

INTERNET

Nordstrom creates Reddit community for consumer conversations

October 29, 2014



Nordstrom joins Reddit

By NANCY BUCKLEY

Department store chain Nordstrom is among the first luxury brands to create its own Reddit username and community.

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The social media platform creates a space for individuals to hold discussions and vote upon topics. Nordstrom has created a Reddit likely to create consumer interaction beyond Facebook likes, tweets and Instagram photos, and the nature of Reddit will allow the brand to hold conversations with its consumers about directed topics.

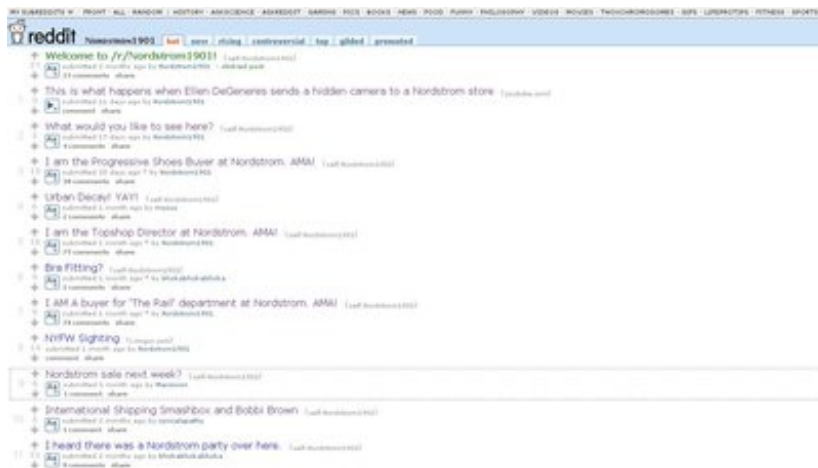
"We've been on Reddit for about two months," said Dan Evans, Jr., spokesperson for **Nordstrom**, Seattle. "We hope it's another way for us to respond to and speak with our customers directly in real-time in a way our customers will enjoy."

Retail Reddit

Nordstrom has created its username, Nordstrom1901, after the year the store was founded. The new community began about two months ago and, as of press time, consists of 282 followers. The community is operated by the Nordstrom social media team.

The Reddit community's page is introduced with an explanation. "This subreddit is created for marketing purposes, but for service and engaging with redditors. We've noticed a lot of conversation about Nordstrom & after a month participating in the community, we're excited to encourage discussion about style, fashion and brands."

Several of the posts by Nordstrom are "AMA" discussions, or rather "ask me anything" conversations. These begin with a Nordstrom employee introducing themselves and offering to answer questions from Reddit users.



Nordstrom Reddit page

The AMA discussions are usually led by a buyer from Nordstrom and have led to conversations about the processing that occurs by the buying teams.

"The AMA's enable us to have an authentic, one-on-one dialog with customers on specific topics they expressed interest in – like men's fashion," Mr. Evans said.

Each buyer's introduction explains their career path within Nordstrom.

Another aspect of the community is that consumers can ask the retailer questions. For instance, one thread is titled "Nordstrom sale next week?" and the user then asked the team about the when the sale would be. The social media team replied to the consumer with the dates and information about the sale.

This online consumer interaction allows Nordstrom to have more of a conversation with consumers through social media.

By "upvoting" and "downvoting" items on the Nordstrom community, the brand has a chance of reaching the general homepage and will also know what consumers are interested in.

Social Conversation

Several brands choose to host conversations over Twitter.

For instance, Italian fashion house Fendi hosted a Twitter conversation between accessories creative director Silvia Venturini Fendi and fashion blogger Susanna Lau of Style Bubble.

Fendi asked fans to submit questions prior to the talk by tweeting with the branded hashtag #FendiTalks, which were then posed to Ms. Fendi by Ms. Lau. By hosting this Fendi talk, the brand was able to boost consumer engagement with its relatively new Twitter account, and possibly gain some followers from Ms. Lau's fans ([see story](#)).

Also, high-end faucet and bath fittings brand Brizo hosted a Twitter party to discuss fashion without limitations and fashion beyond wardrobes.

The brand hosted the one-hour Twitter party Sept. 3 to kick-off New York Fashion Week. The event was hosted by two alternative fashion bloggers and aimed to drive attention to Brizo's new home fashion campaign ([see story](#)).

Reddit's nature is to hold conversations and discussions without much prompting. For brands, this allows a continual conversation, unlike pre-planned Twitter conversations.

"We continue to learn more about Reddit and what our customers want to hear from us, but so far the response has been favorable," Mr. Evans said.

Final Take

Nancy Buckley, editorial assistant for Luxury Daily, New York

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