



How to set up an *Instagram Shop*



tasty
COMMS

HELLO, I'M AMY (Social media pro & ads manager)

I run Tasty Comms, a social media consultancy working with all kinds of businesses to help them get the most from social media.

I love what social can do, how it can transform visibility and sales through a raft of different methods.

Right now, Instagram wants people to shop, so if you have a product-based business, don't miss out!

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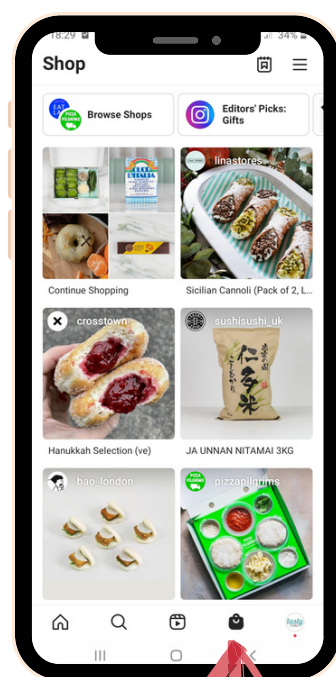
60% OF PEOPLE SURVEYED SAID
THEY DISCOVER NEW PRODUCTS
ON INSTAGRAM

HOOTSUITE

Instagram Shops offer so much opportunity to product-based businesses, and in this guide I'll show you how you can set up your shop to reach new buyers on the platform.

Once you've set up your shop you'll be able to tag products in photos, videos and carousels as well as your stories.

**ADDING THE SHOPPING
TAB TO THE INSTAGRAM
HOME SCREEN IS A SIGNAL
THAT THEY WANT
BUSINESSES TO USE SHOPS**





HOW TO SET UP YOUR INSTAGRAM SHOP

Instagram shops are only available for physical products. You cannot currently sell services or digital products via an Instagram Shop.

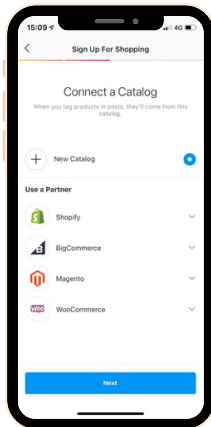
You'll need a Business or Creator account on Instagram and a Catalog of your products.

If you are in a region that does not currently support in-app shopping you will need a website for buyers to complete their purchase (this currently includes the UK).

To start the set-up process head to Facebook's Commerce Manager.

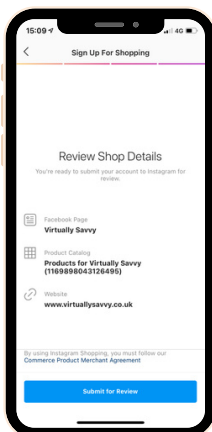
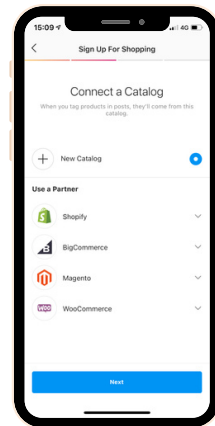
HOW TO SET UP YOUR INSTAGRAM SHOP

To use product tags and stickers choose an e-commerce catalogue.



CREATE A NEW CATALOGUE, OR
CONNECT TO AN EXISTING ONE.

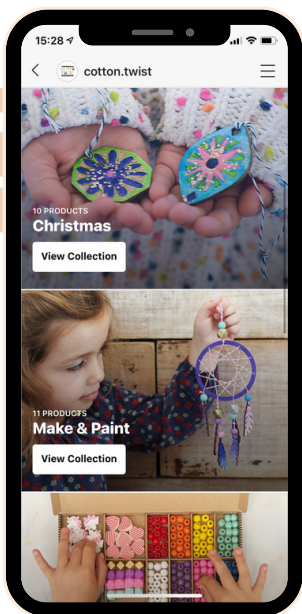
OR USE A FACEBOOK PARTNER.



SUBMIT YOUR SHOP FOR REVIEW

HOW TO SET UP YOUR INSTAGRAM SHOP

To make it easier for people to find products in your Instagram Shop you can create collections in commerce manager to group related products.



CONSIDER CREATING THEMED COLLECTIONS

For example:

Seasonal collections such as Black Friday offers or Mother's Day gifts.

Related products such as summer dresses or craft ideas for kids.

Once you have completed the set-up you can go ahead and start tagging your products in your posts and stories.

If you are in a region that offers in-app checkout you can also tag products in your Live broadcasts.

I'D LOVE TO HELP YOU MORE

If you'd like more help setting up your shop you could:

☐ Jump on a 1 hour group Instagram Shopping masterclass

☐ Book a 1:1 session where I'll take you through the process

Book at www.tastycomms.co.uk/trainings-and-workshops



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