

MOBILE

## Luxury brands look to retain organic Instagram reach with notification push

March 29, 2016



*Instagram post from Moda Operandi*

By STAFF REPORTS

As Instagram makes changes to its feed, a number of luxury brands are making appeals to consumers to ensure content still reaches their eyes.

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Following in the steps of its owner, Facebook, Instagram is rolling out an update that will show users posts based on an algorithm rather than displaying every post chronologically. As the change is set to go into effect in the near future, brands asked consumers to turn on notifications in an attempt to retain their views on the platform with the highest engagement.

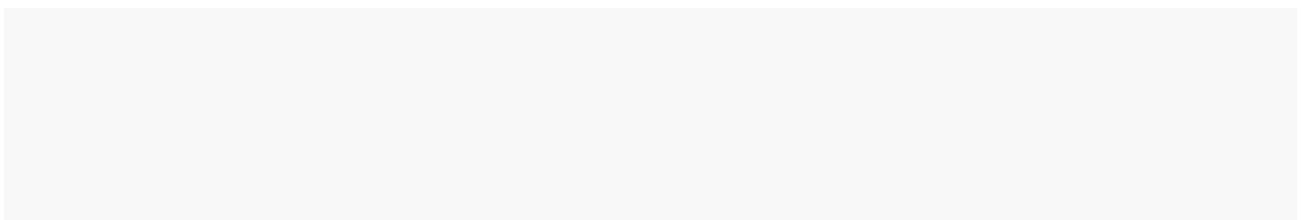
### Social shakeup

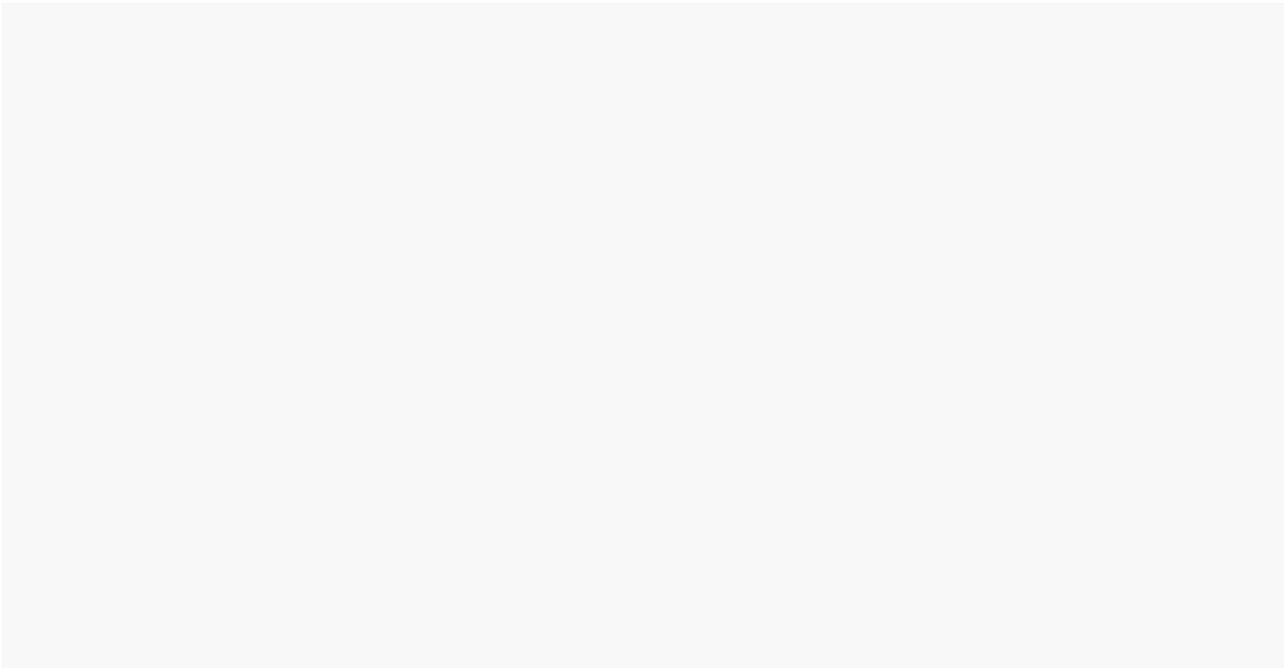
Instagram says that its average user misses 70 percent of their feed. With this update, the brand says that its algorithm will show users all posts of those they follow, but will order them based on what the platform believes will most interest the individual based on their relationship with the poster or the type of content.

When Facebook changed its News Feed algorithm, it made it harder for brands to reach consumers organically. With more content being shared and created, brands now typically have to pay for promoted posts to be noticed when a consumer browses ([see story](#)).

Instagram, on the other hand, boasts the highest organic engagement rate for fashion brands. This ability to reach consumers for free may change as Instagram becomes more like Facebook.

Brands have also found ways to monetize Instagram, either through platforms such as Like2Buy or LiketoKnowIt or via sponsored posts.





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A photo posted by Harrods (@harrods) on Mar 28, 2016 at 1:17pm PDT

Labels and retailers such as Moda Operandi, Gucci, Net-A-Porter and Harrods took to Instagram on March 28, hoping to spur their followers to turn on notifications. These posts told consumers they might miss something if they did not enable push notifications, speaking to the most loyal audience who might be concerned about being out of the loop.

This rush to ask for notifications may be a bit premature, as changes are going to be rolling out slowly as the platform tests the new feature.

Instagram has also not shared how exactly its algorithm will work. If anything, this update will just make it more important for brands to bring their best content to Instagram, as the algorithm raises competition between brands and follower's friends.

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