

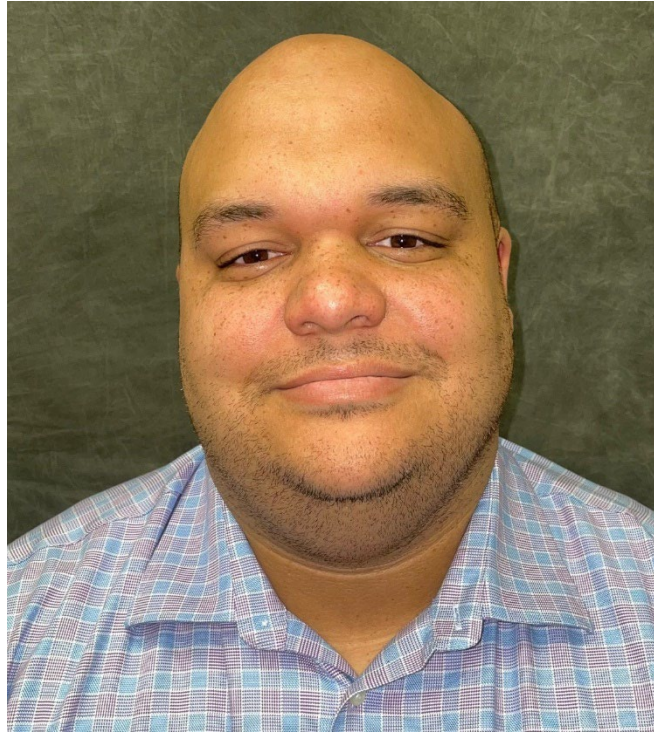
EVERY SEASON STARTS AT

DICK'S
SPORTING GOODS®

The logo for Dick's Sporting Goods is displayed on a dark green background. The word "DICK'S" is in large, white, bold, sans-serif capital letters. A basketball is positioned above the apostrophe in "DICK'S", and a soccer ball is positioned below it. The word "SPORTING GOODS®" is in smaller, white, bold, sans-serif capital letters below "DICK'S".

Elevate & Engage
Dick's Sporting Goods Social Media Plan
Jordan Wethington
COM 616 – Social Media Strategies
Dr. Silverman
June 25, 2024

Biography



My name is Jordan Wethington and I have my B.S in Communications from SUNY Brockport and I am pursuing my M.S in Public Relations at SUNY Buffalo State. I have accumulated diverse communications experience through my roles at Canandaigua National Bank (CNB) and Dick's House of Sport. As a Marketing Communications Assistant at CNB, I write and edit written materials, manage internal and external facing communications, and construct crisis communication materials. My responsibilities include creating signage, coordinating sponsorships, and managing our department SharePoint page, as well as producing other written content for various platforms. At Dick's House of Sport, I served as a Field Media Communications Assistant, where I filmed events for social media, created promotional content, and coordinated community outreach events. Additionally, I have leadership experience as Treasurer of the Public Relations Club at SUNY College at Brockport, where I conducted research on Gen Z behaviors, designed data visuals, and won a PRSA PRism Award for Insights & Analysis (Summer 2022). I also founded the Canandaigua Black Student Alumni Union (CBSAU), demonstrating my commitment to community service and leadership. My skills include proficiency in Salesforce, SharePoint, and various social media platforms. I am always willing to learn and excel greatly in crisis communication situations. My goal is to effectively run or manage the public relations for a major corporation or high-level athlete. I have a unique set of skills when it comes to brand management and public outreach initiatives, which are vital to public relations efforts for organizations and or individuals.

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Executive Summary

Dick's Sporting Goods aims to elevate its social media presence to bolster brand awareness, engagement, and sales. Founded in 1948, it has evolved into a premier sporting goods retailer under leaders like Edward W. Stack and Lauren Hobart. Recent social media efforts, including campaigns and influencer collaborations, have shown mixed results. Competitor analysis highlights Academy Sports + Outdoors' strong visual content and influencer engagement, identifying gaps in emerging platforms. The target audience, aged 18-45, gravitates towards Facebook, Instagram, and YouTube, with emerging interest in TikTok and Twitter. Key strategic goals include enhancing brand loyalty, increasing online sales, and fostering an engaged social media community. Objectives would entail a 20% growth in followers, achieving a 6% engagement rate, and driving a 15% sales increase through social media initiatives. The overarching strategy focuses on curated content, influencer partnerships, and targeted ads to build community and drive sales, anchored in data-driven insights. Tactics encompass a structured content calendar featuring product highlights, user-generated content, and interactive elements. Community engagement includes active interaction with followers and showcasing user-generated content. Paid media efforts allocate resources to targeted ads across Facebook, Instagram, and YouTube, prioritizing seasonal sales and new product launches. Influencer collaborations are pivotal, with a monthly budget designated for fees and content creation. The proposed budget outlines allocations for content creation, community management, paid ads, and influencer marketing, with quarterly timelines structured around seasonal campaigns and promotional activities. Evaluation metrics encompass engagement rates, follower growth, website traffic analytics via Google Analytics, and sales metrics tracked through conversion tools. Influencer performance will also be assessed based on reach and engagement metrics, ensuring alignment with overarching goals. Dick's Sporting Goods should seek to optimize its social media strategy to resonate with its diverse audience, drive meaningful engagement, and ultimately enhance its market position as a leading sports and fitness retailer.

Formative Research

Social Media Situation & Client Background:

Founded in 1948 by Richard “Dick” Stack, Dick’s Sporting Goods has evolved into one of the largest sporting goods retailers in the United States. This growth reflects the company's commitment to providing a comprehensive selection of sports equipment, apparel, and footwear to a broad customer base. Richard Stack's initial vision has been upheld and expanded upon, creating a legacy of quality and service in the sporting goods market. Key personnel currently driving the company include Edward W. Stack, who serves as the Executive Chairman, and Lauren Hobart, the President and CEO. Under their leadership, the company continues to flourish, focusing on strategic growth and maintaining a strong market presence. Their leadership has been instrumental in guiding the company through various market challenges and ensuring sustained growth and innovation. Dick’s Sporting Goods operates with a clear mission: to inspire, support, and equip athletes and outdoor enthusiasts to achieve their goals. This mission statement underscores the company's commitment to fostering a supportive environment for athletes of all levels, providing them with the necessary tools and encouragement to excel.

Dick’s Sporting Goods should aim to enhance its social media presence, focusing on increasing brand awareness, customer engagement, and sales. This organization has experienced a varied track record with its social media efforts, with some campaigns having significant engagement while others have struggled to gain traction. Understanding this mixed performance is essential for crafting a strategic approach that leverages past successes and addresses previous shortcomings. Analyzing the successful campaigns, it becomes evident that Dick’s Sporting Goods has the potential to create content that resonates with its audience. These campaigns often feature elements such as high-quality visuals, relatable and timely themes, and active engagement with followers. For example, user-generated content (UGC) campaigns where customers share their own sports-related experiences using specific hashtags have proven effective. These campaigns not only boost engagement but also build a sense of community around the brand. Another successful strategy has been collaborations with influencers and athletes, who bring their own followers and credibility to the brand, further expanding its reach. The campaigns that have underperformed often lacked a clear strategic direction or failed to connect with the target audience. In some cases, content might have been too generic or did not adequately reflect the brand’s core values and offerings. Inconsistent posting schedules and limited interaction with followers during these campaigns have contributed to lower engagement levels. These issues highlight the need for a more consistent and strategic approach to content creation and community management. To address these challenges, I encourage Dick’s Sporting Goods to implement several key strategies.

Social Media Analysis:

As far as social media presence is concerned, Dick’s Sporting Goods currently has 346.8k Tik Tok followers, 721k Instagram followers, 357.3k X (Twitter) followers, 215k LinkedIn followers, and 92.1k Threads followers. Dick's Sporting Goods has implemented a variety of social media campaigns, focusing on seasonal promotions, athlete endorsements, and event sponsorships. These campaigns are strategically aligned with major sports seasons and events, resulting in fluctuating performance metrics. During significant sports seasons and events, the company experiences high engagement rates, showcasing the effectiveness of timely and relevant campaigns. These periods of heightened interest indicate that the audience is particularly

receptive to content that aligns with current sports activities and interests. The company's paid social media strategy predominantly utilizes Facebook Ads and Instagram Ads, with occasional promotions on Twitter. These platforms have been chosen for their large user bases and advanced targeting capabilities. While the campaigns have achieved moderate success, driving both traffic and sales, there is potential for optimization. The current approach demonstrates that targeted ads can be effective, but there may be room to enhance targeting precision, creative content, or ad spend allocation to maximize return on investment. Exploring new advertising features or platforms, such as TikTok or LinkedIn, might also offer new opportunities for engagement and sales. Influencer marketing is another key component of Dick's Sporting Goods' social media strategy. Collaborations with athletes and fitness influencers have been used to promote products and events. This approach leverages the credibility and reach of influencers to connect with their followers, who are likely to be interested in sporting goods and fitness-related products. The success of these partnerships is evident in the elevated engagement rates during influencer-driven campaigns.

By selecting influencers whose followers align closely with the brand's target demographics, the company can enhance the authenticity and impact of these promotions. Furthermore, long-term partnerships with key influencers might foster deeper connections with their audiences, leading to sustained engagement and loyalty. The metrics and engagement data indicate an average engagement rate on posts, with peaks during major sports events and sales promotions. This engagement rate suggests that the content is generally resonating well with the audience, though there is always room for improvement. Higher engagement during sports events and promotions highlights the importance of timing and relevance in social media content. To maintain and potentially increase these engagement levels, Dick's Sporting Goods could consider incorporating more interactive content, such as polls, quizzes, or live streams, which can foster greater user interaction. Follower growth has been steady, however, accelerating this growth could be beneficial in broadening the reach and impact of social media campaigns. Strategies to enhance follower growth might include more aggressive social media marketing efforts, such as regular giveaways, exclusive content for followers, or collaboration with popular influencers for joint promotions. Leveraging user-generated content and encouraging customers to share their experiences with Dick's Sporting Goods products can organically increase visibility and attract new followers.

Seasonal promotions and event-related campaigns are clearly effective in driving high engagement, and the use of paid social media and influencer marketing are valuable components of the strategy. The steady follower growth and average engagement rates suggest a solid foundation, with opportunities to refine tactics and explore new platforms or content types to further elevate the brand's social media presence. These efforts must be matched consistently because I have found that these efforts do not stay for long or are switched to something entirely. This organization must follow through on plans and executions of strategies for them to thrive.

Competitor Analysis:

Academy Sports + Outdoors heavily engages on Facebook, Instagram, and Twitter with a strong emphasis on visual content. Their strategy focuses on creating visually appealing posts that capture the attention of their audience, leveraging high-quality images and graphics to showcase products, promote sales, and highlight events. This visual approach not only attracts immediate attention but also enhances the overall brand image, making it more memorable and engaging for the followers. Academy Sports + Outdoors also extensively collaborates with

influencers and athletes. These endorsements add credibility and relatability to their brand, as followers often trust recommendations from personalities they admire. When featuring well-known athletes and popular influencers, Academy Sports + Outdoors taps into a large follower base, expanding their reach and attracting new potential customers. This strategy is particularly effective in the sporting goods industry, where endorsements from athletes can significantly impact consumer preferences and purchase decisions. To boost engagement, Academy Sports + Outdoors runs frequent contests and giveaways. These activities not only generate excitement among their existing followers but also attract new ones. Contests and giveaways encourage users to interact with the brand, often requiring them to like, share, or comment on posts, which will increase the brand's visibility on social media platforms. This also brings a sense of community among followers, making them feel more connected to the brand. Despite these strong points, Academy Sports + Outdoors has notable gaps in its social media strategy. One significant gap is their limited presence on emerging platforms like TikTok. TikTok's rapidly growing user base and its emphasis on short-form video content present a substantial opportunity for brands to reach younger audiences. By not fully leveraging this platform, Academy Sports + Outdoors misses out on engaging with a demographic that is highly active on social media and interested in dynamic, video-based content. Another gap is their limited use of video content for product demonstrations. This is where I feel Dick's Sporting Goods has the edge over Academy Sports + Outdoors. They have the tools and resources to be successful, they just need to be more consistent, and they will easily outshine the competition. Dick's Sporting Goods should maintain a strong presence on Facebook, Instagram, and Twitter, ensuring that their posts are visually appealing and engaging. Collaborating with influencers and athletes can also be beneficial, as it would enhance the brand's credibility and expand its reach. To stand out, Dick's Sporting Goods should actively engage on emerging platforms like TikTok. Creating short, engaging videos that highlight product features, share quick workout tips, or showcase behind-the-scenes glimpses of the brand can help attract younger audiences and boost engagement. And it is with this that they can and will surpass Academy Sports + Outdoors in the social media realm of engagement and content quality.

Audience Analysis:

The primary target audience for Dick's Sporting Goods appears to be focused primarily on individuals aged 18 to 45. This demographic is both male and female, encompassing a wide range of adult consumers who are at varying life stages, from young adults and recent graduates to mid-career professionals and parents. This age range is strategically chosen because it includes individuals who are typically more active in sports, fitness, and outdoor activities, which aligns perfectly with the products and services offered by Dick's Sporting Goods. Young adults (18-25) are often in the exploratory phase of their fitness journey, looking to try new sports and activities. They are likely to seek out trendy and innovative fitness equipment and apparel. Adults aged 26-35 may have established fitness routines and are often looking for quality gear that supports their active lifestyles. Those aged 36-45 might be interested in maintaining their fitness levels and often involve their families in sports and outdoor activities, seeking reliable and family-friendly products. I do think they are missing out on a demographic for the older generation, specifically ages 55+. Health and wellness objectives, could be argued, are more vital at that age group than a 23-35-year-old age group. Dick's Sporting Goods has plenty of products and services for generations such as that but, is also not taking advantage of the audience that is currently in front of them that is untapped with potential.

Strategy

Overall Strategy:

DICK'S Sporting Goods should aim to significantly enhance brand awareness, loyalty among sports and fitness enthusiasts, and drive online sales through targeted social media campaigns. The strategy is built around fostering a community of engaged followers who actively participate in discussions and events on social media platforms such as Facebook, Instagram, YouTube, TikTok, X, and Threads. Influencers Engaging with influencers is a key component of the social media strategy. Influencers can be broadly categorized into micro-influencers and major athletes or fitness personalities. Below is a description of the opportunities both micro and major athletes have with each platform:

- **Facebook:** With its vast user base, Facebook remains a crucial platform for reaching a broad audience. It is particularly effective for community building and engaging with consumers through detailed posts, event announcements, and interactive content like polls and Q&A sessions.
- **Instagram:** This platform is essential for visual storytelling. Through high-quality images and short videos, Dick's Sporting Goods can showcase its products in action, share fitness tips, and highlight user-generated content. Instagram Stories and Reels are particularly effective for short, engaging content that captures the audience's attention.
- **YouTube:** As a video-centric platform, YouTube is ideal for longer-form content such as workout tutorials, product reviews, and behind-the-scenes looks at sporting events. This platform allows Dick's Sporting Goods to provide in-depth information and establish itself as an authority in the sports and fitness domain.
- **TikTok:** The growing interest in TikTok among younger demographics makes it a valuable platform for reaching a trend-conscious audience. Short, creative videos can be used to promote challenges, showcase new products, and engage with users in a fun and dynamic way.
- **X:** Is useful for real-time updates, customer service interactions, and engaging in sports-related conversations. It allows the brand to be part of trending topics and engage with followers in a direct and timely manner.

Using Micro-influencers: These are individuals with smaller but highly engaged followings in niche sports communities. They are valuable for their authenticity and ability to influence purchasing decisions within their specific niches. Collaborating with micro-influencers allows Dick's Sporting Goods to target specialized groups and foster a sense of community and trust. Unlike major athletes, these influencers do not carry as much clout as the opposing option so many eyes may not see their content. For example, having star quarterback Josh Allen from the Buffalo Bills to a vlog shoot at your store location may cost thousands of dollars, while a local influencer with 7k followers may only cost a few hundred dollars or less but, only 1k-2k may see what he posted.

Using Major athletes and fitness personalities: These influencers have large followings and can provide extensive reach. Their endorsement can significantly boost brand visibility and credibility. Collaborations with well-known athletes and fitness experts can also help in launching new products, promoting events, and driving large-scale engagement. In summary, the primary key audiences for Dick's Sporting Goods are carefully selected based on demographic insights and social media usage patterns. By leveraging platforms like Facebook, Instagram,

YouTube, TikTok, and Twitter, and collaborating with both micro-influencers and major athletes, Dick's Sporting Goods can effectively reach and engage with its target audience, driving brand awareness and fostering a loyal customer base. It is to be noted, however, that the cost option for these major athletes could carry a large burden versus that of a micro-influencer.

There are several key components the overall strategy should address in addition to the objective and goals. Those should be:

1. **Engagement and Community Building:** Foster a sense of community by encouraging user-generated content, hosting giveaways, and featuring customer testimonials and success stories. - Actively engage with followers by responding to comments, messages, and mentions promptly. - Initiate and participate in discussions around trending topics in the sports and fitness industry to position DICK'S Sporting Goods as a thought leader.
2. **Partnerships and Influencer Collaborations:** Forge partnerships with sports leagues, athletes, fitness influencers, and local sports communities to broaden reach and credibility. Collaborate with influencers to create sponsored content, host live events, or conduct product reviews to leverage their audience and credibility in the sports and fitness niche. Though this option may be very costly in terms of high-profile athletes or influencers, the financial risk of spending is well worth it in return for the number of eyes and ears that will be on the company.
3. **Measurement and Optimization:** Establish key performance indicators (KPIs) aligned with the objectives: increase in social media followers, engagement rate, and online sales attributed to social media. There should be regular monitoring and analysis of social media analytics (ex. reach, impressions, engagement metrics) to assess campaign effectiveness and make data-driven adjustments. My recommendation would be to conduct A/B testing on ad creatives, audience targeting, and messaging to optimize campaign performance and maximize return on investment (ROI).
4. **Customer Experience and Conversion Optimization:** Enhance the online shopping experience through personalized recommendations, and user-friendly navigation. Implement social proof elements (reviews, ratings, testimonials) to build trust and confidence among potential customers. Leverage data analytics to identify drop-off points in the customer journey and implement strategies to improve conversion rates. By executing this comprehensive social media plan, DICK'S Sporting Goods aims to achieve its objectives of increasing social media followers by 20% within 12 months, achieving an average engagement rate of 6% on posts within six months, and driving a 15% increase in online sales attributed to social media campaigns over the next year. The strategy emphasizes building a strong brand presence, fostering community engagement, and leveraging data-driven insights to optimize campaign performance and achieve sustainable growth in the competitive sports and fitness retail market.
5. **Content & Content Strategy:** Consistent engaging content will be key for the sustainability of this plan. Strict daily-weekly content must be met and engagement with fellow followers to attract more customers to the stores. Focus on diverse content, product features, and user-generated content (UGC). I would also highly recommend mixing visual content in most of the posts being posted (images, infographics, videos etc.) to increase engagement.

Goals & Objectives:

Dick's Sporting Goods will be set to leverage social media as a powerful tool to achieve its business objectives. By focusing on expanding its reach, enhancing engagement, and driving sales, the company aims to solidify its position as a preferred brand among sports and fitness enthusiasts. Through strategic planning and execution of targeted campaigns, Dick's Sporting Goods seeks not only to increase its digital footprint but also to foster a vibrant community of active and loyal customers who are deeply engaged with the brand. Dick's Sporting Goods aims to strengthen its presence among sports and fitness enthusiasts through a comprehensive social media strategy focused on enhancing brand awareness, fostering customer loyalty, and driving online sales growth. I have identified several key goals and objectives that Dick's Sporting Goods must recognize themselves and maintain to increase their social media presence consistently:

Goals:

1. **Enhance Brand Awareness and Loyalty:** Dick's Sporting Goods intends to increase its visibility and strengthen customer loyalty within the sports and fitness community.
2. **Increase Online Sales:** By leveraging targeted social media campaigns, the goal is to boost online sales and revenue generation.
3. **Build an Engaged Community:** Establishing a vibrant community of active followers who participate in discussions and events will be pivotal in deepening brand engagement.

Objectives:

1. **Increase Social Media Followers by 20% in 12 Months:** To expand its reach, Dick's Sporting Goods aims to grow its social media following by 20% over the next year. This growth will be driven by compelling content, strategic partnerships, and effective engagement strategies.
2. **Achieve an Average Engagement Rate of 6% on Social Media Posts in 6 Months:** High engagement is crucial for fostering a community of loyal followers. Dick's Sporting Goods will focus on creating engaging content that resonates with its audience, encouraging interactions such as likes, comments, and shares.
3. **Drive a 15% Increase in Online Sales Through Social Media Campaigns in 12 Months:** Directly tying social media efforts to revenue growth, the objective is to drive a significant 15% increase in online sales attributed to targeted campaigns and promotions. This will involve strategic ad placements, personalized offers, and leveraging user-generated content to influence purchasing decisions (Facebook, Instagram, etc).

Tactics

To achieve the proposed goals and objectives, several key tactics must be taken in order to drive the success of this plan. By deploying a structured content calendar, actively engaging with followers, and leveraging influencers, the brand aims to foster brand loyalty and drive business growth. Through targeted ads and strategic influencer partnerships, Dick's Sporting Goods not only promotes its products effectively but also maintains a dynamic online presence that resonates with its diverse customer base. This strategic approach ensures that Dick's Sporting Goods remains competitive in the dynamic landscape of social media marketing, continuously adapting to consumer trends and preferences.

Organic Social Media

Content Calendar Development: Dick's Sporting Goods aims to foster engagement and brand loyalty through a structured monthly content calendar. This calendar strategically integrates various types of content to maintain a dynamic online presence. Key components include:

- **Product Highlights:** Showcasing featured products to drive sales and highlight key offerings. When featuring certain athletes, feature their typical sports equipment as well to highlight the products and what you have available.
- **User-Generated Content (UGC):** Encouraging customers to share their experiences with branded hashtags. This strategy not only amplifies customer satisfaction but also serves as authentic testimonials.
- **Athlete Spotlights:** Featuring athletes or sports personalities associated with the brand. This approach enhances credibility and resonates with sports enthusiasts. In this area, I would specifically recommend Josh Allen of the Buffalo Bills.
- **Behind-the-Scenes (BTS) Posts:** Providing exclusive glimpses into the workings of Dick's Sporting Goods, fostering transparency and a sense of connection with followers. *YouTube* is the go-to for this if there will be lengthy videos. If you were to do short videos *Instagram* would work well.
- **Interactive Content:** Utilizing polls, Q&A sessions, and other interactive formats to boost engagement and gather valuable customer insights.
- **Community Engagement:** Active engagement is crucial for nurturing relationships with followers. This involves:
 - ***Responding to Comments and Messages:*** Timely responses to queries and comments demonstrate attentiveness and customer care. This is probably the #1 facet of community engagement is the actual response and tone of the response on social media. If this fails, the community engagement component will fail.
 - ***Engaging with User Content:*** Liking, commenting, and sharing user-generated content to promote community interaction and appreciation. This should be done regularly to develop a relationship with users, yourself, and your content. Engage as much as possible to maintain a solid message that you see them, and they see you.
 - ***User-Generated Content Strategy:*** Encouraging customers to share their experiences not only strengthens brand advocacy but also provides a stream of authentic content. By featuring UGC on official channels, Dick's Sporting Goods enhances its credibility and builds a community around shared interests. It is all about sharing and sharing is caring. The more shares or the more the words spread, the more engagement the company receives and the better quality of a social media presence.
 - This component would best be exercised by *TikTok and Instagram* specifically because of their community content-sharing capabilities and mass amounts of engagement.

Paid Social Media

Targeted Ads Strategy: A significant portion of the social media budget (\$10,000 monthly, \$120,000 annually) is allocated to targeted advertising on platforms like Facebook, Instagram, YouTube, and TikTok. The focus areas include:

- **Seasonal Sales Promotion:** Capitalizing on peak shopping periods with compelling offers and promotions.
- **New Product Launches:** Creating buzz and driving initial sales for newly released products.
- **Special Events:** Promoting events such as store openings, sponsorships, or community engagements to maximize attendance and participation.
- **Influencer Partnerships:** Collaborating with influencers is leveraged as a powerful marketing tool. With a monthly budget of \$5,000 allocated for influencer fees and content creation, Dick's Sporting Goods engages influencers to:
 - **Create Sponsored Posts and Stories:** Influencers leverage their reach and credibility to endorse products authentically.
 - **Reach Target Audiences:** Leveraging influencers' follower bases to access niche markets and demographics effectively.
 - **Enhance Brand Visibility:** Associating with influencers aligns Dick's Sporting Goods with relevant lifestyles and trends.

Budget

Monthly Budget Breakdown

Content Creation: \$3,000- This allocation covers the creation of engaging and relevant content across Dick's Sporting Goods' social media platforms. Content will focus on highlighting products, promoting seasonal activities, and showcasing customer experiences. The monthly budget for content creation and community management ensures that Dick's Sporting Goods maintains a strong online presence and fosters meaningful interactions with its community. By consistently producing high-quality content and actively managing customer relationships, the brand aims to build trust and loyalty among its followers.

Community Management: \$2,000- This budget is dedicated to nurturing online communities associated with Dick's Sporting Goods. It includes responding to customer inquiries, managing reviews, and fostering positive engagement through various social media channels.

Paid Ads: \$10,000- The largest portion of the budget is allocated to paid advertising campaigns. These ads will be strategically placed to reach targeted demographics, promote seasonal offers, and drive traffic to both online and brick-and-mortar stores. The significant investment in paid ads underscores Dick's Sporting Goods' commitment to reaching a broad audience and driving traffic to its stores and e-commerce platforms. Each quarter's advertising strategy is tailored to seasonal trends and promotional objectives, optimizing ad spending to maximize reach and conversion rates.

Influencer Marketing: \$5,000+- This budget is reserved for collaborating with influencers who resonate with Dick's Sporting Goods' brand values and target audience. Influencers will help amplify brand messages, showcase product features, and engage with their followers on behalf of

the company. As previously mentioned in this plan, this option depends on the type of influencer and or athlete being used for the marketing. Collaborations with influencers are strategically integrated into the plan to leverage their credibility and reach among specific demographics. By partnering with influencers who align with Dick's Sporting Goods' brand values, the company enhances brand visibility and credibility while tapping into their followers' communities.

Chances are, the more followers or notoriety, the more it will cost. A few questions to consider:

- *Is it worth it?*
- *What is my return?*
- *Is this sustainable with my budget over time?*

Timeline

Timeline Overview

This timeline projection strategically allocates resources across content creation, community management, paid advertising, and influencer marketing to achieve specific business objectives throughout the year. The budget reflects a balanced approach, ensuring consistent engagement with the target audience while maximizing ROI through targeted campaigns. The quarterly timeline is designed to align with seasonal trends and consumer behavior patterns. Each quarter's activities are tailored to capitalize on key moments such as summer sports, back-to-school shopping, and holiday sales, ensuring that Dick's Sporting Goods remains relevant and top-of-mind throughout the year:

Q1: Launch new product campaigns, increase follower engagement, and run contests. In the first quarter, Dick's Sporting Goods will focus on introducing new products through social media campaigns. These efforts will aim to boost follower engagement by encouraging interaction and participation in contests and giveaways.

Q2: Focus on summer sports and outdoor activities and collaborate with influencers for seasonal promotions. As summer approaches, the focus shifts to promoting seasonal sports and outdoor activities. Collaborations with influencers will play a crucial role in showcasing how Dick's Sporting Goods products enhance summer experiences, thereby driving sales during this peak season.

Q3: Back-to-school campaigns, highlight fall sports, and run targeted ads for school athletic gear. The back-to-school period presents an opportunity to highlight school athletic gear and fall sports equipment. Targeted advertising campaigns will be launched to reach parents and students preparing for the upcoming academic year, emphasizing the quality and reliability of Dick's Sporting Goods products.

Q4: Holiday promotions, year-end sales, and recap of the year's highlights. The final quarter will focus on holiday promotions and year-end sales. Social media will be leveraged to promote exclusive offers, and gift ideas, and highlight the year's achievements. This period will also include a recap of key milestones and customer success stories to foster a sense of community and loyalty among followers.

By leveraging content creation, community management, paid advertising, and influencer partnerships effectively, the company aims to strengthen its market position and achieve its business objectives in the competitive retail landscape.

Evaluation

Evaluating the effectiveness of Dick's Sporting Goods' social media plan involves monitoring several key metrics. In this portion we look at the seven key metrics more in depth and what it is we are looking to see.

Key Evaluation Metrics

1. **Engagement Metrics:**

- a. **Likes, Shares, Comments:** Track the volume and frequency of interactions on social media posts. Aiming for an average engagement rate of 6% within six months will indicate resonance with the audience.
 - b. **Overall Engagement Rates:** Monitor trends in engagement rates over time, particularly during peak sports seasons and major promotions. Engagement metrics, including likes, shares, and comments, will be tracked to assess interaction volume and frequency, with a target of a 6% average engagement rate within six months. Trends in overall engagement rates will also be monitored, particularly during peak sports seasons and major promotions.
2. **Follower Growth:** Measure the increase in followers across all platforms. The goal is to achieve a 20% growth in social media followers within the next 12 months, indicating successful brand awareness and audience expansion. Follower growth is another critical metric, with a goal of achieving a 20% increase in social media followers across all platforms within 12 months. This will indicate successful brand awareness and audience expansion
3. **Website Traffic:** Utilize Google Analytics to quantify traffic driven from social media channels to Dick's Sporting Goods' website. Analyze which social platforms are most effective in driving traffic and optimize strategies accordingly. Website traffic, measured via Google Analytics, will quantify the traffic driven from social media to Dick's Sporting Goods' website. Analysis of the most effective social platforms for driving traffic will help optimize strategies.
4. **Sales Metrics:** Use conversion tracking tools to attribute online sales to specific social media campaigns. Targeting a 15% increase in online sales attributed to social media efforts over the next year will demonstrate direct ROI and effectiveness in driving sales through social platforms. Sales metrics are crucial for evaluating ROI. Conversion tracking tools will be used to attribute online sales to specific social media campaigns, targeting a 15% increase in online sales attributed to social media efforts over the next year (**Q1-Q4**). This will demonstrate the direct impact of social media on driving sales numbers.

5. **Influencer Performance:** Evaluate the impact of influencer partnerships by assessing metrics such as reach, engagement, and follower growth generated through sponsored posts and collaborations. This will validate the effectiveness of influencer marketing in reaching and resonating with the target audience. Influencer performance will be evaluated by assessing metrics such as reach, engagement, and follower growth generated through sponsored posts and collaborations, validating the effectiveness of influencer marketing. *Ex.* Are we seeing an increase in engagement, likes or views by featuring Josh Allen with our products?
6. **Content Performance:** Analyze the performance of different types of content (e.g., product highlights, user-generated content, behind-the-scenes posts) to understand what resonates best with the audience. Adjust content strategies based on insights gathered to maximize engagement and interaction. Content performance will be analyzed to understand which types of content resonate best with the audience, such as product highlights, user-generated content, and behind-the-scenes posts. This will inform adjustments to content strategies to maximize engagement.
7. **Return of Investment (ROI) of Paid Social Media:** Measure the return on investment from paid social media campaigns, focusing on cost per acquisition (CPA), conversion rates, and overall revenue generated compared to ad spend. Adjust budget allocations based on the performance of different ad campaigns and platforms. The ROI of paid social media campaigns will be measured, focusing on cost per acquisition (CPA), conversion rates, and overall revenue generated compared to ad spend. This will guide budget allocations based on the performance of different ad campaigns and platforms. This is specifically important with the amount of money that may be used on star athletes and big-time influencers.
8. **Customer Sentiment and Feedback:** Monitor sentiment analysis from social media mentions and direct customer feedback. Track sentiment trends to gauge overall brand perception and adjust strategies to address any negative feedback or issues promptly. By consistently evaluating these metrics and adjusting strategies based on data-driven insights, Dick's Sporting Goods can optimize its social media efforts to enhance brand awareness, drive customer engagement, and ultimately increase sales. This iterative process ensures that the social media plan remains adaptive and responsive to both market dynamics and customer preferences. Customer sentiment and feedback being monitored through sentiment analysis of social media mentions and direct feedback, will bring a better understanding of the customers. Tracking sentiment trends will help gauge overall brand perception and enable prompt adjustments to address any negative feedback or issues.

Regular monthly reports should be prepared to assess the performance of each of the above metrics as well as the previously mentioned social media tactics. Adjustments should be made to fully optimize this plan and the company's success when it comes to social media plan initiatives. By consistently evaluating these metrics and adjusting strategies based on the data-driven insights, Dick's Sporting Goods can optimize its social media efforts to enhance brand

awareness, drive customer engagement, and increase sales. This iterative process ensures that the social media plan remains adaptive and responsive to market dynamics and customer preferences. It is important to consistently follow through with the evaluation process as much as any other facets of this plan. This social media plan will majorly contribute to Dick's Sporting Goods consistent engagement along with strong influencers and athlete features. This plan will prove to be the ultimate guide for retail sales and peak social media engagement that a sporting store has never seen before.

Work Cited

Social Media Statistics (n.d.). Retrieved from <https://datareportal.com/social-media-users>