How to start reaching customers with your shop

Sunglasses »

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THE BUSINESS OF INSTAGRAM

from
∞ Meta

Instagram Shopping helps you reach the customers you want
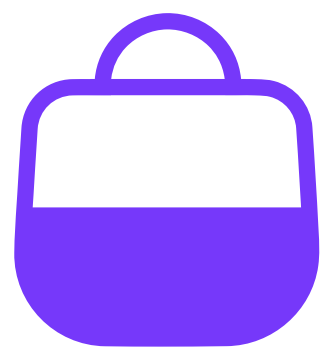
Nearly half of people surveyed use Instagram to shop weekly.[1]

There are foundational steps that your business can take to set your shop up for success and meet customers where they are — on Instagram. Ready to **#getyourshopon?**

This guide will help you take action today: optimize your **catalog** and use **product tags**.

Why does your catalog matter?

Your **product catalog** holds all of the info about the products you wish sell on Instagram. It powers your shop and product detail pages. The more detail in your catalog, the more delightful the shopping experience will be for customers.

What's the deal with product tags?

Product tags allow businesses to make photos and videos shoppable, so people can easily tap to learn more about your items in the moment of discovery.
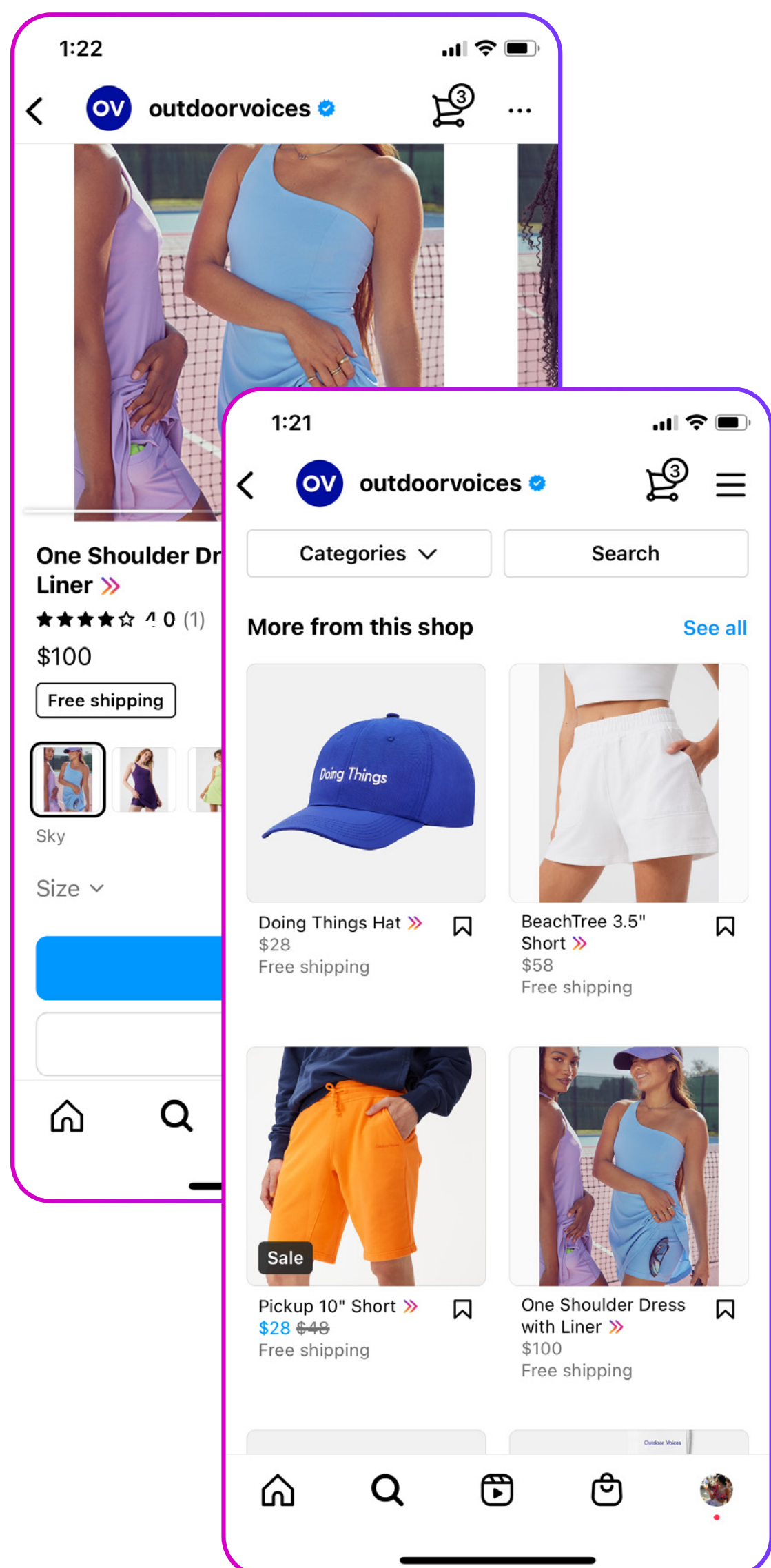
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Your catalog: prepare your shop for sales

When your catalog is <u>set up</u>, it's important to maintain it. Providing a full product selection and complete item information in your catalog helps shoppers find your products when they're searching, filtering and looking to discover new things.

Tips for your catalog

1. Assign permissions
Make your business the owner of your catalog in Business Manager and <u>assign permissions</u> to others (e.g. your agency) that need to perform catalog actions, like <u>adding items.</u>

2. Use one catalog
Use a single catalog for both ads and shops to efficiently manage Pixel event data, and ensure all products you want to sell from your website are in it (since you can connect only one catalog to your shop).

3. Complete all product fields
Increase the likelihood of showing up in search by including all relevant fields: product ID, title, description, availability, condition, price, link, images, brand and product category. Make product titles and descriptions rich and accurate for a great first impression!

4. Set up variants
Set up variants of the same item, like different sizes or colors, in your catalog so they display correctly.

5. Keep product information up to date
Keep prices, availability and product links to the correct pages on your website up to date. If you <u>sell directly on Instagram with checkout</u>, provide a quantity to prevent overselling.

6. Upload high resolution images and video
Upload at least four high resolution images that are at least 500 x 500 pixels and show your product accurately, so people can really see how an item looks.

7. Check and fix item issues
Check for <u>policy violations</u> and other issues in Commerce Manager, so you can edit or request a review of those items.

8. Curate your shop
Control which products appear in your shop by hiding or unhiding them in Commerce Manager. Create collections of products to editorialize your shop, like a collection of a type of products (e.g. lipsticks) or for a certain seasonal moment (e.g. holiday).
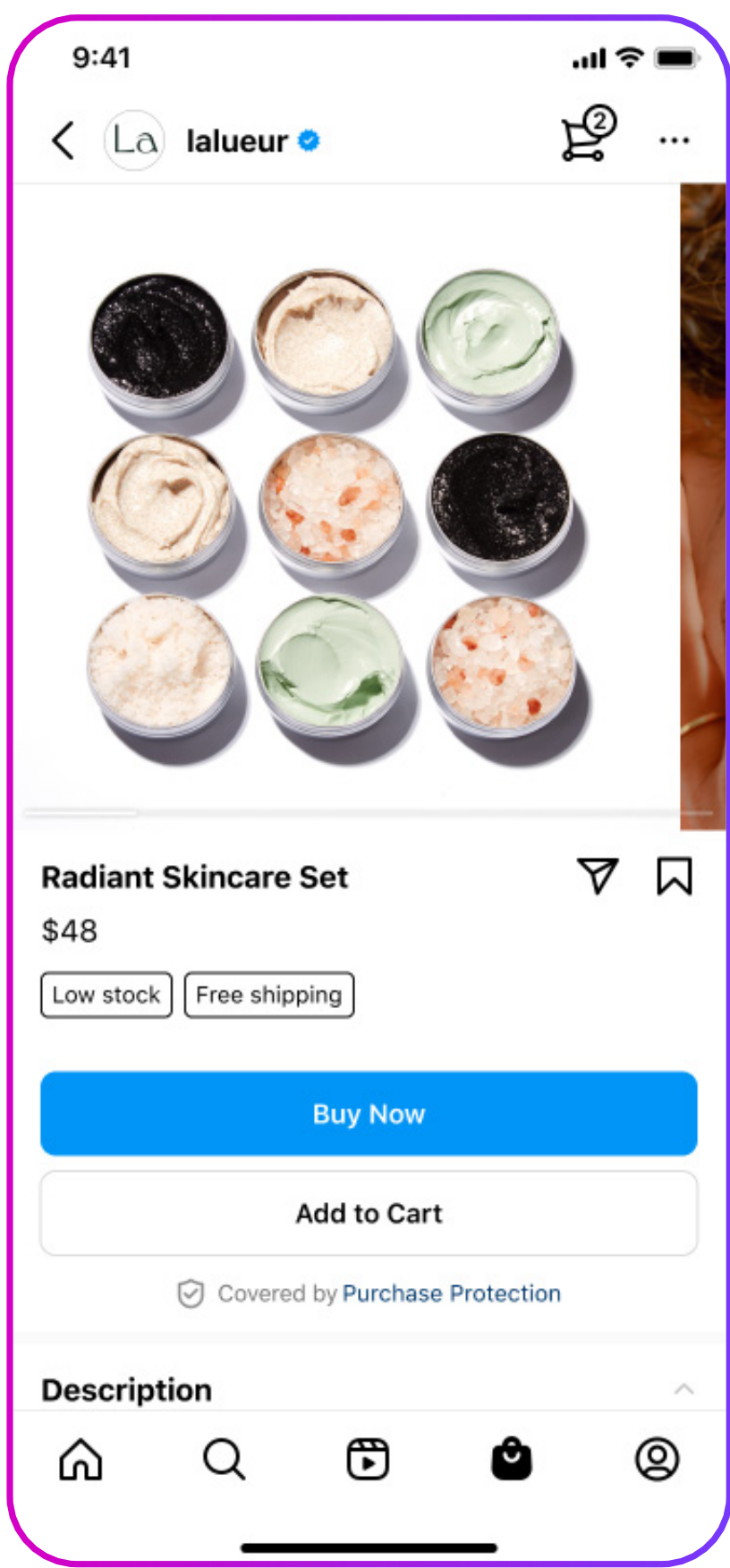
Product tags: drive product discovery

**First, understand how product tags work to move people from a tag to a transaction.**

From tag
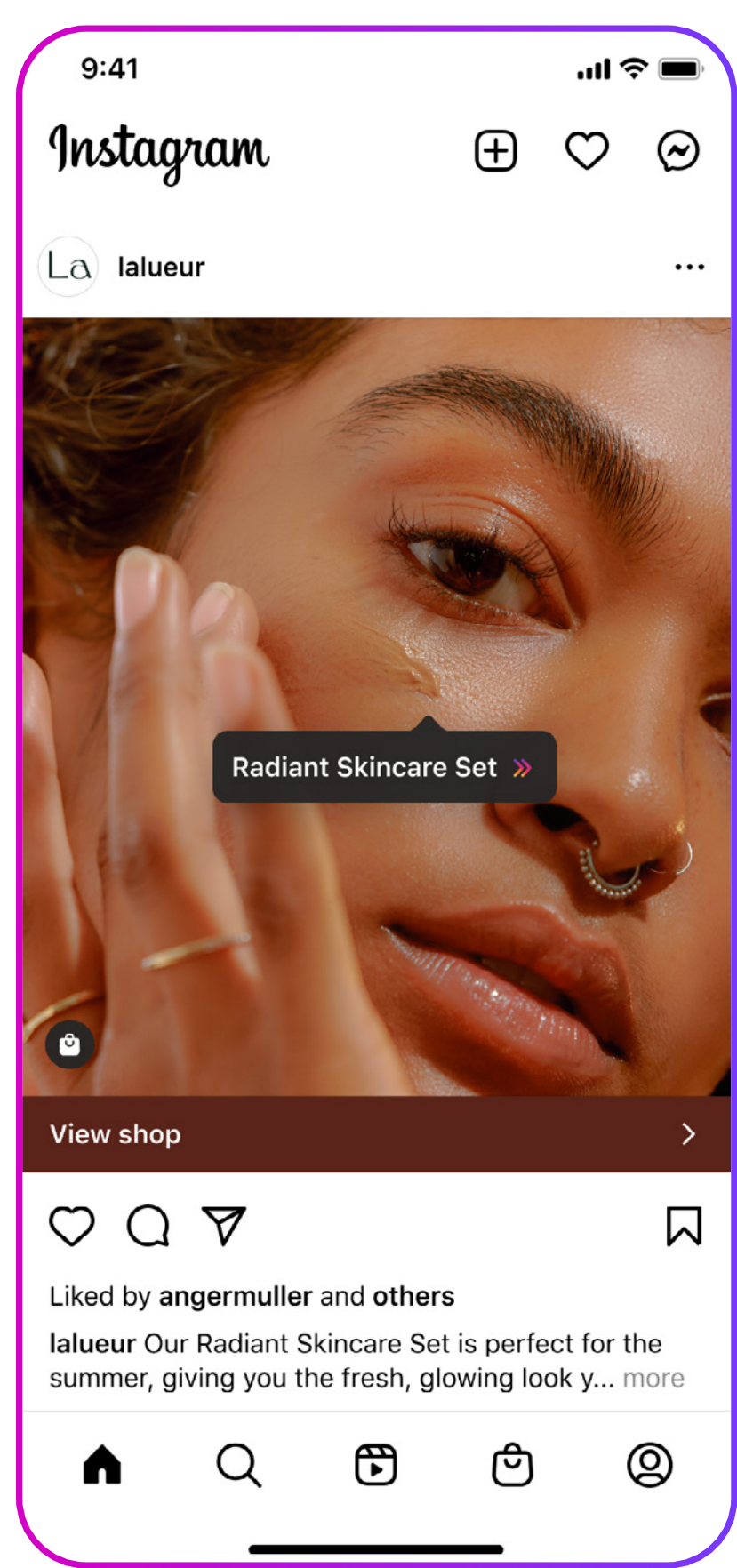
People **discover** product tags through photos and videos, wherever they are spending time on Instagram.

To transaction

After tapping on a tag, people land on a product detail page (PDP) to **consider** the item and see it used in images and videos from your business and community. Nearly half of all PDP visits are through shoppable content.[1]
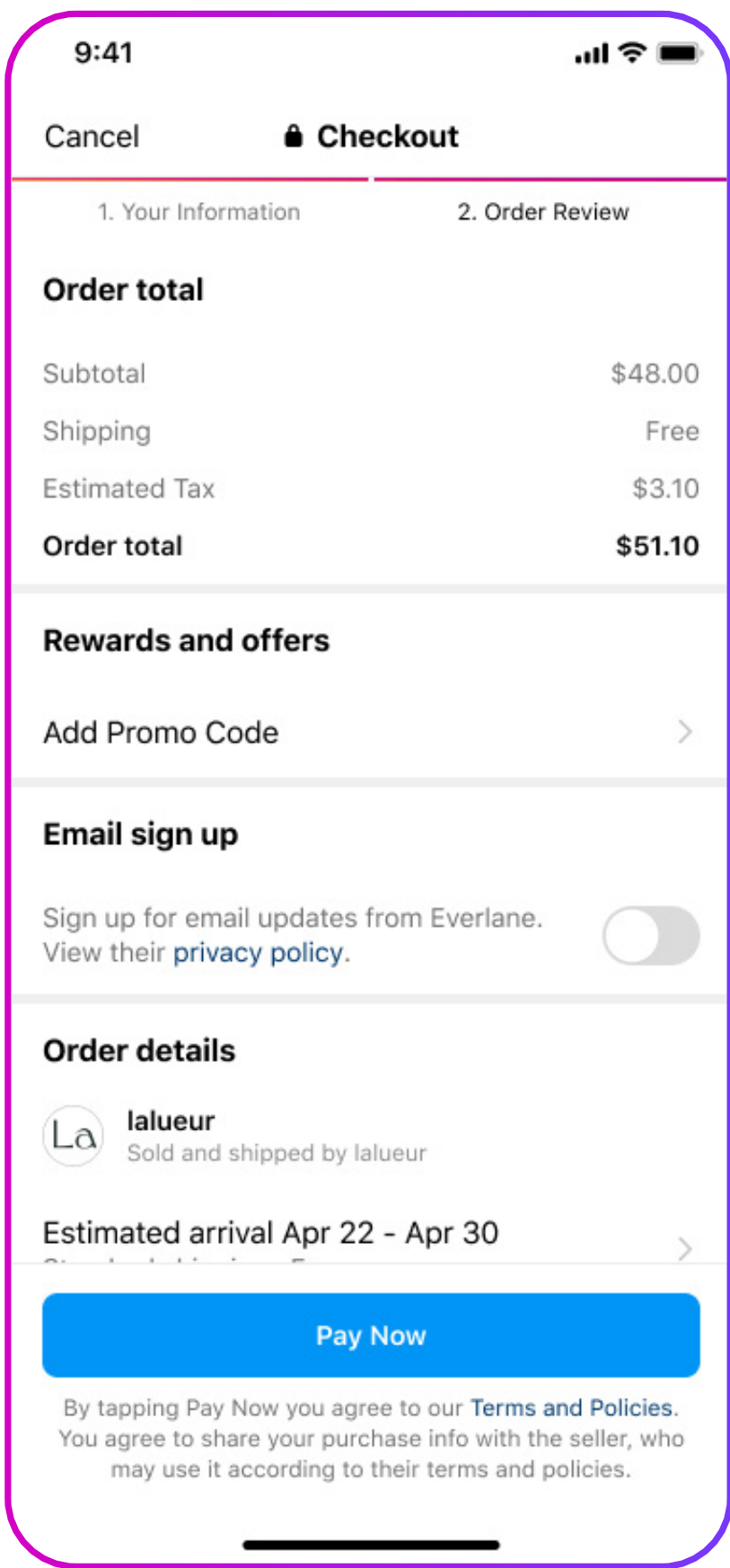
From there, people are taken to your website to complete their **purchase** or to checkout on Instagram depending on how your shop is set up.[2]

Sources:
1) Instagram Internal Data, 2021.
2) Checkout on Instagram is available to eligible US businesses.

Put a tag on it

By tagging products in a variety of formats, businesses can reach users with shoppable content in different places on Instagram.
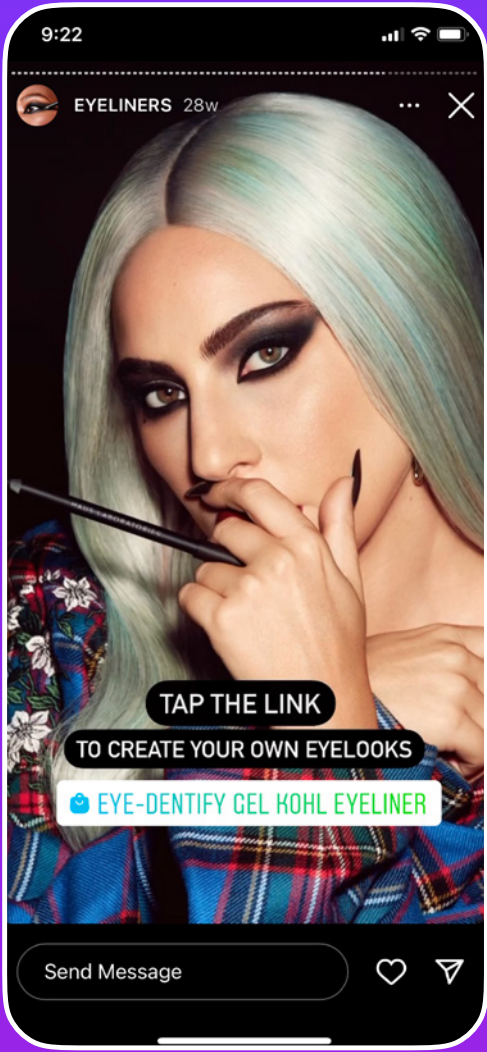
Nail polish

Hair dye
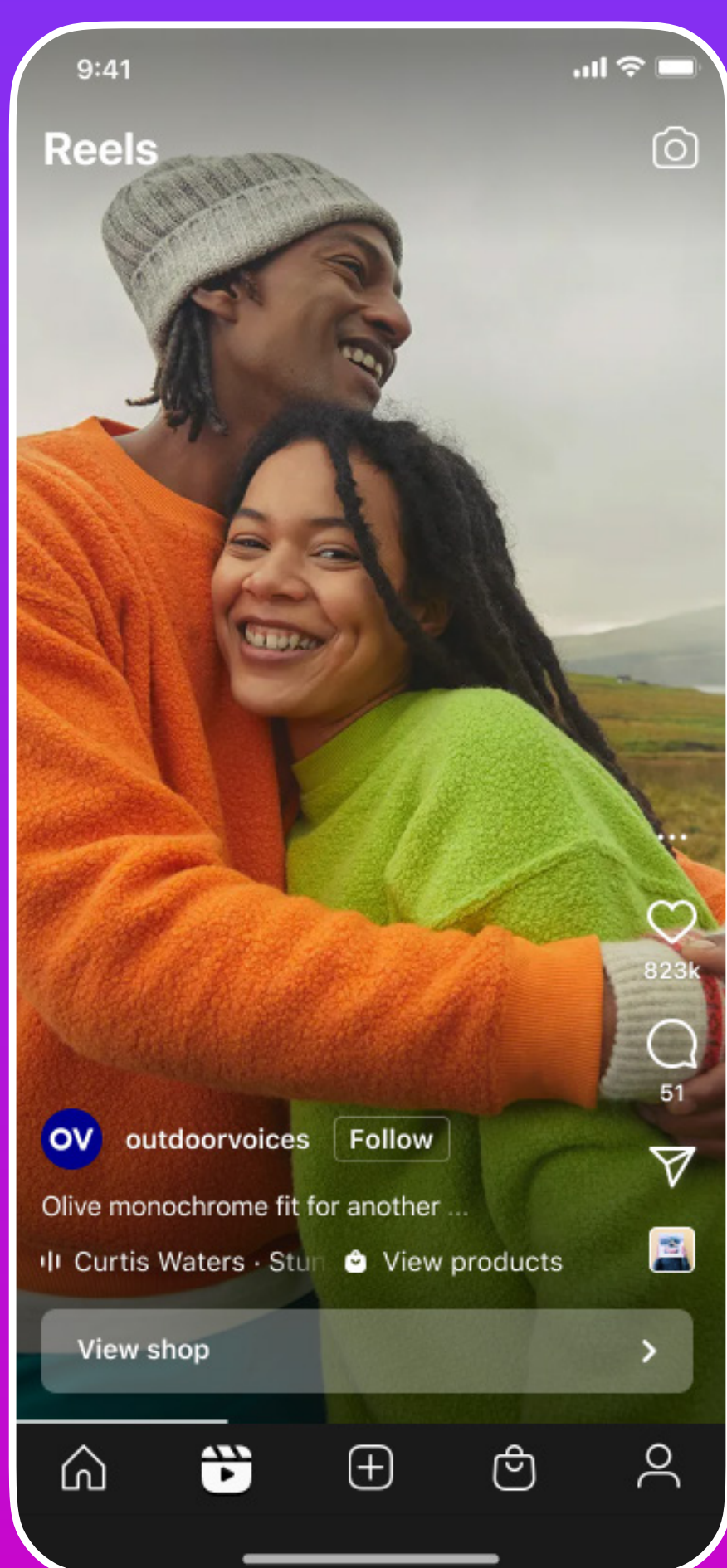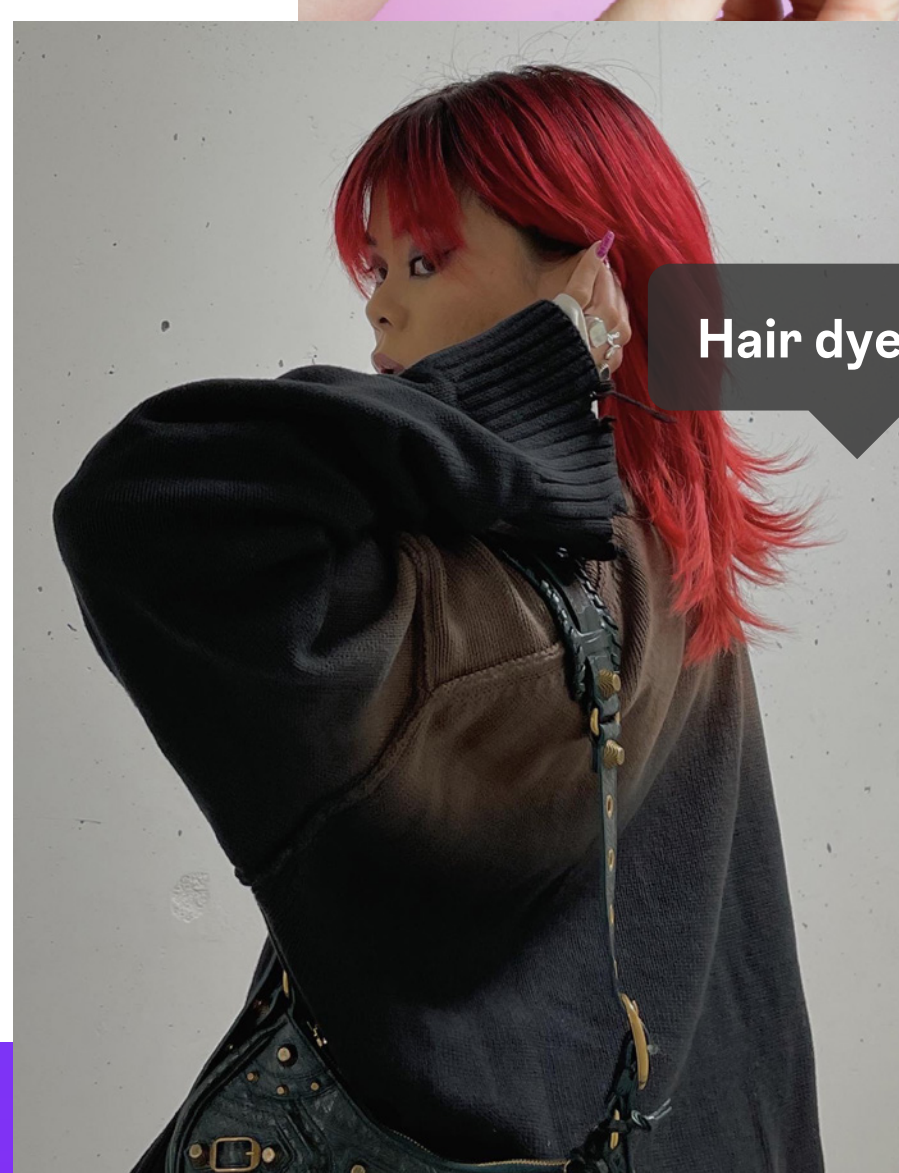
Reels

Drive product discovery with engaging short-form video content, while responding to product trends and embedding your brand in culture.

Usage:
15, 30, 60 or 90 sec. short-form videos.
No. of product tags supported: max. 30 individual products from a single catalog OR a collection.

9:41

Reels

OV outdoorvoices Follow
Olive monochrome fit for another ...
Curtis Waters · Stun View products
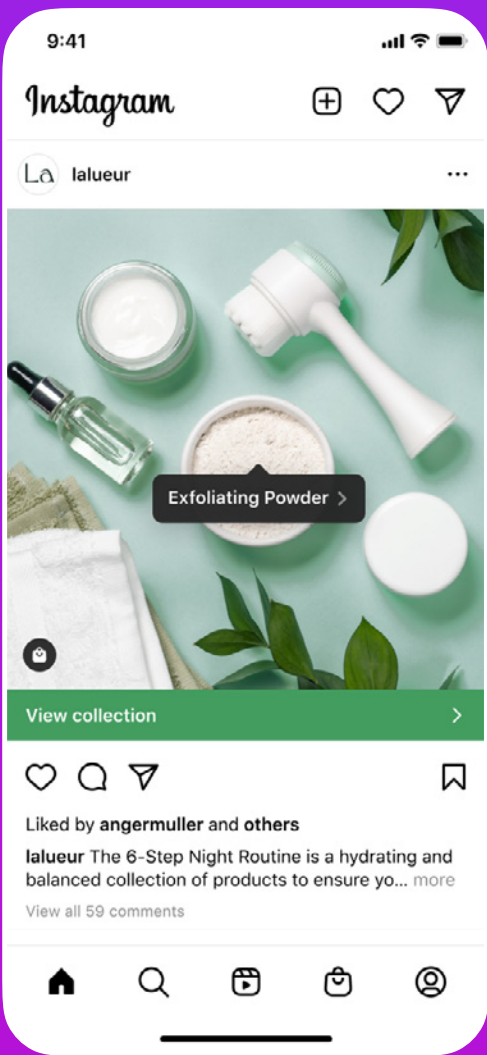
View shop

823k
51

Stories

Share in-the-moment updates (e.g. 'Item Back in Stock – Shop Now') and behind the scenes looks (e.g. 'Product Coming Soon') to inspire connection with your products.

Usage:
Photos or videos in Stories.
No. of product tags supported: max. one product sticker per story; customization available for text and color of text in product sticker.

Feed

Put the spotlight on new and relevant products. Tag products in feed or hero them in your profile bio and in feed post captions with product mentions.
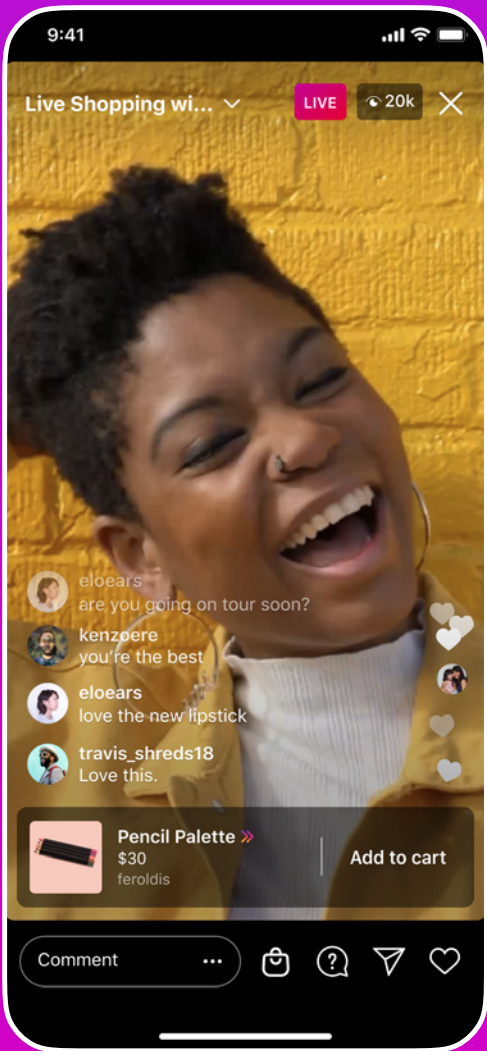
Usage:
Photos or videos less than one minute in length. Product tags and product mentions can be used together or separately.
No. of product tags supported: max. five products from a single catalog.

37%

More sales on average for businesses who tag products in their feed posts.[1]

Live

(for checkout on Instagram businesses in the US) Connect with shoppers live, host product demos and encourage purchases in real-time.

Usage:
Live broadcasts from one min to four hours in length.
No. of product tags supported: max. thirty individual products from a single catalog OR a collection; add products before going Live and highlight/pin products during Live at the bottom of view.

Tag via Platform Partners

Businesses who publish content via third-party platform partners can add product tags to their scheduled content on the respective platform
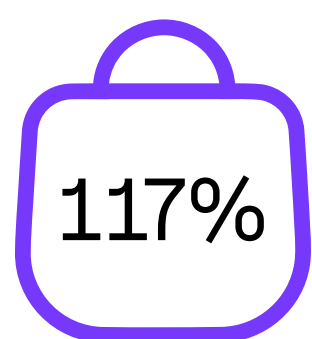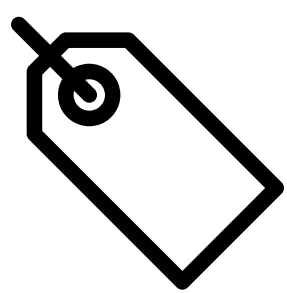
No. of product tags supported: five product tags per post.

Source:
1) Randomized test with 18,824 US onsite checkout sellers with 1k+ followers, February 1-28 2022.

Nail polish

Tips for tagging

1. Tag frequently across all available formats to make any moment shoppable!

Experiment with the number of tagged products in every post and make sure that your shoppable items are clearly visible. Plus, it's important to reach people where they are spending time by using different formats like shoppable Reels, Stories and more. All tagged content appears in the top carousel of your product detail pages, so the more images and videos that you tag, the richer the shopping experience!

Product tagging drives sales! Businesses that tag products in 2 or more posts per day received on avg. a 117% lift in transactions.[1]

117%

2. Save shoppable content

Turn your tagged Stories into a highlight so users can shop products after your story expires. Alternatively, turn on auto-highlight in Stories so your tagged content lives on in product detail pages after the story expires.

3. Engage your community to drive product discovery on behalf of your shop!

Empower your community to tag your products in their feed and Stories content via product tagging, available to users in the US.[2]

4. Use insights to understand what's working

Dig into your shoppable post insights in Commerce Manager to see what content is driving engagement with your audiences and in which formats. Do more of what is working for your business and your followers!

5. Reach even more shoppers with ads with product tags

Add scale by turning your best-performing shoppable posts into ads via Boost functionality, or in Ads Manager.

61%

61% of surveyed IG weekly users say that ads with product tags make them more likely to shop a brand or company.[3]

Now what?

Once you've adopted our foundational guidance, consider onboarding your shop onto checkout on Instagram and make purchasing even easier. US businesses can use checkout on Instagram as a point of sale directly in-app and to unlock more engaging ways to reach shoppers, like Live Shopping. Learn if checkout on Instagram is right for you →
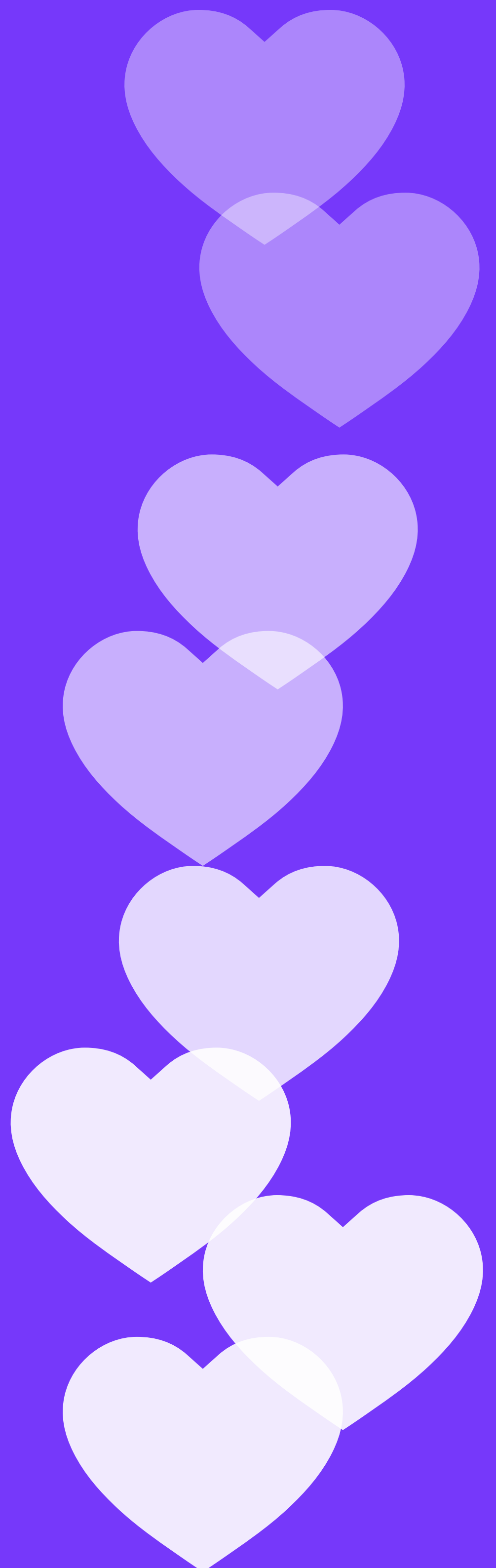
Additional resources

Instagram Shopping: Best Practices →

Troubleshoot Items in Your Shop →

Tag Products in All Formats →

Commerce Manager Insights →

Message us @instagramforbusiness and
use the keyword "shopping" for more help.

from

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