



Lululemon Social Media Campaign

- Justine Kim -

Lululemon's Socials

- In the world of social media, Lululemon is an leader in the athletic wear industry. They blend performance, creativity, and purposeful engagement to their followers to show the quality of their products.
- Lululemon has created an online community that anticipates each post to highlight their products. Beyond the promotional content, Lululemon fosters connections with their community by responding to comments and encouraging their community to create content to showcase their products.

Instagram	4.8 M
TikTok	920.5 K
X(Twitter)	950.7 K
YouTube	297 K

Lululemon's Social Media Pages



lululemon 

Following ▾

Message

3,551 posts

4.8M followers

158 following

lululemon

 lululemon

Clothing (Brand)

Mindfulness, sweat, community and more. We're here to inspire you to live #thesweatlife every day.

like2b.uy/lululemon

Followed by thewaywemet, whatericacraves, carolina.casual + 61 more

**FURTHER**

Align Dupe ...

Ways To Shop

Social Rules

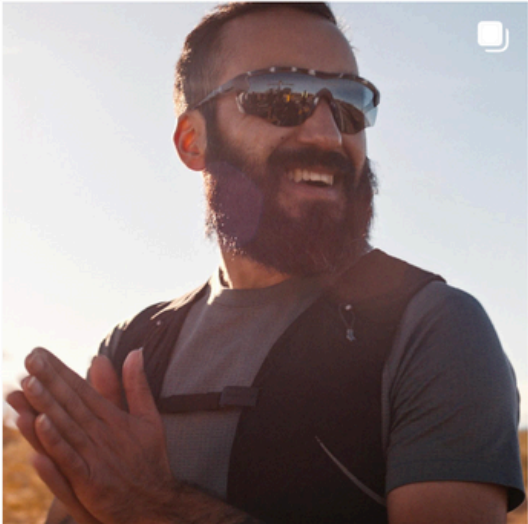
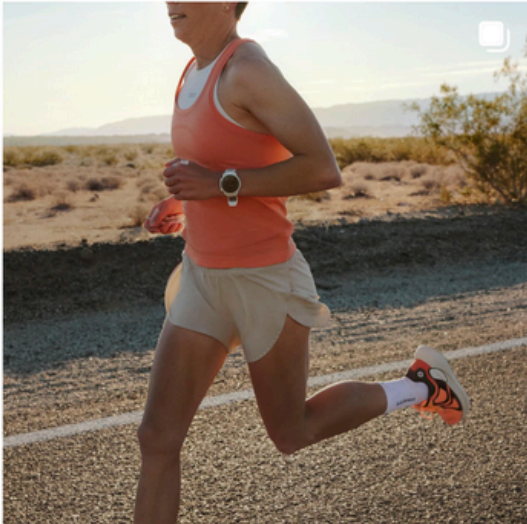
Meditations

IG Checkout

POSTS

REELS

TAGGED





lululemon 

lululemon

Follow

37 Following

920.5K Followers

10.1M Likes

We make videos, they answer your questions: gec@lululemon.com

lululemon.com

Videos

 Liked

Playlists

**FURTHER**
17 posts

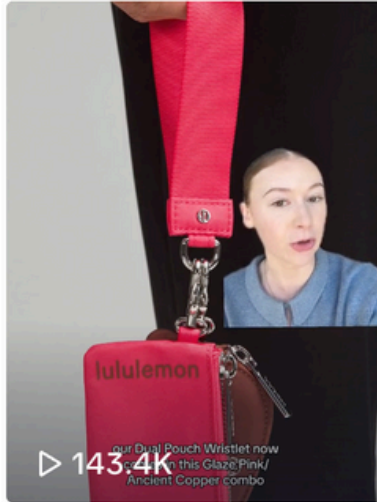
**Product Education**
6 posts

**Daily Affirmations**
3 posts

Videos



Your wardrobe should b...



The Align Cami Strap Dr...



We can't bottle this feeli...



Replying to @luluj The ...

Lululemon's Social Media Pages



lululemon
@lululemon · 297K subscribers · 250 videos
Creating components for people to live long, healthy and fun lives. >
lululemon.com and 5 more links

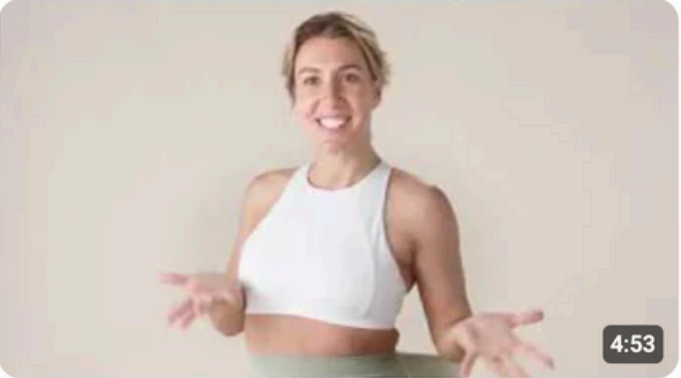
Subscribe

Home Videos Shorts Live Playlists Community

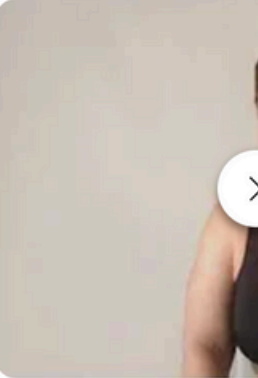
For You



Neen Williams - Skate Forever | lululemon
92K views · 5 years ago



lululemon | Episode 3: #boobtruth Tuesdays.
12K views · 4 years ago



lululemon | Episode 2:
13K views · 4 years ago



lululemon ✓
325.7K posts



lululemon ✓
@lululemon
We're always here to support you. Hit the link to chat with us: bit.ly/3ET1U0g
📍 Vancouver, BC 🌐 bit.ly/2haAREY 📅 Joined September 2008
99 Following 950.7K Followers

Posts Affiliates Replies Media Likes

↻ lululemon reposted
 **Camille Herron** 🏃 @runcamille · Mar 13



From theguardian.com

💬 38 🔄 66 ❤️ 499 📊 36K 📌 📤

What Is Lululemon Doing Right?

AESTHETIC

Lululemon maintains a visually appealing brand image across all of their social media platforms. They utilize their posts and short form video content to showcase their products in a way that attracts their target market.

AUTHENTIC

Lululemon stays authentic to their brand voice and image. They do not stray away from these values. Their products are backed by research, science, and product testing and are made with high-quality materials.

CREATIVE

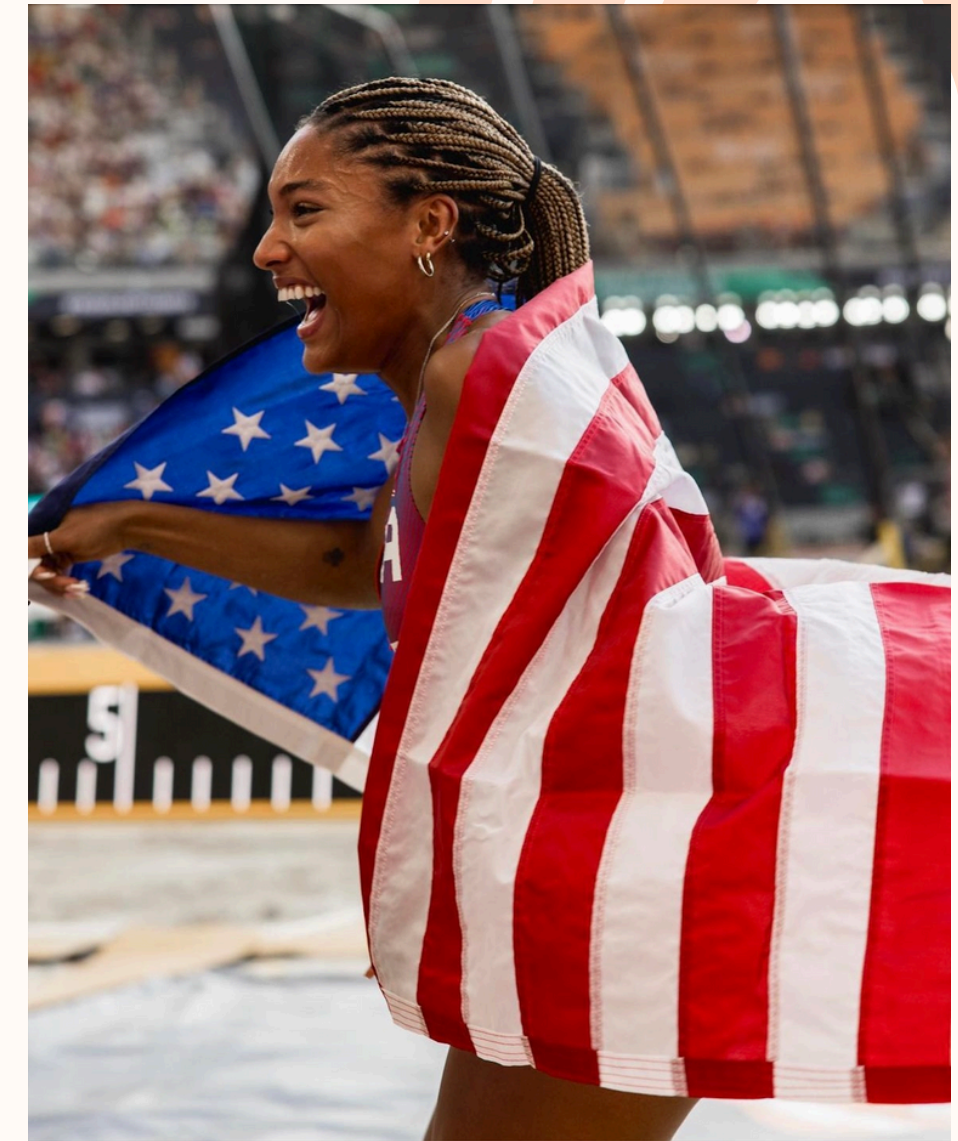
Lululemon is always looking for new and innovative ways to make new content that speaks to their audience. They are always looking for ways to ensure that consumers feel connected to the brand.

Recent Collaborations



PELOTON -
94.6K FOLLOWERS

THE TEAM CANADA OLYMPIC TEAM



@_TAARRA_ -
465K FOLLOWERS

Competition



Alo Yoga



Athleta



Nike

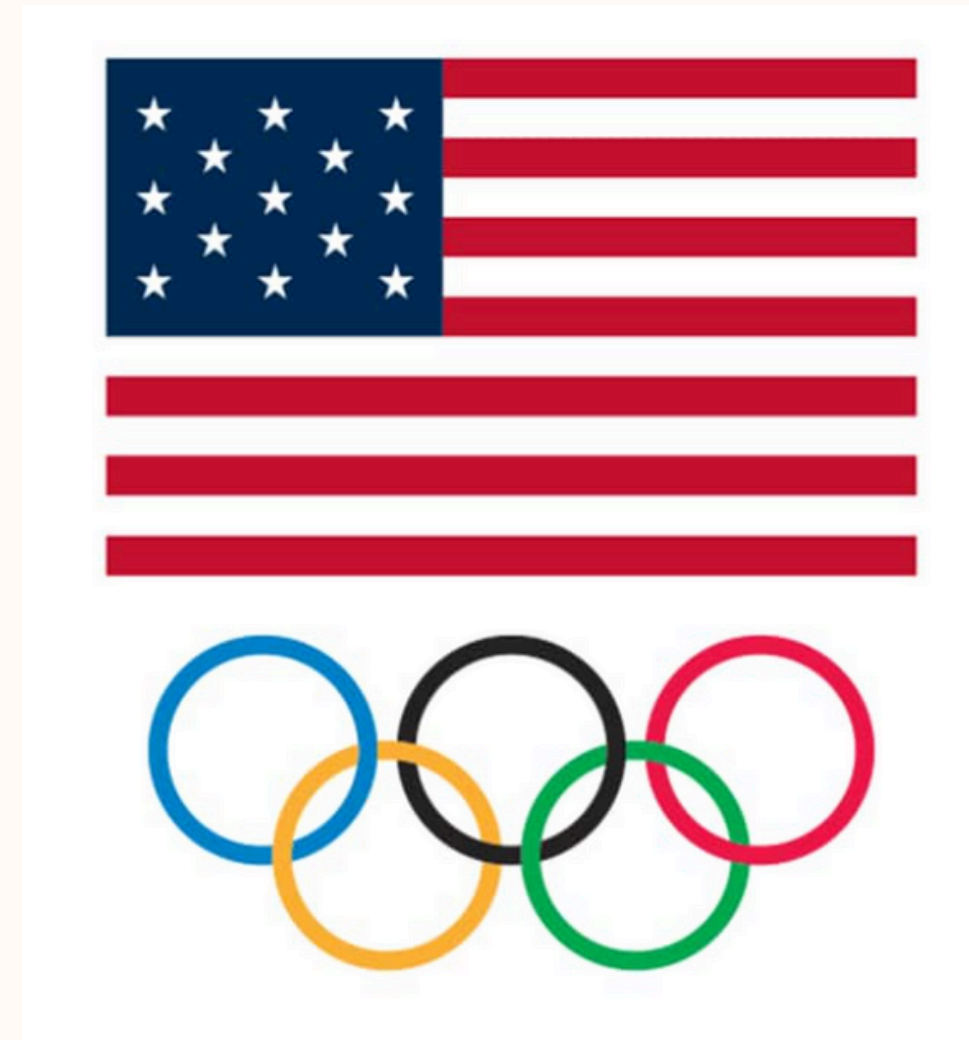


New Campaign

Lululemon



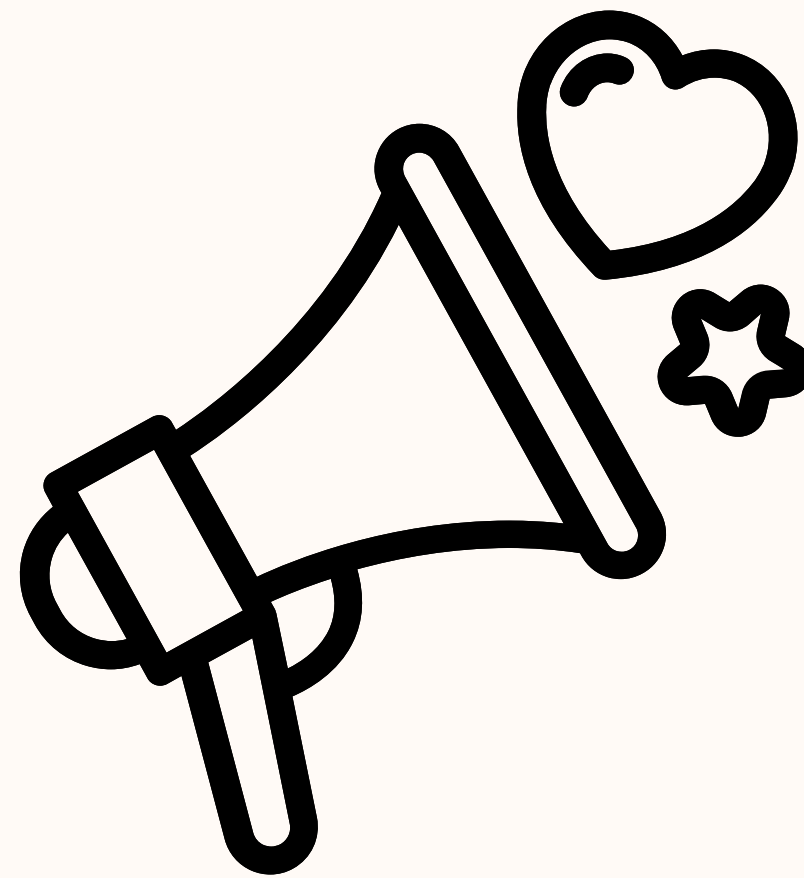
Team USA



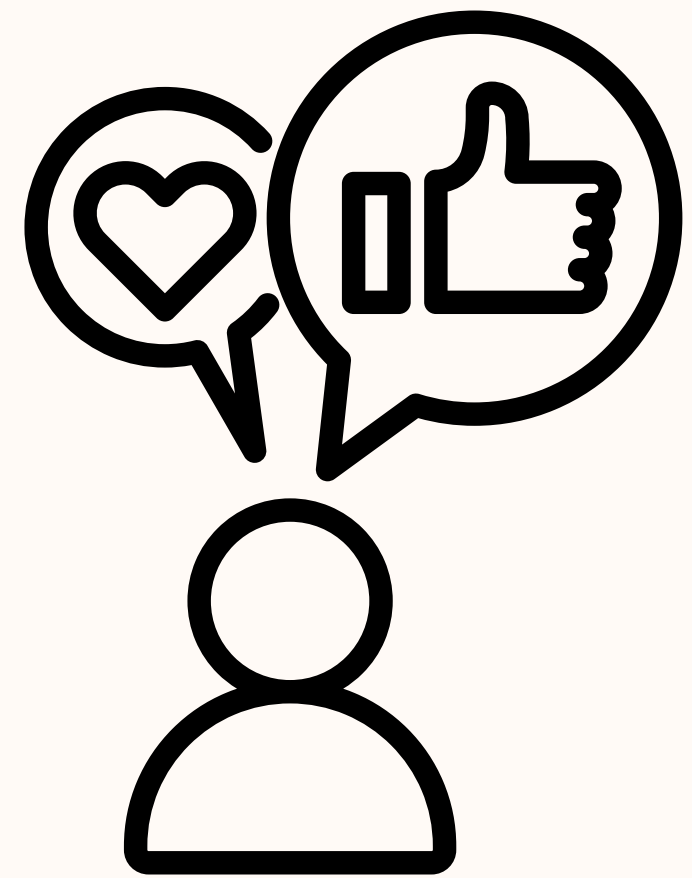
Campaign Objectives



**PRODUCT
SALES**



**INCREASED
BRAND
AWARENESS**



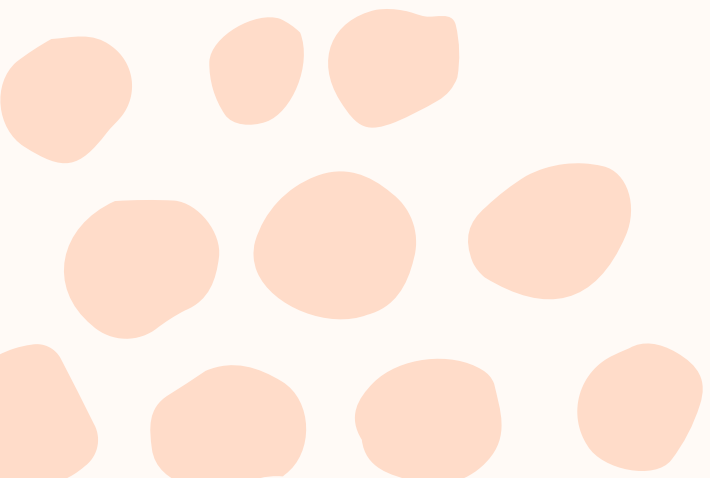
**INCREASE IN
ENGAGEMENT**

KPIs

- Increase social media following by 10% during the campaign.
- Increase the engagement rate (likes, comments, shares) by 15% overall during the campaign.
- Increase in website traffic by 20%.
- Increase in sales by 30%.



Platforms



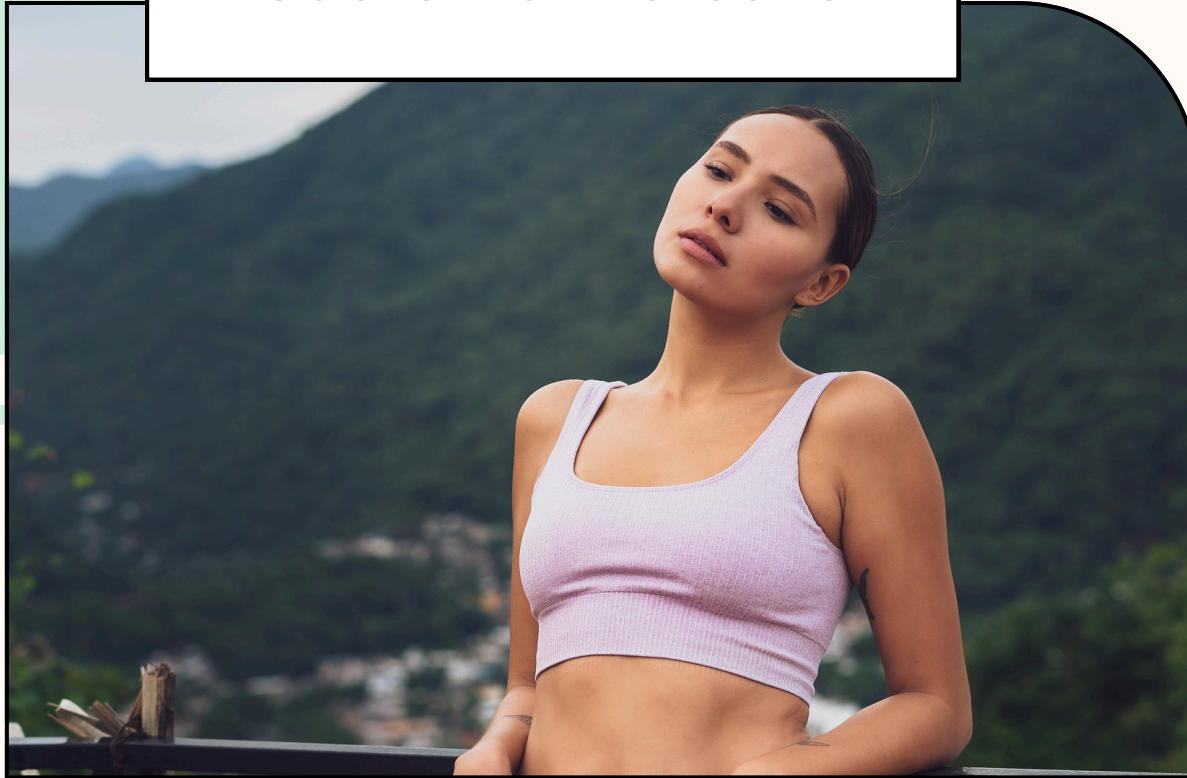


Target Audience

The target audience for this campaign are women that are ages 18-34 that live in different communities throughout the U.S. They are considered to be digital natives who use Instagram, TikTok, and YouTube regularly. They value having a healthy lifestyle and exercising regularly.



Customer Persona



About Diana

Diana is a driven yoga and pilates instructor who has been enjoying her time teaching students at a local yoga studio. She enjoys playing golf and tennis as well. She is incredibly social and has friends all over town. Diana has her sights on her future and is determined to make an impact in the world. She is excited about teaching people yoga to the best of her ability.

Problems

- Diana has so many opportunities to teach yoga and pilates in many locations around town but is strained in where and when to teach.
- Diana wants to own her own studio in the future but, does not know how to start.
- Diana hopes to replicate the community she has in each location that she teaches in.

Name	Diana Smith
Age	27 years old
Degree	Exercise Science
Hometown	Phoenix, AZ
Socio Economic Status	Middle Class

Personality

- Determined
- Enthusiastic
- Social
- Easy-going
- Spontaneous
- Community-oriented

Extracurricular Activities

- Golf
- Yoga
- Pilates
- Community Driven Events

Future Ambitions

- Diana wants to make a lot of money.
- Diana would also love to own his own yoga studio someday down the road.
- She wants to be able to travel freely and teach yoga and pilates wherever she goes.

Content Strategy

WEEKS 1-2

Instagram: Launch different posts and reels that showcase the athletes, sneak peaks, and product features.

TikTok: Creates a series of short videos introducing themselves (the athletes) and shares the collaboration of Team USA utilizing Lululemon products during workouts, trainings, etc.

YouTube: Create long form videos to showcase athlete interviews, product hauls, and performance testing videos to show how olympic athletes utilize Lululemon products.

Collaborate with Team USA and the paraolympic Team USA team to share behind-the-scenes stories and training routines on Instagram and Instagram stories, showcasing how they utilize Lululemon products.

WEEKS 3-4

Instagram: Share and reshare user-generated content from the athletes and influencers that support Team USA during the trainings, workouts, and other olympic events. Encouraging followers to tag #lululemon and #TeamUSA for a chance to be featured.

TikTok: Have athletes collaborate with each other as well to create challenges featuring Red Bull, driving engagement and brand awareness.

YouTube: Create more videos on how different sports utilize Lululemon products during each of their trainings or workouts to show how Lululemon works for them.

Have athletes hosts an Instagram Q&A session where followers can ask them questions about training, nutrition, and how Lululemon supports their athletic endeavors.

Content Strategy

WEEKS 5-6

Instagram: Launch a weekly series highlighting each olympic sport, feature stories of athletes that are pursuing diverse passions and sports using Lululemon to fuel their endeavors.

TikTok: Athletes will share a series of TikTok trends depicting how they use Lululemon to enhance their lives, and share stories that resonate with their TikTok audience.

YouTube: Create videos featuring workout routines, and tips and tricks, showcasing just how versatile Lululemon is.

Different athletes will take over the Lululemon Instagram account for a day, sharing their training regimens, insights into their career, and behind the scenes into their lives.

WEEKS 7-8

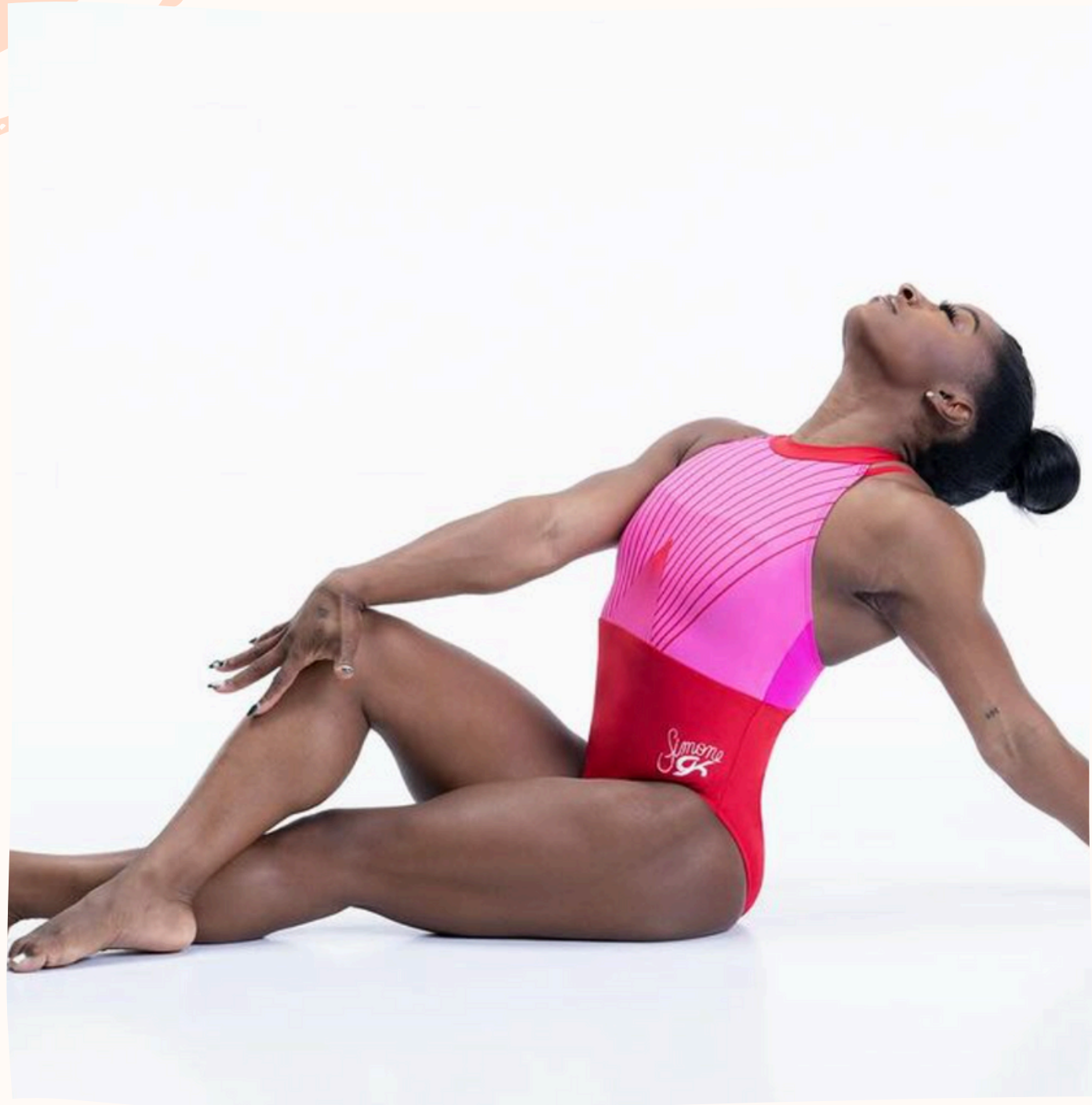
Instagram: Partner with different organizations to host Lululemon-sponsored events, such as tailgates, watch parties, and tournaments, and share the highlights on Instagram.

TikTok: Athletes will collaborate with local businesses in Paris to create sponsored content featuring Lululemon products.

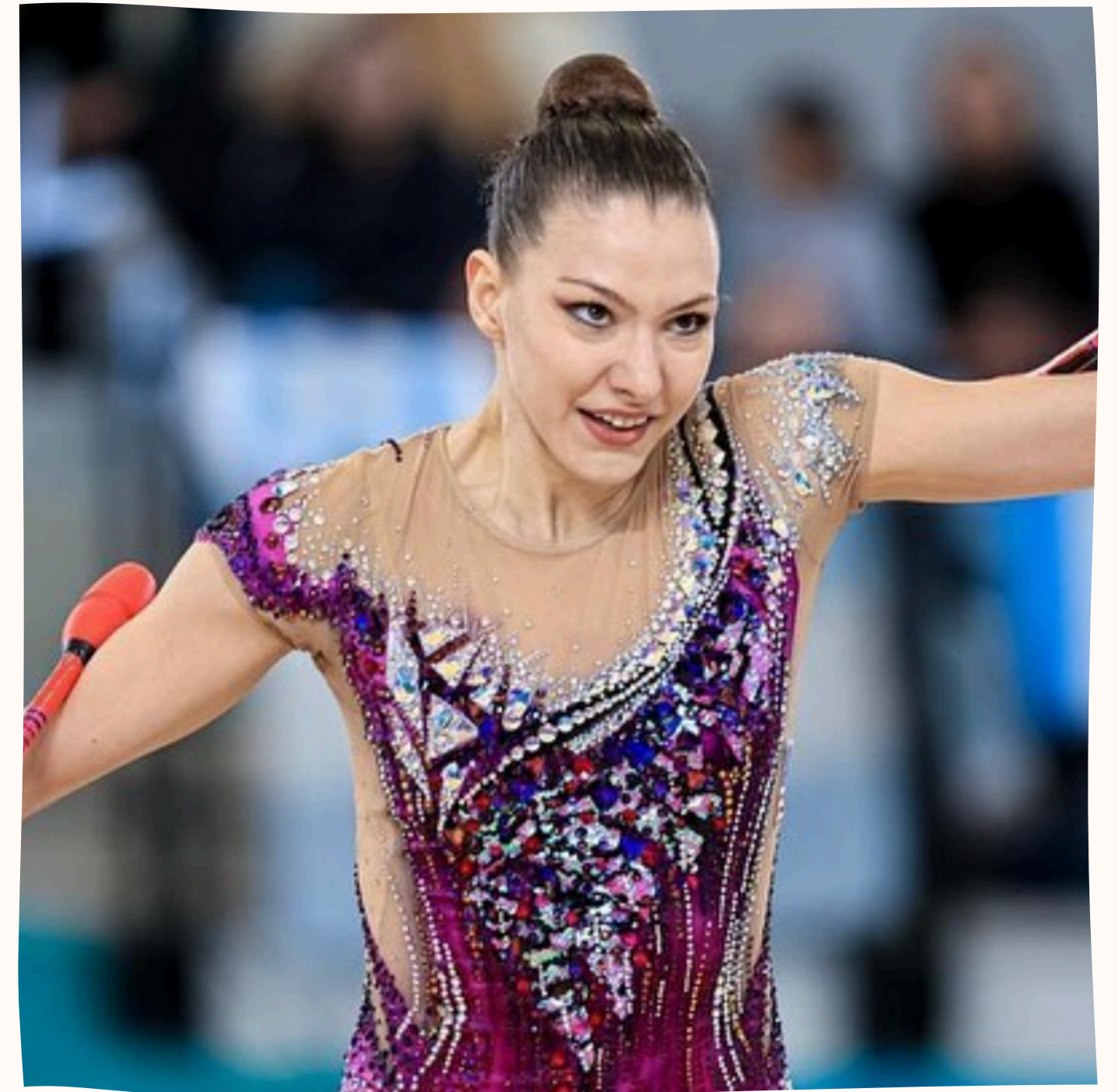
YouTube: Collaborate with different bloggers to create videos that feature different Lululemon outfits for athlesure wear.

Athletes will participate in fitness challenges sponsored by Red Bull, encouraging people to join in and share on social media using #lululemon and #TeamUSA.

Meet the Influencers



**SIMONE BILES - 7.1 M
FOLLOWERS**



**EVITA GRISKENAS - 16.5 K
FOLLOWERS**

Instagram Example

Utilize Instagram to showcase athletes and Lululemon products.



TikTok Example

Utilize TikTok to
showcase athletes and
Lululemon products by
trying the products on.



Not the actual video, just a screenshot.

Video can be played at this link:

[https://www.tiktok.com/@lululemon/video/7363429423779040517?
is_from_webapp=1&sender_device=pc&web_id=7341042600079885866](https://www.tiktok.com/@lululemon/video/7363429423779040517?is_from_webapp=1&sender_device=pc&web_id=7341042600079885866)

Measurement & Analytics

Brand Awareness:

Reach: the number of unique users who have seen Lululemon's social media content.

Impressions: the number of times Lululemon's social media content has been displayed.

Follower growth rate: the rate at which there is an increase of social media followers during the campaign.

Engagement:

Likes, comments, and shares: The number of likes, comments, and shares on Lululemon's social media posts.

Engagement rate: the percentage of followers who have engaged with Lululemon's content compared to the number of followers.

Conversions:

Website Traffic: the number of visits to Lululemon's website from their social media channels.

Conversion rate: the percentage of website visitors who complete a desired marketing action.

Social Media Revenue: revenue gathered from online sales attributed from social media.

Reporting:

Measure reach, impressions, follower growth rate, likes, comments, shares, engagement rate, and click-through rate on a weekly basis during the campaign.

The background features a large, soft watercolor splash in shades of orange and peach, centered on a light cream background. In the top-left and bottom-right corners, there are clusters of small, hand-painted brushstrokes in muted teal and dusty rose colors. The overall style is soft, artistic, and hand-drawn.

*Thank
you*