

MULTICHANNEL

## Out with traditional social, in with Instagram, Pinterest

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*Nordstrom integrates Instagram*

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By NANCY BUCKLEY

NEW YORK – Pinterest and Instagram are quickly becoming the key social platforms for marketers, according to two executives from Piqora at Luxury Interactive 2014 on Oct. 14.

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Using a photo-heavy social network allows brands to use imagery of highly viewed products and post just that one item on social media. The nature of Pinterest and Instagram allows brands to post a single photo and rely on consumers and enthusiasts to follow up by liking and sharing the image.

“Pinterest and Instagram are fundamentally different than first generation social networks like Facebook and Twitter,” said Nick Mueller, head of content marketing at **Piqora**, San Francisco.

“On Pinterest people are actively searching for new brands and products to discover, and on Instagram they are open to seeing the world in a new way,” he said. “Instagram is a visual moment sharing network. So together, we like to say that users on these networks are in a discovery mindset.”

Whole new (social) world

Reaching consumers and followers through Instagram and Pinterest allows brands to increase their social footprint. On platforms like Facebook and Twitter, people share an image, not based on their own personal interests, but based on what they think others may like.

Their friends and followers are family members, colleagues and friends. It is a wide range of people they are sharing with and a wide range of people they hope will like a particular photo.

However, on Pinterest, it is about collecting things. Pinterest is a personal social media platform that allows the user to choose things they like or want for themselves. The sharing network is much smaller.



### *Piqora at Luxury Interactive*

Also on Pinterest, 90 percent of all content comes from the brand's Web site, even if the brand does not have its own Pinterest profile, or share button, pinners are collecting the products for their boards. For brands the content is likely already there, and it is a matter of using it properly.

“By studying the data, these successful brands are able to figure where to be and when to be there,” said Wes Yee, head of demand generation at Piqora, San Francisco. “We call it strategic serendipity.”

Brands should use Pinterest to see what is already trending, what products pinners are interested in and collecting for themselves. Also, the nature of Pinterest allows images to have a longer circulation lifespan. On Facebook and Twitter, the images last a few hours, or maximum a few days, but on Pinterest, about 50 percent of traffic from a pin comes three-and-a-half months after it was first pinned.

On Instagram, the virility of a post is not determined by regrams, much like retweets on Twitter, but by the hashtags used. According to Piqora, statistics show that each photo should have seven hashtags to reach the most amount of people possible.

A hashtag strategy allows brands to realize what kind of hashtag will trend or intrigue consumers.

For Instagram, brands can also use the data gathered from Pinterest and share content that pinners have already chosen.

Pinterest and Instagram content can also be used by brands on their Web sites. Creating a page on which images can be reposted for all consumers to see not only draws attention to the brand's social sites, but also offers a channel for other consumers to maybe see how a product looks off a showroom floor and in someone's life, or outside of its case and model and on a regular person.

The content for Instagram and Pinterest is present already by the nature of Web site content, and brands have to understand how to best use it.

Waking up the masses

Latent fans on Facebook and Twitter, may be woken up by an Instagram or Pinterest contest. Often times the incentive is low for consumers to interact, but a contest can reenergize enthusiasts and create a stronger bond with followers.

For example, department store chain Nordstrom engaged social-savvy newlyweds through a Pinterest contest to win a gift card and a honeymoon package at certain JW Marriott Resort properties.

Nordstrom partnered with JW Marriott Resorts to offer newly-married couples the chance to win a \$4,000 Nordstrom gift card and a five-night honeymoon to a participating JW Marriott property with spa treatments and breakfast included. In addition, JW Marriott offered a package for couples who purchase a special-order wedding gown at any Nordstrom Wedding Suite ([see story](#)).

Also, department store chain Barneys New York reached out to its aspirational followers with a Pinterest contest that gave consumers a chance to win a \$1,000 gift card.

Barneys asked fans to pin items on the Barneys Web site and enter the link to their board on its Facebook app for the contest called "Pin to Win." By using this multi-platform approach, Barneys was able to encourage engagement across all of its social media accounts and drive traffic to its ecommerce site ([see story](#)).

Contests on Pinterest and Instagram are often not about the giveaway, but simply about the engagement consumers have with the brand by pinning something or posting an image. The attention the posts and pins receive from others also helps build brands' social networks and spins a greater web of consumers and followers.

"Social virality is crucial for any brand trying to increase the brand's footprint on social," Mr. Mueller said. "On Pinterest it is even more important because a repin, which is essentially a retweet, is effectively a de facto endorsement of your brand and really has the potential to go massively viral."

## Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

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