

MULTICHANNEL

Nordstrom integrates Instagram to create shopping experience

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Nordstrom integrates Instagram

By NANCY BUCKLEY

Department store chain Nordstrom is using Instagram to encourage consumers to purchase products featured on the social media platform.

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Luxury Daily

The retailer posted an image July 9 with a link to a site that compiles all the products from Nordstrom's Instagram into an ecommerce experience. The inability to directly click on a link within the Instagram application may prevent consumers from pursuing the address, but for those willing to open their browsers and view the Web site, it will likely create a stronger relationship between the consumer and a brand and its social media use.

"We listened to the customer," said Bryan Galipeau, director of social media at **Nordstrom**, Seattle.

"It seemed clear that our social community wanted to be able to shop the items featured on our Instagram account, so we created a place on our site for them to do that," he said. "Our goal on Instagram is to inspire and engage with our customers and participate in the overall fashion conversation.

"Creating a shoppable Instagram landing page is intended to provide a service to our

customers that we hope they enjoy.”

Instagram conversations

Nordstrom has two Instagram posts offering a link to a microsite that features the products found in most of the store’s images. The nature of Instagram does not allow the consumer to copy and paste the link from the mobile application, and on a desktop computer, the address is not hyperlinked, but the consumer can copy and paste to visit the site.

The first post features a Kate Spade watch with the URL in the comment section, while the second post is very similar but features makeup.



Instagram post that offers ecommerce link

The link leads to a page on Nordstrom's Web site that is titled "Picture This" and has

images from the store's Instagram feed and the products directly below.

Brands regularly post on Instagram, but cannot create an ecommerce experience for the user. Nordstrom's link, regardless of the connectivity, moves the app toward a shoppable image.



Second ecommerce post

Commonly, brands seek a conversation rather than a shopping opportunity with the consumer via their Instagram feeds. Often this conversation revolves around a hashtag or photo contest.

Integrating Instagram into the social media user's shopping experience will likely encourage further conversations and interactions .

Integrating Instagram

Instagram is evolving from a simple image sharing site to a crucial element in a brand's interaction with its consumer.

For instance, Italian jeweler Bulgari continued to look forward during its 130th anniversary celebration by unveiling its latest high-jewelry collection on Instagram.

The jeweler was likely aiming to maintain relevance as it celebrates a rare milestone achievement. Using Instagram as a launch pad for its high-jewelry collection will help introduce Bulgari's higher priced designs to a new audience that may be more tech-savvy than the jeweler's core demographic ([see story](#)).

Similarly, department store chain Bloomingdale's let fans determine the best selfie shot from its #BloomieSelfie Instagram contest to increase participation and spread awareness of the campaign.

The #BloomieSelfie contest asked fans to submit a selfie that details a favorite beauty or styling tip that enhances their snapshot. By aggregating a diverse range of interpretations, the retailer not only boosts the reputation of its social media pages but also gets a clean insight into what consumers want ([see story](#)).

Engaging a consumer through social media is a direct way to converse with the individual. Nordstrom's attempt to spark shopping through the social media platform will likely create a new way for brands to interact with the consumer and spark shopping through social media.

"Fans are already engaging with their favorite products on Instagram by liking and commenting on brand photos," said Apu Gupta, CEO of [Curalate](#), New York. "They're actively expressing interest to buy every day.

"What's missing is a clear path to purchase, a streamlined solution to drive revenue from this group of fans," he said. "We're encouraged by the fact that brands, like Nordstrom, are recognizing the monetization potential of Instagram.

"This will lead to creative solutions to solve this problem from brands, as well as tech vendors like Curalate. Social is forcing brands to battle for preference. Today's consumers form preference around brands on social media. The fact that Nordstrom is willing to innovate on Instagram demonstrates their interest in shaping consumer preferences before their competitors."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/5xpDflkA700](https://www.youtube.com/embed/5xpDflkA700)