

Website Analysis Paper:

Lego.com

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PART I: Introduction

Growing up with and being a massive fan of the Lego Brand, I chose to conduct my analysis on Lego.com. Lego.com is the official website of The Lego Group, which Ole Kirk Kristiansen founded in 1932 as a Danish toy manufacturing company that initially started with the production of wooden toys in Denmark. The name 'LEGO' is an abbreviation of two Danish words, "leg godt", meaning "play well." However, in 1949, the company began making bricks out of plastic, and it wasn't until 1958 that The Lego Group invented and patented the Lego brick that is used today (*The Lego Group history - about Us*). The website of the Lego Brand serves as a hub for information and services related to the brand. From the brand's values, mission statement, vision, and history timeline to current news, sustainability efforts, job offers, and support, information, and service related to their physical attractions such as LEGOLAND Parks. The website even offers information and links about their magazine, mobile apps, education services, and much more; however, the primary use of the website is for online shopping, and they offer a variety of products ranging from building sets, movies, videogames, and other merchandise related to Lego (*OFFICIAL LEGO® Shop us*). This paper aims to assess the value and effectiveness of Lego.com's website. This paper will detail its analysis based on the criteria listed in the table of contents below while also providing examples of strategies taken by Lego.com in the creation of value within the market.

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PART III: Description of Lego.com

Lego.com is the online platform for the toy company, The Lego Group. As mentioned in the introduction, the website serves as the hub for all things related to the Lego Brand. The site is designed to accommodate Lego enthusiasts of all ages; however, its focus is on children and their parents. The website offers a wide range of products and services, including an online store, building instructions, games, educational lessons, links to their parks and attractions, creation and design ideas and submissions to assist the Lego Team as well as inspire Lego Fans and more all with very interactive content. The website is also available in more than 48 different languages and region options, allowing fans and customers to access and understand its content worldwide.

Lego.com is easy to navigate and visually appealing, matching the bright colors and bold fonts that are often represented in their products. The interactive content also graphically captures the playful spirit of the Lego Brand's values and vision. On the homepage, one will find the latest product releases, promotions, and events. At the same time, the header opens up a main menu providing easy access to all the different sections the site offers. Then there is a website footer that presents a more detailed and consistent listing of all the areas and links to the brand's social media pages, subscription service to Lego Shop emails, and details the website's privacy and cookie settings. Upon viewing the website on my mobile device, I noticed the website had been optimized and made for mobile devices, ensuring users could access Lego.com on the go.

Lego utilizes its website to drive sales, with a clear profit strategy focused on selling Lego products. It does this through various means in hopes of attracting the attention of its target market: children and their parents, as well as adult fans of LEGO, also known as (AFOLS). The website presents exclusive offers and promotions through online deals and offers a rewards program called Lego VIP. Users can enroll in the program and earn points for every purchase they make, which can be redeemed for rewards such as free products or exclusive access to promotions and new products, incentivizing and encouraging repeat

customers. The website also provides customers with a personalized shopping experience while giving a sense of community among their customers through user-generated content such as photos of custom creations and builds, along with building instructions and stories.

PART IV: How Lego.com is Used

Lego.com is used as an e-marketing tool to connect with customers and promote the brand. The Lego Group uses various marketing tactics with its website to engage with its audience and provide a unique and immersive shopping experience. The website allows its users to browse and purchase Lego sets, minifigures, accessories, and a variety of other Lego brand products. Users can search for products based on categories such as theme, age range, price, or interest or an individual browse for the specific brick they want to purchase through a feature called “Pick a Brick,” allowing customers to expand or create their own custom designs.

Lego.com utilizes a marketing strategy called content marketing. The *Internet Marketing Essentials* textbook defines this as the strategic approach to creating and distributing content across the web that users can find valuable and relevant, driving visitors to the website (Larson & Draper, 2022). Lego.com does this through various means, such as a blog section that gives news, advice, education, events, and ideas, as well as giving building instructions for Lego products. This feature could be improved as not all past Lego set building instructions were listed on the website. However, this content helps engage customers and attract interest in the brand and the website.

The website also links the Lego Group’s various social media platforms, including Facebook, Twitter, Instagram, and YouTube, to use social media marketing by running promotional campaigns, sharing content, and engaging with customers directly. Lego uses other various tactics to attract and engage their customers; one option Lego gives to attract children

and their parents is by offering the ability to sign up for the free Lego magazine, which has comic adventures, puzzles and games, stories, and interviews, building challenges and creations created by Lego fans, and sneak peeks to the latest sets and themes. Another option is through email marketing by asking their users to input their email for a subscription to the Lego newsletter to receive updates about future products and events.

Through all these tactics, while having a user-friendly and optimized website, Lego Group benefits from search engine optimization (SEO) in ensuring that their website ranks high in search engine results, increasing brand visibility. Overall Lego.com is used to connect with customers and generate significant value for the company.

PART V: Profit Strategy

Lego.com's profit strategy centers on expanding within the global market through various strategic initiatives that will drive sustainable growth. According to Lego.com's 2022 annual results report, the company succeeded in its endeavors as revenue increased 17% in 2022 compared to the previous year and delivered a 4% rise in net profit despite challenging market circumstances such as extraordinary inflation pressures on materials, energy, and freight costs. One way it's been so successful is that it amplified its investments through a diverse portfolio of product innovation, retail channels, and in-store and online platforms, focusing on sustainability, production capacity, and digitalization (The LEGO Group, 2023). Lego's success also has been due to its expansion into China and other major cities and locations that have expressed demand and interest in its products (Qian, 2022).

Lego has increased its demand through multiple influencing marketing tactics. One such tactic is that Lego diversifies its portfolio of themes through licensing and merchandising its

products based on movies and video games. Another is by utilizing E-marketing to influence the market. Lego does this by partnering with social media influencers, such as YouTubers and Instagrammers, to showcase and review its products to reach a wider audience. While also having regular updates and highlights with a mix of publisher-generated and user-generated content with photos and videos on the Lego Group's own social media pages and being very engaged with its customer base (Qian, 2022). This has led to Lego.com having over 14 billion Facebook followers (*Lego Facebook*), 9 million Instagram followers (*Lego Instagram*), 16 million YouTube subscribers (*Lego YouTube*), and 1 million Twitter followers (*Lego Twitter*), expanding their reach and increasing their market share.

PART VI: Target Market and Value Provided to Users

Lego.com has a primary target market of children ranging in all ages. However, the company uses market segmentation to focus its marketing to these specific age groups 1.5+, 4+, 6+, 9+, 13+, and AFOLs 18+, with varying levels of difficulty and design features (*LEGO® sets age range: Gifts for all ages: Official lego® shop us*). And ever since 2012, Lego has successfully targeted girls with their Lego Friends theme, which presented different minifigures and colors based on research conducted by the Lego Group, which looked at the differences between the genders (Gray, 2017). However, the company recognizes that for those aged under 18, that parents play a vital role in the purchasing decision. Therefore, Lego also focuses its marketing on how Lego bricks can be educational and inspiring to young minds. Lego.com provides value to its target market in unique and interactive ways to help children learn and develop various skills using the themes of Lego to advance problem-solving, cognitive and motor skills, and creativity with an emphasis on STEM (Science, Technology, Engineering, and Math). Lego.com does this through various interactive tools such as instructional videos, building instructions with 3D

Models, games, and even interactive lessons that parents can use to help educate their young ones.

PART VIII: Conclusion

In conclusion, Lego's website Lego.com is an excellent example of an effective online strategy. The website is seamless and engaging, with a clean, visually appealing interface and a massive range of interactivity and features that drive brand awareness and sales. The company's profit strategy utilizes expansion in physical locations and social media to target its market toward the website's e-commerce shop and to its physical sites and attractions to sell its products to customers. Lego.com also uses various promotions, features, and events to engage the community and study the interests of its target market of children, parents, and AFOLs while also providing value to each of these groups. The website gives children the ability to play and explore virtual Lego sets, while parents can shop for products, find building instructions or explore educational lessons with their children. Then there are Lego ideals where AFOLs, parents, and their children can vote and view the community's creations or can share their designs and innovations with the possibility of becoming a Lego-sponsored set reinforcing ways to join the Lego community. Lego has developed a resilient brand that offers a unique customer experience through its website by focusing on its core values of imagination, creativity, fun, caring, learning, and quality. With these values and the belief that "children are our role models," it has developed an outstanding reputation for being a family-oriented business that delivers.

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