

MOBILE

Elle magazine drives sales through beacons and RetailMeNot, ShopAdvisor partnership

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Elle magazine is encouraging consumers to shop its September issues in stores

By [Brielle Jaekel](#)

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Women's fashion media brand Elle magazine is the first publication to introduce partnerships with beacon and geo-fencing technology, allowing readers to shop its editions.

Consumers shopping at bricks-and-mortar locations containing this month's issue of Elle will now be able to purchase the publication, prompted by location technology and mobile call-to-actions through RetailMeNot and ShopAdvisor. The venture shows the convergence possibilities of bricks-and-mortar, mobile and, as of now, media.

"Beacon marketing allows publishers to bring their editorial content to life in a whole new way," said Rob Murphy, vice president of marketing at [Swirl](#). "For Elle, this means surfacing highly relevant style recommendations at the moment when they are most useful, while the consumer is shopping in a store. It's a win for retailers, brand advertisers and consumers.

"While mobile technology provides publishers with a channel that allows them to deliver

content to on-the-go consumers, beacons are the key to identifying the precise location and time when that content is most relevant," he said. "Beacons provide publishers with real-world context for their content, so that it can be delivered and accessed at the time and place it is most useful."

The multi-brand beacon marketing program is powered by Swirl.

Mobile magazines

Users of mobile applications RetailMeNot and ShopAdvisor will now receive push-notifications and message-prompts informing them that the September Elle Magazine issue is available for purchase nearby. Those shopping or located near Barnes & Noble stores will be notified that the publication can be purchased at the bricks-and-mortar location.

The personal shopping assistant app ShopAdvisor is bringing a wide range of Elle content to users, such as mobile boutiques, retailer locations, exclusive personalized offers, brand updates and a chance to win a fall shopping package. Elle readers are now able to shop the magazine through the personal assistant app.

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Users can shop Elle content as well a numerous other brands via ShopAdvisor

This partnership showcases how mobile and digital are bridging the gaps between brand channels, allowing for more cross-promotion and unique sales efforts.

Elle magazine is appealing to fans of the publication, RetailMeNot and ShopAdvisor, creating a wider audience but also a diverse and interesting shopping experience, which makes consumers want to get involved.

ShopAdvisor users who access the homepage will see numerous Elle posts encouraging them to shop the issue, as well as enter the contest. Within the Shop Now with Elle page, several retailers are featured with merchandise to shop via mobile and bricks-and-mortar

locations.

For instance, a page for Levi's is featured, in which consumers can purchase Elle picks, discover Levi's nearby locations, view special offers and interact with various campaign content.

ShopAdvisor users can also click on Shop the September Issue to view merchandise from various brands featured in Elle's latest issue.

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ShopAdvisor features various categories to shop products in Elle's September issue

The tab for Elle products is made up of numerous categories that consumers can shop such as health and beauty, clothing, accessories, jewelry, shoes and books and music.

The campaign coincides with Elle magazine's 30th anniversary September edition hitting shelves now.

Beauty of beacons

Recently, ShopAdvisor partnered with Mobiquity Networks in a beacon-supported initiative that let its nearly 2 million users know when they are physically close to retailers carrying their favorite products, pointing to the power of proximity and preference in mobile commerce, which is now being leveraged for the Elle Magazine partnership ([see more](#)).

Also, RetailMeNot extended its partnership with mobile technology company Gimbal to continue its rollout of beacon-powered deals after a series of successful pilots with national retail stores, proving that coupon providers on mobile must leverage location-based and targeted offers to evolve with consumers' demands ([see more](#)).

"Elle has partnered with fashion brand advertisers including Levi's, Vince Camuto and Guess for the Shop Now With Elle program," Mr. Murphy said. "Barnes & Noble is also participating in the program.

"When a consumer who has downloaded the RetailMeNot or ShopAdvisor mobile apps and who has opted-in to sharing their location walks in or near a participating store location, including Barnes & Noble, Levi's, Vince Camuto and Guess, they will automatically receive an alert regarding the program," he said. "By swiping the push notification or opening the app, they will have instant access to special in-store offers and Elle's top style picks.

"Consumers can simply show the offer code to the cashier to redeem the in-store offer."

Final take

Brielle Jaekel is editorial assistant at Mobile Commerce Daily

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