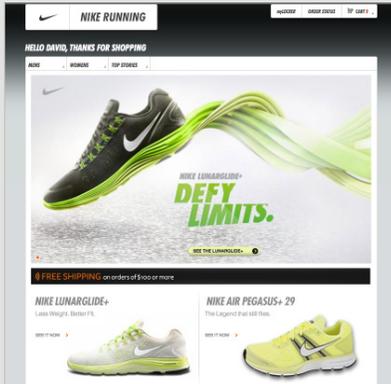


# Nike Australia



## Nike's First Facebook Commerce Initiative Launched on Magento

Nike Australia is the South Pacific branch of Nike Inc., the world's largest supplier of athletic shoes and apparel. The company employs just over 40,000 people worldwide and has revenue upwards of \$20 billion.

[apps.facebook.com/nikestoresportwearau](https://apps.facebook.com/nikestoresportwearau)  
[nikestoresurfau](https://apps.facebook.com/nikestoresurfau)  
[nikestorerunau](https://apps.facebook.com/nikestorerunau)  
[nikestorefootballau](https://apps.facebook.com/nikestorefootballau)

*"Nike's first Facebook store was launched in Australia with the help of our digital agency, IE, and Magento Enterprise. The success of this effort has set the benchmark for other Nike markets to learn from and potentially leverage in the future."*

Dallas Boland,  
Retail Director, Nike Australia

### Challenge

#### Transform Strong Facebook Presence Into Full-Scale Marketing Coup

With tens of thousands of Nike Australia Facebook fans, the company was managing to drive online sales through social media promotions, but Nike believed there were many more opportunities to capitalize on.

Nike wanted a coordinated Facebook Commerce (F-Commerce) campaign that would:

- Provide customers with the ability to purchase Nike products without leaving Facebook
- Increase overall sales and customer satisfaction
- Establish the company as the category leader in social media

### Solution

#### Turn Facebook Functions into eCommerce Features

Nike Australia and Magento Solution Partner IE Agency chose Magento Enterprise Edition as the preferred platform to support the company's first ever full-scale, integrated F-Commerce deployment. IE Agency used Magento Enterprise to build eCommerce stores that sit on Nike's Facebook fan pages.

Features and capabilities include:

- Single backend system for managing entire range of fan page stores
- Ability to "Like," "Friend," "Share," and "Recommend" Nike products
- Display that highlights specialty products, discounts, and out-of-stock items
- Integration with ERP system for transfer of loading of product, stock and sales information between Magento and the warehouse.
- Product/store design categorization and customization
- Logical URLs, CMS functionality, store analytics & store videos

### Results

#### Today Australia, Tomorrow the World

Since Nike's first successful F-Commerce roll out, the company has used the same technology to deliver the following initiatives:

- Launched Facebook sites for Nike Football's global talent identification project "The Chance"
- Created F-Commerce solution for "Nike She Runs The Night" event, including personalized participant videos and customized ranking system