

MOBILE

Nordstrom uses separate platform to link Instagram to ecommerce

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Instagram photo from Nordstrom

By STAFF REPORTS

Department store chain Nordstrom is enabling ecommerce through Instagram with a clickable link in the profile section of its account.

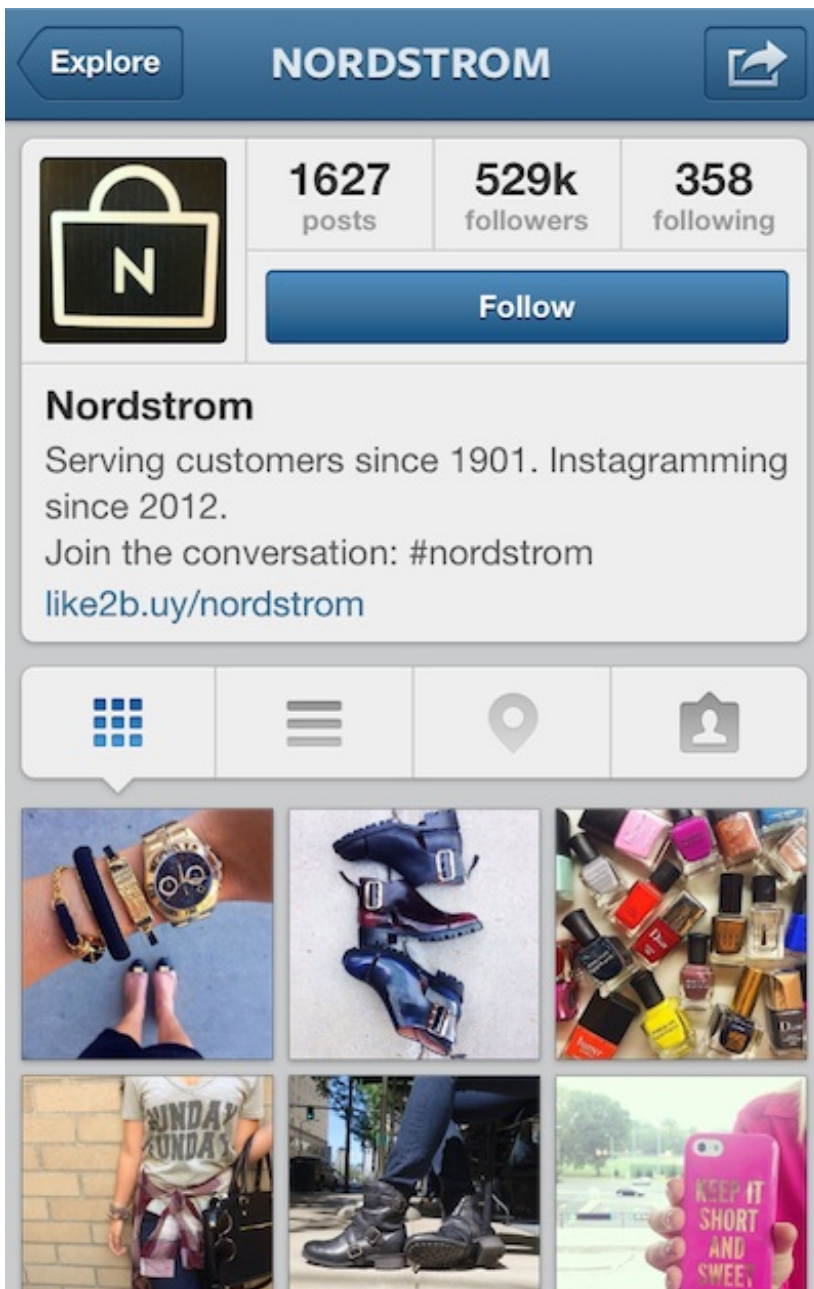
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Nordstrom worked with social media agency Curalate to be the first to use its Like2Buy platform, which houses Instagram photos that link directly to a brand's existing ecommerce site. Instagram provides high engagement but has proved an obstacle for linking to purchase options, so this solution could give marketers a way to generate business from the social platform.

Click to buy

Instagram posts do not allow for clickable links in the text, but the profile section of an account does allow for one link. Nordstrom's profile now has a clickable hyperlink to its page on Like2Buy.



Nordstrom Instagram profile

As consumers are browsing on Nordstrom's account, if they see something they like, they can click on the retailer's profile name, and then the Like2Buy link on the profile page. On Like2Buy, there is a gallery of Instagram photos from Nordstrom, which when clicked take them to the correct product page.

Featured

My Likes

Tap an image to shop



Like2Buy

In addition to purchasing, consumers can connect their Instagram account to Like2Buy to bring their liked images over, allowing them to save items for later through the platform.

This shortens the path to purchase from social, and may help boost conversions.

MARC BY MARC JACOBS 'Blade' Chronograph Bracelet Watch, 40mm

ITEM #505439

★★★★★ (1) [Write a review](#)

\$275.00



Nordstrom ecommerce page

Like2Buy works on both mobile and desktop, regardless of how consumers are viewing Instagram.

Previously, Nordstrom tried to forge a connection between Instagram and ecommerce by posting an image with a link to a page on its site that compiled all the products from its photos into an ecommerce experience.

The inability to directly click on a link within the Instagram application may have prevented consumers from pursuing the address, but for those willing to open their browsers and view the Web site, it likely created a stronger relationship between the consumer and a brand and its social media use ([see story](#)).

In another effort, the retailer began including location tags giving consumers the product number for items pictured.

Since consumers do not have to remember a number or copy a URL for this new option, Nordstrom is making it even easier to purchase through the social account.

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