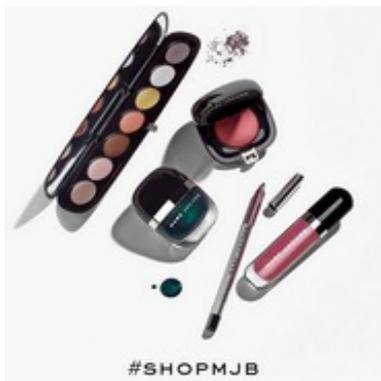


MOBILE

Marc Jacobs Beauty allows for ecommerce ease via Instagram shop

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Marc Jacobs Beauty post on Instagram

By JEN KING

U.S. fashion label Marc Jacobs is simplifying the path to purchase for its beauty collection with a new Instagram effort.

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Brands have struggled to generate conversions through Instagram because the platform does not allow for active hyperlinks to be embedded in the captions of shared photos. Marc Jacobs is looking to give consumers straightforward access to ecommerce through Instagram by linking its shared images to product emails for purchasing ease.

"The experience we created for Marc Jacobs Beauty customers is completely customized and eliminates additional steps to shop," said Kelly Coller, senior director of marketing at Kendo, San Francisco.

"Customers receive an email with shopping information and application tips for any product with the hashtag #ShopMJB that they've 'liked' from @MarcBeauty on Instagram, keeping the interaction wholly between the Marc Jacobs Beauty social fan and our brand," she said. "We'll also be sharing exclusive deals and offers to our followers through this experience."

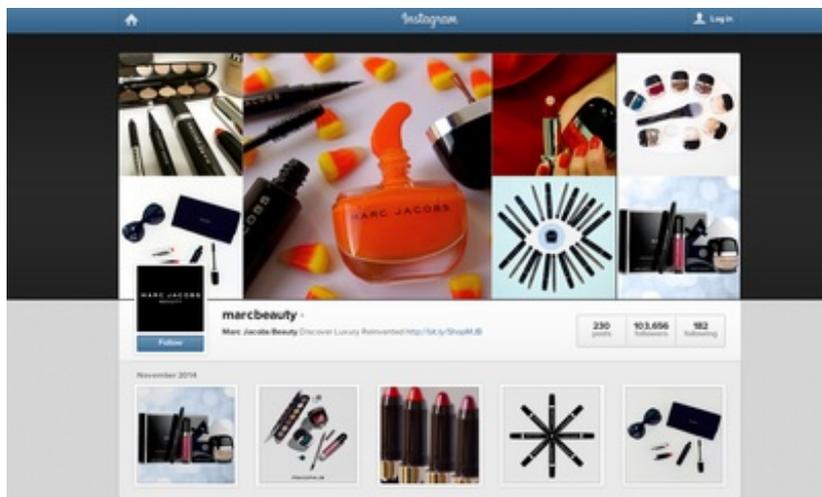
"We want to reach beauty-lovers where they are. Through Instagram, we're able to interact directly with our customers in their daily lives, staying top of mind with new products and the latest beauty trends, so that they're always in-the-know."

Kendo, owned by LVMH's Sephora, the primary retailer of Marc Jacobs cosmetics collection, operates **Marc Jacobs Beauty's** Web site.

Like to shop

Marc Jacobs Beauty developed a new way for consumers to shop the brand's cosmetics collection on Instagram. To do so, Marc Jacobs worked with its email provider to create a custom shopping experience to make discovering and purchasing Marc Jacobs Beauty products fun and seamless.

Followers of Marc Jacobs Beauty on Instagram can click the link provided in the brand's bio section. The page that loads in the Web browser on the consumer's device presents a simple field and explains how Shop via @MarcBeauty Instagram works.



Marc Jacobs Beauty's Instagram account, desktop version

Consumers must enter their Instagram handle and email address into the fields provided on the sign-up page. When the consumer clicks the Instagram heart icon to like a photo on Marc Jacob Beauty's account containing the hashtag #ShopMJB, an email related to the featured product will be sent to their inbox.

A welcome email explains that the consumer now has first access to new products, exclusive offers and updates on brand happenings. As added incentive, the email also tells the consumer that as a welcome gift, she will receive a complimentary deluxe-size item and free shipping on the first order.

Product-specific emails include large images of the item along with a short description. For example, Marc Jacobs Beauty's O!mega Lash boasts "an advanced design that separates, curls and adds mega-volume."



Email body when shopping via Marc Jacobs Beauty's Instagram shop

The email includes a direct link to the product's ecommerce page where additional information is housed along with tutorialized content and purchase options.

Marc Jacobs Beauty's Instagram shop lets the consumer choose which product-related emails they would like to receive, rather than sending out a database-wide email blast that may go unnoticed because of lack of interest. For Marc Jacobs, this is a helpful way to grow its database for its beauty collection, through consent, while elevating the consumer's experience with the brand.

As of press deadline, Marc Jacobs has featured its O!mega Lash mascara and Kiss Pop lipsticks for its Instagram shop.



Marc Jacobs Beauty Instagram post for Kiss Pop lipsticks, desktop version

Problem solvers

Due to Instagram's largest drawback, not allowing brands to integrate ecommerce directly to posts, marketers have had to find workarounds.

For example, department store chain Nordstrom is using Instagram to encourage consumers to purchase products featured on the social media platform.

The retailer posted an image July 9 with a link to a site that compiled 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 ([see story](#)).

Both Nordstrom and Saks Fifth Avenue worked with 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 ([see story](#)).

L2 Think Tank's latest social media report makes the case that Instagram is beginning to outstrip veteran platforms because of its proliferating and attractive user base, high engagement levels and ecommerce conducive format ([see story](#)).

This has made Instagram an attractive platform for branded interactions and the emergence of purchasing capabilities.

"One factor is that Instagram is primarily mobile by nature, something that we know is a given in our customers' lives," Ms. Collier said. "They carry their phones everywhere, and we want to deliver the best mobile experience possible.

"Instagram is also a highly visual platform, opening up unique opportunities for beauty brands in particular to help our followers discover new products and trends," she said.

"In the fall, we can share on-trend beauty looks fresh from the runways, and then change it up as the holidays approach, or as we launch new products. It's the best way to connect with our fans in the moment."

Final Take

Jen King, lead reporter on Luxury Daily, New York

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

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