

Research on the Digital Marketing Strategy of Adidas

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Abstract: This analysis focuses on Adidas' digital marketing strategy, aiming to identify challenges and provide corresponding suggestions for improvement. The current status analysis highlights Adidas' overall approach to digital marketing, while the problem analysis identifies specific challenges within the strategy. The causes of these problems are also examined to gain a deeper understanding of their origins. The suggested improvements include enhancing personalization, optimizing the mobile experience, embracing influencer marketing, leveraging social media platforms, implementing data-driven marketing strategies, investing in augmented reality and virtual reality, enhancing social listening and reputation management, collaborating with technology partners, prioritizing continuous testing and optimization, and fostering customer engagement and advocacy. These suggestions aim to help Adidas strengthen its digital marketing efforts, engage customers effectively, and drive business growth in the digital landscape.

Keywords: Adidas, digital marketing, suggestion

1. Introduction

Adidas, one of the world's leading sportswear brands, has made significant strides in digital marketing to engage with its target audience and drive brand awareness. Through its digital marketing efforts, Adidas has successfully used technology and online platforms to connect with consumers, enhance their online shopping experience, and build a strong brand presence in the digital space.

One of the key aspects of Adidas' digital marketing strategy is its focus on social media platforms. The brand has established a strong presence on platforms such as Instagram, Facebook, and Twitter, sharing engaging content, including product launches, athlete endorsements, and behind-the-scenes footage. Adidas effectively utilizes social media to create a sense of community among its followers, encouraging them to share their experiences and interact with the brand.

In addition to social media, Adidas has invested heavily in influencer marketing. By collaborating with popular athletes, celebrities, and social media influencers, Adidas is able to reach a wider audience and tap into their followers' trust and loyalty. These influencers often showcase Adidas products in their posts and stories, generating excitement and interest among their followers. This strategy helps Adidas expand its reach and strengthens its association with sports and active lifestyles.

Adidas has also embraced innovative technologies to enhance the digital shopping experience for its customers. The brand has developed mobile applications with personalized product

recommendations, exclusive offers, and seamless checkout processes. By leveraging data analytics and artificial intelligence, Adidas can gather insights about customer preferences and behavior, enabling them to deliver targeted marketing campaigns and create personalized experiences.

Furthermore, Adidas has successfully integrated digital marketing with its offline retail stores. The brand utilizes augmented reality (AR) and virtual reality (VR) to create immersive in-store experiences. Customers can try virtual shoes or engage in interactive experiences showcasing Adidas' products and brand stories. Integrating digital and physical experiences helps create a seamless customer journey and strengthens the brand image.

Overall, Adidas' digital marketing efforts have been highly effective in establishing a strong brand presence, engaging with consumers, and driving sales. By managing social media, influencer marketing, innovative technologies, and seamless integration of online and offline experiences, Adidas has positioned itself as a leader in the digital space. The brand's commitment to innovation and customer-centric strategies has made it stay relevant and connect meaningfully with its target audience.

2. Literature Review

Zhang Bin pointed out that the epidemic has made all walks of life in China experience a new practical test of digital transformation, and the banking industry is no exception [1,2]. It has successively launched "contactless" financial services, digitized and online, and the effect is obvious to all. At the same time, while strengthening epidemic prevention and control and rescuing enterprises, financial institutions have gradually reached an agreement on digital transformation. In the digital transformation process, the bank has continuously enhanced and cultivated the stock of customers, comprehensively improved the customer's production capacity, and laid a solid foundation for promoting the comprehensive and sustainable development of the bank's inclusive financial business [3]. Wang believes that in the era of the digital economy, the strategic value and application prospects of digital marketing are increasingly obvious, and it has become the forefront and focus of theoretical and practical exploration [4]. By integrating the TCCM framework and ADO framework, this paper systematically combs the relevant research on digital marketing, constructs the integrated framework of digital marketing research, summarizes and analyzes the anthems and effects, influence mechanism and theoretical basis, research methods, and research scenarios of digital marketing in the existing research, and deeply analyzes the internal mechanism of digital marketing. On this basis, the paper further reveals the main problems existing in the existing digital marketing research: customer privacy paradox, intelligent algorithm black box, blockchain marketing, digital marketing capabilities, digital customization, agile marketing, theory construction and use, context and method matching, etc. In the end, the key future research issues of digital marketing are extracted and identified by combining the relevant theoretical and practical problems in order to provide a useful reference for the theoretical exploration and practice of digital marketing [4]. Wang Wei proposed that digital transformation has become the focus of many enterprises, and digital marketing has become the most powerful force for various industries to face digital attempts; in the era of digital communication, enterprises are more emphasis on digital marketing methods characterized by precision and interaction. Compared with traditional marketing methods, digital marketing methods have better communication precision and depth, thus promoting the business upgrading and transformation of enterprises, and digital marketing communication has become an indispensable and important marketing approach for enterprises to carry out digital transformation [5].

3. Case Description

Adidas is a global sportswear brand that has successfully utilized digital marketing strategies to enhance its brand presence and engage with its target audience. Through its digital marketing efforts, Adidas has effectively leveraged social media platforms, influencer marketing, innovative technologies, and seamless integration of online and offline experiences.

Adidas has established a strong presence on social media platforms such as Instagram, Facebook, and Twitter by sharing engaging content related to product launches, athlete endorsements, and behind-the-scenes footage. Adidas encourages interaction and user-generated content by creating a sense of community among its followers, fostering a strong brand connection.

Influencer marketing has played a significant role in Adidas' digital marketing strategy. The brand collaborates with popular athletes, celebrities, and social media influencers to promote its products. These influencers showcase Adidas products in their posts and stories, leveraging their followers' trust and loyalty to generate excitement and interest in the brand.

Adidas has developed mobile applications to enhance the digital shopping experience, providing personalized recommendations, exclusive offers, and seamless checkout processes. By utilizing data analytics and artificial intelligence, Adidas gathers insights about customer preferences and behavior, enabling targeted marketing campaigns and personalized experiences.

Adidas has also integrated digital marketing with its physical retail stores. Through the use of augmented reality (AR) and virtual reality (VR) technologies, the brand creates immersive in-store experiences. Customers can virtually try on shoes or engage in interactive experiences that showcase Adidas' products and brand story, creating a seamless customer journey [6,7].

Overall, Adidas' digital marketing strategies have successfully established a strong brand presence, engaging with consumers and driving sales. By leveraging social media, influencer marketing, innovative technologies, and seamless integration of online and offline experiences, Adidas has solidified its position as a leader in the digital space. The brand's commitment to innovation and customer-centric strategies has allowed it to connect with its target audience meaningfully and stay ahead in the competitive sportswear industry.

4. Analysis on the Problem

4.1. Current Status Analysis: Adidas' Digital Marketing Strategy

Adidas has made significant strides in digital marketing, leveraging various strategies to enhance its brand presence and engage with its target audience. However, there are certain areas where the brand's digital marketing strategy could be further optimized to address potential challenges and drive even better results.

One aspect that requires analysis is the effectiveness of Adidas' social media presence. While the brand has established a strong presence on platforms like Instagram, Facebook, and Twitter, evaluating their social media campaigns' engagement levels and impact is essential. Metrics such as likes, comments, and shares can provide insights into the level of audience interaction and the resonance of the brand's content. Additionally, analyzing the demographics and interests of the brand's social media followers can help identify potential gaps in reaching specific target segments [8].

Another area of concern is the influencer marketing strategy employed by Adidas. While collaborations with athletes, celebrities, and social media influencers have proven successful, assessing these partnerships' long-term impact and authenticity is crucial. Evaluating the alignment between the influencers' values and the brand's core message can ensure that the collaborations resonate with the target audience and maintain credibility. Additionally, monitoring the metrics

associated with influencer campaigns, such as reach, engagement, and conversion rates, can provide valuable insights into their effectiveness and return on investment.

Furthermore, the mobile applications developed by Adidas to enhance the digital shopping experience require analysis. While personalization and seamless checkout processes are essential, evaluating user feedback and satisfaction levels is crucial. Conducting user experience testing and analyzing app ratings and reviews can help identify potential pain points or areas for improvement. Additionally, monitoring the effectiveness of personalized recommendations and exclusive offers in driving conversions and customer loyalty is crucial.

The integration of digital marketing with Adidas' physical retail stores also requires careful examination. While using augmented reality (AR) and virtual reality (VR) technologies creates immersive in-store experiences, assessing the impact on customer engagement and sales is important. Analyzing footfall data, conversion rates, and customer feedback can provide insights into the effectiveness of these technologies in driving in-store purchases and enhancing the overall customer experience [9,10].

4.2. Problem Analysis: Identifying Challenges in Adidas' Digital Marketing Strategy

Based on the current status analysis, several challenges can be identified in Adidas' digital marketing strategy. These challenges include:

Potential limitations in audience engagement on social media: While Adidas has a strong social media presence, there may be room for improvement in terms of audience engagement. Low interaction levels, lack of user-generated content, or limited reach among specific target segments could be potential challenges.

Authenticity and long-term impact of influencer collaborations: Collaborations with influencers have been successful for Adidas, but ensuring long-term impact and maintaining authenticity can be a challenge. The alignment between influencers' values and the brand's core message needs to be continuously monitored to maintain credibility and resonate with the target audience.

User satisfaction and optimization of mobile applications: While Adidas has developed mobile applications to enhance the digital shopping experience, user satisfaction, and optimization should be prioritized. Identifying and addressing any pain points or areas for improvement can help drive customer loyalty and increase conversions.

Effectiveness of integrating digital and physical experiences: The integration of digital marketing with physical retail stores through technologies like AR and VR is an exciting opportunity, but its impact on customer engagement and sales needs to be evaluated. Ensuring these technologies enhance the overall customer experience and drive in-store purchases is crucial.

4.3. Analysis of the Causes of the Identified Problems

The causes of the identified problems in Adidas' digital marketing strategy can be attributed to various factors. Some potential causes include:

Lack of targeted content: If the social media content does not resonate with a specific target, it can result in low engagement levels and limited reach among the intended audience. Insufficient understanding of the target audience's preferences and interests could contribute to this issue.

Influencer selection and management: Choosing influencers solely based on their popularity or reach without considering their alignment with the brand's values and target audience can lead to authenticity issues. Inadequate monitoring and management of influencer collaborations can also impact the long-term impact and credibility of the partnerships.

User experience gaps: The mobile applications may have usability issues or lack certain features that enhance the overall user experience. Insufficient user testing, feedback collection, or limited resources for app optimization could contribute to these gaps.

Integration challenges: Seamlessly integrating digital and physical experiences can be technically complex and require significant investment. Challenges in implementing and maintaining technologies like AR and VR and training retail staff to provide a cohesive experience can hinder the effectiveness of the integration.

It is important for Adidas to address these causes and challenges to optimize its digital marketing strategy and ensure continued success in engaging with its target audience.

5. Suggestions for Improving Adidas' Digital Marketing Strategy

5.1. Enhance Personalization

Adidas should focus on delivering personalized customer experiences by leveraging data analytics and customer insights. This can be achieved by implementing advanced segmentation techniques and utilizing customer data to tailor marketing messages, product recommendations, and offers based on individual preferences and behaviors.

5.2. Optimize Mobile Experience

Given the increasing use of mobile devices for online activities, Adidas should prioritize optimizing its digital marketing strategy for mobile platforms. This includes ensuring responsive web design, mobile-friendly interfaces, and seamless user experiences across all mobile devices. Additionally, investing in mobile app development can provide a dedicated platform for engaging with customers and offering personalized experiences.

5.3. Embrace Influencer Marketing

Collaborating with relevant influencers and brand ambassadors can significantly enhance Adidas' digital marketing efforts. Adidas can leverage their social media reach and credibility to amplify brand awareness, drive engagement, and increase conversions by partnering with influencers who align with the brand's values and target audience.

5.4. Leverage Social Media Platforms

Adidas should continue strengthening its presence on popular social media platforms such as Instagram, Facebook, and Twitter. By creating compelling and shareable content, actively engaging with followers, and leveraging social media advertising, Adidas can effectively reach and connect with its target audience, foster brand loyalty, and drive traffic to its digital platforms.

5.5. Implement Data-Driven Marketing Strategies

Adidas should leverage data analytics and marketing automation tools to gain valuable insights into customer behavior, preferences, and trends. By analyzing data, Adidas can make informed decisions about marketing campaigns, content creation, and product development. This data-driven approach will enable the brand to optimize its marketing efforts, improve targeting, and deliver relevant and timely customer messages.

5.6. Invest in Augmented Reality (AR) and Virtual Reality (VR)

Adidas can enhance the customer experience by integrating AR and VR technologies into its digital marketing strategy. These technologies can create immersive and interactive experiences, such as virtual try-ons for products, virtual tours of sporting events, or AR games related to the brand. This will engage customers and provide a unique and memorable brand experience.

5.7. Enhance Social Listening and Reputation Management

Adidas should actively monitor social media platforms and online forums to listen to customer feedback, identify brand sentiment, and promptly address negative comments or issues. By actively managing its online reputation, Adidas can build trust, demonstrate responsiveness, and maintain a positive brand image.

5.8. Collaborate with Technology Partners

Adidas can benefit from collaborating with technology partners to leverage emerging technologies and innovative marketing solutions. By partnering with digital marketing agencies, data analytics firms, or technology startups, Adidas can access expertise, resources, and cutting-edge tools to enhance its digital marketing capabilities. Adidas should adopt a continuous testing and optimization culture to improve its digital marketing performance. By conducting A/B testing, analyzing campaign results, and iterating on strategies, Adidas can identify what works best for its target audience and refine its marketing approach accordingly. Besides, Adidas should actively engage with its customers through various channels, such as social media, email marketing, and loyalty programs. By fostering a sense of community, encouraging user-generated content, and rewarding loyal customers, Adidas can turn its customers into advocates who organically promote the brand. By implementing these suggestions, Adidas can strengthen its digital marketing strategy, enhance customer engagement, and drive business growth in the digital era.

6. Conclusion

As a leading global sports brand, Adidas has made significant strides in its digital marketing efforts. However, there are areas where improvements can be made to enhance its strategy further and drive business growth in the digital era.

The analysis reveals several key challenges faced by Adidas in its digital marketing approach. These challenges include a need for improved personalization, optimization of the mobile experience, better utilization of influencer marketing, leveraging social media platforms more effectively, implementing data-driven marketing strategies, investing in augmented reality and virtual reality, enhancing social listening and reputation management, collaborating with technology partners, prioritizing continuous testing and optimization, and fostering customer engagement and advocacy.

To address these challenges, Adidas should focus on enhancing personalization by leveraging customer data to deliver tailored experiences and relevant content. Optimizing the mobile experience is crucial, considering the increasing use of mobile devices for online activities. Embracing influencer marketing can help Adidas tap into the power of social media influencers to reach and engage target audiences effectively.

Furthermore, Adidas should leverage social media platforms strategically, utilizing engaging content, interactive campaigns, and community-building initiatives. Implementing data-driven marketing strategies will enable Adidas to make informed decisions, optimize targeting, and deliver timely customer messages.

Investing in augmented and virtual reality technologies can provide immersive and interactive experiences, enhancing the customer journey and brand experience. Enhancing social listening and reputation management will help Adidas address customer feedback promptly and maintain a positive brand image.

Collaborating with technology partners will provide access to expertise and innovative marketing solutions. At the same time, continuous testing and optimization will enable Adidas to refine its strategies based on real-time data and insights. Finally, fostering customer engagement and advocacy through various channels will turn customers into brand advocates, driving organic promotion and loyalty.

By implementing these improvements, Adidas can strengthen its digital marketing strategy, effectively engage customers, and drive business growth in the digital landscape. Adidas needs to adapt to evolving consumer behaviors and preferences, leverage emerging technologies, and prioritize customer-centric approaches to succeed in the highly competitive digital marketing landscape.

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