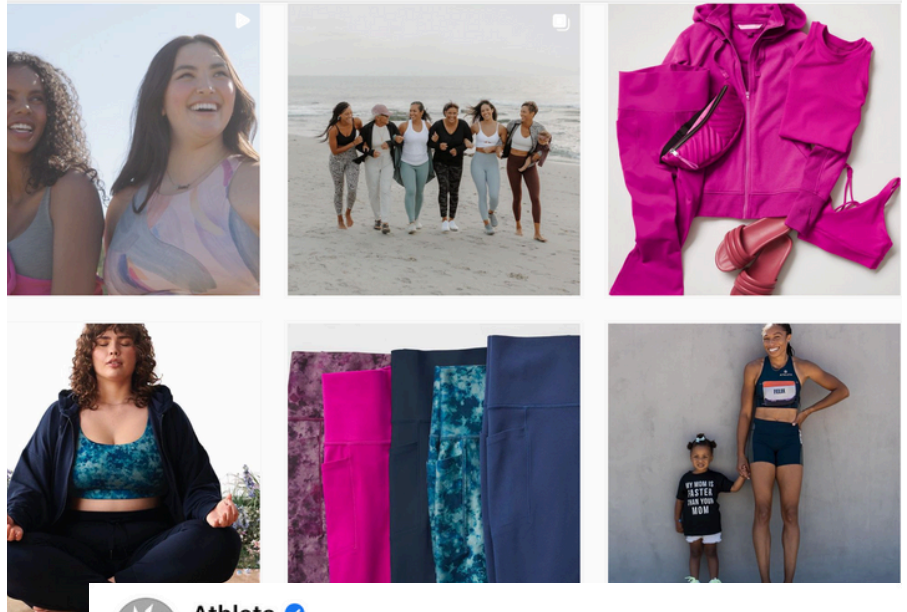
Athleta more directly markets their products with Instagram posts with a couple of sample pieces laid out and their Instagram is more aesthetically pleasing in color blocks. Their ongoing campaign is 'The Power of She' which focuses on body positivity. They are pretty active on Facebook targeting an older audience. There isn't much interaction going on on their side.

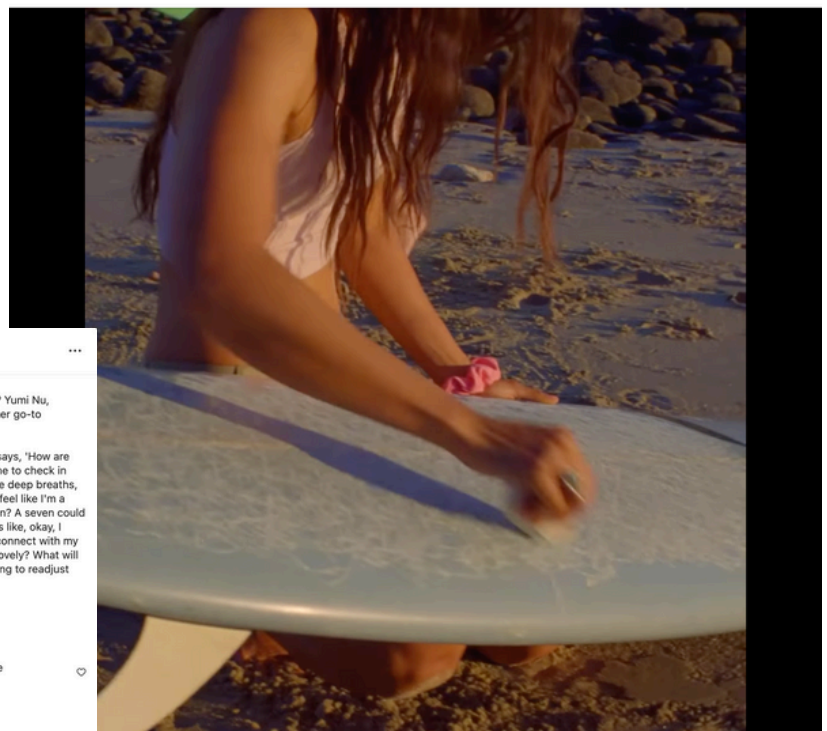
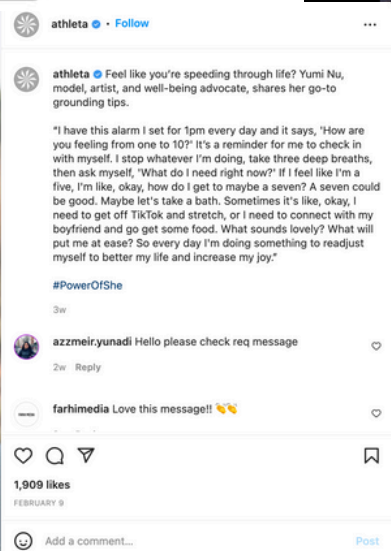
Followers

Instagram: 782,000

Facebook: 688,000

TikTok: n/a

GOALS

- Increase revenue by \$1,000,000 in 6 months
- Make Lululemon the brand men think of when they think of athletic apparel

OBJECTIVES

- Grow a large and loyal customer base among men
- To generate more sales for men's athletic wear
- Increase engagement on social media

STRATGEY

Increase revenue by creating more content targeted towards men. Highlight the idea that Lululemon is not just athletic apparel but that men can do anything in them while looking stylish. #LuluForLife

CAMPAIGN TACTICS

Instagram

Instagram will be the main platform used as Lulu has the biggest following on there. Every post related to the campaign will end with #LuluForLife to create more buzz and also helpful to the users to see all our campaign content in one place.

TikTok

TikTok be used similar to Instagram but there will be more interactive posts. We will promote our items with whatever TikTok trend is around at the time. It will also have more information posts like benefits to doing yoga and mini-workouts that are easy to follow along to. Each post will also end with #LuluForLife.

Influencers

We will use 20 micro influencers during this campaign. They are especially important that the beginning of the campaign as they will help the campaign get noticed by more people. We want a range of different styles of influencers from fitness, style, even cooking to attract different types of men showing that Lululemon can be for anybody. They will be making posts every week, platform can vary.

WORRISOME WILLIAM



ABOUT

William is a freshman in college, studying finance, and is in a frat. William is usually relaxed but recently feels a lot of pressure from his friends because he wants to hang out with them but his family is strict and wants him to do well in school. He also puts himself under a lot of pressure trying to fit in and cares a lot about what others think about him. When William is not stressed out about school he enjoys playing soccer and spends a lot of time on social media, especially TikTok.

WILLIAM'S JOURNEY

William is insecure about the way he is currently dressing and wants to regain that confidence. A lot of his friends wear Lululemon and he looked into it and liked the broad range of styles and colors offered and it was a way he could express himself and feel more confident. A plus is that it is comfortable for his long uphill walks to class every day.

Relaxed



Ambitious

Audience

DETERMINED DANIEL



ABOUT

Daniel is 27 and a successful businessman who started up his own company. He is very hardworking and dedicated to his work. Recently Daniel has had more free time and he realized that he does not like the suits he has to work to work every day, it is so restricting.



Elaborate

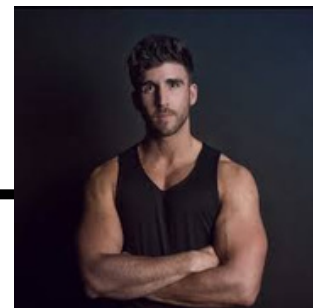
Luxurious



DANIEL'S JOURNEY

His new favorite hobby is golf so he is looking for more athletic clothes. He is looking for more athletic clothes since one of his new favorite hobbies is golf. He is looking for a change in his wardrobe that is comfortable without looking like a slob. Daniel is extremely wealthy so the price is not an issue and he is into luxury brands. He does a lot of research before any purchase and did not purchase Lululemon until he was sure he would get his money's worth for it and that he would look good while doing so.

STRONG SAM



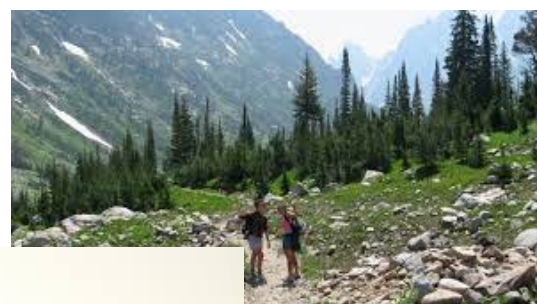
ABOUT

Sam is 38 years old and is a personal trainer so he spends a lot of his time at the gym so working out is a big part of his life. He has a strong client base of about 25 and many on the waitlist. Outside of the gym Sam still likes to stay active by going on hikes with his wife and children or just having a chill day with his family. He also lives a very healthy lifestyle with a healthy diet, his friends are always asking for lifestyle tips.

SAM'S JOURNEY

Sam's problem though is that he sweats a lot and a lot of his athletic wear gets uncomfortable because of it. He also wants to find long-lasting and comfortable athletic wear and only wears the best, he would prefer it be in style but that is not as important to him. Many of Sam's clients wear Lululemon and rave about it. He has many different brands of workout apparel but not Lululemon so he wants to give it a try. What draws Sam is the material the shorts are made of evereux which has fast-wicking properties so he will never feel a sweat.

Self-aware



Active

CAMPAIGN MESSAGE



LuluForLife

The #LuluForLife campaign is marketed towards upper middle class men ages 18-40. Lululemon has one of the most loyal customer bases in the industry among women and we want men to be integrated into that as well. The purpose of this campaign is to show that Lululemon apparel is more than just workout clothes but something you can wear for any event, whether you are running errands, working out, or just lounging around.

IMPLEMENTATION PLAN

Pre-campaign

- Allocate budget
- Hire micro-influencers
- Send micro-influencers the necessary tools to help promote the campaign
- Draw up sample posts and creating posting schedule
- Create content like photoshoots and bts to later release

Launch

- Release content on social media
- Occasionally introducing promo codes and giveaways to draw in more attention
- Promote influencers on the social platforms
- Track engagement and what is and isn't working

Sunset

- Slowly switch back to original content
- Analyze the engagement throughout the entire campaign
- End all giveaway/promo codes going on
- Start preparing for the upcoming season

EDITORIAL CALENDAR

Throughout this campaign, we want to emphasize the comfort and durability of Lululemon. We will show this through our social media posts of men doing everyday things. On TikTok, we will have workout videos that our followers can follow along to if they chose as well as promoting our apparel in a more humorous way. At least once a month one of our chosen influencers will do an Instagram/TikTok takeover so the audience can get to know them better and ask questions if wanted. June is more heavily promotional-based to lay the foundation of the campaign, but as the months go on there will be variety in the type of posts.

DATE	THEME	FORMAT AND PLACEMENT	VISUAL	CAPTION
6/12	Promotion	Photo on instagram	A group of guys running	Join in the launch of our new campaign, #LuluForLife
6/15	Promotion	Photo on Instagram	Multiple pictures: hiking, dancing, hanging with friends	Lulu isn't just for the gym, what are your favorite hobbies? #LuluForLife
6/19	Promotion	Photo on instagram	Family having a BBQ in the backyard	Show your appreciation to Dad with newly released gear. #LuluForLife
6/24	Entertainment	Video on TikTok	Micro-influencer take over	Follow along on Mike's day today! #LuluForLife
6/27	Promotion	Photo on Instagram	Dad at home with kids	What things make you happy? #LuluForLife
6/28	Entertainment	Video on TikTok	Micro-influencer doing a mini-workout	Join Jordan with circuits today. #LuluForLife
6/30	Promotion	Photo on Instagram	Two guys playing tennis	Meet you on the tennis courts? Try out our pace breaker shorts. #LuluForLife
7/4	Promotion	Video on Instagram	A family playing on the beach	Happy 4th of July, celebrate with your new gear now! #LuluForLife
7/7	Information	Video on TikTok	Micro-influencer sitting on couch explaining the different shorts and their uses	Find the best fit for you! #LuluForLife
7/12	Promotion	Photo on Instagram	Group of micro-influencer standing in front of a lulu clothing display	To celebrate one month of #LuluForLife, we are having a giveaway!!!

SAMPLE POST

Change Up of Seasons



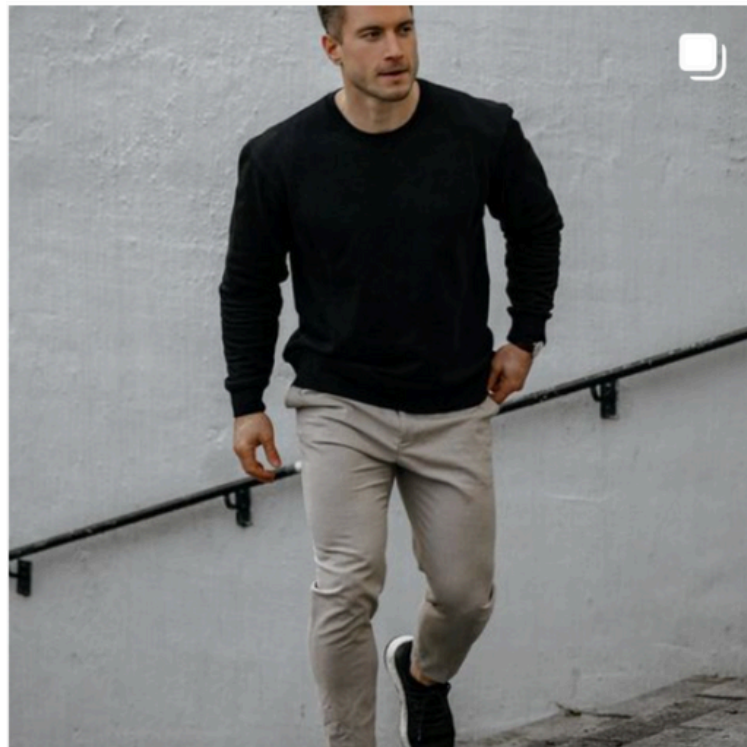
This post from us helps show our audience that our apparel can work in any season.

SAMPLE POST

New Gear



mario_schafzahl



Liked by [danielchoi](#), [angelali](#) and 6,502 others
mario_schafzahl My new sweatshirt from lulu, easy and comfortable to throw on when I am running late
#LuluForLife

... more

View all 102 comment



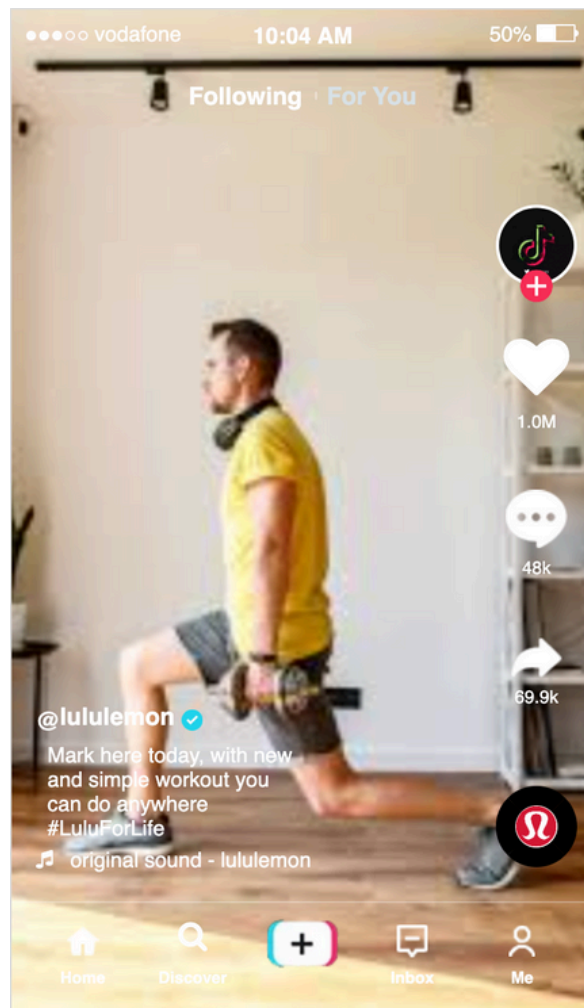
Add a comment...

August 8, 2022

Our Instagram followers help make us more creditable, an essential part of any campaign.

SAMPLE POST

Workout with Me



Showing our apparel in use to encourage the audience to do the same

MONITORING AND OPTIMIZATION

US

- Track where the most traffic is coming like (likes, comments, shares)
- The number of people the posts reach and if it is interacted with (profile visits, shopping links)
- By the second month, we can tell what content works well with our audience and ways to improve like time, theme, the message
- How many people are joining giveaways and using our promo codes
- Number of sales, the most popular products

MICRO-INFLUENCERS

- Compare before and after the post
- How interactive the audience are with each individual influencer (likes, new followers, comments, use of promo codes)

METRICS

- Likes
- Comments
- Clickthrough
- Promo code usage
- Sales
- Follows
- Website Visits
- Type of Audience

TOTAL BUDGET: \$115,00

ADVERTISING (50%) = \$57,500

- Instagram: \$40,250/\$11.20 = \$3593.75
 - 3,593,750 impressions
 - Clickthru (2%) = 71,875
 - Conversion (5%) = 3,593
- TikTok: \$17,250/\$11.20 = \$1540.18
 - 1,540,178 impressions
 - Clickthru (5%) = 77,008
 - Conversion (3%) = 2,310
- Total Converstions: 5,903

INFLUENCERS (20%) = \$23,000

- Instagram stories: \$3,000 @ \$.06 per story
 - Engagement: 50,000
- Instagram Posts: \$16,000 @ \$.16 per post
 - Engagement: 81,250
- TikTok Posts: \$9,000 @ \$.16 per post
 - Engagement: 56,250

GIVEAWAYS (30%) = \$34,500

- 4 giveaways @ \$800 per winner
 - 5 winners per round
- 2 final giveaways @ \$3750 per winner
- \$500 to each of the 20 micro-influencers
- \$1,000 to the top performing influencer

MANAGEMENT FEE: \$150/hour @ 390 hours = \$58,500

CONTENT DEVELOPMENT = \$31,000

- Instagram: \$18,900
 - 141 social posts
 - 56 stories
 - Total
- TikTok: \$12,600
 - 132 social posts

BUDGET

RETURN

ADVERTISING

- Instagram has a 5% conversion rate of: 3,593
- TikTok has a 3% conversion rate: 2,310
- TOTAL: 5,904
- AVERAGE CONVERSION VALUE: \$100
- $5,904 \times \$100 = \mathbf{\$590,300}$

INFLUENCERS

- Instagram stories has a 2% conversion of 50,000 = 1,000
- Instagram posts has a 4% conversion of 68,750 = 2750
- TikTok posts has a 3% conversion of 56,250 = 1,687
- TOTAL: 5,437
- AVERAGE CONVERSION VALUE: \$100
- $5,437 \times \$100 = \mathbf{\$543,700}$

GIVEAWAYS

- Estimated 40,00 join the giveaways (10,000 per giveaway)
- 6% conversion rate: 2,400
- AVERAGE CONVERSION VALUE: \$100
- $2,400 \times \$100 = \mathbf{\$240,000}$

TOTAL REVENUE: \$1,374,000

TOTAL SPENT: \$ 205,000

ROAS = \$1,374,000/\$205,000

ROAS = 6.70%

CONCLUSION



LuluForLife

After assessing the social media strategies of Lululemon and its competitors we believe this campaign, "LuluForLife" will be able to bring in a different customer base. Throughout this campaign we will use Instagram and TikTok to reach a new target audience: upper middle class men with the help of our carefully picked out influencers.

Thank you for your time.