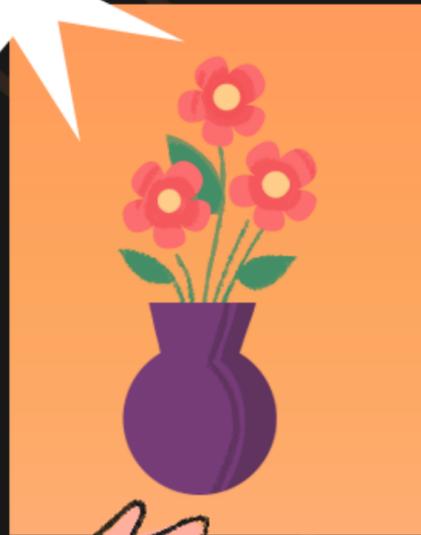




How to

Set Up An Instagram Shop



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Did you know that nearly 50% of Instagram users use the platform to shop, and even 70% of shoppers look to Instagram for their next purchase? An Instagram Shop allows your product-based business to sell directly through your Instagram Business account. Items can be made available for sale conveniently in your new digital storefront, where customers can view prices without leaving the app.

Check out our step-by-step guide to drive more customers to your business through an Instagram Shop:

STEP 1

Go to your Instagram Business account, click on the three bars on the top right of the screen, choose "[Settings](#)", and click the "**Business**" button.

STEP 2

You will see the "**Set Up Instagram Shopping Button**", in which a request to connect your Facebook account will pop up.

STEP 3

Head over to your computer, open up [Facebook Business Manager](#) and log into your account.

STEP 4

Make sure your Facebook Business page is connected by going to "**Pages**". If it is not connected, go over to "**Add**" and then "**Add a Page**".

STEP 5

In the top of your left of your Business settings, click on the keypad and navigate down to "**Sell Products and Services - Catalog Manager**".

STEP 6

Go to "**Create a Shop**" on the top right corner and "**Checkout on Another Website**".

STEP 7

Choose if you want your customers to do a checkout on Facebook and Instagram or straight through your company website, and click "**Next**".

STEP 8

After confirming your business email address, click "**Create New Catalog**" at the bottom of your page.

STEP 9

You can manually add your products by adding photos, a title, price, brand, and description. **Adding a link to your website** will allow your customers to get more information about your product and encourage traffic.

STEP 10

Your item will now be displayed on your catalog, and you can go to the upper right corner to "**Add Items**" and follow the same steps.

STEP 11

Now head back over to your Instagram App and go to "**Settings**" again, then "**Business**", and click "**Set Up Instagram Shopping**".

STEP 12

You will connect to your catalog, which should appear at the top of your page.

STEP 13

After you verify your website where your products are listed, you will submit your page for review, which could take up to a week.

Setting up an Instagram Shop shows that your brand is committed to improving your customers' shopping experience and availability. Moreover, this feature allows you to include product tags in your content, leading to increased product page visits and purchases.

To learn more about taking control of your online presence, [visit **getpromenade.com**](#) and explore our "How To's" on using social media to expand your business.

[Learn More](#)