

Nine retail brands rocking Instagram

Author : Mike O'Brien

Date : April 14, 2016

From Lowe's to Chanel to Dollar Shave Club, here are nine retail brands we commend for their Instagram feeds.

Instagram is one of the hottest social media platforms around, [continuing to see consistent growth](#), even though you thought everyone was already on it. And if a social network is popular with people, of course it's going to be popular with **brands**, too.

And lots of them have really taken well to **Instagram**, posting often and posting well. Looking at retailers across a wide variety of industries, here are nine we think are doing it *really* well.

Nike

With the exception of National Geographic, **Nike** is the most followed brand on Instagram with an audience of 41.5 million.

Nike's posts are generally simple but eye-catching. One example, which had an on-brand caption of "You don't have to stop to smell the flowers," shows a woman jogging through a beautiful row of cherry blossom trees you can't help but stop scrolling for.

Having last posted on March 27, **Nike** isn't the most active Instagrammer, at least on its main account. ~~There are far more regular posts on some of its subsidiary profiles, like **Nike Women** and **Nike Basketball**. But they're all consistent, with the same arresting simplicity.~~

Nike also has the influencer marketing advantage over other **brands**, working with athletes such as soccer star **Cristiano Ronaldo**, who has 53.7 million followers, narrowly beating **Kendall Jenner** as the platform's ninth-most followed person.

Chanel

Another of **Instagram's** most-followed brands is **Chanel**, which famously amassed 1.8 million followers during its first day on the platform.

Like **Nike**, **Chanel** takes a simplistic approach to its posts, putting the product front and center, no matter how beautiful and famous the person wearing it may be.

Chanel is big on behind-the-scenes glimpses of shoots and fashion shows. The brand's most recent posts promoted a new series in which **Gisele Bündchen** talks about her makeup secrets; they each generated about 100,000 likes, so people are clearly like that strategy.

Staples

File folders and pens aren't the sexiest or most exciting products. But **Staples'** Instagram posts feature such vivid colors – usually exaggerated by a plain white background – that they'll still stand out in your feed.

Compared with the massive engagements enjoyed by **Nike** and **Chanel**, 350 likes or 1,800 video views may not seem like a lot, but they're fairly impressive numbers given **Staples'** significantly smaller audience. This bright, hypnotic video has been viewed by more than 8 percent of the brand's following.

Pick a color, any color. What's your fave? Comment below with @Staples,

#BreakOutOfBoring, and #Sweepstakes and you could win @Paper_Mate InkJoy Gel pens + a

notebook. See link in bio for rules.



A video posted by Staples (@staples) on Mar 21, 2016 at 11:11am PDT

Barkbox

When it comes to screwing around on the Internet, it seems the only thing people love more than a good meme is a picture of a cute animal. **Barkbox's** entire **Instagram** feed is like a fusion of the two: pictures of puppies, with hilarious captions and hashtags. As soon as you finish reading this post, go search #literallythatsyou, we promise.

Saks Fifth Avenue

We couldn't mention **Instagram** commerce without bringing up **Saks Fifth Avenue**, one of the first brands to utilize Curalate's [Like2Buy platform](#) that makes Instagram feeds shoppable. But what really makes Saks' **Instagram** so strong is the diversity of its photos. In the last week, the department store has posted pictures of store windows, Gucci shoe displays, an elaborate **Louis Vuitton** bag, a bus shelter ad in Toronto, and a designer who stopped by the store.

Lowe's

Lowe's is known for [killing it on Pinterest](#), but the home improvement retailer is an equal opportunity **social** media master. Patio sets in lush backyards and picture perfect bedrooms naturally lend themselves to **Instagram**. But more than that, the brand carries over its DIY focus, which also lends itself to Instagram thanks to the platform's popular hyperlapse videos. The projects highlighted also appeal to wide range of consumers. A New Yorker probably wouldn't be inclined to turn beach balls into outdoor globe lights to illuminate our non-existent yards, but we can always get behind more storage so the window attached to the coffee table is right up our alley.

Use an old window to create a coffee table with extra storage. Click the link in the profile for

the project details. #Lowes #Upcycle #DIY #hypermade

A video posted by Lowe's Home Improvement (@loweshomeimprovement) on Feb 12, 2016 at 9:40am PST

Dollar Shave Club

If nothing else, **Dollar Shave Club** is a diligent Instagrammer. Doesn't it seem like it's always got a sponsored post in your feed? (And a sponsored tweet, for that matter.) But **Dollar Shave Club** is also a strong Instagrammer, creatively circumventing its main obstacle: the fact that razors aren't great eye candy.

So instead, the brand photographs its boxes in attractive landscapes, such as beaches and deserts.

brandknewmag:Actionable Intelligence on Advertising,Marketing,Branding

In addition, **Dollar Shave Club** posts a lot of non-product content designed to drive you to its website. ~~http://www.brandknewmag.com~~ You can go on BathroomMinutes.com and debate the merits of shaving in the shower vs. the sink, see Spotify playlists and even... learn more about the science behind pubic hair color. Conveniently for the **brand**, BathroomMinutes.com redirects you to the blog on its main website.

Target

Like Apple or **Lululemon**, **Target** is one of those brands whose creative just has [a certain look](#) to it, which carries over to Instagram. While **Staples'** posts feature bright colors stand out against white backgrounds, **Target's** pops of color are emphasized by equally bold backgrounds.

Target posts regularly, but the Minneapolis retailer really comes alive on special occasions: real holidays, pretend holidays like **Pi Day**, **The Oscars**.

If something is being celebrated by someone, **Target** almost certainly has an Instagram post related to it that you can't take your eyes off, like this Russian nesting doll-style video for Easter.

<https://www.instagram.com/p/BDdZ102pX0a/>

Marc Jacobs

Marc Jacobs is one of those fashion designers whose clothing brand has become fused with his own personal brand over the years.

He's known for being a bit eccentric (he has a tattoo of the red **M&M** and he went as a giant camel toe for Halloween one year) and his products can veer in that direction, as well (he sells shoes that look like mice and dogs).

The clothing **brand's Instagram** feed is an extension of that. His posts often feature attractive shots of clothes, shoes and purses. But other times, he posts pictures of himself pushing a wasted-looking **Lady Gaga** in a shopping cart, wishing the singer a happy birthday. Sure, why not?

