Adidas Social Plan Outline

* The paper describes the social media plan for Adidas company on how to leverage its current state of low social media presence to a great level for the future level.
* The first section descries the goals and objectives of the social media campaign from the current perspective to a great success in the future.
* The next section describes the competitive analysis of the current competitors to the company and the current level of user availability and engagement
* The next section describes the level current brand audit through an analysis of the three social media networks and how the company has made progress.
* The final section describes the company’s social media campaign in the market in terms of content strategy, scheduling strategy and the budget.