

A NEW TAKE ON SOCIAL FOR



Regan Rightmire



BACKGROUND & MARKET POSITION

COMPETITORS & STATE OF SOCIALS

TARGET AUDIENCE & PROBLEM

GOALS, OBJECTIVES & STRATEGIES

TACTICS & KPIs

THE COURSE

HITTING THE GROUND RUNNING






Founders Jean-Luc Diard & Nico Mermoud with Director of Advanced Product Development, Christophe Aubonnet for Circular Agency

- Founded in 2009 with an initial focus was on trail running
- Hoka means “to fly over the earth” in Māori



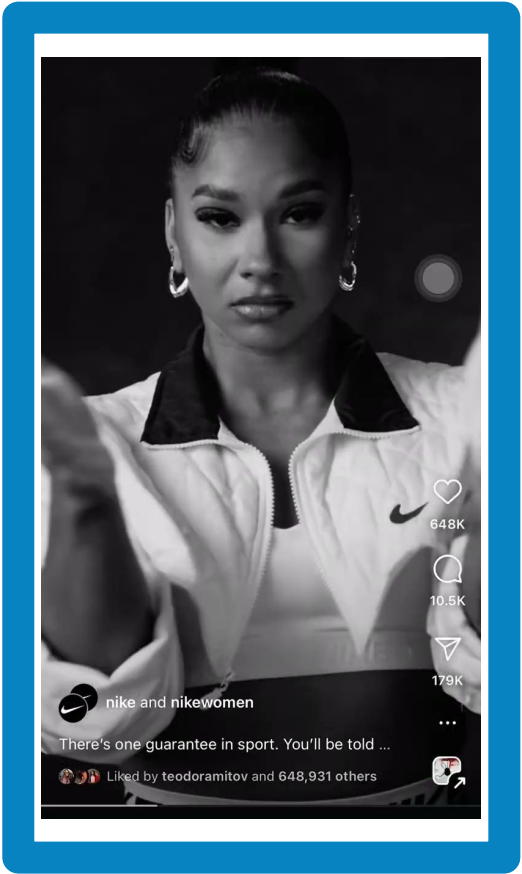
COMPETITOR ANALYSIS

Competitor	Platforms & Followers	Strengths	Weaknesses
	X → 5.4 million Linkedin → 6 million Instagram → 301 million Youtube → 2.11 million Facebook → 39 million Pinterest → 1.1 million TikTok → 7.3 million	Diverse content that target a diverse demographic and strong partnerships. High engagement across all platforms.	Over reliance on celebrity endorsement and partnerships
	X → 307.3 thousand LinkedIn → 571 thousand Instagram → 8.2 million Youtube → 186 thousand Facebook → 9.5 million Pinterest 129.1 thousand TikTok → 465.2 thousand	Diverse mix of content for different types of audience. Ex. Runner, Sneakerhead, Lifestyle	Underutilization of influencer and creator partnerships
	Instagram → 1.3 million Youtube → 34.2 thousand Facebook → 1 million Pinterest → 13.1 thousand TikTok → 151.4 thousand Strava → 163.5 thousand	Strong storytelling that resonates with its niche audience of runners.	Limited engagement Infrequent posting Lack of varied content

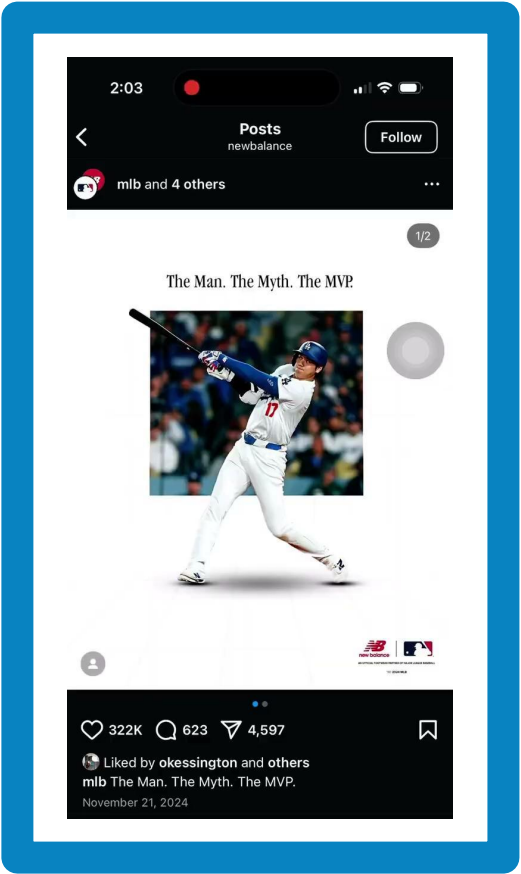
CONTENT THAT RESONATES



NIKE



NEW BALANCE



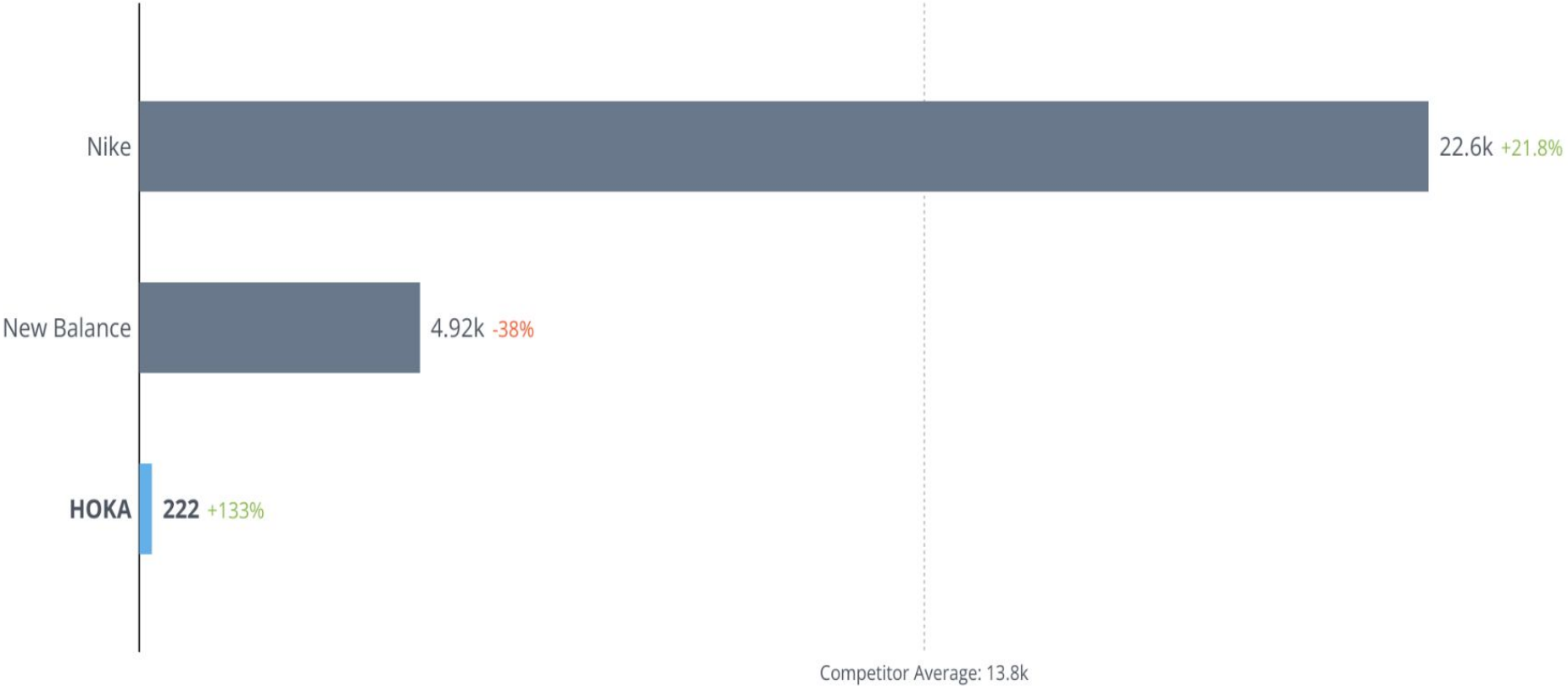
HOKA



COMPETITOR ANALYSIS: ENGAGEMENT



March 22, 2025 - April 20, 2025 vs. February 20, 2025 - March 21, 2025 (Rival IQ)





“Movement is good magic. For all
of us. And sharing it with as many
people as possible
is our whole reason for being.”

THE MARKET

Hoka is positioned as a maximalist shoe originally suited for competitive running.



S

- High quality photo and video content
- Strong storytelling
- Frequent communication with consumers

W

- Low engagement rate across platforms
- Disproportionate featuring of all products

O

- Increase in UGC content
- Expansion to more niche social platforms

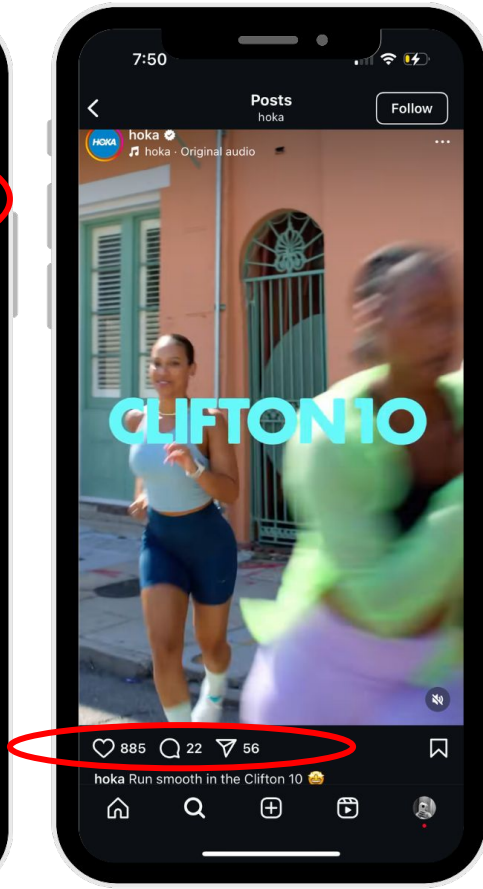
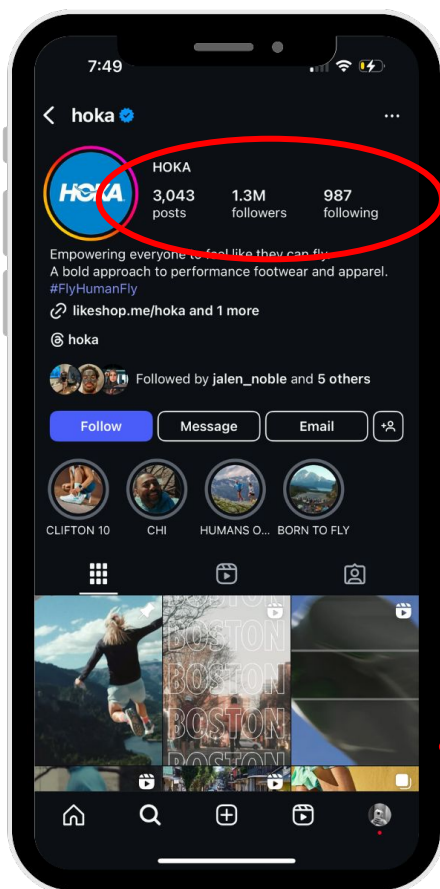
T

- Operating in a competitive market
- Ever-changing algorithms on IG and FB



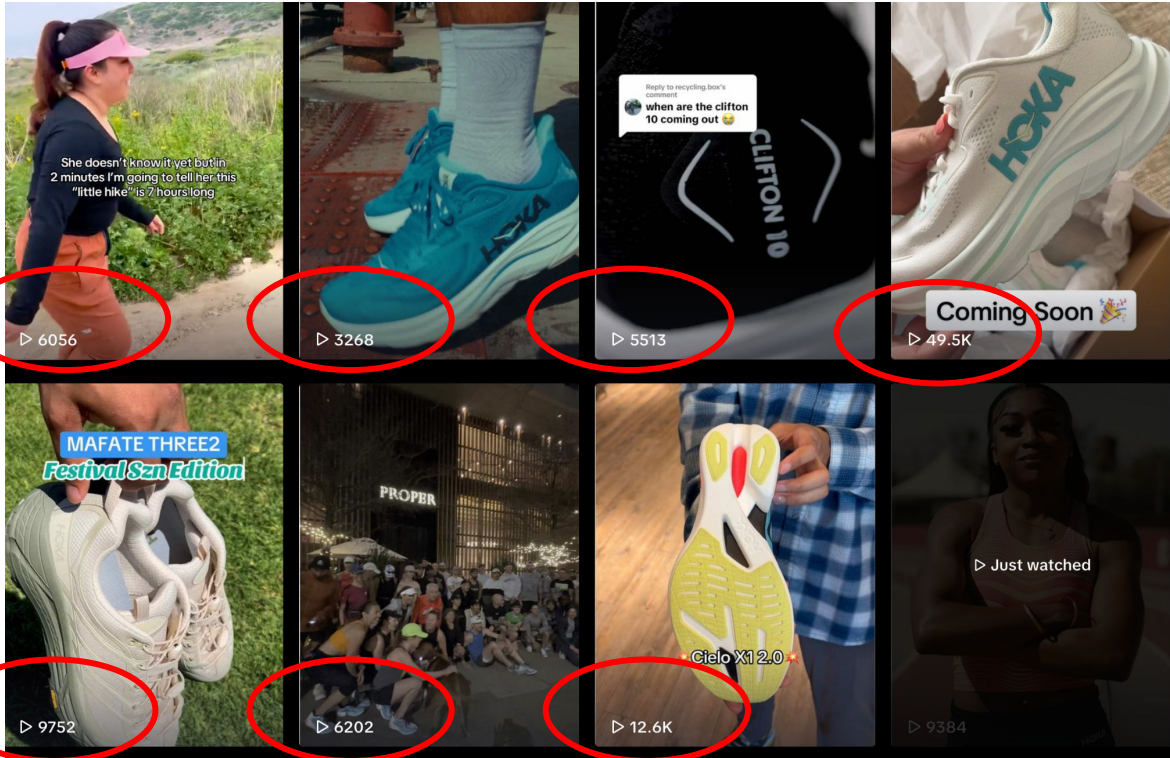
Photos via Circular Agency

INSTAGRAM ANALYSIS



- **Follower Count: 1.3M**
Followers – Strong reach potential
- **Low Engagement: ~1,000 Likes/Post** – Low engagement
- **Inconsistent Posting** – Gaps hurt visibility (e.g., April 7 → April 15)

TIKTOK ANALYSIS



- High Follower Count
- Low Engagement
- Opportunity to be more creative

TARGET AUDIENCE



Performance Runners and Endurance Athletes



- Driven and disciplined
- Look for high-performance gear
- Want support for intense training
- Prioritize injury prevention
- Motivated by competitive goals

Everyday Fitness Enthusiasts



- Health-conscious
- Value balance and well-being
- Seek reliable, comfortable gear
- Live active but busy lifestyles

Lifestyle Wearers and Everyday Comfort Seekers



- Trend-driven
- Value comfort
- Drawn to style and versatility
- Wear Hoka for all-day ease



PROBLEM:

Hoka's online presence fails to be inclusive of an untapped market and does not properly advertise their diverse range of products.



GOAL #1:

Position Hoka as the go-to choice for athletic shoes amongst runners in all stages of their fitness journey.

KEY PUBLIC:

Runners at the beginner, intermediate, and professional levels.



OBJECTIVE A:

Increase engagement rate to $\geq 1\%$, across Instagram, TikTok, Youtube & Facebook **within 6 months**, targeting current runners at all levels of competition.

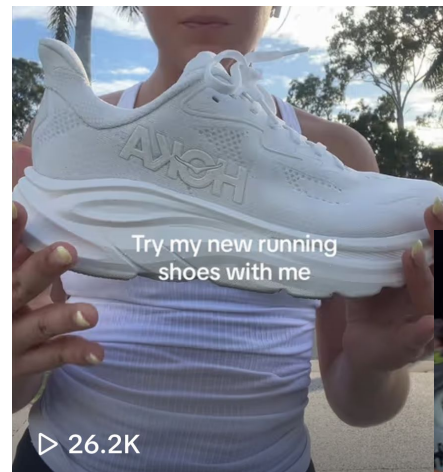
STRATEGY A:

Use user generated content (UGC) as a tool for attracting new communities of runners on a global scale.

TACTICS A: USER GENERATED CONTENT (UGC)

- Use #runtok & #slowrunning on TikTok to find UGC
- Repost users on all platforms wearing Hoka
 - Focus on creators whose content aligns with our branding
- Cultivate a strong social presence
 - Engage with users
 - Comment on relevant posts of other brands/users
 - Build a social personality for Hoka

@claudia.macdonald - 27.1k on TikTok



@renee.noe - 1.3 Million on TikTok



@iribloom22 - 72.2k on TikTok

KEY PUBLIC:

Runners at the beginner, intermediate, and professional levels.



OBJECTIVE B:

Increase awareness of the Hoka brand by **15%** (in web and social traffic/google analytics) **within 6 months** of campaign launch targeting all runners.

STRATEGY B:

Expand presence on niche/running-centric social media platforms.



TACTICS B: EXPAND SOCIAL MEDIA PRESENCE

- **Reddit**
 - Existing account, underutilized
 - r/run, r/hoka, r/marathon, etc.
- **Strava**
 - Verified account
 - Log runs by employees, ambassadors, influencers
 - Follow famous runners
 - Increase overall activity on platform



HOKA Official

Verified Athlete
Goleta, California



Last 4 Weeks

M T W T

0

Total Activities

21

Overview

Trophy Case

Following

CRs / Top 10s

Posts

Activities for Apr 21, 2025 - Apr 27, 2025

Apr 21, 2025 - Apr 21, 2025

0 mi | 0h 0m | 0 ft



HOKA

u/HOKAONEOfficial

Overview

Posts

Comments

New



u/HOKAONEOfficial hasn't posted yet



HOKA

Follow

Start Chat

You've never run in anything like HOKA ONE ONE. Maximal cushion and minimal weight. Why run when you can fly? www.hoka.com

12 Post karma 0 Comment karma Feb 27, 2019 Cake day

ACHIEVEMENTS

Profile Perfectionist, Joined Reddit, Secured Account
[View your achievements](#)

TROPHY CASE

Six-Year Club
Verified Email



GOAL #2:

Expand Hoka's identity beyond performance running in order to cater to non-runners seeking comfort and style.

KEY PUBLIC:

Non-runners drawn to fashion, streetwear and comfort.

OBJECTIVE C:

Increase awareness of Hoka's diverse spread of products by **20%** (in social reach) **within 1 month** of launch amongst non-runners.

STRATEGY C:

Leverage influencer and brand partnerships to reach horizontal markets through collaborations.



TACTICS C: INFLUENCER & BRAND COLLABS



@theweekendforecast
(Denae Farber) - 146k
on Instagram



@wisdm (Wisdom
Kaye) - 7.2 Million on
Instagram



HOKA x DELTA AIRLINES

SAMPLE POSTS: UGC



SAMPLE POST: REDDIT



HOKA

u/HOKAONEONEOfficial

Overview

Posts

Comments

New ▾

Introducing the Clifton 10.

Which Hoka shoe is best for your foot? We've created a guide to take the hassle out of looking for your newest pair. Use our latest Shoe Finder at the link below...

<https://www.hoka.com/en/us/hoka-shoe-finder.html>



35



1



Share

r/runnerlife



Famous last words...

**"I'll buy running shoes only
when I need them"**



HOKA



Follow



Start Chat

You've never run in anything like HOKA ONE ONE. Maximal cushion and minimal weight. Why run when you can fly? www.hoka.com

12

Post karma

0

Comment karma

Feb 27, 2019

Cake day

ACHIEVEMENTS



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[View your achievements](#)

TROPHY CASE



Six-Year Club

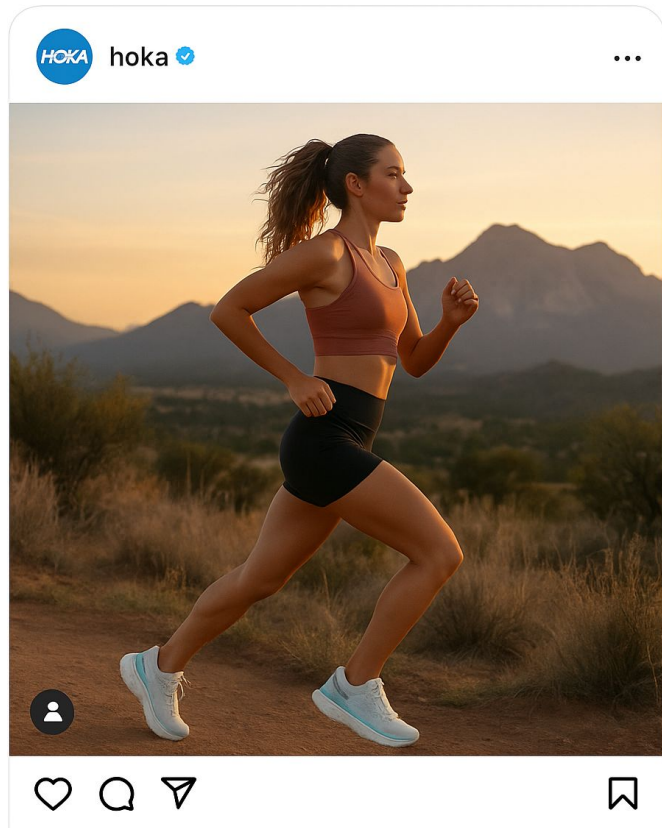


Verified Email

SAMPLE POST: INFLUENCER COLLAB



@renee.noe



Sample Caption: New shoes. New pace.
Same main character energy. ✨

We teamed up with @renee.noe as she took the Clifton 9s for a golden-hour spin and let Strava capture the story.

Because if it's not on Strava... did it even happen? 🙄➡️📱 #FlyHumanFly #Clifton9
#HOKAxReneeNoe
#StravaOrItDidntHappen
#RunForYou

SAMPLE POST: INFLUENCER COLLAB



@wisdm



- Wisdom Kaye takes on a challenge to style bold, fashion-forward outfits featuring HOKA shoes
- IG post showcases a lookbook of the stylish fits, proving HOKA is runway-ready

Sample Caption:

“Who said performance can’t be runway?” 🏃‍♂️ ✨
@wisdm turned the challenge of styling HOKA kicks into a full-blown fashion moment. Swipe to see the drip—because comfort and style? Yeah, we do both.
#HOKAxWisdm #StyleInMotion #FlyHumanFly

LOOKING AHEAD: 2025



MAY

**Campaign
Kickoff**

**UGC
Activation**

JUNE

**Grow
Community**

**Build Social
Voice**

JULY

**Strategic
Collabs**

**Awareness
Building**

AUG

**Peak
Campaign**

**Midpoint
Metrics**

SEPT

**Consistent
Platform
Building**

**Regular
UGC
Integration**

OCT

**Awareness
Wrap-Up**

Final Push

MEASURES OF SUCCESS



01

Increased Social Attributed Sales

Influencer Affiliate Codes

02

Increased Engagement Rate

Comments, Likes, & Shares

03

Increased Traffic from Social to Website

User clicks from social media to Hoka's website or product pages

04

User-Generated Content (UGC)

Growth in organic shares of Hoka experiences across platforms (next 8 months)

05

Follower Growth

Across all Social media platforms in the (next 8 months)



FLY HUMAN FLY™

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