

MOBILE

## Nordstrom aims to increase in-store foot traffic with mobile advertising campaign

July 23, 2012



By TRICIA CARR

Department store chain Nordstrom is using mobile advertising as part of a bigger push to get consumers in-store for its upcoming Beauty Bash event.



The company is running the mobile ads within the Whitepages iPhone application. Nordstrom has used mobile advertising in the past to drive consumer engagement.

“Nordstrom has really pinned what mobile marketing is all about with the ad,” said Marci Troutman, CEO of [SiteMinis](#), Atlanta.

Ms. Troutman is not affiliated with Nordstrom. She commented based on her expertise on the subject.

[Nordstrom](#) did not respond to press inquiries.

Event of the century

The Nordstrom mobile ad reads “Nordstrom Beauty Bash. Friday, July 20.”

When consumers tap on the mobile ad, they are taken to an optimized page that invites

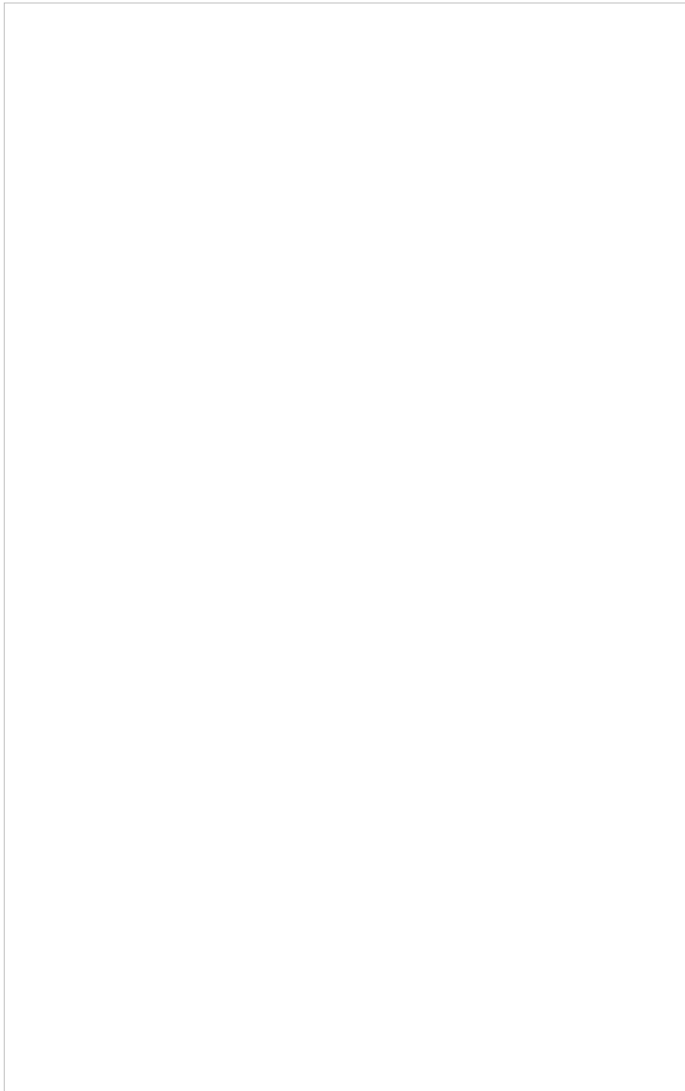
them to join Nordstrom before the store opens for free beauty goodies.

Additionally, there will be an expert makeup stylist present.

From there, consumers can check out the participating Nordstrom locations, view hours of operation, add the event to their calendar, as well as use the click-to-call feature.

The mobile ad also uses the consumer's location to help them find the nearest Nordstrom store.

A mobile advertising campaign such as this is a great way to drive consumers in-store.



Mobile past

Nordstrom is no stranger to mobile.

Last year, Nordstrom continued its slow-yet-steady emergence into mobile with the commencement of mobile check-out in its retail locations.

Sales associates are now able to look up past purchases via the iPod touch and spend more time with consumers on the floor, which will probably boost Nordstrom's already-lauded customer service reputation ([see story](#)).

Most recently, Nordstrom used mobile advertising to bolster its social media presence and encourage consumers to learn more about its Nordstrom Rack brand.

The company ran the mobile ads within Us Magazine's mobile site ([see story](#)).

"Using mobile to drive traffic to the stores is a great way to link the digital to the physical, allowing consumers to purchase from their mobile is even better," Ms. Troutman said.

Final Take

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