

S
by T D

Submission date: 02-Dec-2020 06:11PM (UTC+0800)

Submission ID: 1462339132

File name: Lululemon_success_story.edited.docx (14.9K)

Word count: 740

Character count: 3916

Case Study on Lululemon

Name

Institution

Course

Instructor

Date

Case Study on Lululemon

Lululemon is a company that leveraged social media to market its products and achieve tremendous growth since it was established in 1998 by Chip Wilson in Vancouver, Canada. Its success is hugely attributed to the strategies they laid in using social media platforms. For instance, the company developed a social media presence on the platforms used by their clients. Their social media activity covers nearly all the platforms like Facebook, where Lululemon boasts of over 2 million likes recorded. This page is updated regularly with content that resonates with their target audience. Also, the company has over 273,000 tweets and over 1 million followers on Twitter alone. On Instagram it has more than 2.8 million followers, with its Instagram feeds comprising images of inspiring locations. The company's YouTube Channel has over 67,000 subscribers, with hundreds of videos posted on the platform. Notably, some of their videos have garnered over 2 million views. The company also uses blogs, Tumblr, Pinterest, and Zite differently to establish links with potential customers.

Moreover, Lululemon connects to its customers by establishing long-term relationships. Through social media communities, the company initiates conversations with like-minded clients who feel a sense of belonging. Besides, Lululemon uses real people to assess and promote its merchandise. This is done during face to face interactions and also via social media. The company engages with its brand ambassadors, who double up as fitness coaches. These individuals wear Lululemon products when teaching, and they provide feedback to the company as well as endorse the brand's merchandise. Whereas many companies copy and paste the same content on different platforms, Lululemon has a different content strategy for its different social media platforms. Notably, the company posts unique content across different platforms in a manner that maintains the brand story. In the end, each of its social media platforms is successful

in its unique way. Furthermore, the company maintains an all-inclusive conversation with its customers and also welcomes feedback. Lululemon welcomes feedback on the product details section of its website and social media pages, which is answered by the right department. Again, Lululemon has a successful social media strategy that has enabled it to create an image of a company that comprises of real people who connect with others with similar interests and values.

There is a criterion used when assessing a website. For instance, in the case of Lululemon, the first thing I will look at is the information on their website, which must be clear and concise. They have managed to achieve this, and the pictures on their website are also clear. However, they do not have a clear theme. Having a look at their website and look at their competitors like Nike, you will get the message “Just Do It” (Nayak, 2017). In this case, Lululemon has no clear brand message and a clear theme that should be appealing to the audience. Thus, the company should improve its theme and a clear brand message. Furthermore, their website should be easy to navigate. At the moment, there are a lot of pages that you must navigate before you find the information you are looking for or a product you want to purchase.

According to Madichie (2009), Lululemon should come up with a marketing strategy that targets men. The brand largely caters to the female gender which resonates well with women. They must continue growing their men’s business and become a gender-neutral brand. Lululemon is a brand that leveraged social media to grow and achieve its objective. However, they should improve their engagements on social media going forward. For instance, its use of video to market the company on social media should focus more on the products they sell, as opposed to the graphics with words. Furthermore, the theme on their website and social media platforms should connect to an athletic purpose as opposed to having an inspirational footing. This can be achieved by creating a personal voice that reminds their customers to remain active,

offer short workout tips, and incorporate enticing imagery in their platforms. Additionally, these strategies will help the company to maintain and grow its clientele base in a competitive industry.

References

- Madichie, N.O. (2009). Consumer Behavior: Buying, Having, and Being (8th ed.). *Management Decision*, Vol. 47 No. 5, pp. 845-848.
- Nayak, T. (2017). " Just Do It"@ Ad Campaign: The Case of Nike Inc. *Globsyn Management Journal*, 11.

ORIGINALITY REPORT

0%

SIMILARITY INDEX

0%

INTERNET SOURCES

0%

PUBLICATIONS

0%

STUDENT PAPERS

PRIMARY SOURCES

Exclude quotes Off

Exclude bibliography On

Exclude matches Off