

More social networks enter e-commerce

June 05, 2015

Source: National Jeweler

New York--It seems it was only a matter of time before Instagram users were able to shop straight from the social channel. And now that time has come.

The image-sharing network recently announced that it will launch new shopping features through advertising content.

There aren't many details currently available about Instagram's move into e-commerce, including an expected launch date, but what is known is that users will only be able to shop sponsored content on brand advertisements. They will do this through a "Shop Now" button that will appear on the bottom right corner of a post.

This is meant to provide an incentive for brands and businesses to advertise more, and will mean many more sponsored posts and advertisements in user feeds.

Instagram also said that it is opening up advertising opportunities to small businesses, where before only select brands and businesses were allowed. Additionally, advertisers will be able to target their content to specific users based on data and demographics provided by its parent company, Facebook.

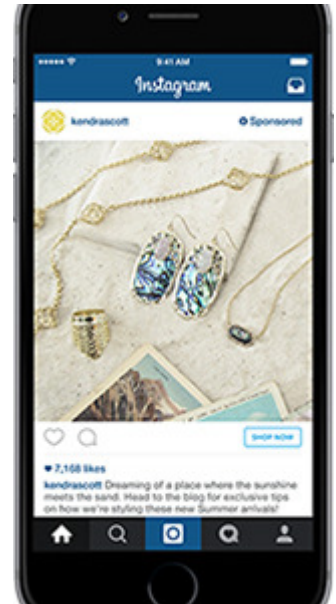
While a number of third-party programs already exist that help direct users to the products they want to purchase through outside links, this will be the first time that users can shop internally on Instagram.

Along the same lines, Pinterest also has announced that it is launching "Buyable Pins," a secure way for users to buy the products that they see right on Pinterest.

The site will launch blue buttons that will appear on pins where users can purchase straight from the app using a credit card or Apple Pay. Users will be able to find the Buyable Pins through regular Pinterest features like the home feed, search, category feeds and boards, the company said, and can even be filtered by price.

They will roll out across the iPhone and iPad first later this month, followed by Android and desktop in the future.

At the beginning, pinners will be able to buy from retailers such as Macy's, Neiman Marcus and Nordstrom. For businesses using e-commerce site Shopify, the Pinterest channel can be added there to start using the Buyable Pins. Those who use Demandware will be able to get the pins in the coming weeks.



Instagram will launch a "Shop Now" button, which will appear on sponsored posts and will allow users to shop directly from the social network for the first time.