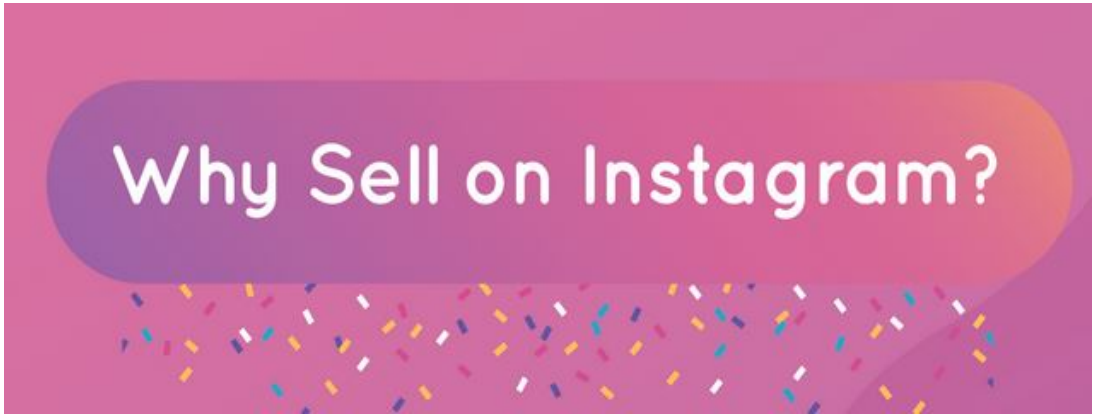
Selling With Instagram Shoppable Posts

By Nick Hawks

www.12teachyou.com



Find out why brands are selling on Instagram.

Hundreds of million of taps…. from billions users!!!!

That's how many times Instagrammers have followed through on shopping post links to learn more about products.

Instagram isn't just for marketing anymore.
The platform has updated its website with features that help brands sell directly from the platform like Instagram Shopping & Instagram Checkout.
Now, Instagram is THE social channel for selling.

1 IS INSTAGRAM EVEN RIGHT FOR YOUR BUSINESS?

55%

of Instagram users are 18-29 years old

28%

are between 30-49 years old

11%

are between 50-64 years old

Test Instagram for three months to see if you will get any sales

4%

are 65+ years old

May be best to use another social media platform

Let's take a quick look at the stats.

👉 Rated the 4th highest-traffic ranking in the world, Instagram generates 4 times more engagement than Facebook.

👉 Most Instagrammers (80%) use the platform when making decisions about whether to buy products or services, and…

👉 Almost all of them (83%) have discovered new products and services while browsing the platform.

👉 More than 80% of its users follow a business, and…

👉 36% of Instagrammers surveyed in the US say they love to shop and consider it a hobby.

In this class, I'll show you what Instagram shopping is, how you can get started, and how you can drive more traffic to your shopping posts.

Instagram stories are reaching 500 million people a day.

If you sell products online, you've probably spent a good portion of your work time building an audience and engaging your followers on Instagram.
But likes and followers can only get you so far.
Today, let me show how to master the final step of your Instagram sales funnel.

There are about three ways most small businesses use Instagram.

1. **The most common and easiest is to just post pictures of your products or services and hope for the best. This method isn't very successful though.**
2. **Another is to use Instagram Shopping. This is a preferred method by customers.**
3. **Last is to use Instagram Checkout and allow customers to purchase your items directly from Instagram and is also a good option for your customers.**

1st method

First let's look at the original way of posting on Instagram.

If new download the app & create your account, or login.

HOW TO POST
ON INSTAGRAM?
Instagram
1 like
megebyte My first #Panorama #shot

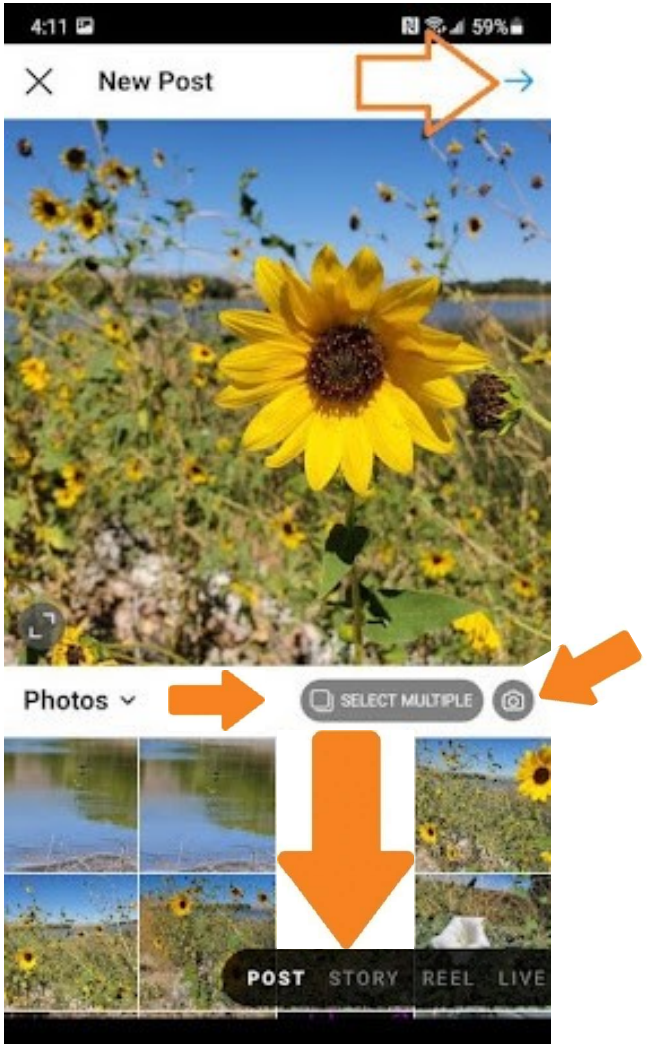
1. **Tap the + icon at the top of your screen.**
2. **Choose a photo or video from your library or take one in the app.**
3. **You can post multiple images on Instagram.**
4. **Crop the image.**
5. **Pick a filter.**
6. **Edit your photo.**
7. **Type your caption.**
8. **Use hashtags for post optimization.**
9. **Tag friends.**
10. **Add your location.**
11. **Edit the post.**

Step 1. Tap the + icon at the top of your screen.

- See that plus sign [+] in the image?
- That's your starting point.
- See that post from the account?
- That's your endpoint.
- Click that plus sign and you'll be ready for the next step, below.

Step 2. Choose a pic or video from your library or take one in the app.

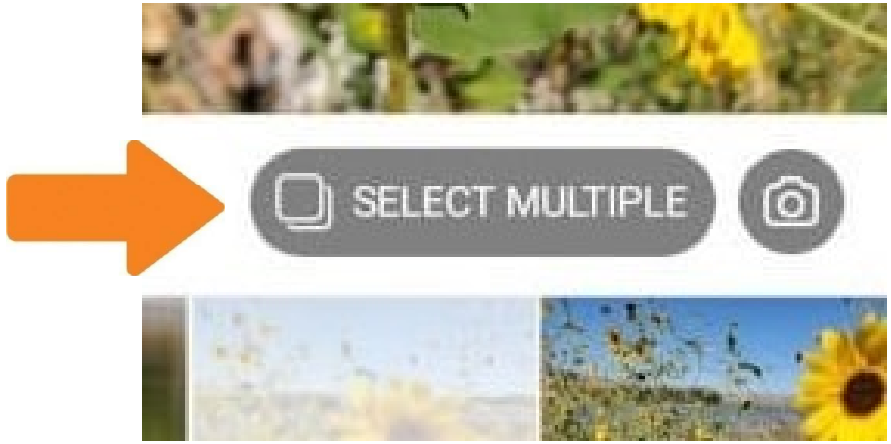
- Instagram will show you the photos already saved to your phone.
- Choose one of those to post.
- Alternatively, you can click on the camera icon to take a photo or video within the Instagram app itself, if you don't already have an image you want to use.
- Once you select and crop an image (or carousel of multiple images), click the arrow button in the top right corner of the app.



Step 3. Post multiple images on Instagram.

- Do you have multiple photos and want to highlight them all.
- Instagram allows you to do this with its carousel feature.

- As you go to tap a photo or video, first tap the icon just above your photos to the right that looks like stacked squares.



- Once you tap this, you'll see a number on the corner of every image or video you tap.

- This number notes where the content will show up in the carousel.

Step 4. Crop the image.

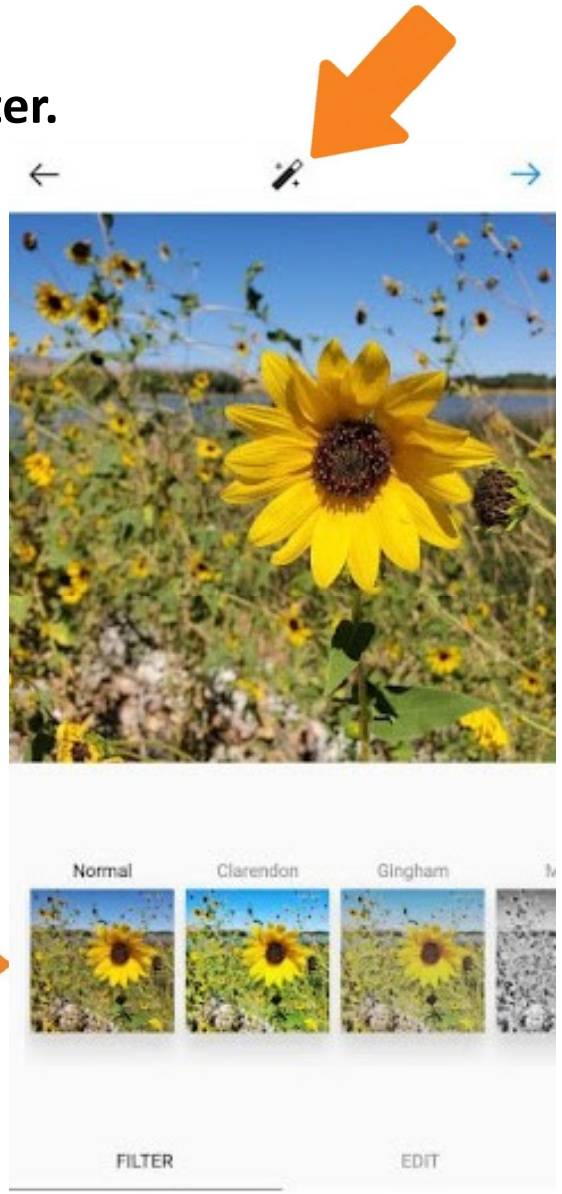
- You aren't limited to just a square image on Instagram.
- You can actually share horizontal or vertical images as well.
- To get more of your image seen, pinch the screen of the photo you've selected on the Library screen to crop it to fit.

Step 5. Pick a filter.

•Instagram offers 24 filters — scroll to the right to see your options, and click on one to preview how it will look on your photo.

•By default, the filter will be applied by full strength. However, if you want to scale back the intensity of the filter, double click the filter tile once it's been applied, and a scale selector will appear, allowing you to downplay the effect.

•You can also tap the magic wand at the top of the screen to adjust the photo further.



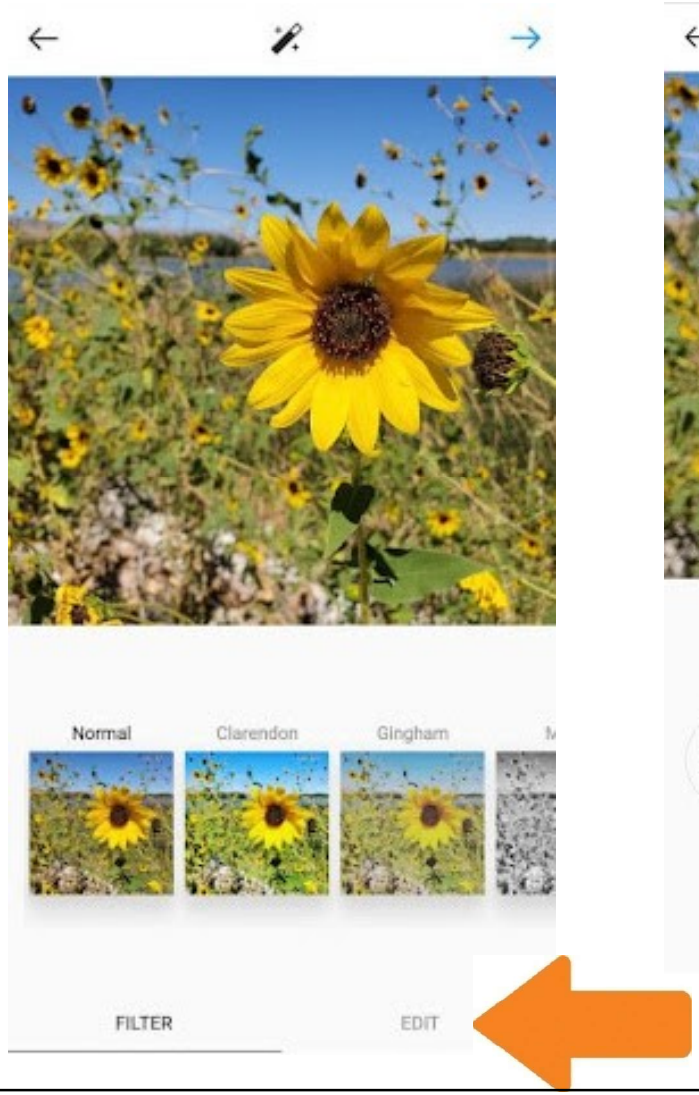
Use These Instagram's Filters *To Make Your Pictures Stand Out*

Before
After
@car_sophi_

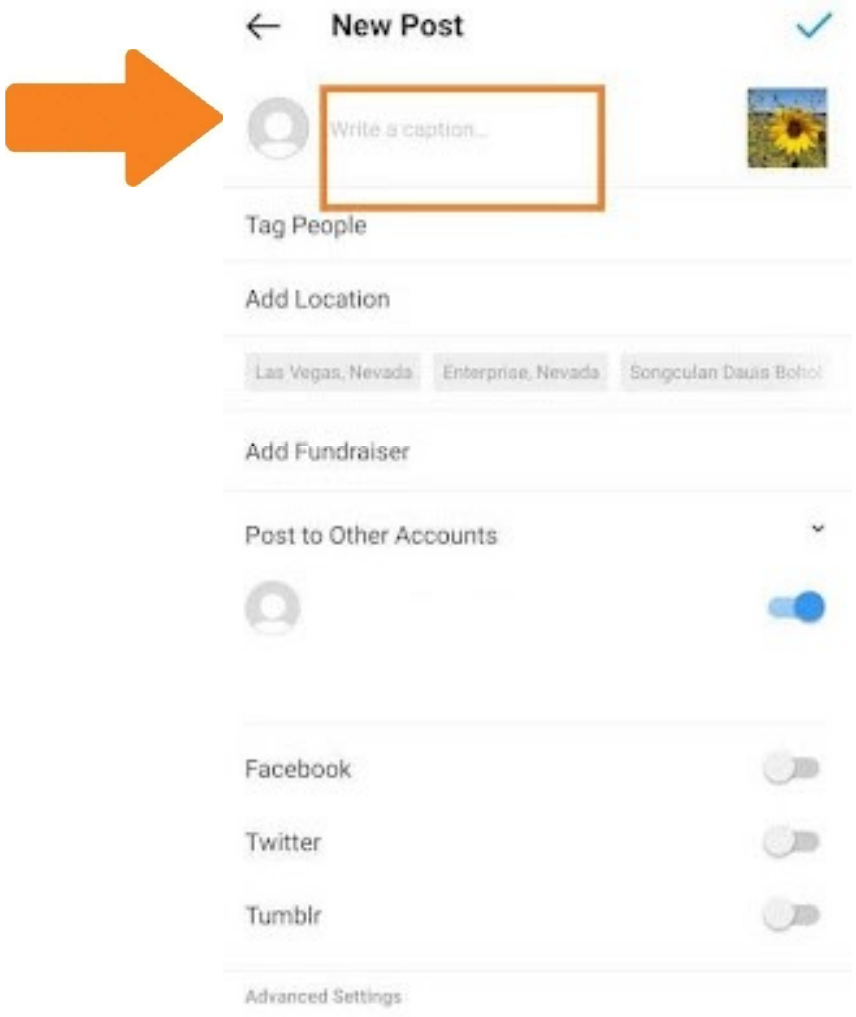
Step 6. Edit your photo.

- You can also click "Edit" at the bottom right to adjust the image to your specifications.

- There are tons of options too.



Step 7. Type your caption.

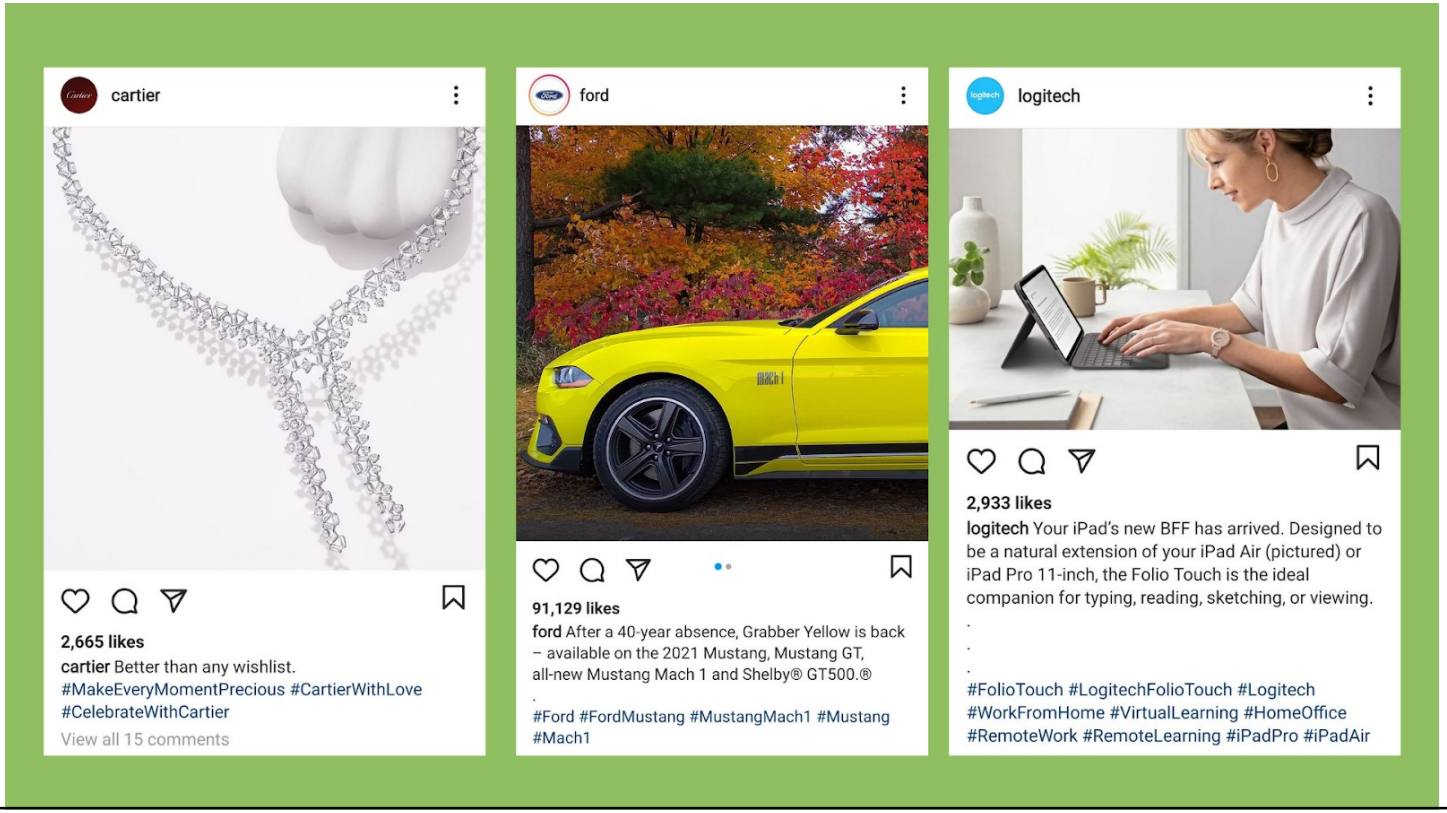


- **Get creative and write a nice, interesting caption to go with your photo.**
- **Since text can help optimize your post in Instagram's search, writing something can only benefit you.**
- **Use keywords to describe your product or service.**
- **Think SEO!!!**

Use captions to describe your product and help sell it faster.

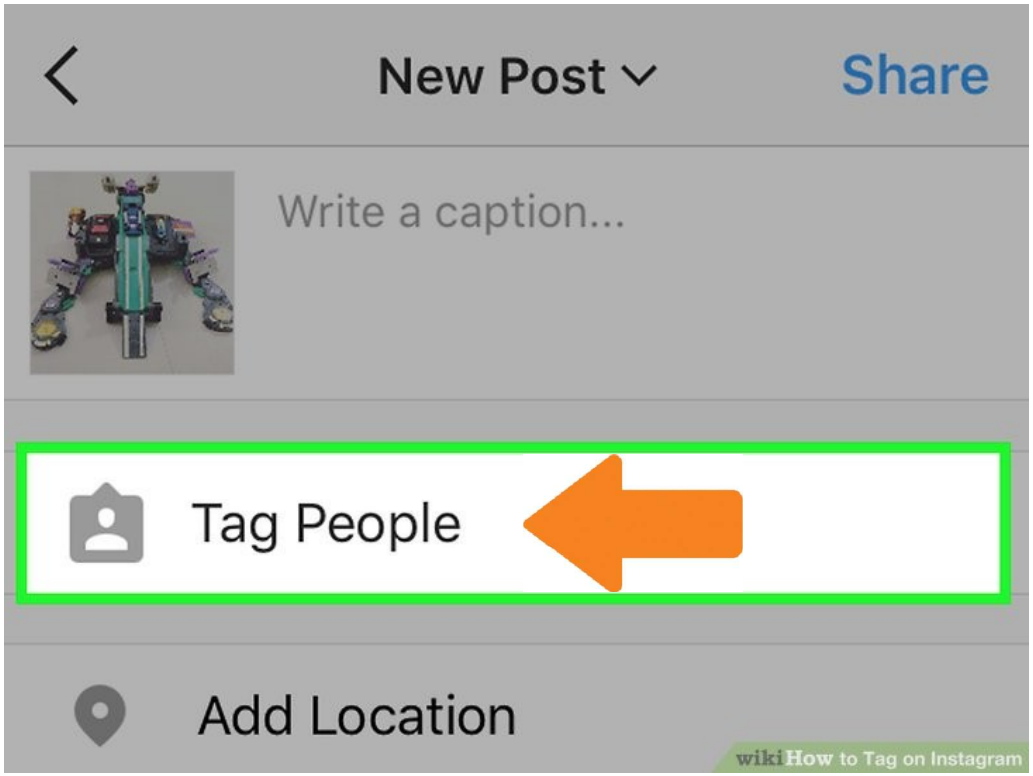
Step 8. Use hashtags to get found in searches.

- **With Instagram's search feature, users can search by hashtags.**
- **So, you should make sure to write relevant hashtags in your caption.**
- **If someone does a search of a hashtag you placed in your caption, they might find your post.**



Step 9. Tag friends.

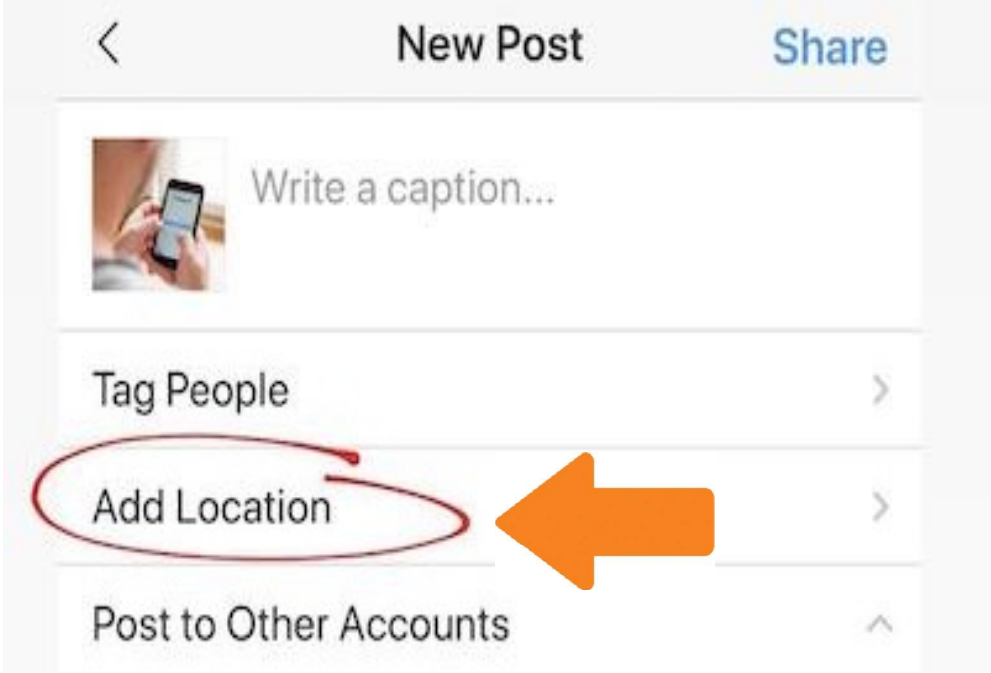
- **Want your followers to see a photo that you posted? Tag them!**
- **On the new post page, you can click "Tag People" to tag other Instagram accounts in your post.**



Step 10. Add your location.

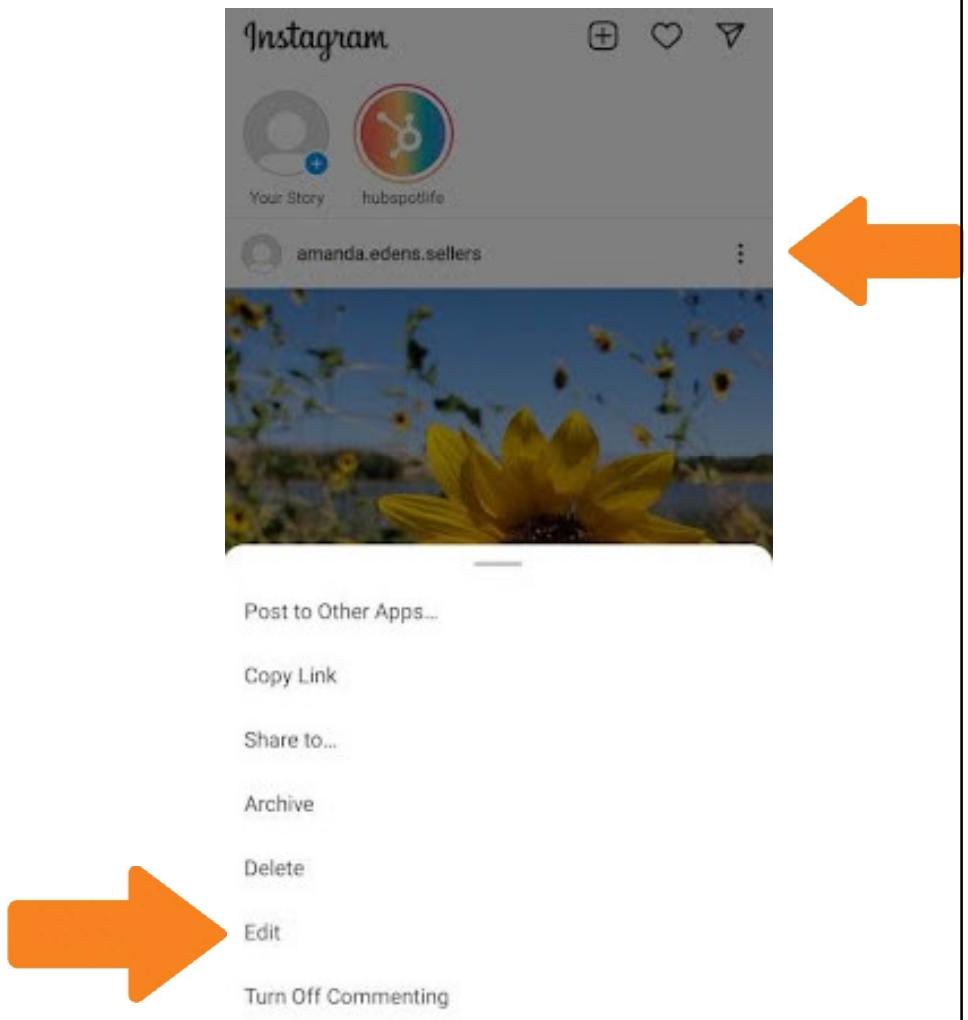
- On the new post page, tap "Add Location" to put a location on your image (which makes it easier for people to find your post).

- When you post an image or video with a location, it will show up between your name and the block of content on the feed.



Step 11. Edit the post.

- **Typos happen to everyone!**
- **If you just posted something and notice a glaring spelling error, don't panic.**
- **Simply tap the three dots that appear on the right across from your name, then tap "Edit."**

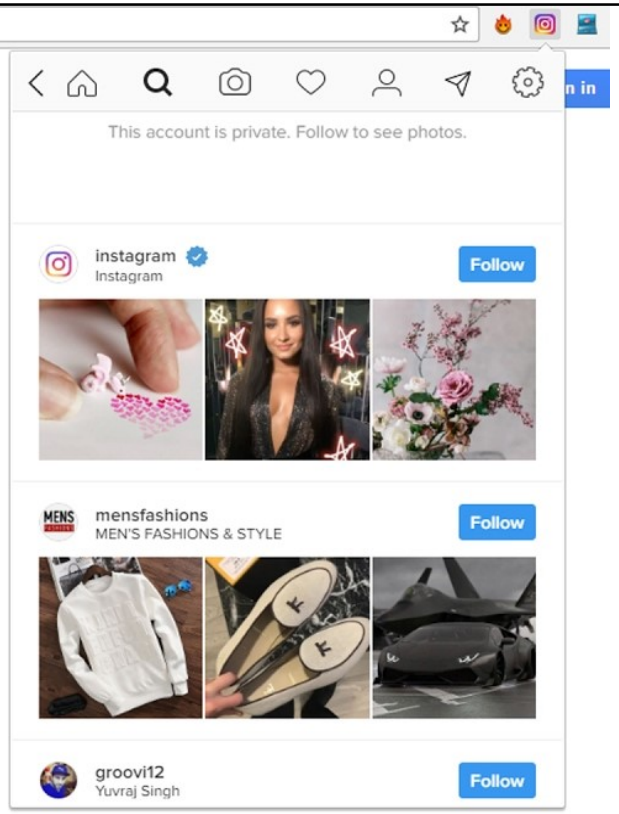


ALTERNATIVE
CHOICE

How to Post to Instagram From Your Computer

Using

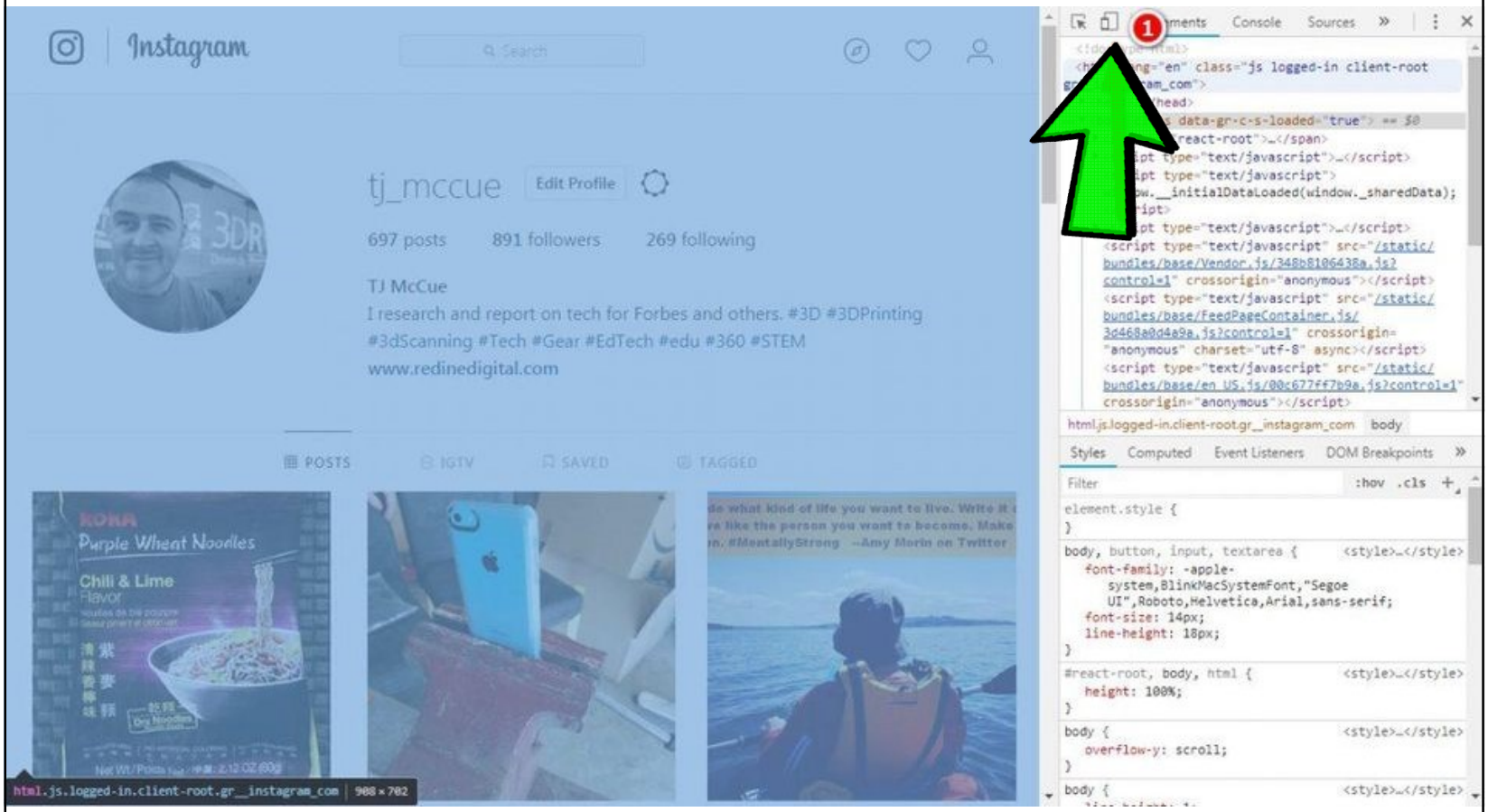
Google chrome



Most people are posting on Instagram with their phones but you might want to use this method to post on Instagram if you like taking your pictures with a high speed digital camera and want to be able to have lots of editing capabilities.

- First, open Instagram on the PC and log in.
- From anywhere in the browser window itself, right click with your mouse and select “Inspect” at the bottom of the drop-down menu that appears.
- This opens the code inspector tool within Chrome.
- Almost all of the code content on the right can be ignored.
- The “Inspect” option will split your screen so you have the Instagram account on the left side and the code base on the right.
- It can be confusing to look at as there is a lot of code and other data there on the right side.
- Again, ignore most of that content and look at the top of that Inspector window and you will see a little icon that resembles a tablet and a phone (in the screenshot on the next slide you will see a red circle with a number 1 in it).

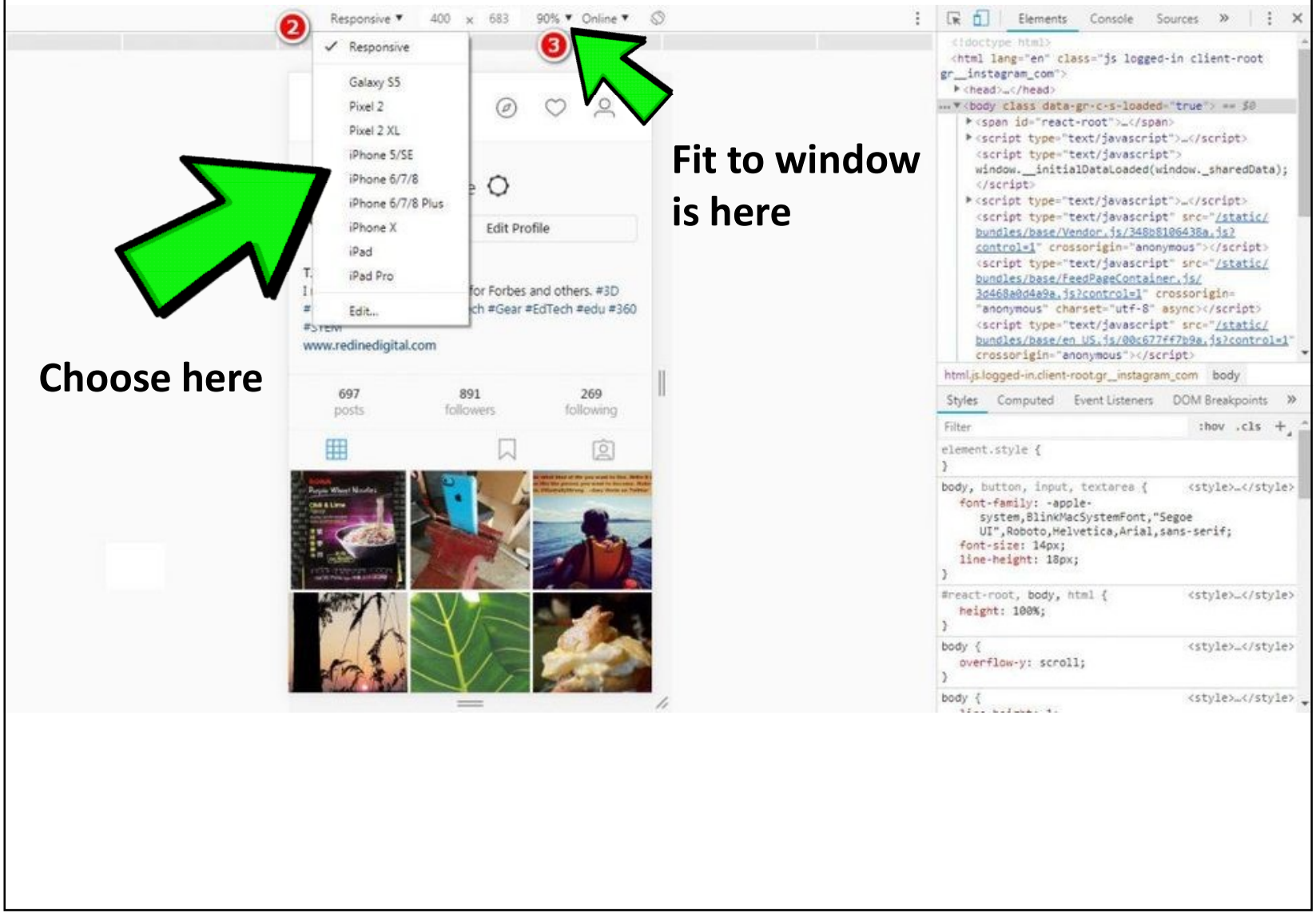
Click Here


Instagram
tj_mccue
Edit Profile
697 posts
891 followers
269 following
TJ McCue
I research and report on tech for Forbes and others. #3D #3DPrinting
#3dScanning #Tech #Gear #EdTech #edu #360 #STEM
www.redinedigital.com
POSTS
IGTV
SAVED
TAGGED
Purple Wheat Noodles
Chili & Lime
Flavor
html.js.logged-in.client-root.gr__instagram_com | 908 × 702
Console
Sources
Styles
Computed
Event Listeners
DOM Breakpoints
Filter
element.style {
}
body, button, input, textarea {
font-family: -apple-system,BlinkMacSystemFont,"Segoe UI",Roboto,Helvetica,Arial,sans-serif;
font-size: 14px;
line-height: 18px;
}
#react-root, body, html {
height: 100%;
}
body {
overflow-y: scroll;
}

After clicking that tablet/phone icon, you will immediately see the left side of the screen change – and in the screenshot on the next slide is Step 2 and Step 3.

Step 2: Shows "responsive" as the selected choice. Click "responsive" and the drop-down menu shows a bunch of different phone or tablet options. You can pick the one closest to your device.

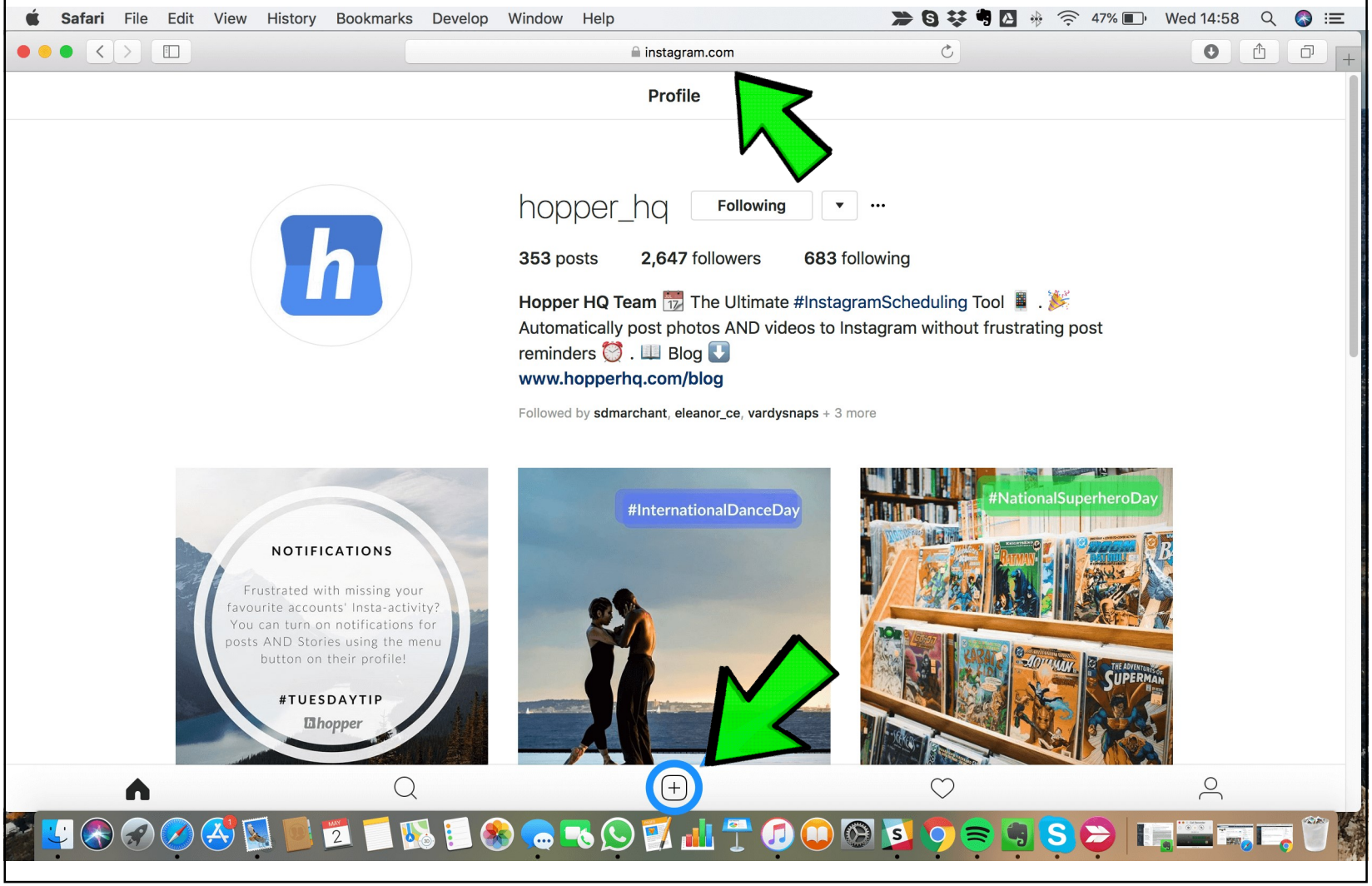
Step 3: My screen shows 90%, however, I click that area and then it shows a "Fit to Window" option. Select that. Each time, your screen may shift slightly, but that is normal. If you do not select a smaller option, your screen may not show the bottom of the Instagram app screen and there is no way to scroll from this "Inspect" developer window.


Choose here
Fit to window is here
Responsive
Galaxy S5
Pixel 2
Pixel 2 XL
iPhone 5/SE
iPhone 6/7/8
iPhone 6/7/8 Plus
iPhone X
iPad
iPad Pro
Edit...
Edit Profile
www.redlinedigital.com
697 posts
891 followers
269 following
Elements
Console
Sources
Styles
Computed
Event Listeners
DOM Breakpoints

Step 4: At this point, you should see a screen that closely resembles (or matches) what you see on your Instagram mobile app – with the usual plus (⊕) sign at the bottom that allows you to take or select a photo from your phone gallery. (If you do not, scroll down to the note below.) If you click it here in Chrome, it will open a dialogue box to open a folder on your computer where you can select the photo and upload it. Then you will see the remaining standard Instagram screens – the edit screen where you can move the image and select the part you want to use. After clicking "next" you land on the share page which allows you to add "write a caption" (or not) and click share.

If you do not see the plus (+) sign at the bottom, as you do on this screen, simply refresh the browser window (F5 on a PC keyboard) or the reload button to the left of the address bar.

Click on the ⊕ symbol.



what's next?

How to Create an
Instagram Business Profile
Followers
2,668 followers
+57 in the last 7 days
GENDER
70%
Men
30%
Women
AGE RANGE
All
Men
13-17
18-24
25-34
35-44
45-54
55-64
65+
vydiaofficial
870 profile visits in the last 7 days
468
posts
2,666
followers
879
following
Promote
Edit Profile
Vydia
Video
Empowering creators to manage all their video content and digital rights through a centralized platform.
bit.ly/2okYoDh
Story Highlights
Email
STAFF PICKS
REWIND
Insights
vydiaofficial
668 followers
468 posts
+7 in the last 7 days
8,266 impressions
+480 in the last 7 days
See More
70%
Men
30%
Women
Ages 25-34
Most of your followers are in this age group.
New York
Atlanta

Who Needs a Professional / Business Instagram Account?

- Anyone using an Instagram marketing strategy should consider a pro/business account, even if you're only trying to improve your organic reach.
- In particular, retailers and service providers will benefit from creating an Instagram pro/business account.
- Influencers, freelancers, and artists might consider using a Creator account, depending on their needs. Wait, what? There are more types of Instagram accounts?

Instagram Pro/Business Account vs. Instagram Creator Account

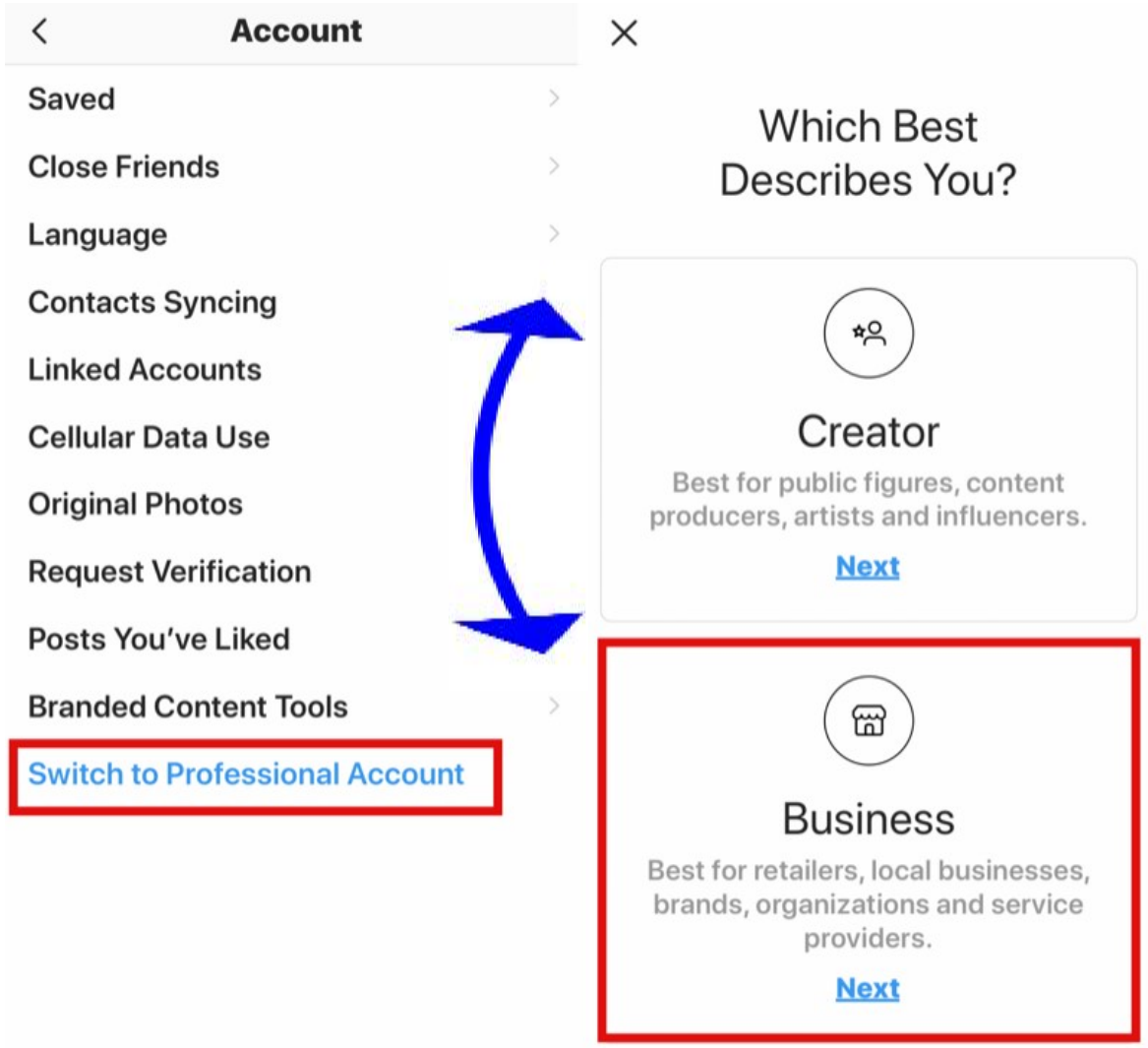
- In addition to personal and professional or business accounts, Instagram has one more profile type — creator.
- The creator profile falls somewhere between the personal account and the Instagram business profile.
- The primary benefits of a creator profile are:
    - Audience insights (past seven days only)
    - Streamlined inbox (separate personal from general)
    - Optional contact information button
    - Business accounts offer more analytics, but the creator account has more flexible profile options.

Now let's look at how to sell your products on Instagram as a small business.

First step is to change your personal Instagram account into a Professional account, also known as a Business account.

However, there is another option.

YOU DECIDE



comparison

PERSONAL
CREATOR
BUSINESS
ANALYTICS
API ACCESS
SCHEDULING
CREATOR STUDIO
3RD PARTY ANALYTICS
CONTACT BUTTON
GIFT CARD/DELIVERY
SWIPE UP

To switch your personal account or business profile to a creator account:

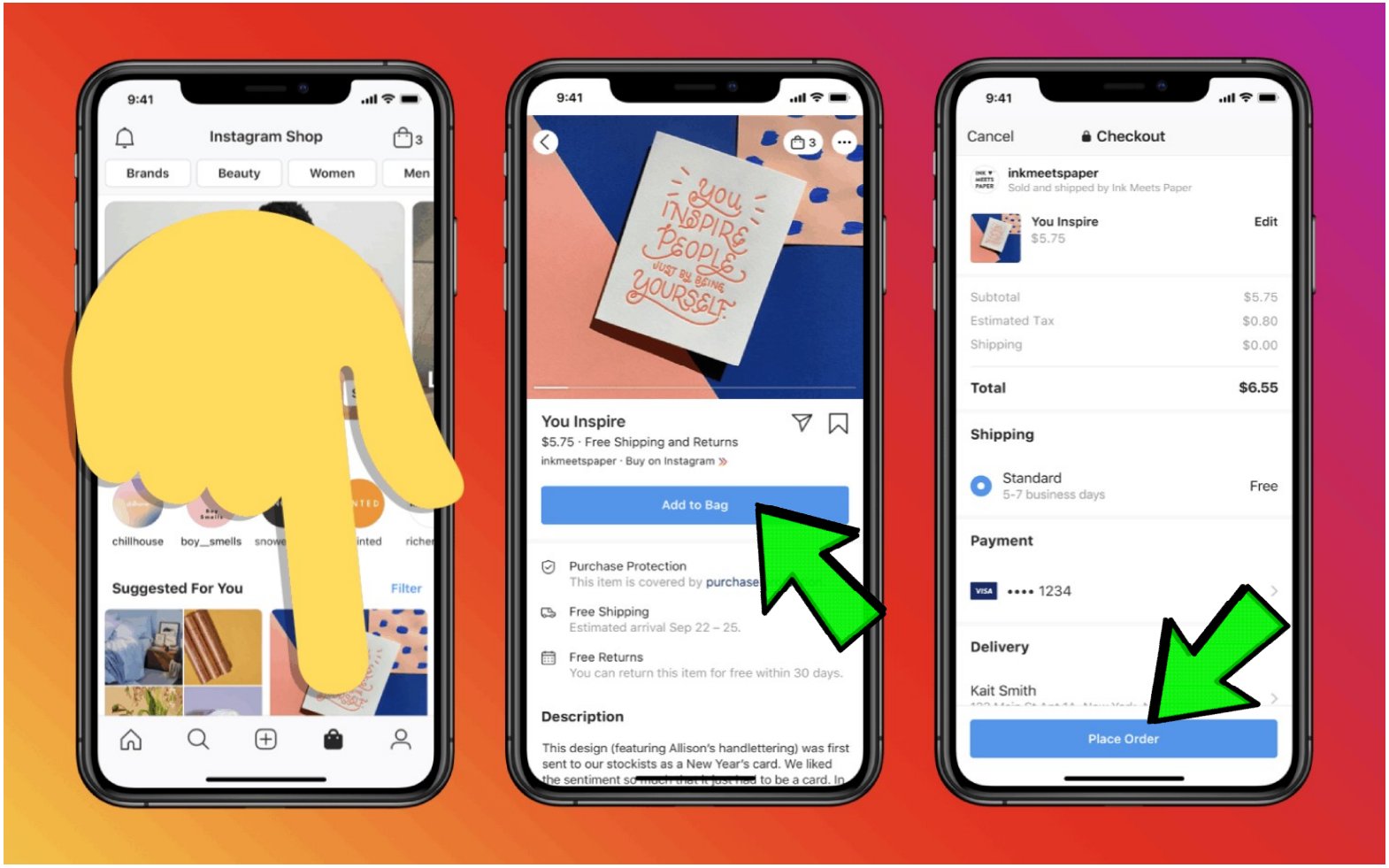
1.Go to your profile and tap ☰ in the upper right corner.
2.Tap ⚙ **Settings.**
3.Select **Account.**
- •If you are migrating from a personal account, choose **Switch to Professional Account** and tap **Creator.**
- •If you are migrating from a business profile, choose **Switch to Creator Account.**

4.Select your category. You can choose a category that best describes what you do.
5.If desired, connect to your Facebook Page
- •If you have a Facebook Page you would like to link to your account, select it from the list that appears.
- •If you do not want to link a Facebook Page, select **Skip**.

6.Review your contact information. At least one form of contact information is required. You'll have the option to display or hide this on your profile.
7.Choose your profile display options. You can decide whether to hide or display your category and contact details on your profile.

CREATE AN
INSTAGRAM
BUSINESS
ACCOUNT
EASY!!

Most will want the Business Account so we can sell products or services.



Step 1: Convert to a professional/business profile

A shocking number of small business owners I talk to want to start selling on Instagram without first completing this simple step.

Converting your standard Instagram profile to a pro/business profile gives you access to a number of indispensable selling and reporting options.

Before we get into those, here's how to make the switch.

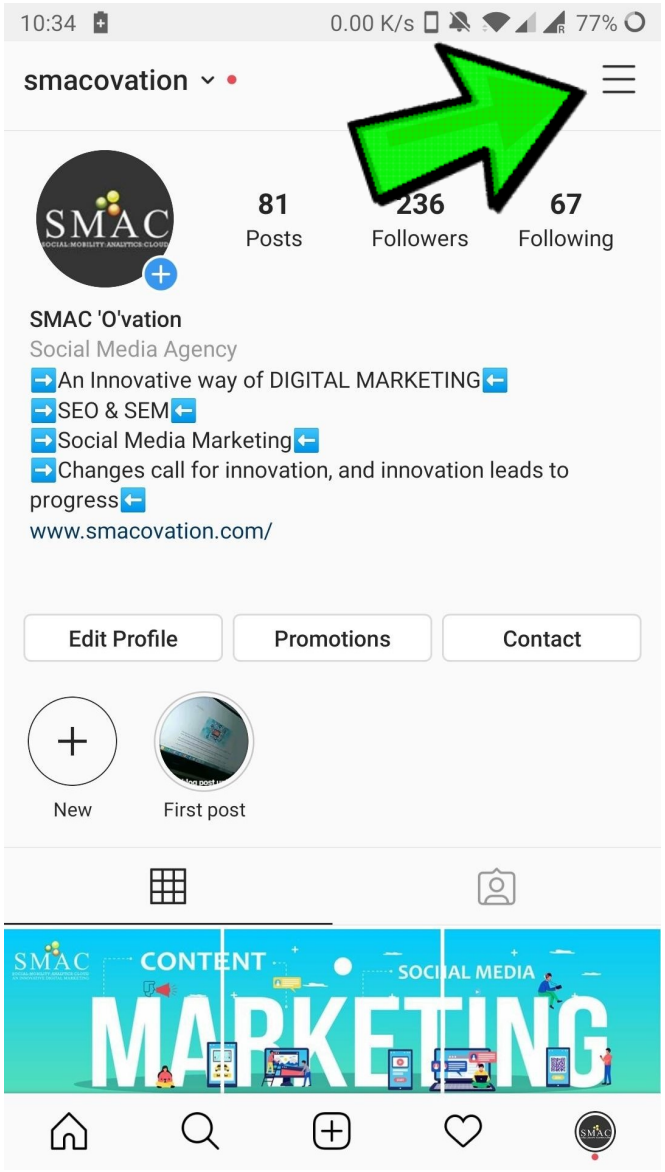
Log into your account and tap the icon at the top right of your dashboard.
Tap Settings at the bottom right.
Scroll down to "Switch Account Type"

If you'd like, you can follow the steps to connect your professional account to a Facebook Page associated with your business. This step is optional, but will make it easier to use all of the features available for businesses across the Facebook apps.
Add details, like your business category and contact information. Tap Done.

Boom! You're done. If you ever want to switch back (you won't), just head back to the same spot and tap "Switch Back to Personal Account."

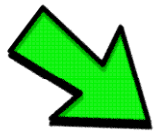
Change Your Instagram Account Type

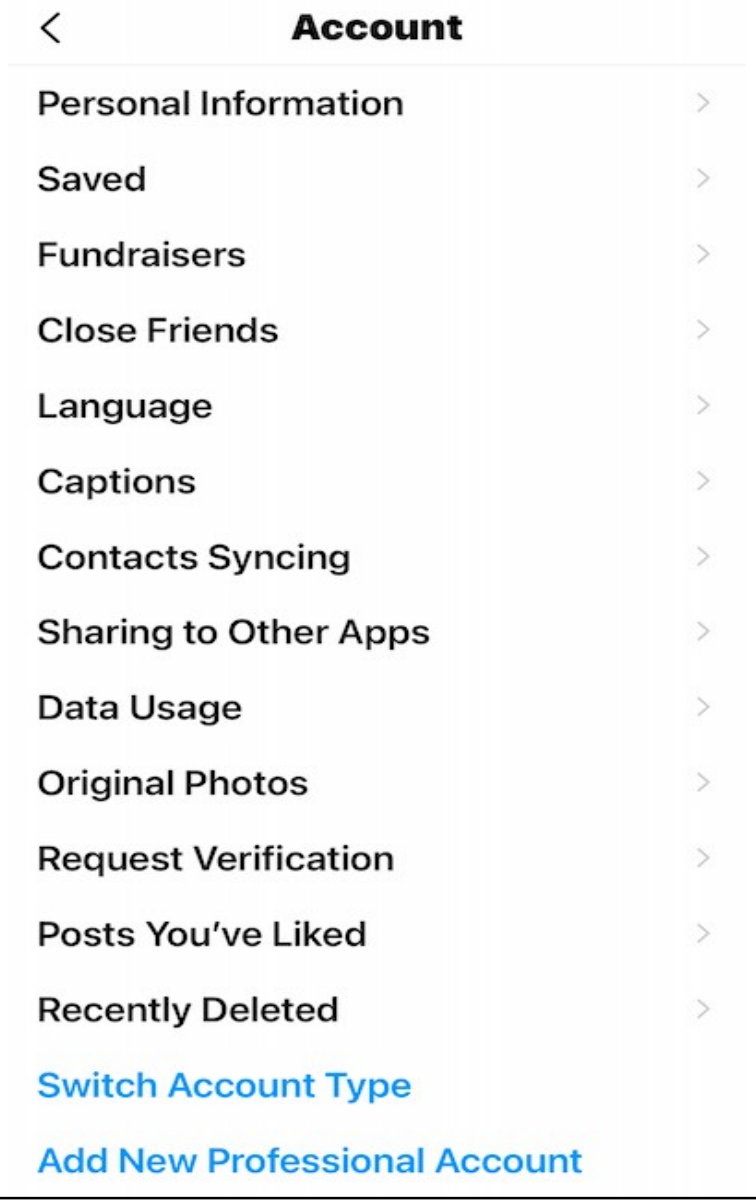
•To see what type of Instagram account you currently have, go to your Instagram profile and tap on the three-line button in the upper-right corner.



•**Next, go to Settings and scroll down to the Account option.**

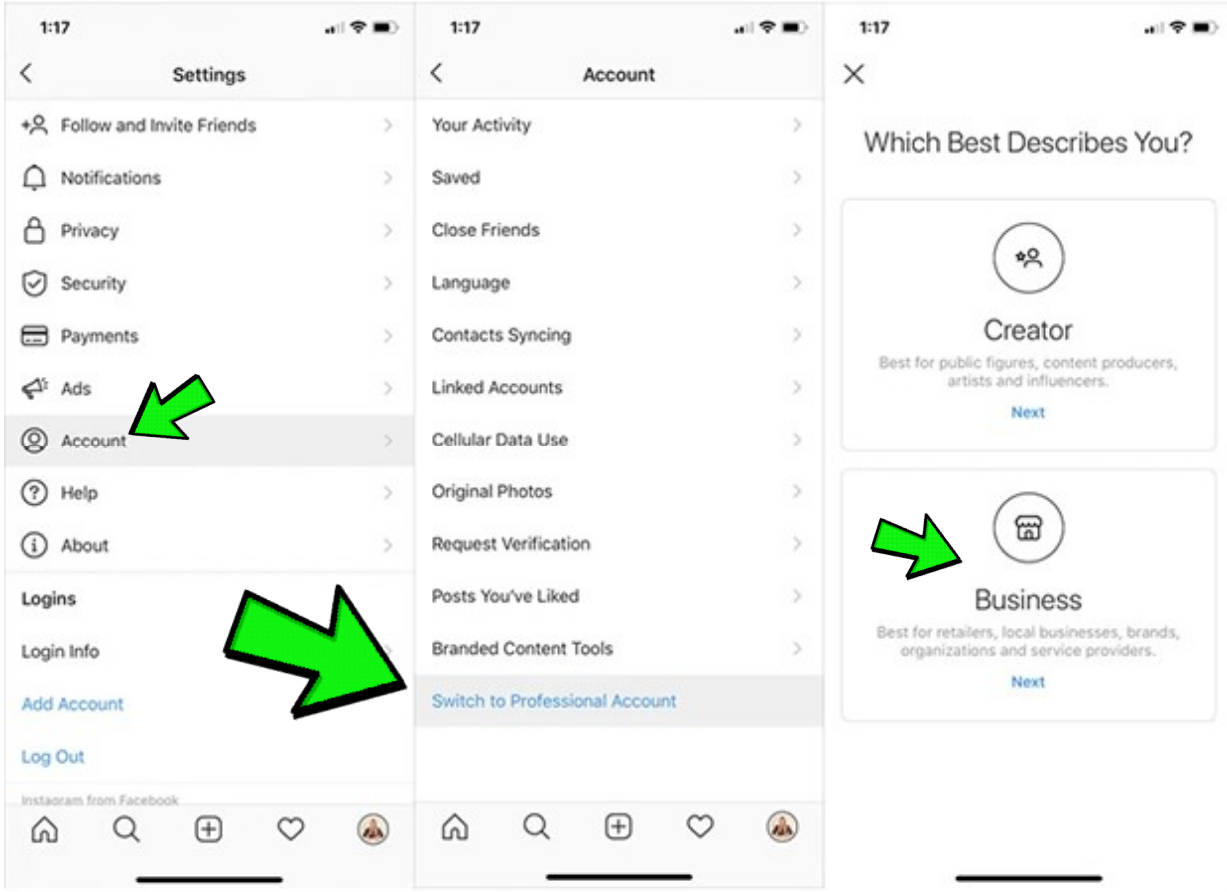
•**Once you're in the Account menu, scroll all the way down to the bottom and you'll see the option to switch your account type.**



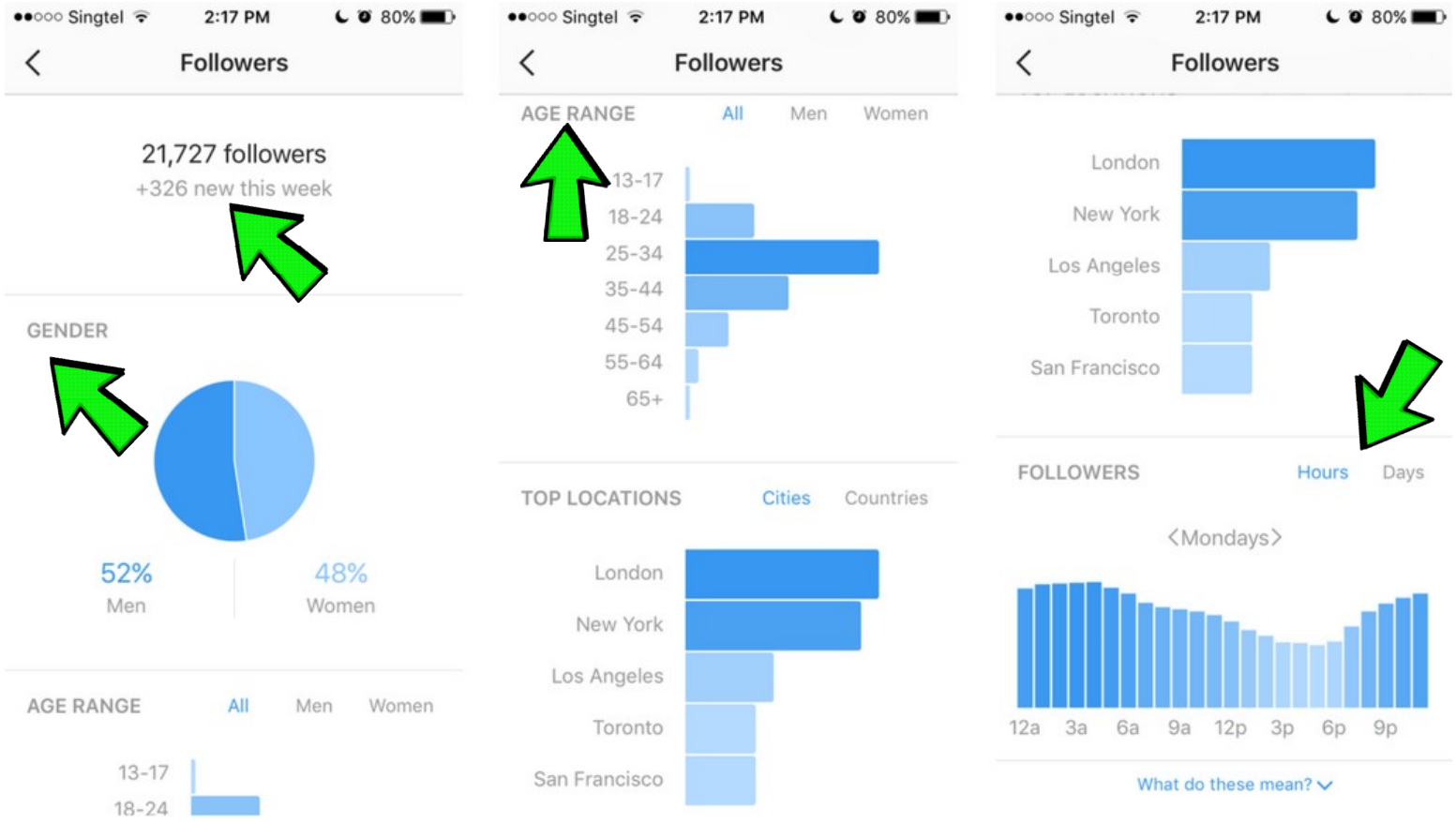


•Tap on Switch Account Type.

• You'll get the option to choose one of the two accounts you don't currently have.



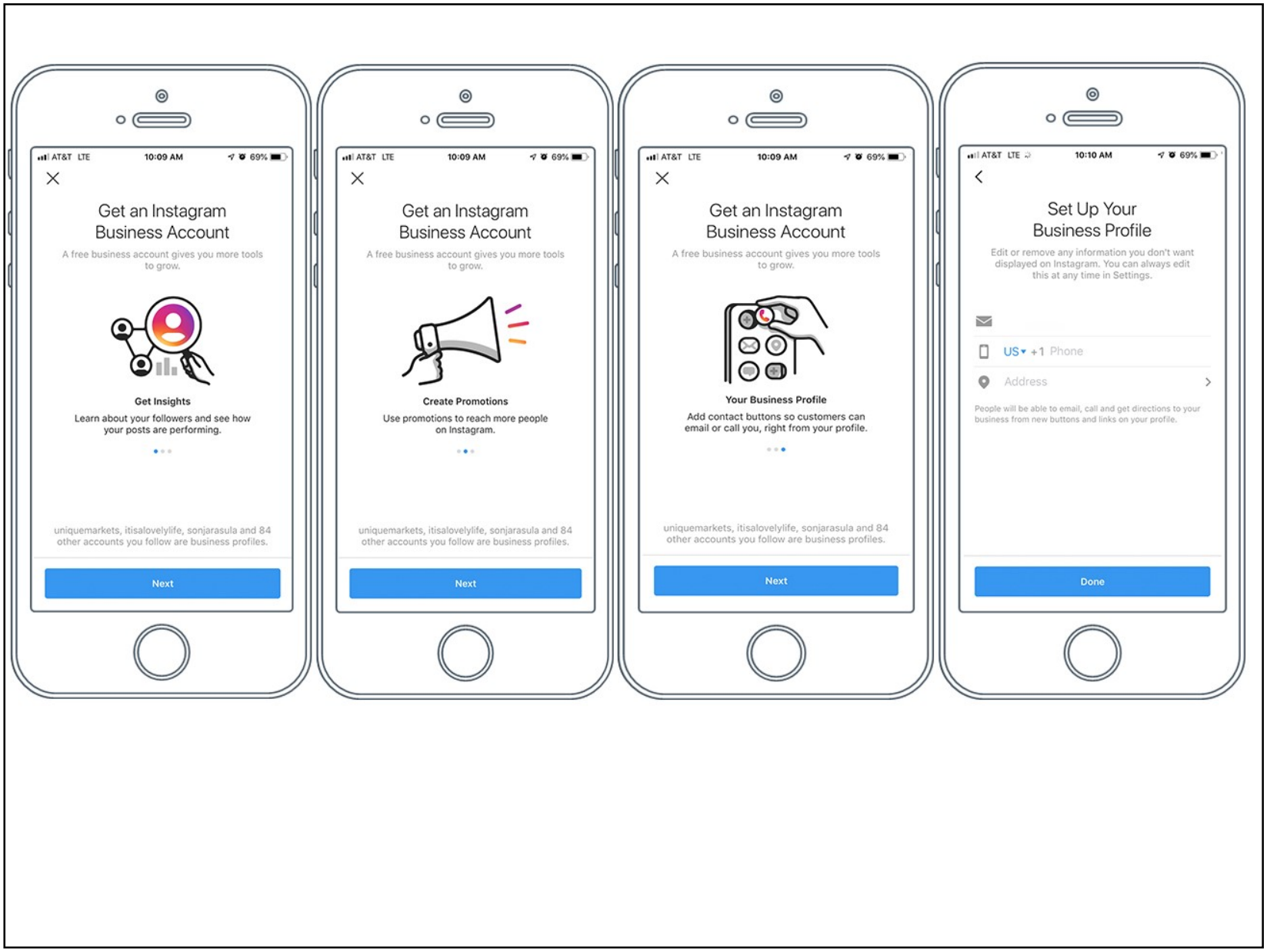
Now! Some highlights of the features available after you've made the switch: Instagram Insights. It's not as easy on Instagram as it is, say, on Facebook, to look up a follower's personal and demographic information. It's even more difficult to compile that data in aggregate. Instagram Insights does the hard work for you.

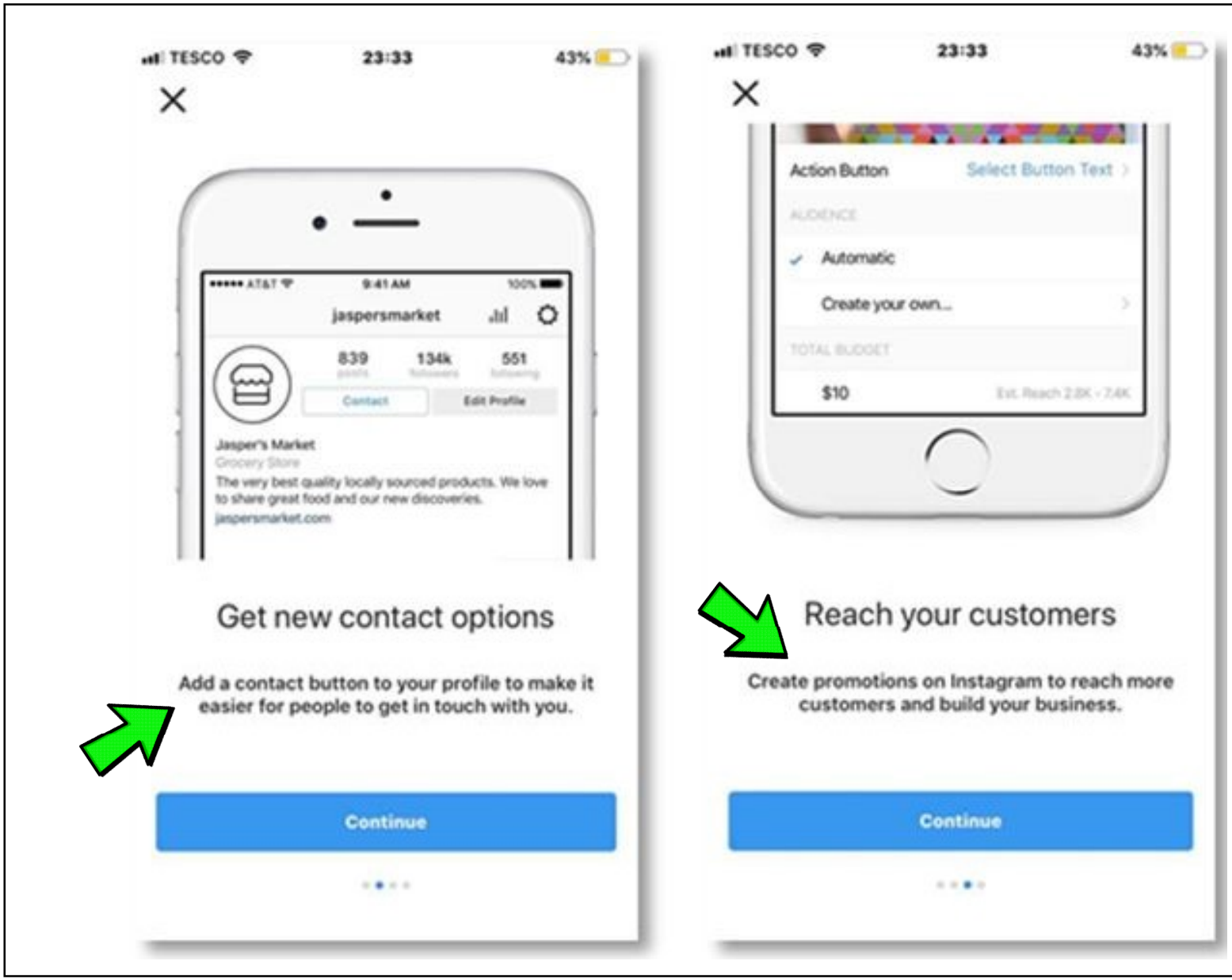


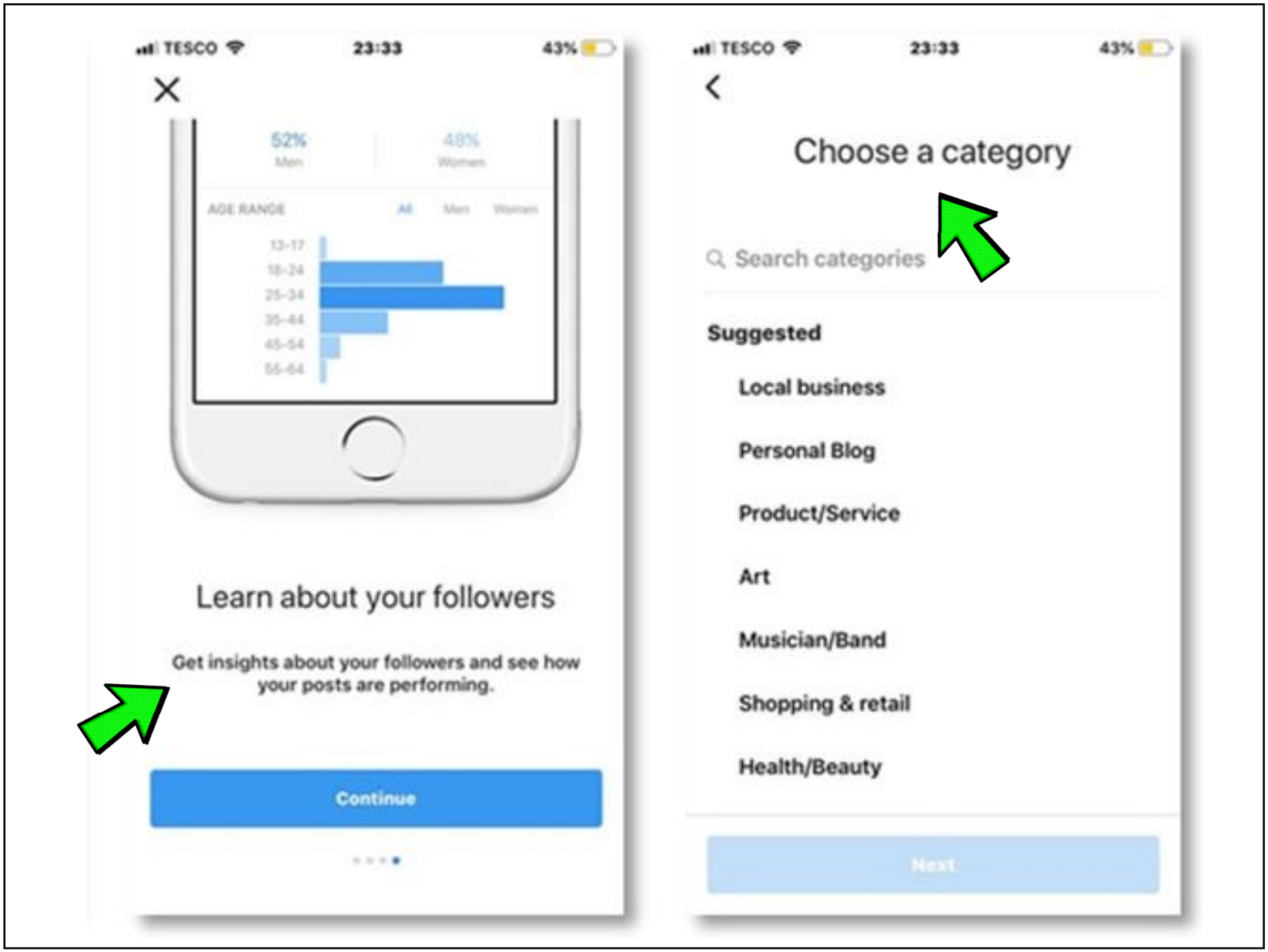
There's no shortage of useful data here, and when you switch to a business profile, it's all accessible through the app on your smartphone. **Under the Activity tab, you'll find metrics like profile visits, website clicks, reach, and impressions.** In the **Content tab**, you can take a more granular look at the performance of each post or story, including the profile visits and engagements of each. In the **Audience tab**, you can track the locations, ages, and genders of your followers, as well as the days and times of days they're most active—all super useful information.

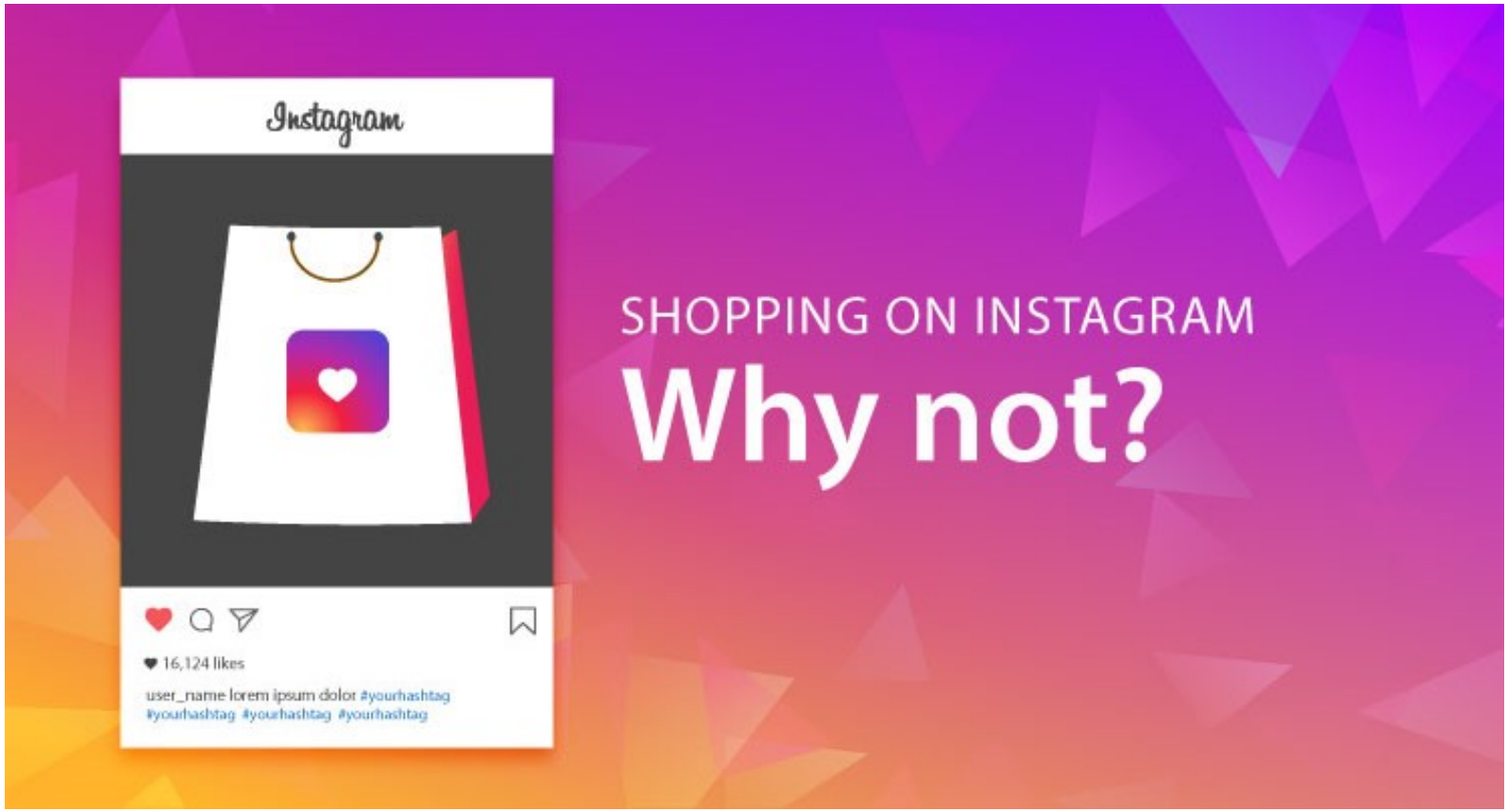
CTA button. This appears at the top of your profile under your bio, and it gives people the option to call, email, or get directions to your business.

Story links. As you may know, Instagram doesn't allow users to link within posts. It also only allows one website link within your bio. Being able to add links in your Instagram stories gives you the opportunity to direct your audience to various products and landing pages on your website. Stories are highly visible and steadily becoming a force, so this is a huge plus.


AT&T LTE
10:09 AM
69%
Get an Instagram Business Account
A free business account gives you more tools to grow.
Get Insights
Learn about your followers and see how your posts are performing.
uniquemarkets, itisalovelylife, sonjarasula and 84 other accounts you follow are business profiles.
Next
AT&T LTE
10:09 AM
69%
Get an Instagram Business Account
A free business account gives you more tools to grow.
Create Promotions
Use promotions to reach more people on Instagram.
uniquemarkets, itisalovelylife, sonjarasula and 84 other accounts you follow are business profiles.
Next
AT&T LTE
10:09 AM
69%
Get an Instagram Business Account
A free business account gives you more tools to grow.
Your Business Profile
Add contact buttons so customers can email or call you, right from your profile.
uniquemarkets, itisalovelylife, sonjarasula and 84 other accounts you follow are business profiles.
Next
AT&T LTE
10:10 AM
69%
Set Up Your Business Profile
Edit or remove any information you don't want displayed on Instagram. You can always edit this at any time in Settings.
US +1 Phone
Address
People will be able to email, call and get directions to your business from new buttons and links on your profile.
Done


TESCO
23:33
43%
AT&T
9:41 AM
100%
jaspersmarket
839
134k
551
Contact
Edit Profile
Jasper's Market
Grocery Store
The very best quality locally sourced products. We love to share great food and our new discoveries.
jaspersmarket.com
Get new contact options
Add a contact button to your profile to make it easier for people to get in touch with you.
Continue
TESCO
23:33
43%
Action Button
Select Button Text
AUDIENCE
Automatic
Create your own...
TOTAL BUDGET
$10
Est. Reach 2.8K - 7.4K
Reach your customers
Create promotions on Instagram to reach more customers and build your business.
Continue


TESCO
23:33
43%
52%
Men
48%
Women
AGE RANGE
All
Men
Women
13-17
18-24
25-34
35-44
45-54
55-64
Learn about your followers
Get insights about your followers and see how your posts are performing.
Continue
TESCO
23:33
43%
Choose a category
Search categories
Suggested
Local business
Personal Blog
Product/Service
Art
Musician/Band
Shopping & retail
Health/Beauty
Next


Instagram
16,124 likes
user_name lorem ipsum dolor #yourhashtag
#yourhashtag #yourhashtag #yourhashtag
SHOPPING ON INSTAGRAM
Why not?

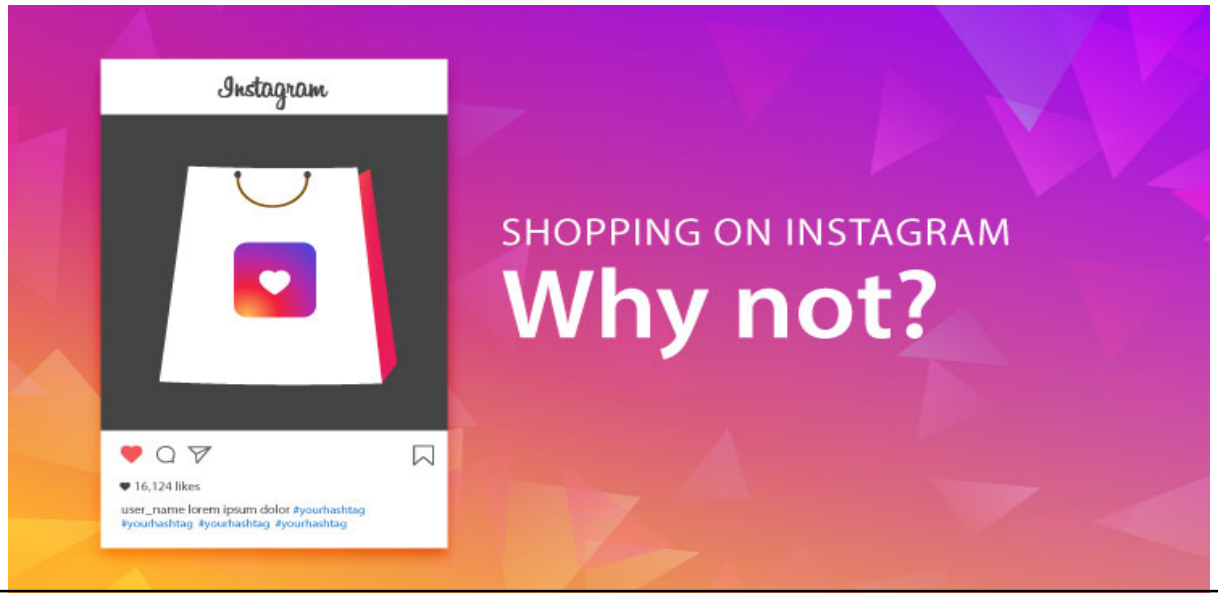
2nd method What Is Instagram Shopping

There are several ways brands can sell products and services on Instagram.

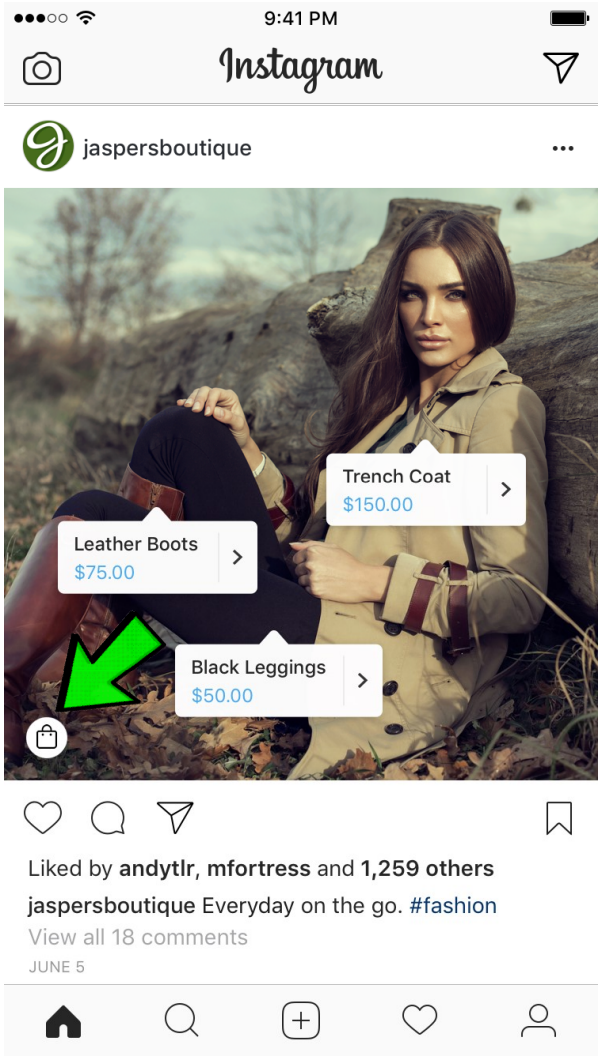
With Instagram Shopping, you can share featured products through your posts and Stories, or have people discover your products in Search & Explore.

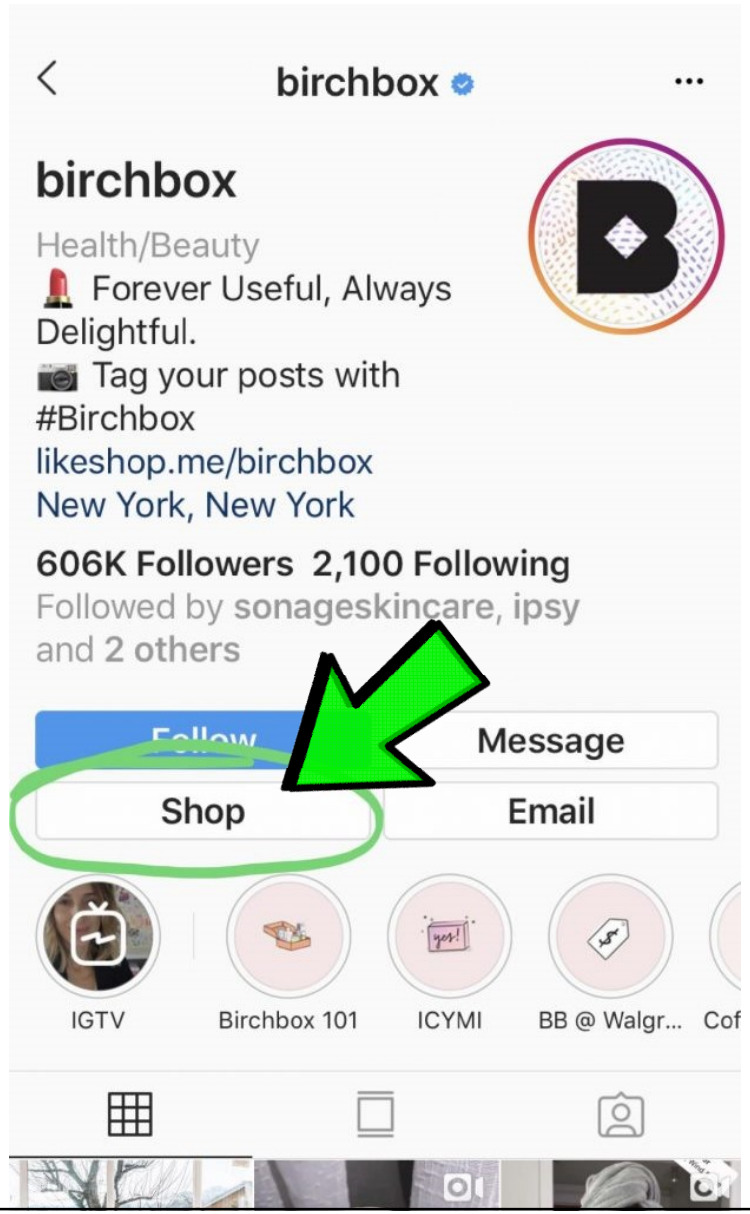
When someone taps a product tag on your post or a product sticker in your story, they'll be taken to a product description page where they will see:

1. An image of the product from your post.
2. A description of the product.
3. How much the product costs.
4. A link that takes them directly to your website, where they can purchase the product.



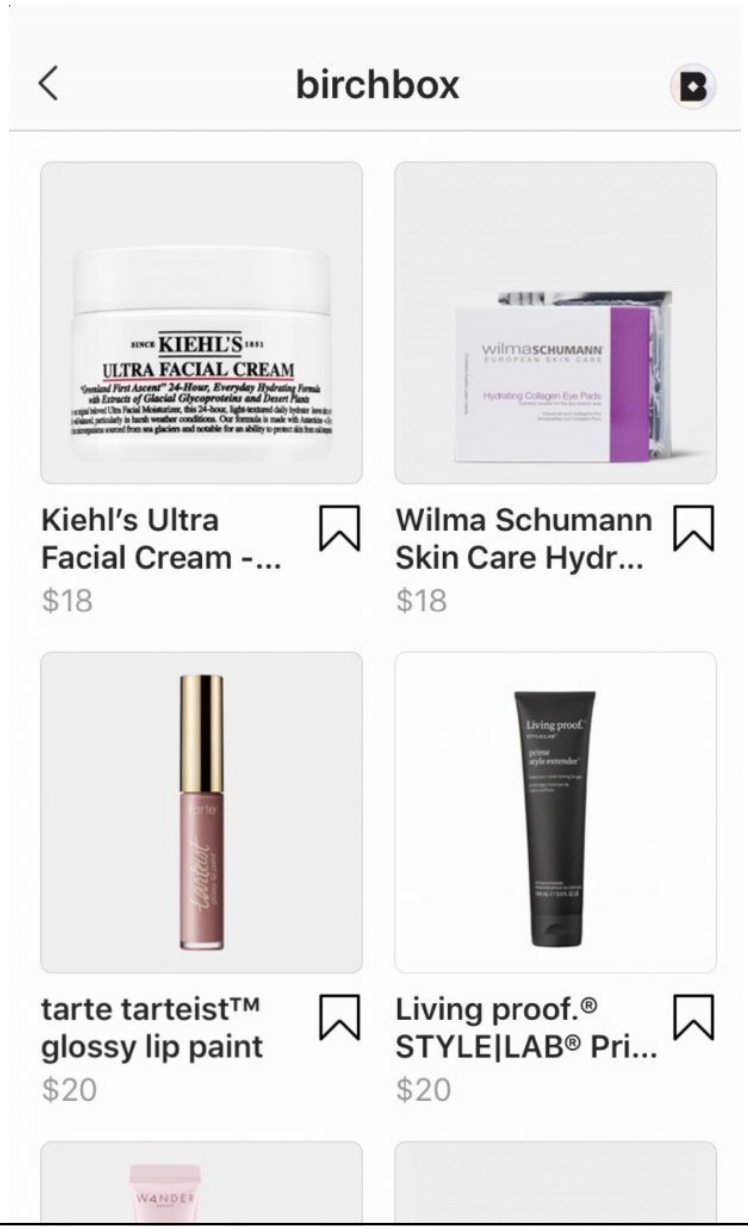
Here are examples of what a shopping post and story look like on Instagram:





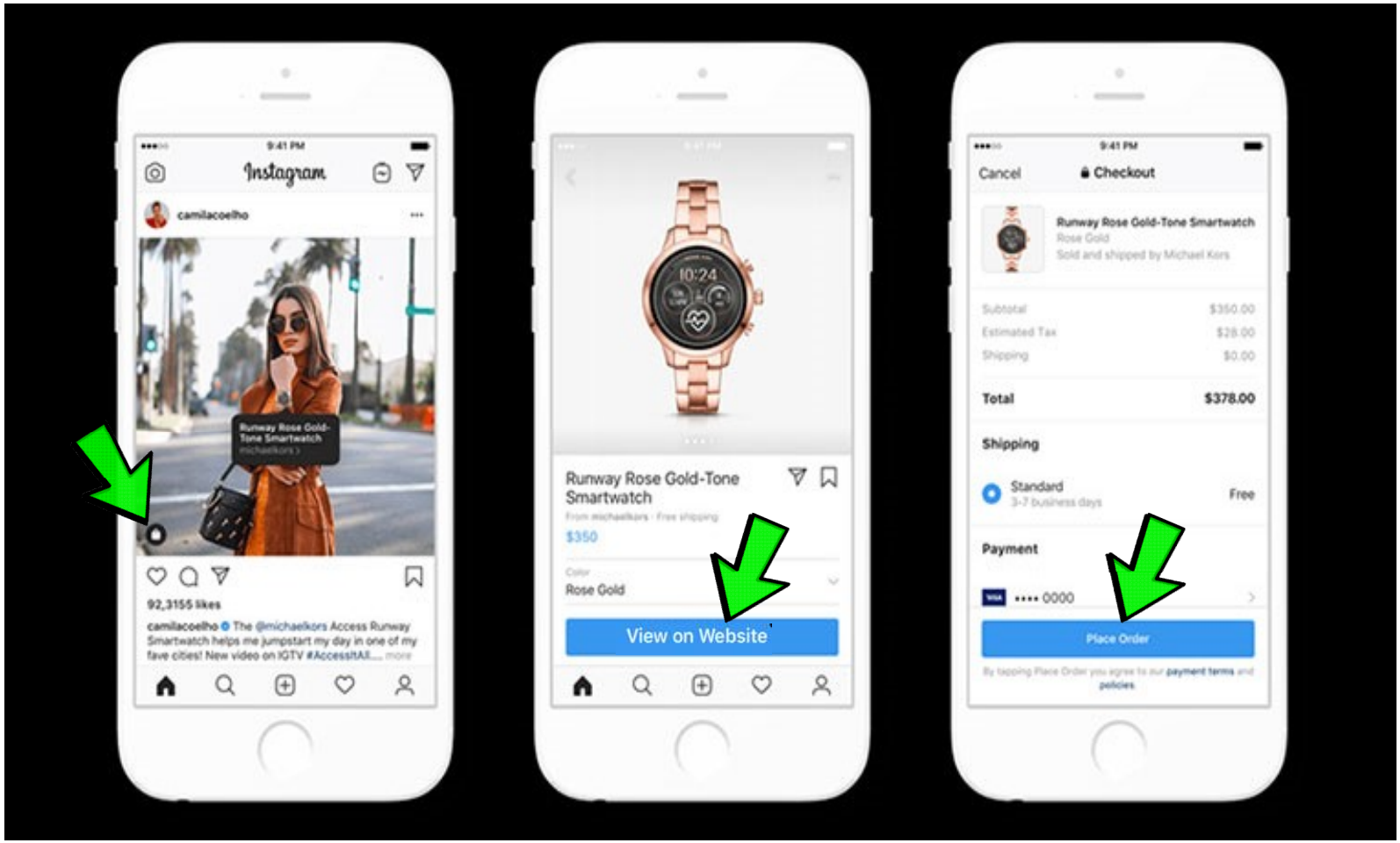
- **This is a peek at what the "shopping tab" button looks like on an Instagram business profile.**

- **The "Shop" button is located just beneath the brand bio.**

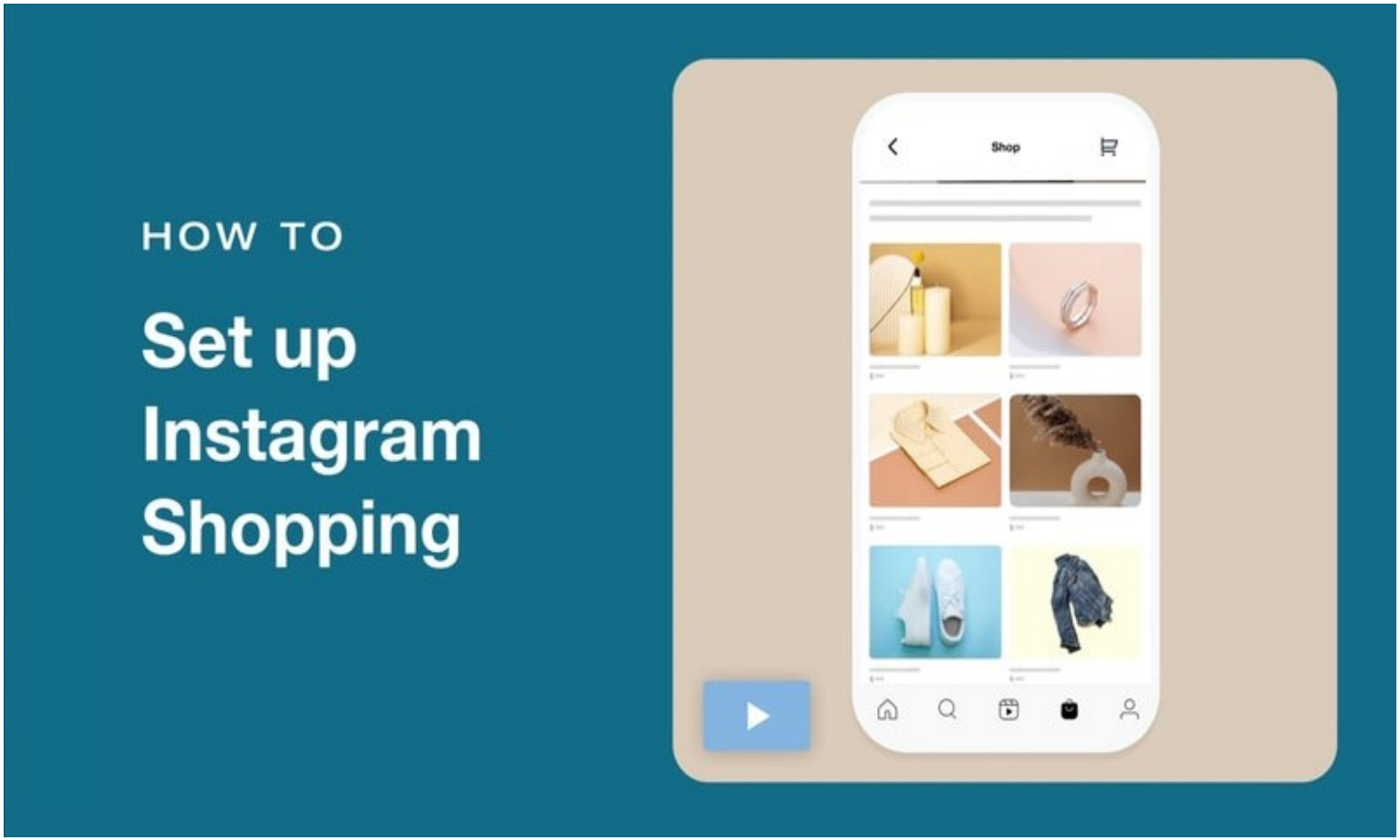


When viewers tap the Shop button, it takes them to a feed filled with your products.

Instagram


Instagram
camilacoelho
Runway Rose Gold-Tone Smartwatch
michaelkors
92,3155 likes
camilacoelho The @michaelkors Access Runway Smartwatch helps me jumpstart my day in one of my fave cities! New video on IGTV #AccessItAll
Runway Rose Gold-Tone Smartwatch
$350
Rose Gold
View on Website
Cancel
Checkout
Runway Rose Gold-Tone Smartwatch
Rose Gold
Sold and shipped by Michael Kors
Subtotal
$350.00
Estimated Tax
$28.00
Shipping
$0.00
Total
$378.00
Shipping
Standard
3-7 business days
Free
Payment
•••• 0000
Place Order

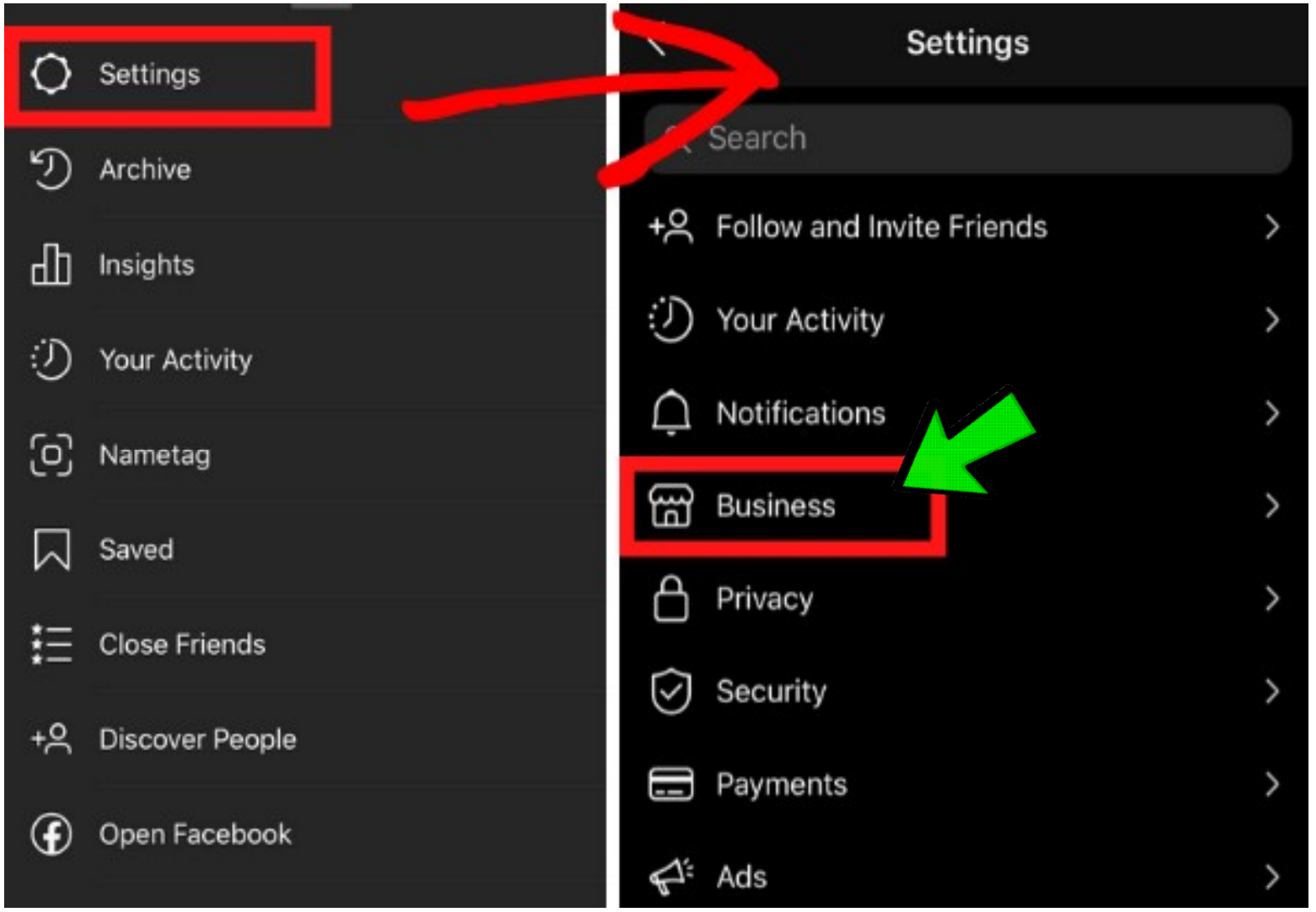
How to Set up an Instagram shop.



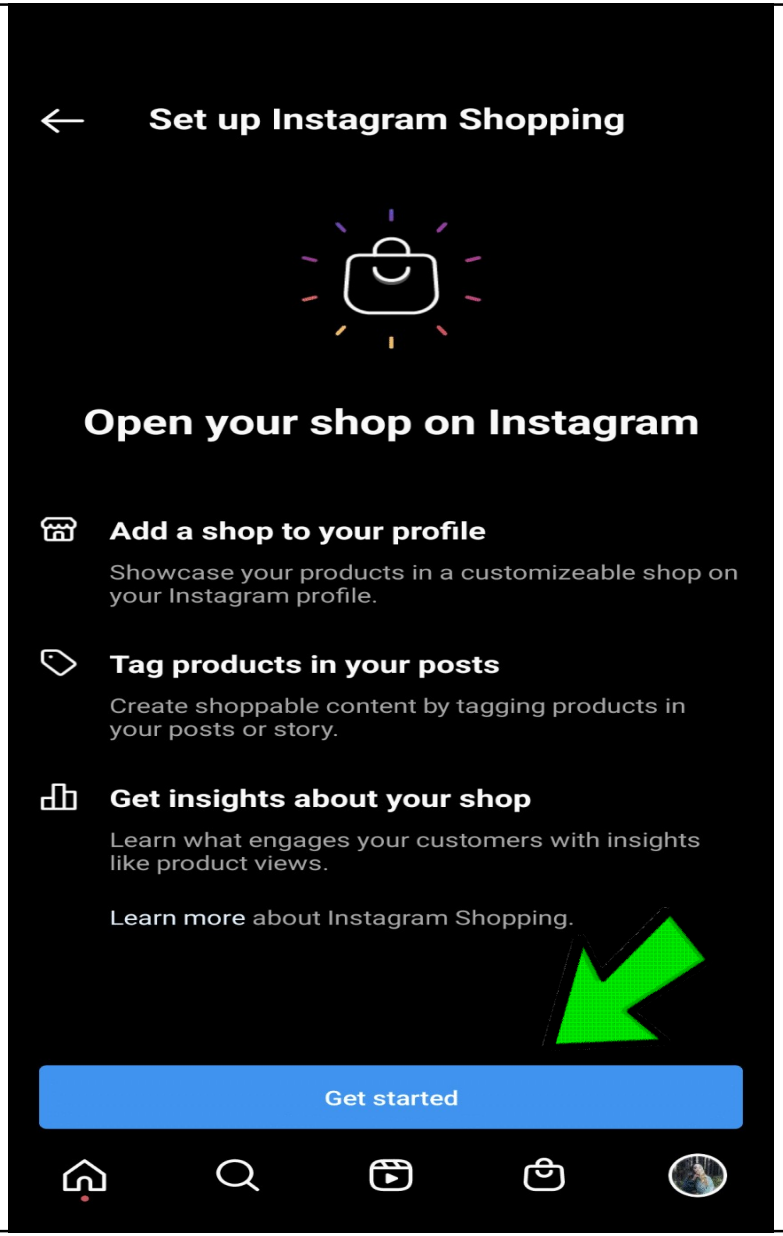
Once you've switched to a professional / business account and you've established your Instagram presence and following, you're eligible for Instagram shopping!
Now you're ready to open up shop.
Let's get started with the basics, step by step.
First, you need to head over to your profile dashboard.

Follow these steps next to set up your shop:

1. **Select settings and tap on Business, from here you click Set up Instagram Shopping**
2. **Connect your catalog or use a partner**
3. **Enter your website (Instagram will need to verify)**
4. **Set up your checkout option**
5. **Choose sales channels**
6. **Add products to at least one catalog**
7. **Preview your shop to make sure it looks good**


Settings
Archive
Insights
Your Activity
Nametag
Saved
Close Friends
Discover People
Open Facebook
Settings
Search
Follow and Invite Friends
Your Activity
Notifications
Business
Privacy
Security
Payments
Ads

YOU CAN DO IT!


Set up Instagram Shopping
Open your shop on Instagram
Add a shop to your profile
Showcase your products in a customizeable shop on your Instagram profile.
Tag products in your posts
Create shoppable content by tagging products in your posts or story.
Get insights about your shop
Learn what engages your customers with insights like product views.
Learn more about Instagram Shopping.
Get started

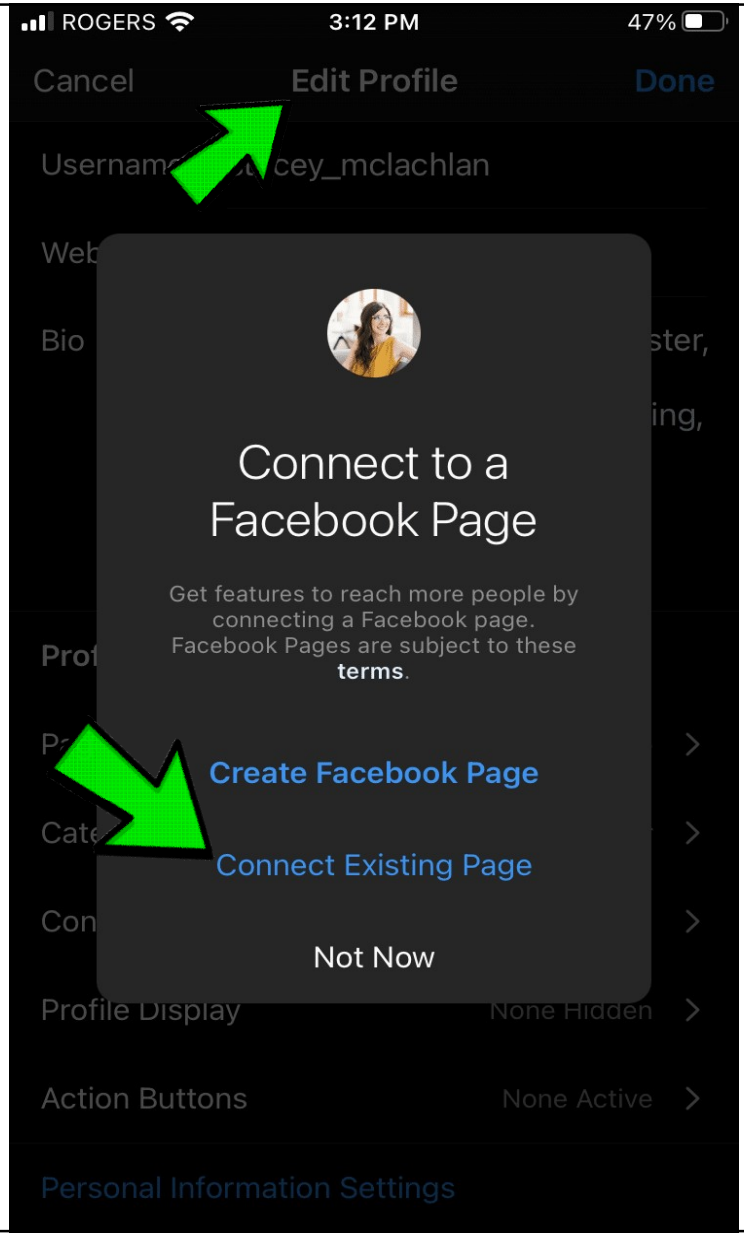
Connect To Your Facebook Page

You can't have an Instagram Shop without a Facebook Page, so hopefully you have one already. If not, set one up in these easy steps.

•Now, time to link the two!

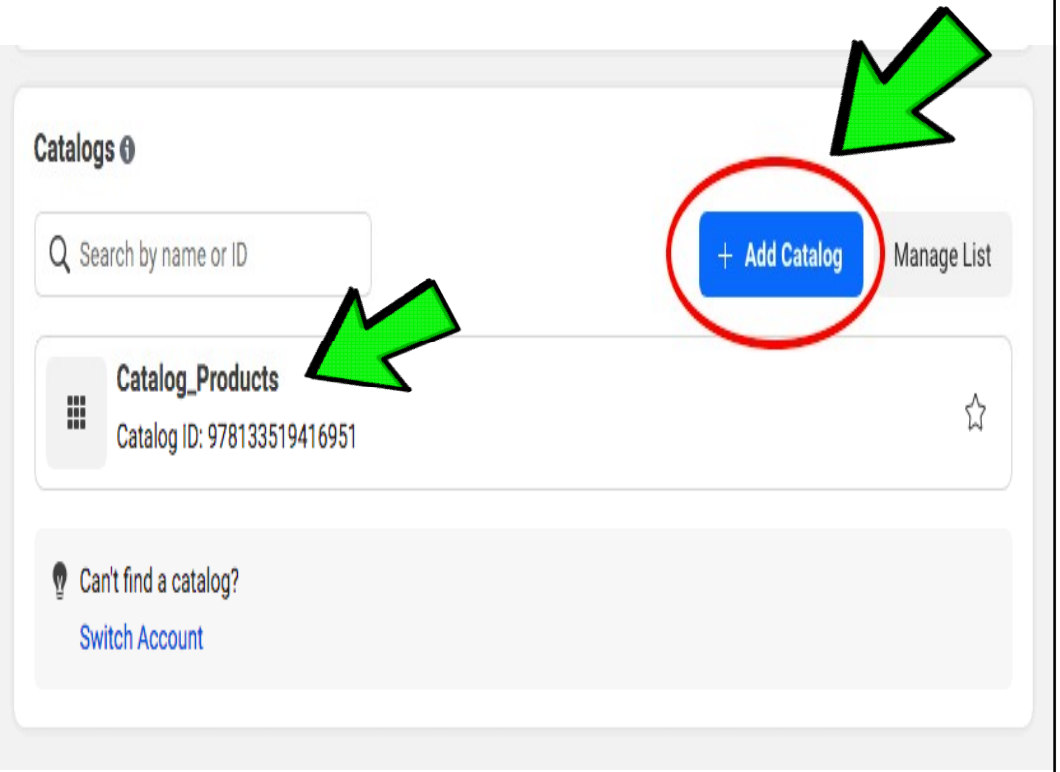
•On Instagram, go to Edit Profile.

•Under Public Business Information, select Page.

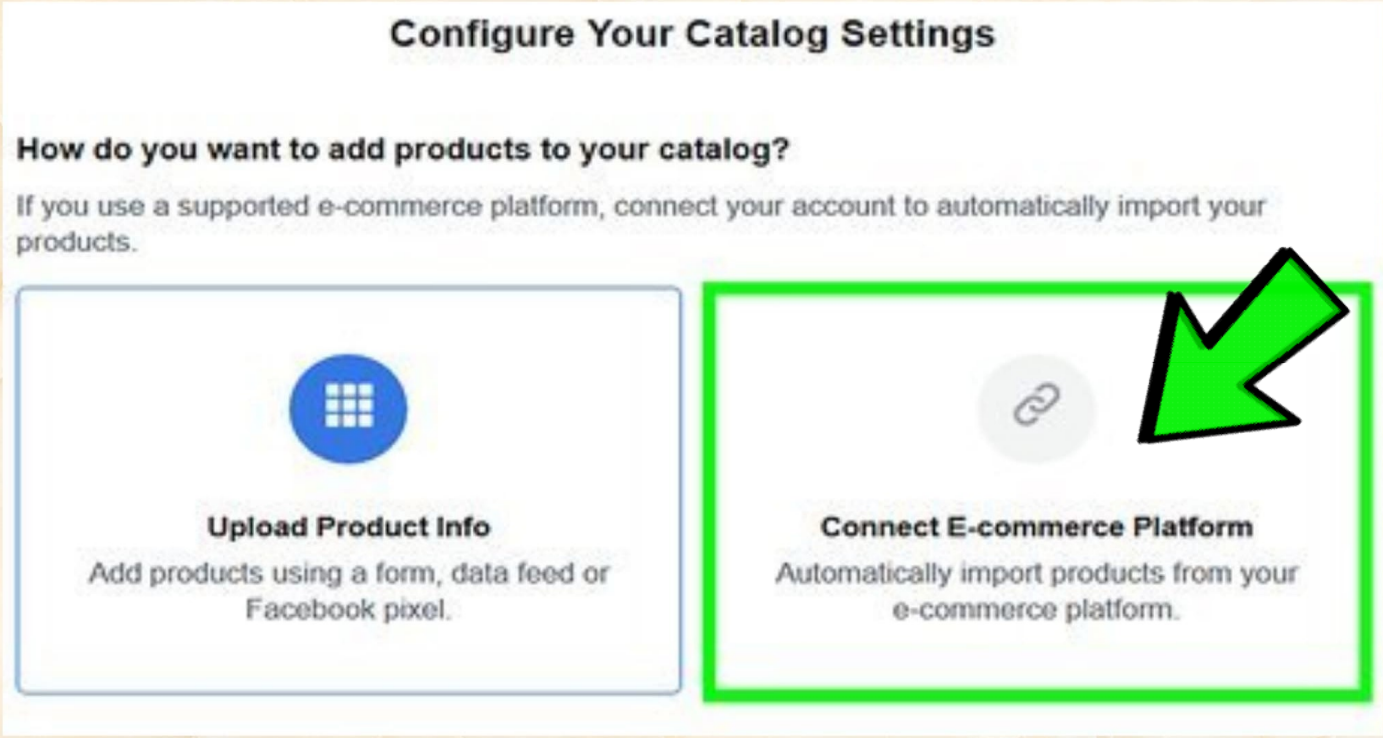


Upload your product catalog

- Okay, this is the part where you actually upload all of your products.
- You've got a couple of different options here.
- You can either input every product manually into Facebook Business manager, or integrate a pre-existing product database from a certified ecommerce platform (like Shopify or BigCommerce.)



Upload your Product Catalog from the given options

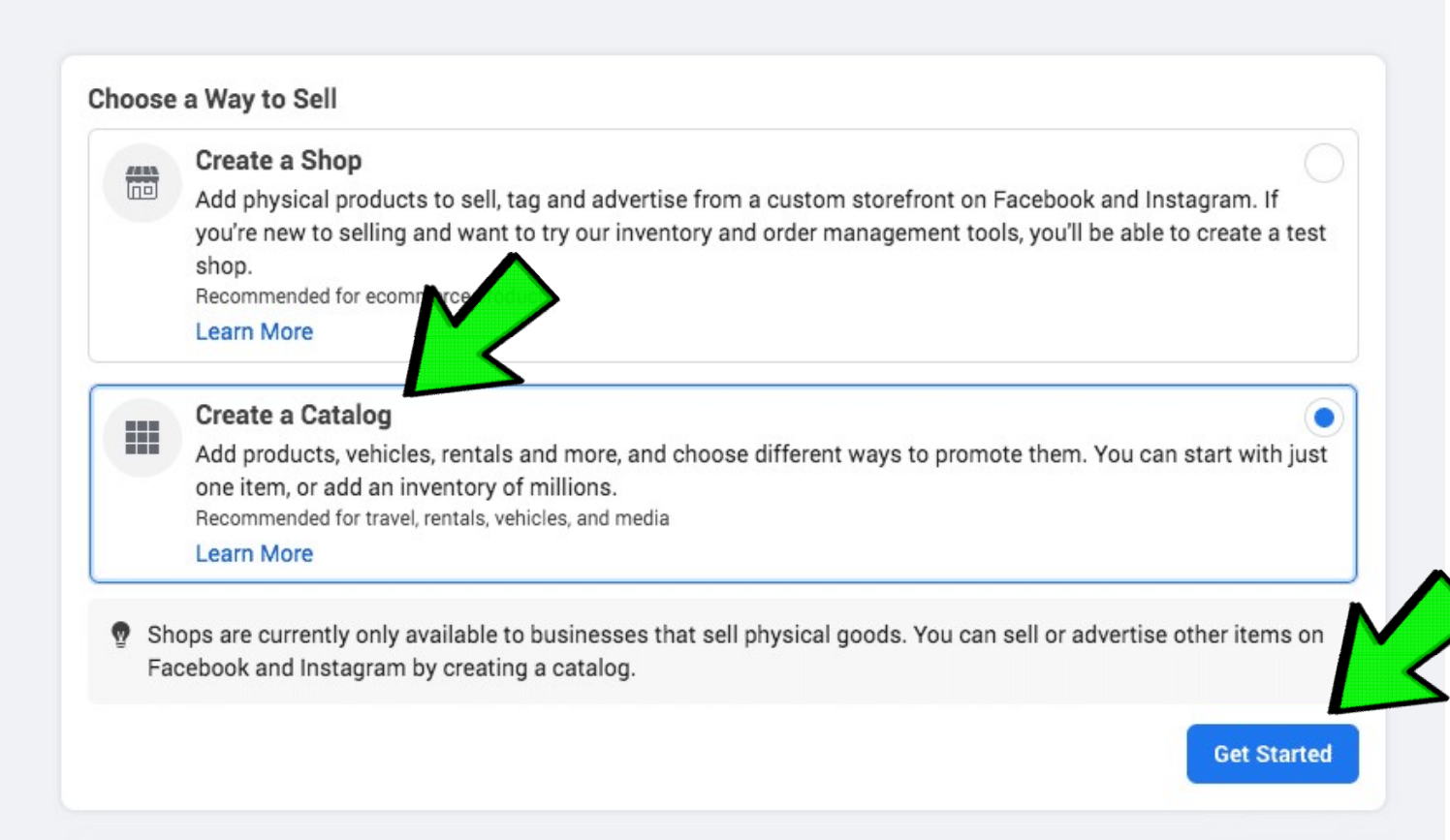


Let’s walk through each catalog creation option step-by-step.

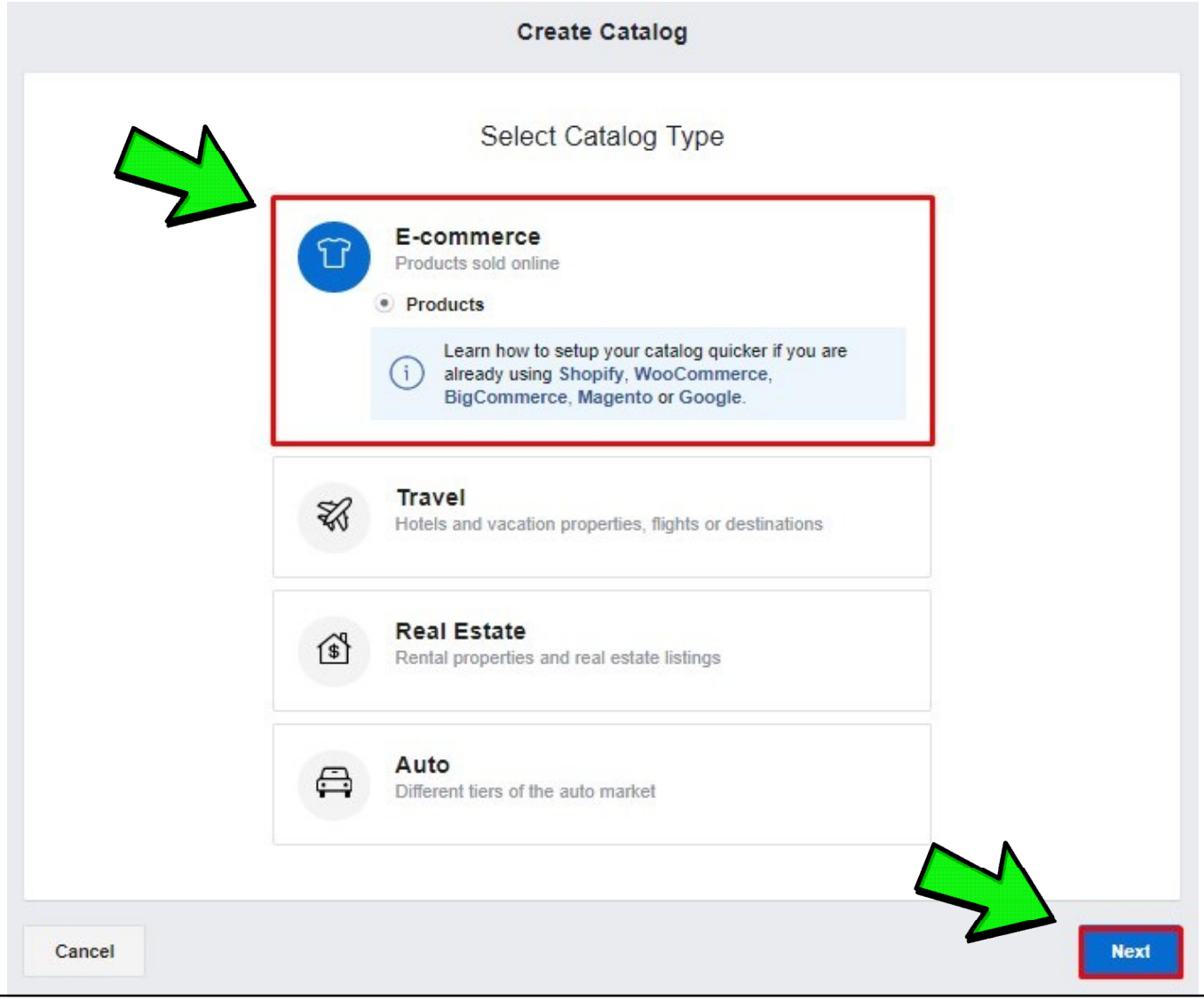
Option A: Facebook Business Catalog Manager

1. Logged into your Facebook Business account, go to Commerce Manager.

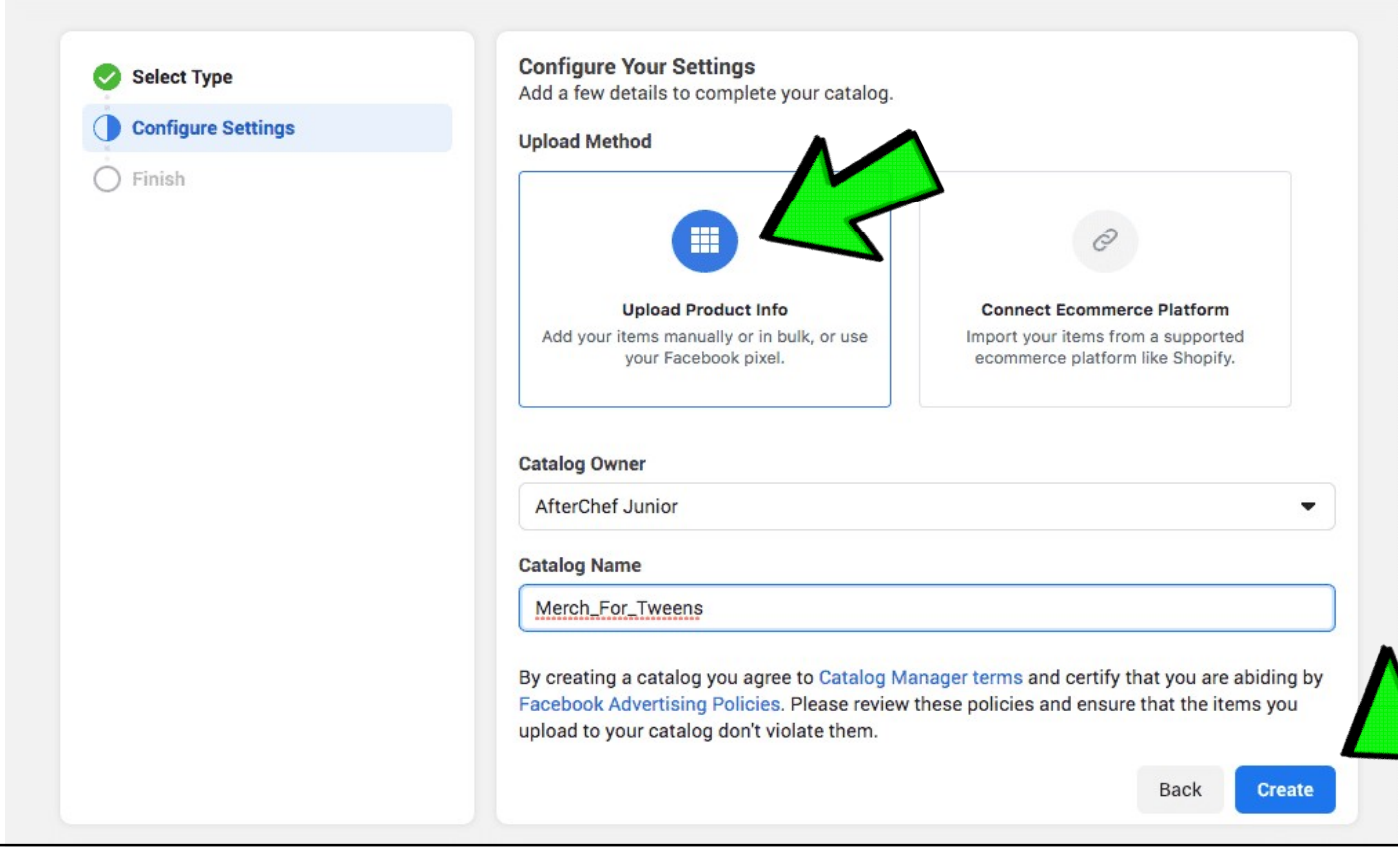
2. Click select Create a Catalog and Get Started.



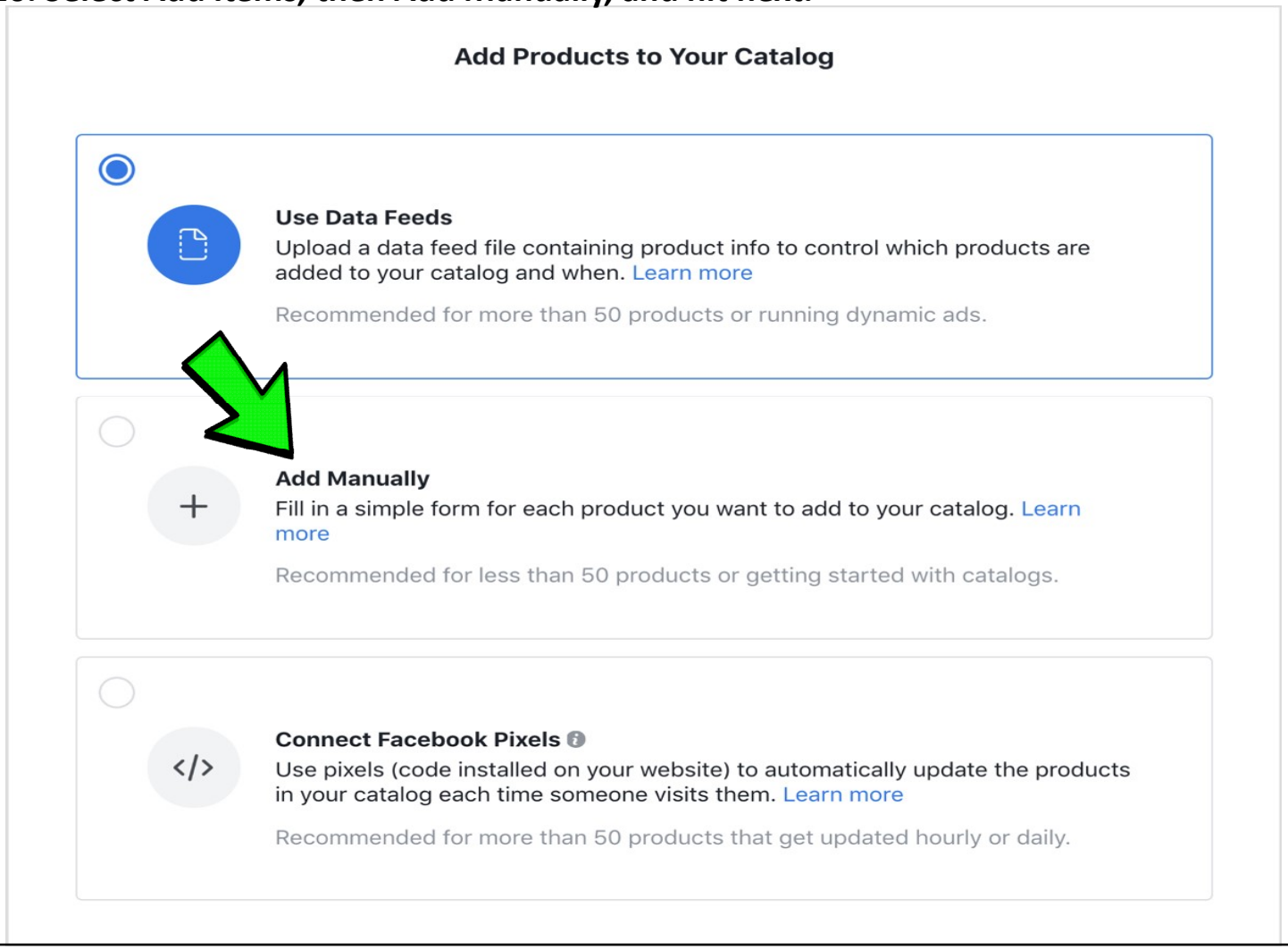
3. Select Ecommerce (products) and click next.



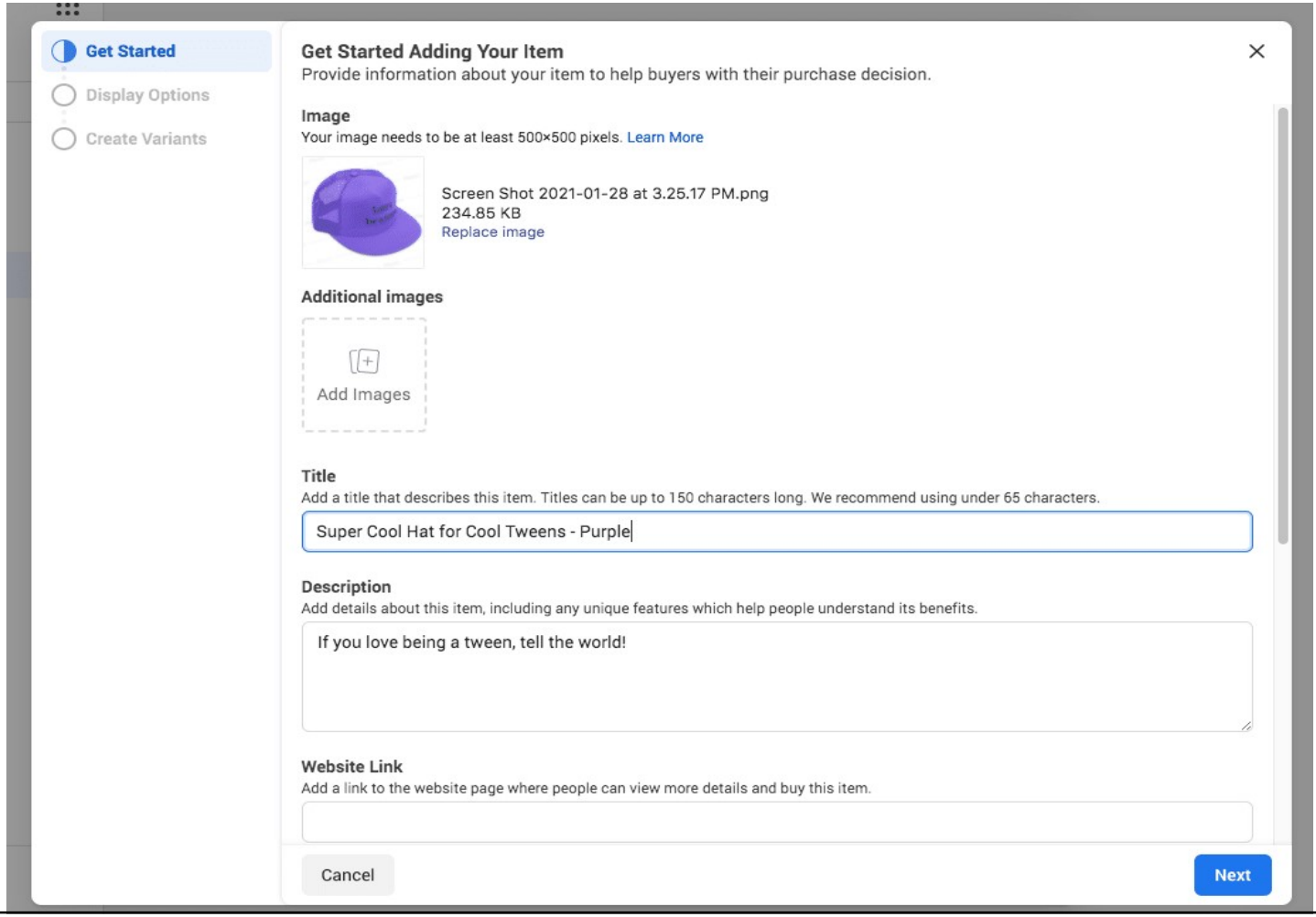
4. Select how you'd like to add items to your catalog: in this case, choose Upload Product Info.
5. Assign this catalog to your Business Manager account.
6. Enter a name for your catalog.
7. Click Create.



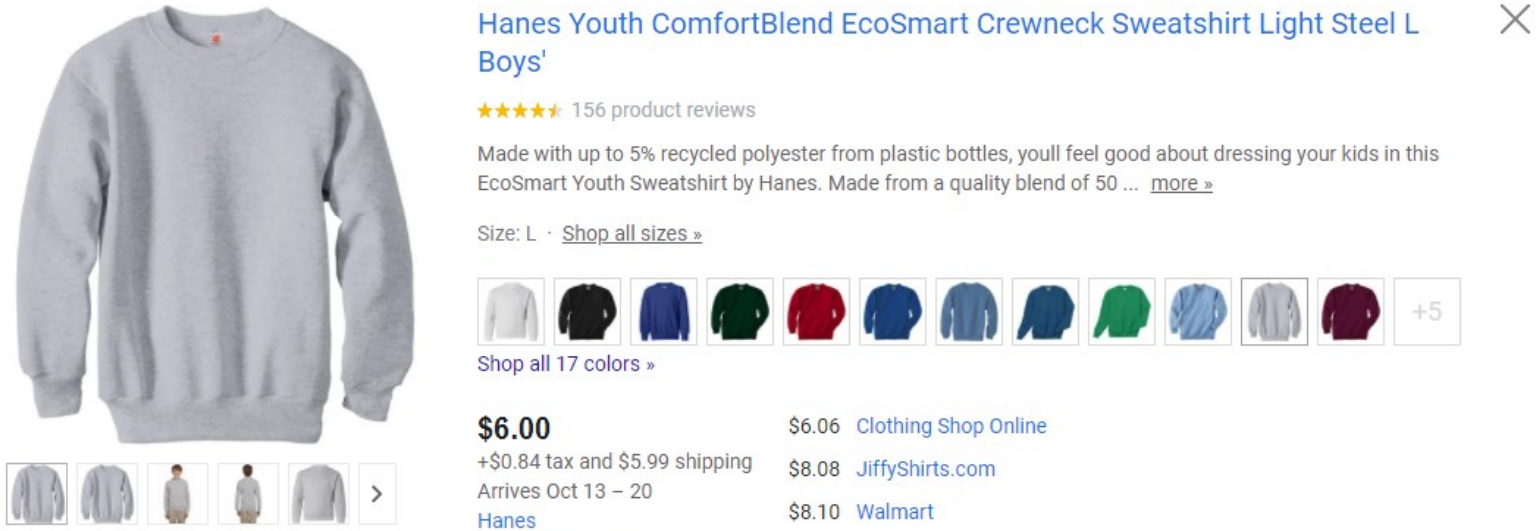
8. Head back to Commerce Manager and select your catalog.
9. Open up the Catalog tab and navigate to Items.
10. Select Add Items, then Add Manually, and hit next.



11. **Upload an image of your item — this should be at least 500 x 500 pixels.**
12. **Enter a name, description, and other details. Get specific so the SEO algorthims can help shoppers find your items.**

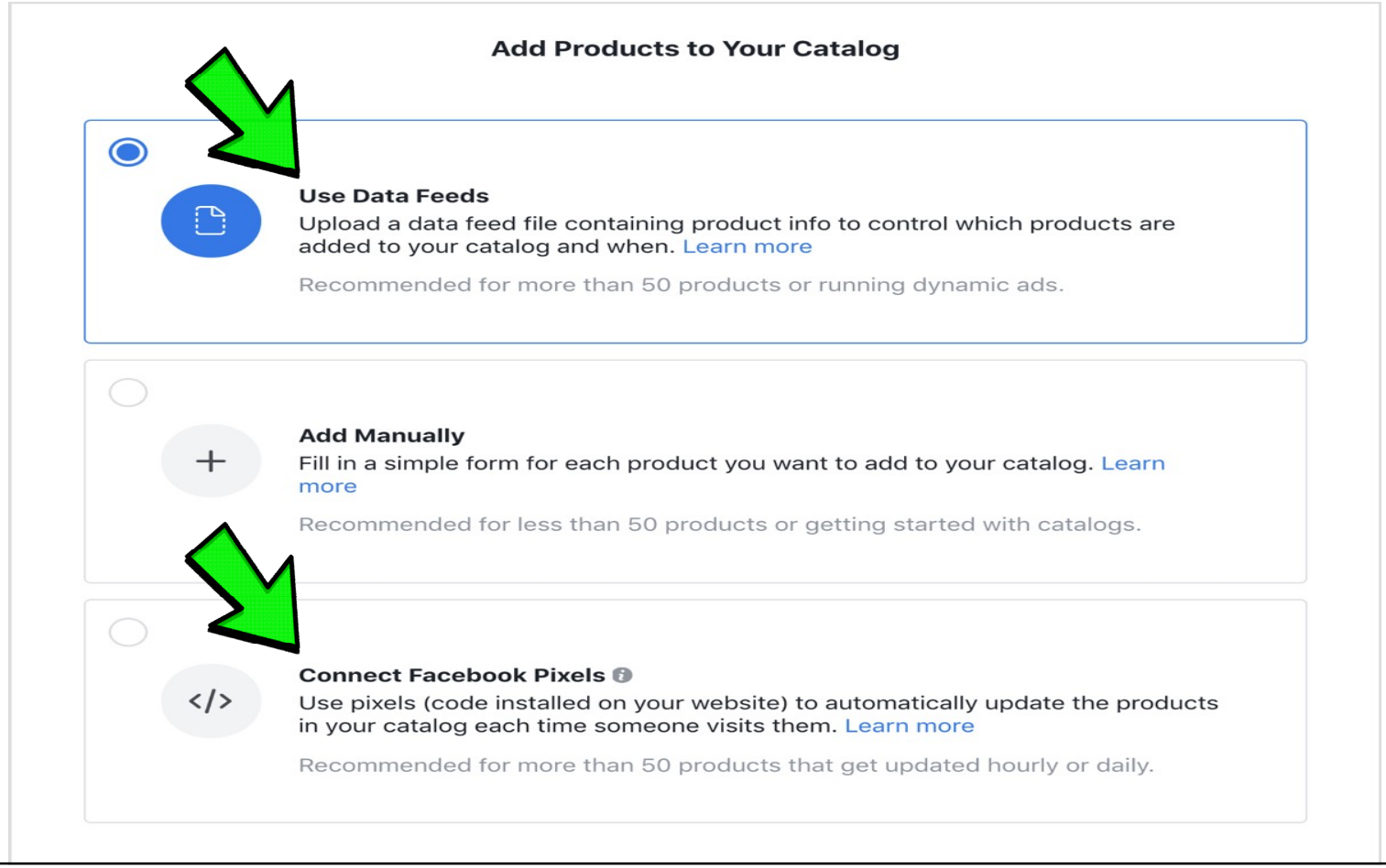


13. **In the Item Category section, select your specific category.**
14. **Under Create Variants, add different sizes or colors if desired.**
15. **When you're done, click Finish… or hit Add Another Item and start back at step 12.**



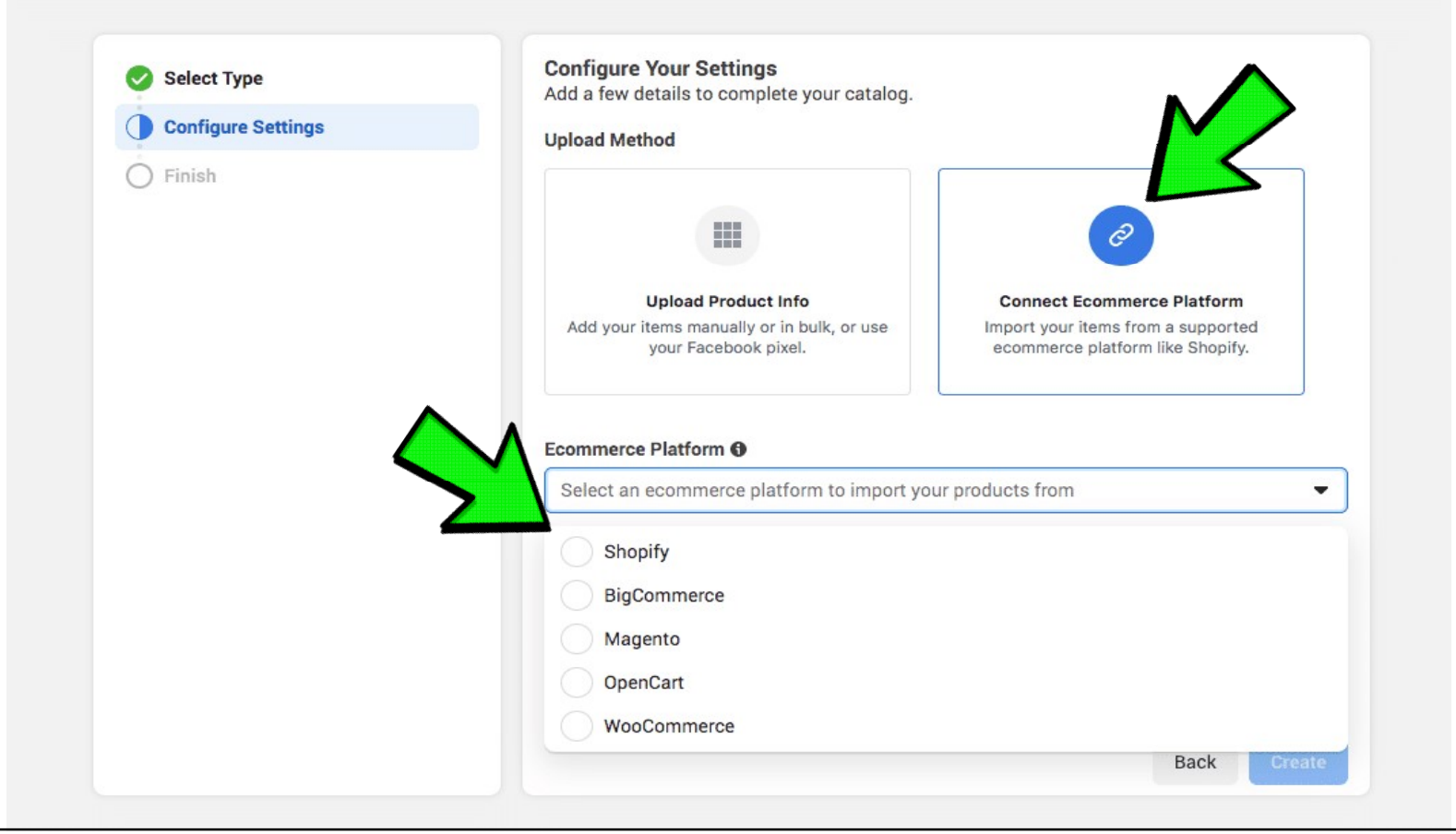
Option B: Integrate an Ecommerce Database

1. Go to Commerce Manager in Facebook.
2. Open the Catalog tab and go to Data Sources.



3. Select Add Items, then Use a Partner Platform, then hit next.

4. Follow the link to the partner platform website and follow the steps there to connect your account with Facebook.



What e-commerce platform do you want to connect to?

Shopify

Big Commerce

3dcart

Magento

OpenCart

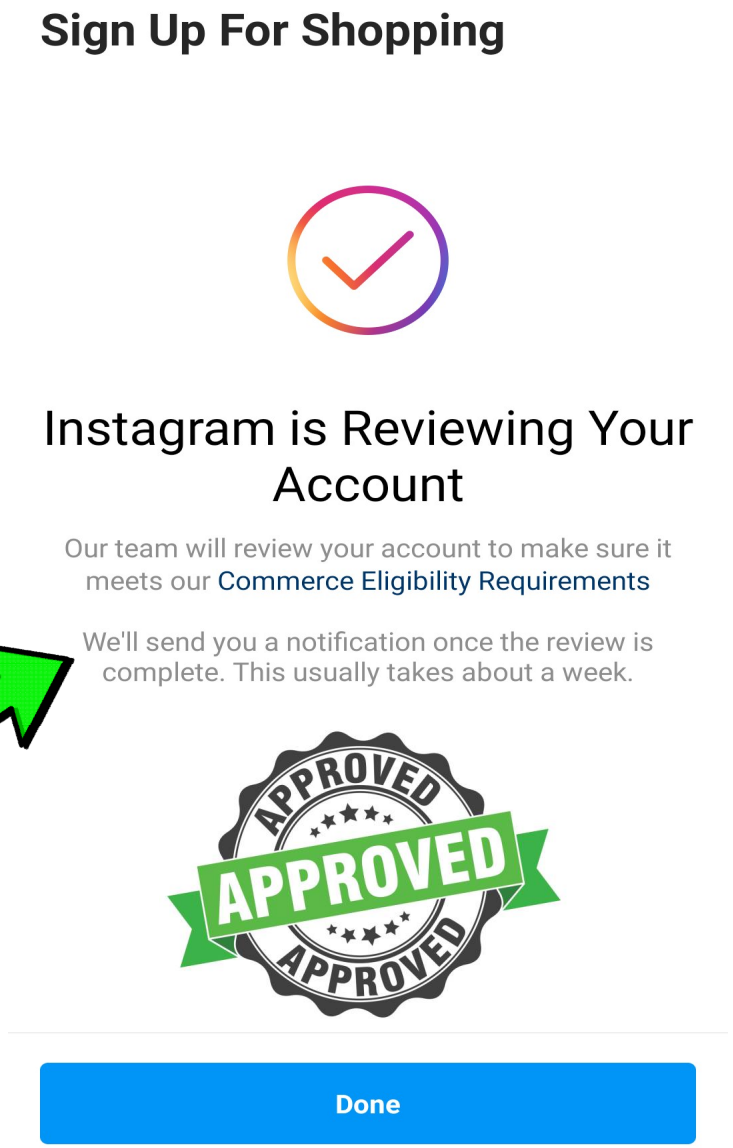
Storeden

WooCommerce

Submit your account for review

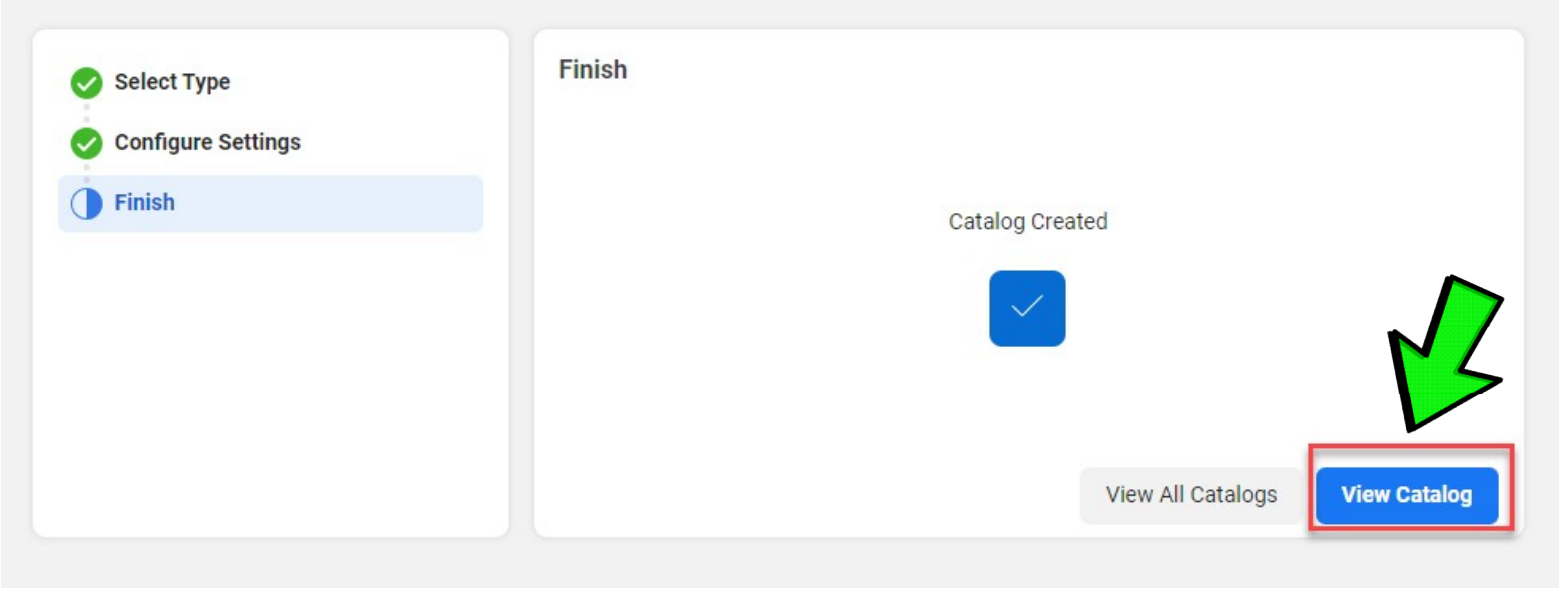
At this point, you'll need to submit your account for review. These reviews can take a couple of days, but sometimes it might run longer.

1. **Go to your Instagram profile settings.**
2. **Tap Sign Up for Instagram Shopping.**
3. **Follow the steps to submit your account for review.**
4. **Check the status of your application by visiting Shopping in your Settings.**



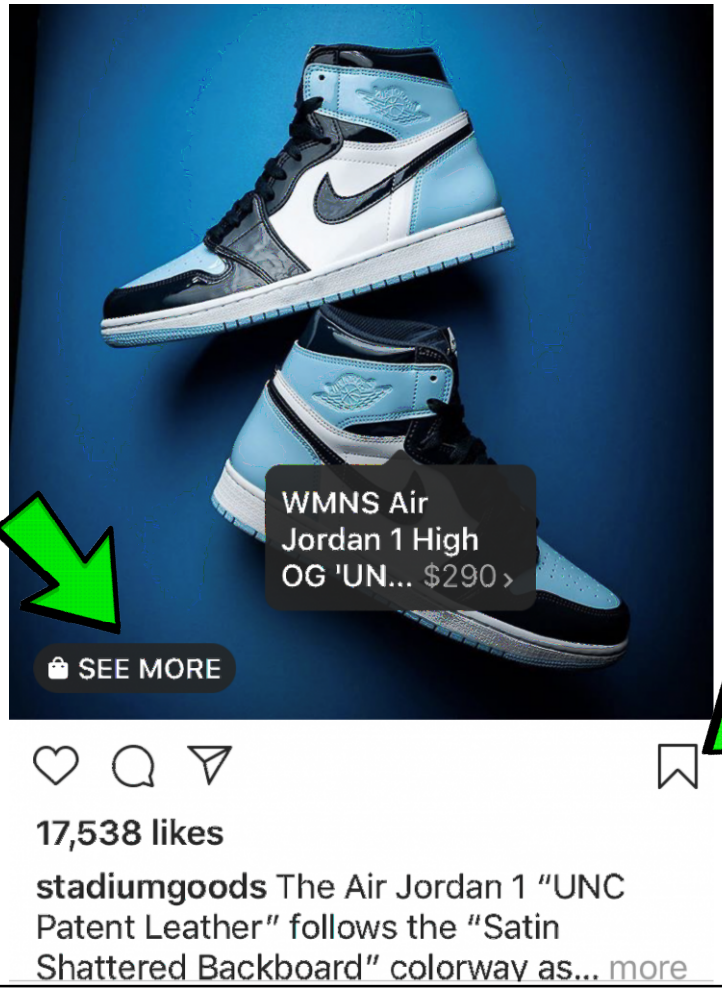
Turn on Instagram Shopping

- Once you've passed the account review process, it's time to connect your product catalog with your Instagram Shop.
- Go to your Instagram profile settings.
- Tap Business, then Shopping.
- Select the product catalog you'd like to connect.
- Tap Done.



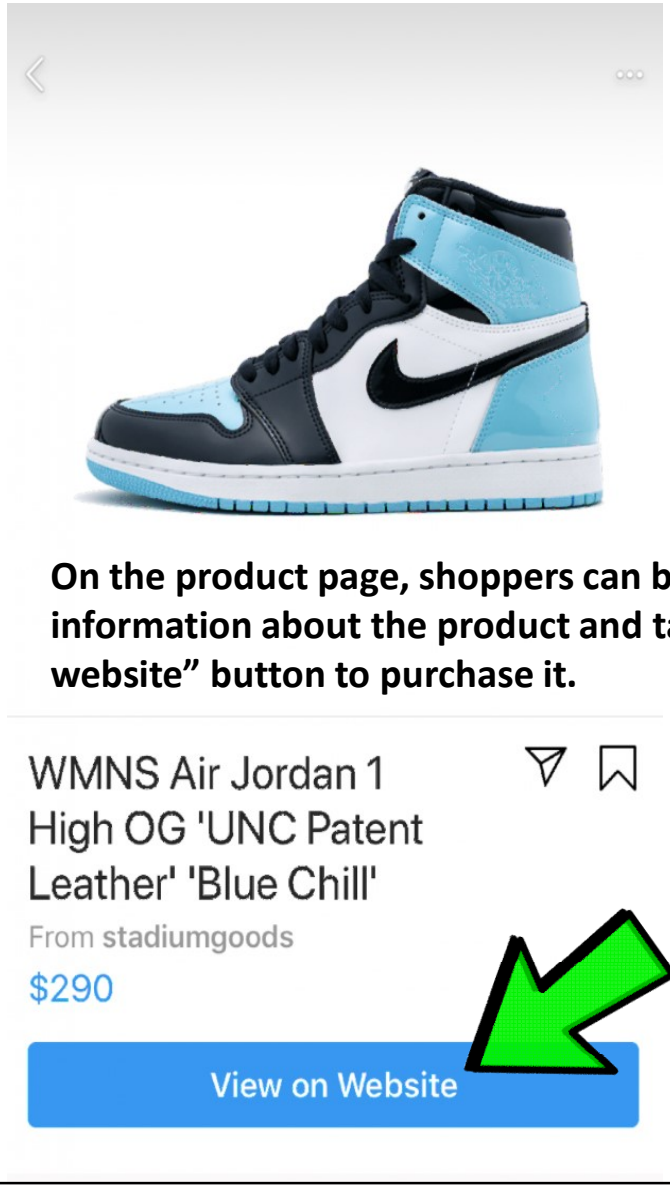
Here's How Brands Are Selling Products on Instagram Shopping

Below are some examples and tips on how brands are successfully selling products with Instagram's shopping features.

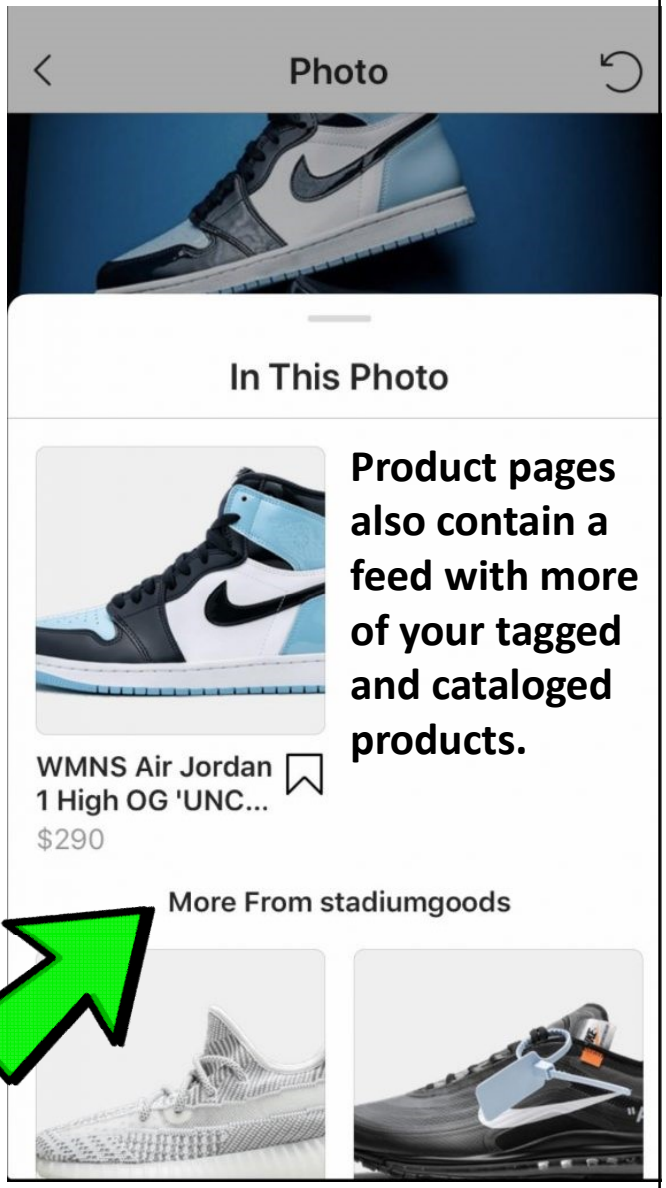


Tapping on a product sticker takes the viewer to a collection slider. From there, they can either bookmark your product or tap it to go to the product page.

Instagram



On the product page, shoppers can browse more information about the product and tap the “visit website” button to purchase it.



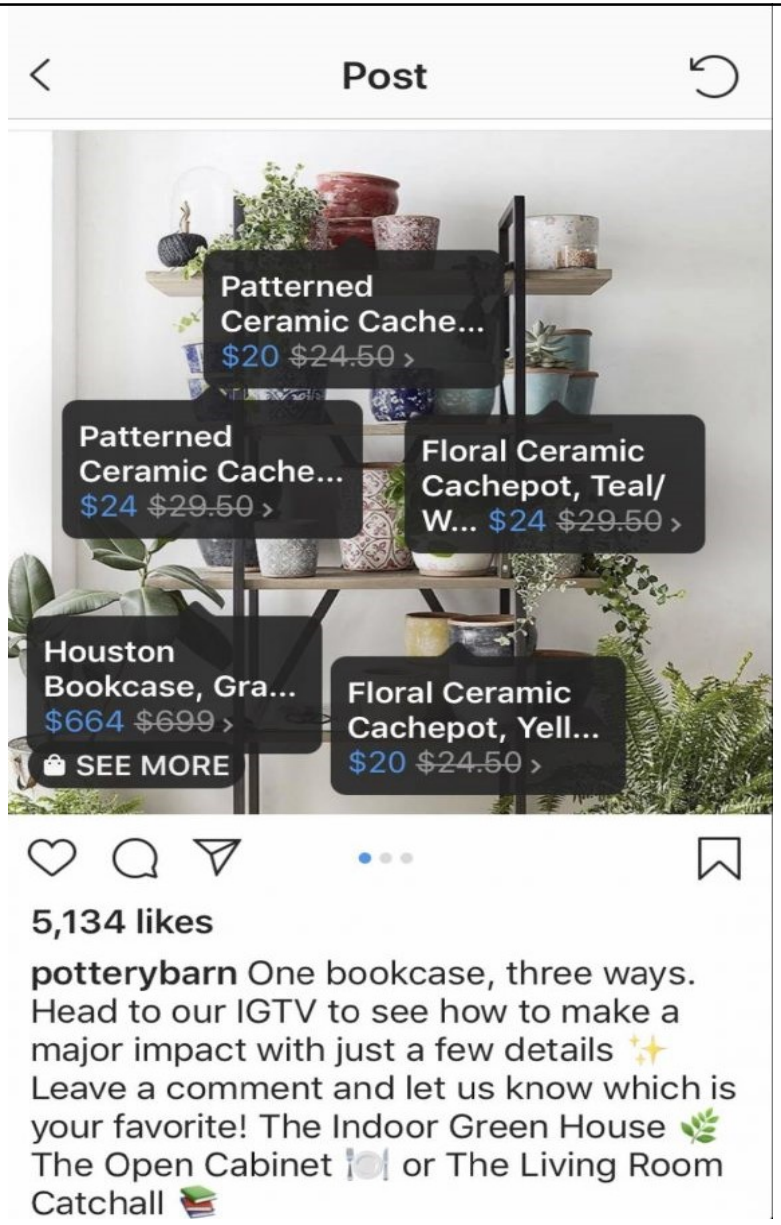
Product pages also contain a feed with more of your tagged and cataloged products.

5,327 likes

potterybarn One bookcase, three ways.
Head to our IGTV to see how to make a

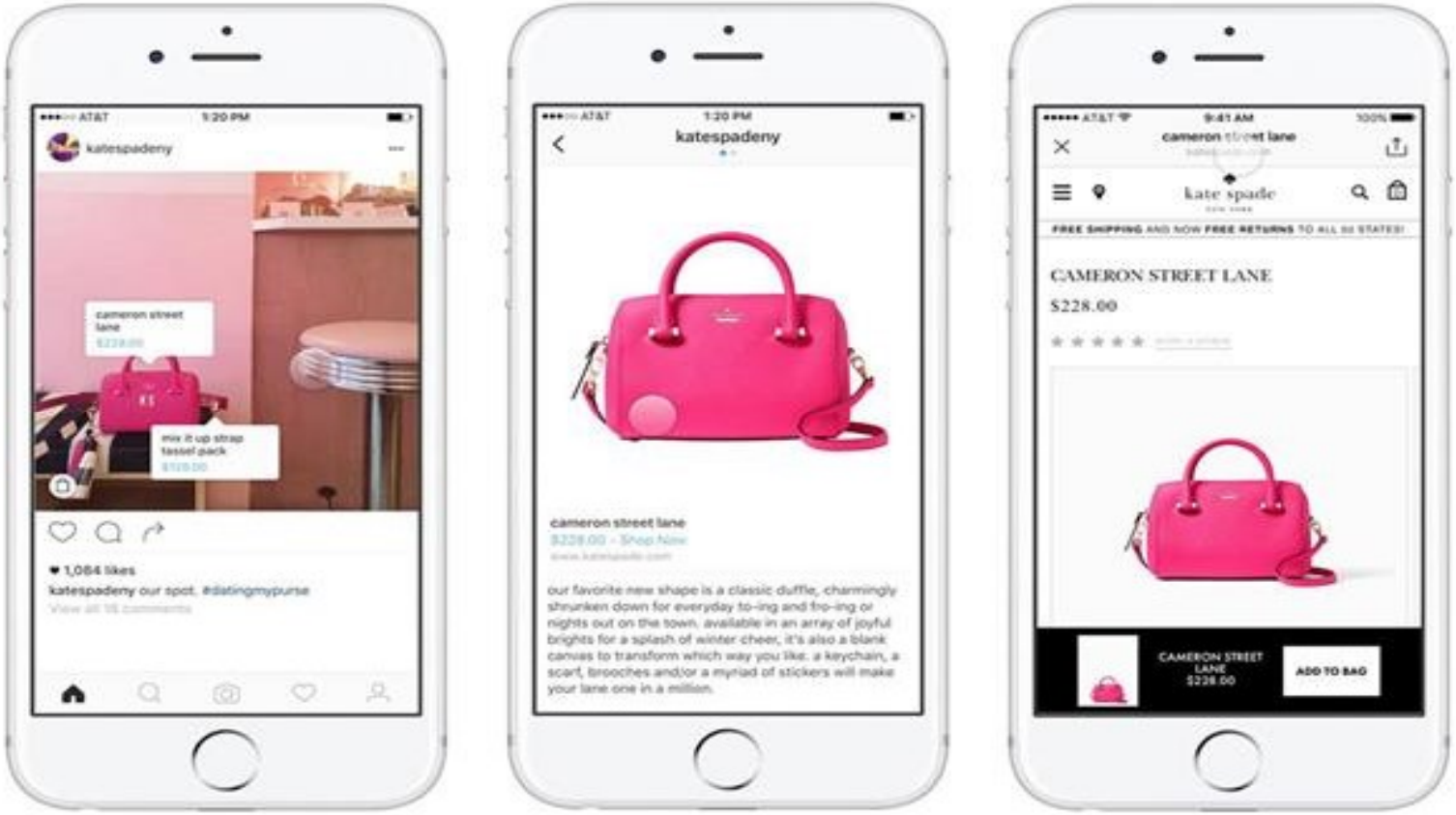
Once a user taps the “view products” icon, all of the product tags appear.

Instagram



Shopping tags in posts are an excellent way to promote and sell your products from the Instagram platform.

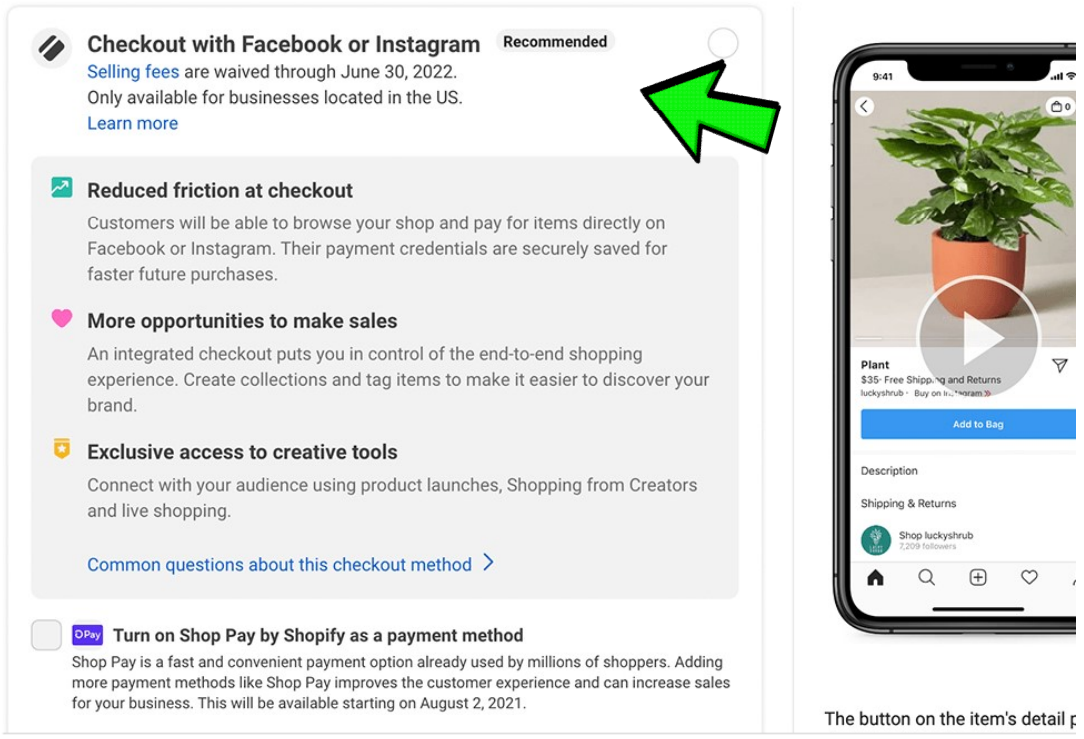
Instagram

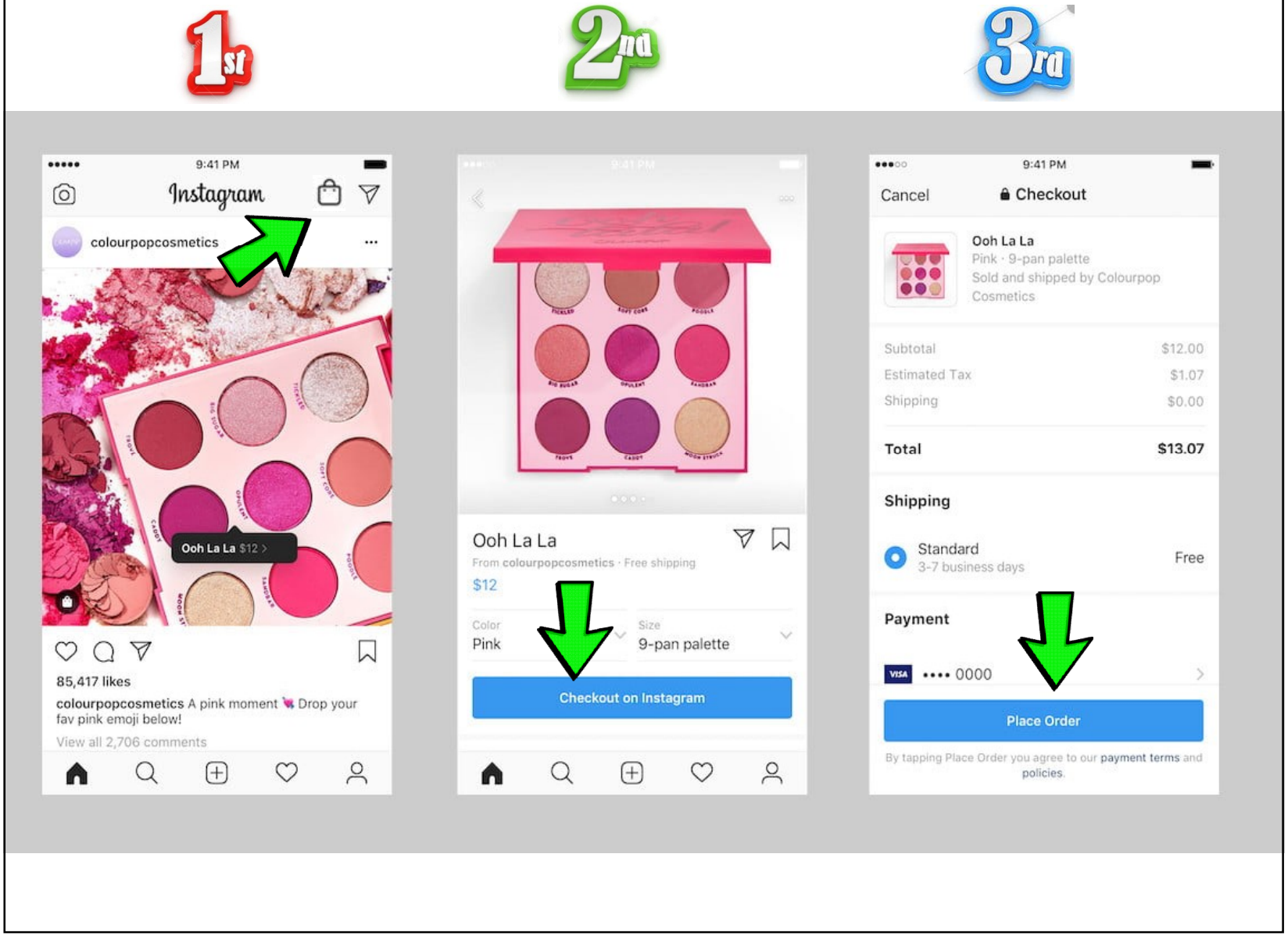

katespadeny
cameron street lane
mix it up strap tassel pack
1,084 likes
katespadeny our spot. #datingmypurse
katespadeny
cameron street lane
our favorite new shape is a classic duffle, charmingly shrunken down for everyday to-ing and fro-ing or nights out on the town. available in an array of joyful brights for a splash of winter cheer, it's also a blank canvas to transform which way you like. a keychain, a scarf, brooches and/or a myriad of stickers will make your lane one in a million.
kate spade
FREE SHIPPING AND NOW FREE RETURNS TO ALL 50 STATES!
CAMERON STREET LANE
$228.00
CAMERON STREET LANE
$228.00
ADD TO BAG

3rd Method of Selling on Instagram

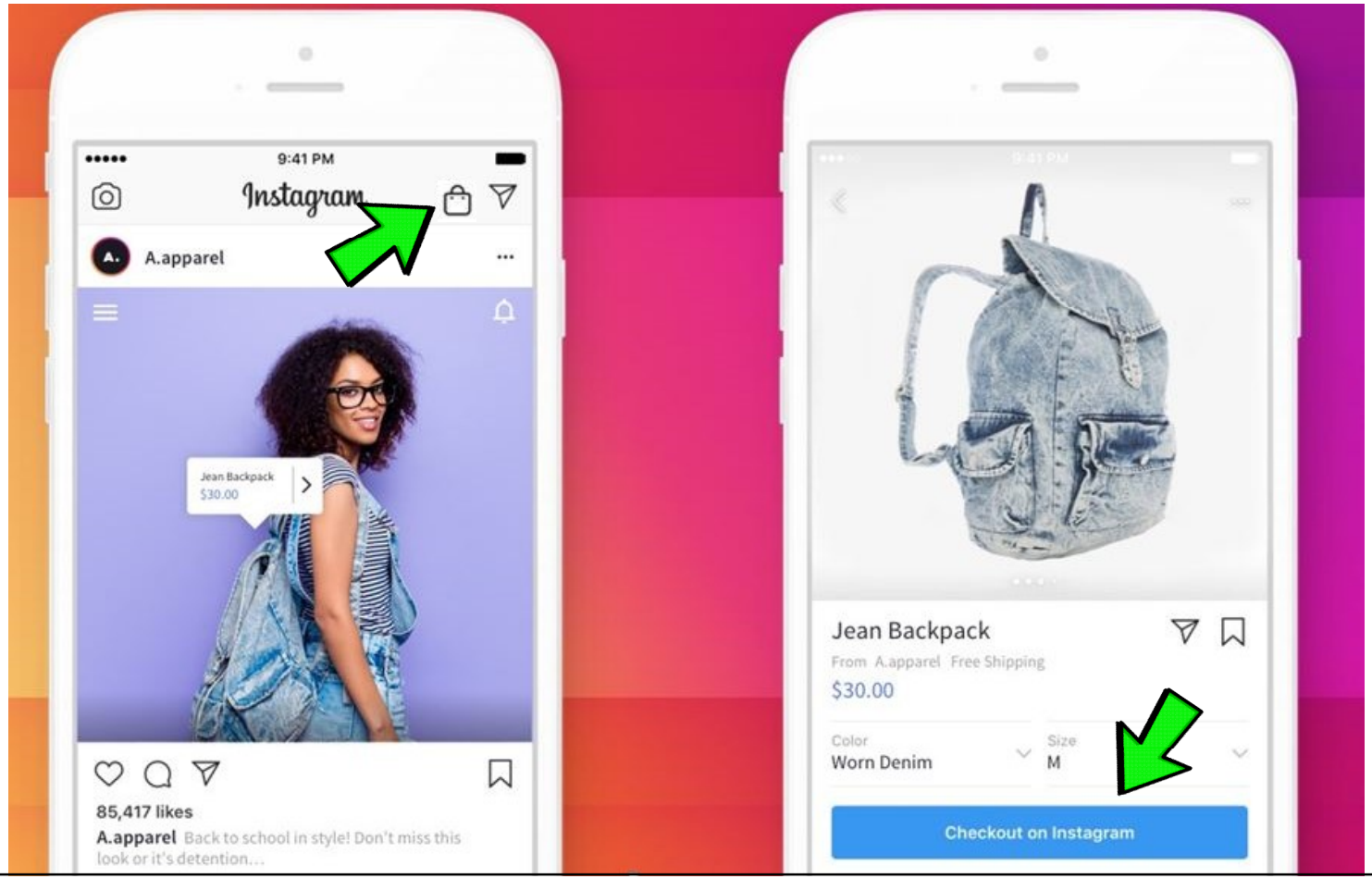
- Click Settings in the Facebook channel.
- Click Commerce settings.
- In the Checkout method section select either Directly on Facebook & Instagram or Your Shopify Online Store, and then click Save.
- Click Start setup.
- Complete the set up for your Payments settings.
- Confirm your store details, and then click Save.
- Click Finish Setup.

How it's Done




1st
2nd
3rd
9:41 PM
Instagram
colourpopcosmetics
Ooh La La $12
85,417 likes
colourpopcosmetics A pink moment Drop your fav pink emoji below!
View all 2,706 comments
Ooh La La
From colourpopcosmetics · Free shipping
$12
Color
Pink
Size
9-pan palette
Checkout on Instagram
Cancel
Checkout
Ooh La La
Pink · 9-pan palette
Sold and shipped by Colourpop Cosmetics
Subtotal $12.00
Estimated Tax $1.07
Shipping $0.00
Total $13.07
Shipping
Standard
3-7 business days
Free
Payment
VISA •••• 0000
Place Order
By tapping Place Order you agree to our payment terms and policies.

Instagram checkout allows you to buy featured items from a brand without leaving Instagram. To use Instagram checkout, tap the in the top tab on a profile of a participating brand from your mobile device.
Items bought from Instagram checkout are covered by purchase protection.

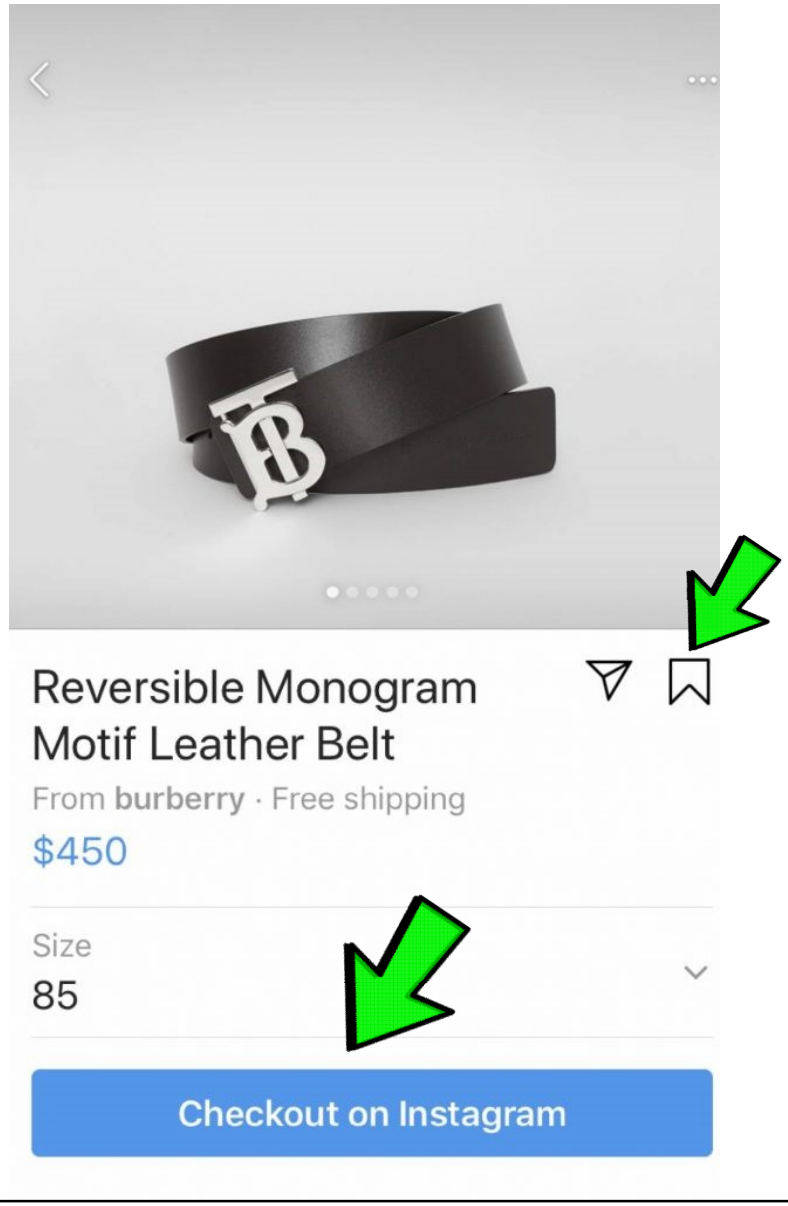


Instagram Checkouts

Everything You Need to Know

1.Tap any post with a to reveal the item name and price.
2.Tap any price tag to see the product detail page and if Instagram checkout is available.
3.You may need to select specifications for your purchase (example: color, size).
4.Tap Checkout on Instagram or Add to Bag.
5.Tap Proceed to Checkout once you're ready.
6.Enter your Delivery Address then tap Next.
7.Enter your Payment Method.
8.Review your order details then tap Place Order.

Instagram



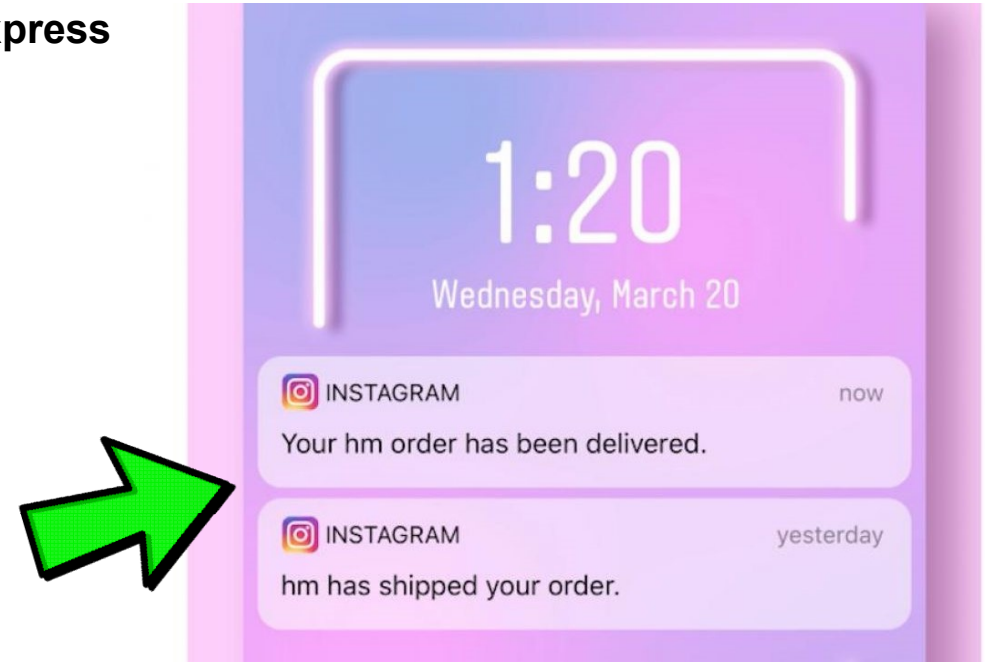
Users can bookmark products for future reference, or they can tap through to the product page to start the purchase process. Notice how there are only a few words to get your point across before the caption ends.

That's why Birchbox's product descriptions are clear and to-the-point. It helps viewers know what they're looking at.

What payment methods can I use to buy products through Instagram checkout?

You can use a credit or debit card or a PayPal account to buy products through Instagram checkout on posts showing both a and Checkout on Instagram or Add to Bag on the product detail page.
Accept credit and debit cards from:

- **Visa**
- **Mastercard**
- **American Express**
- **Discover**



You're customers will also get notifications about your order.

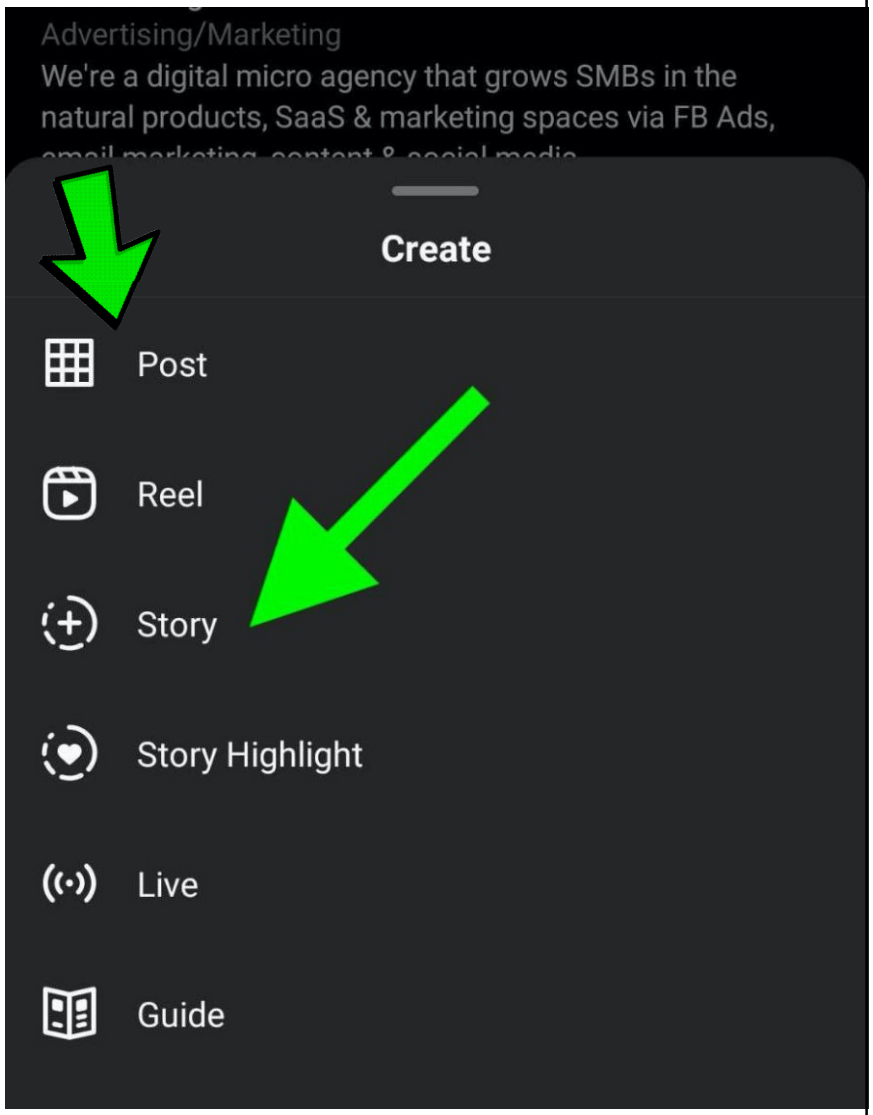
How does Instagram checkout differ from Instagram Shopping?

You can only buy something through Instagram checkout on posts that show both and Checkout on Instagram or Add to Bag on the checkout Page.

The product detail pages showing View on Website are part of Instagram Shopping and not Instagram checkout. Only purchases made through Instagram checkout are covered by Purchase Protection.

How To Use Shoppable Tags
For Instagram Posts & Stories

Create either a post or a story.



Let the world know what you're selling with a shoppable Instagram post.

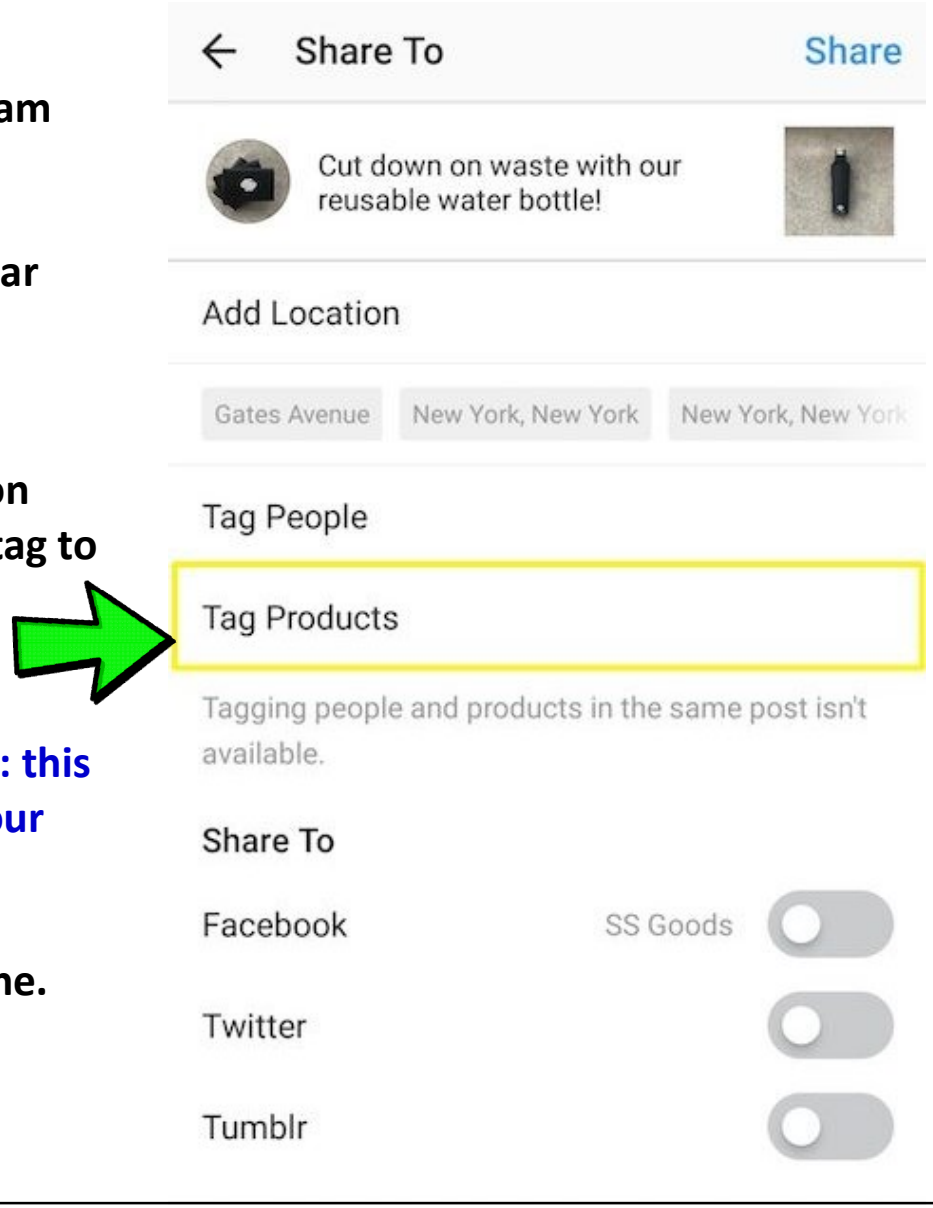
•Upload a photo just like a regular post — jazz it up with a caption, effects and filters as you see fit.

•Tap on Tag Products, then tap on the photo where you'd like the tag to appear.

•Start typing the name of the products you want to tag. (Note: this must correspond to names in your product catalog.)

•Select your product and hit Done.

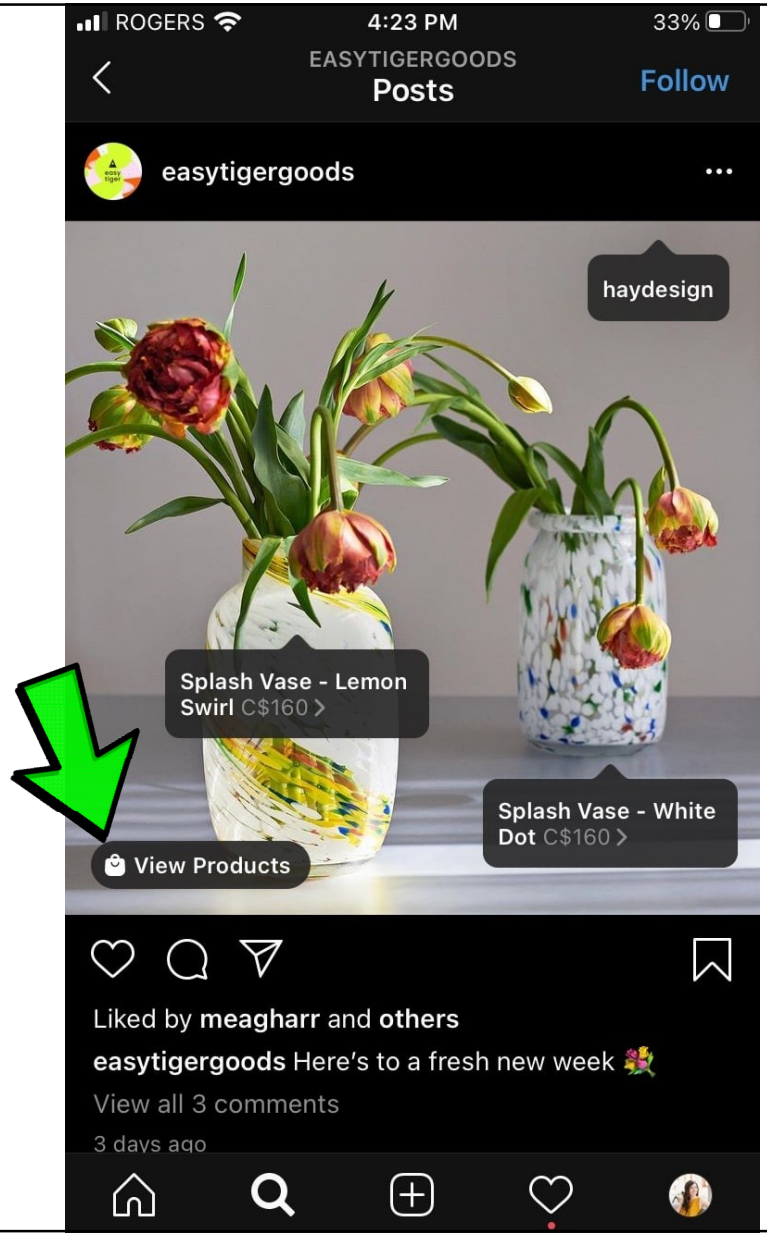
•Tap Share to post your first shoppable post to your feed!



- **You can tag up to five products per post — that goes for video posts, too!**

- **Shoppable Instagram posts will feature a shopping bag icon in the bottom left corner.**

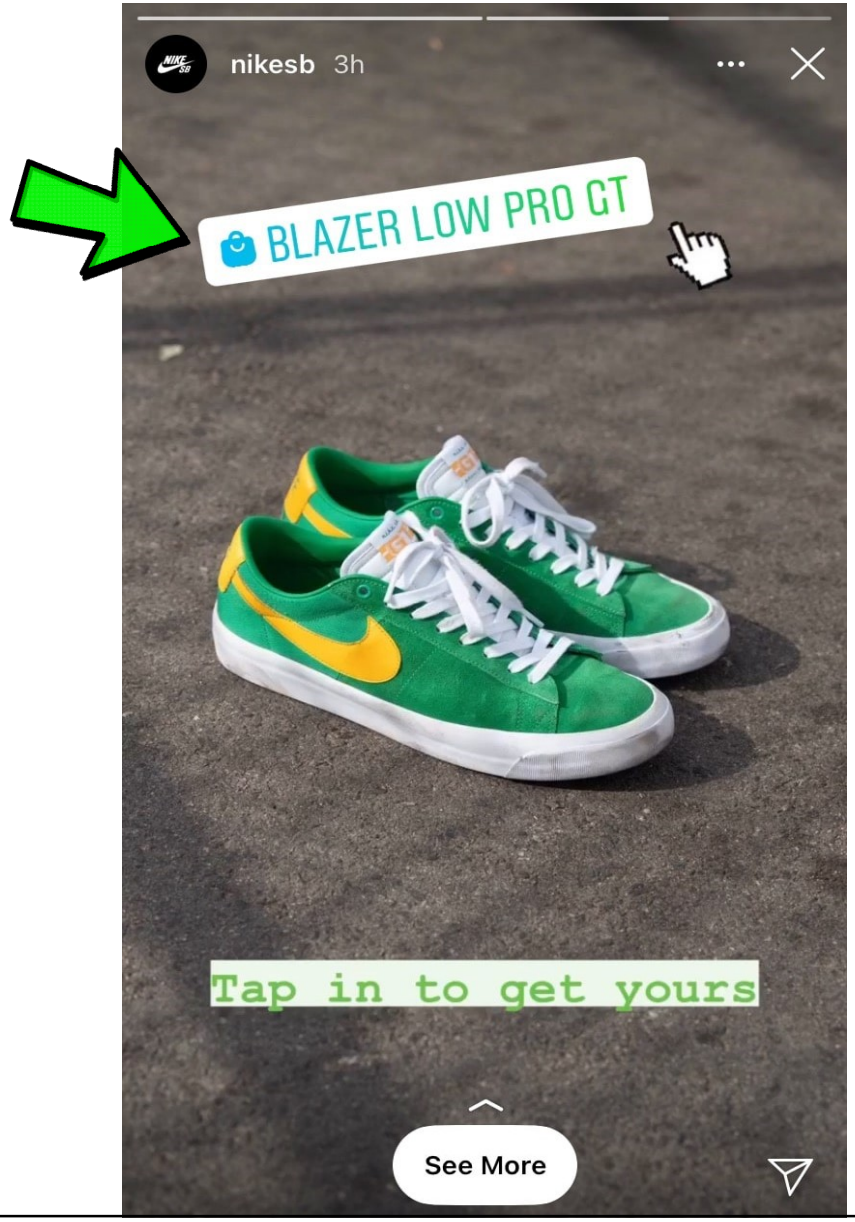
- **All the products your account has tagged will appear on your profile under the Shopping tab.**

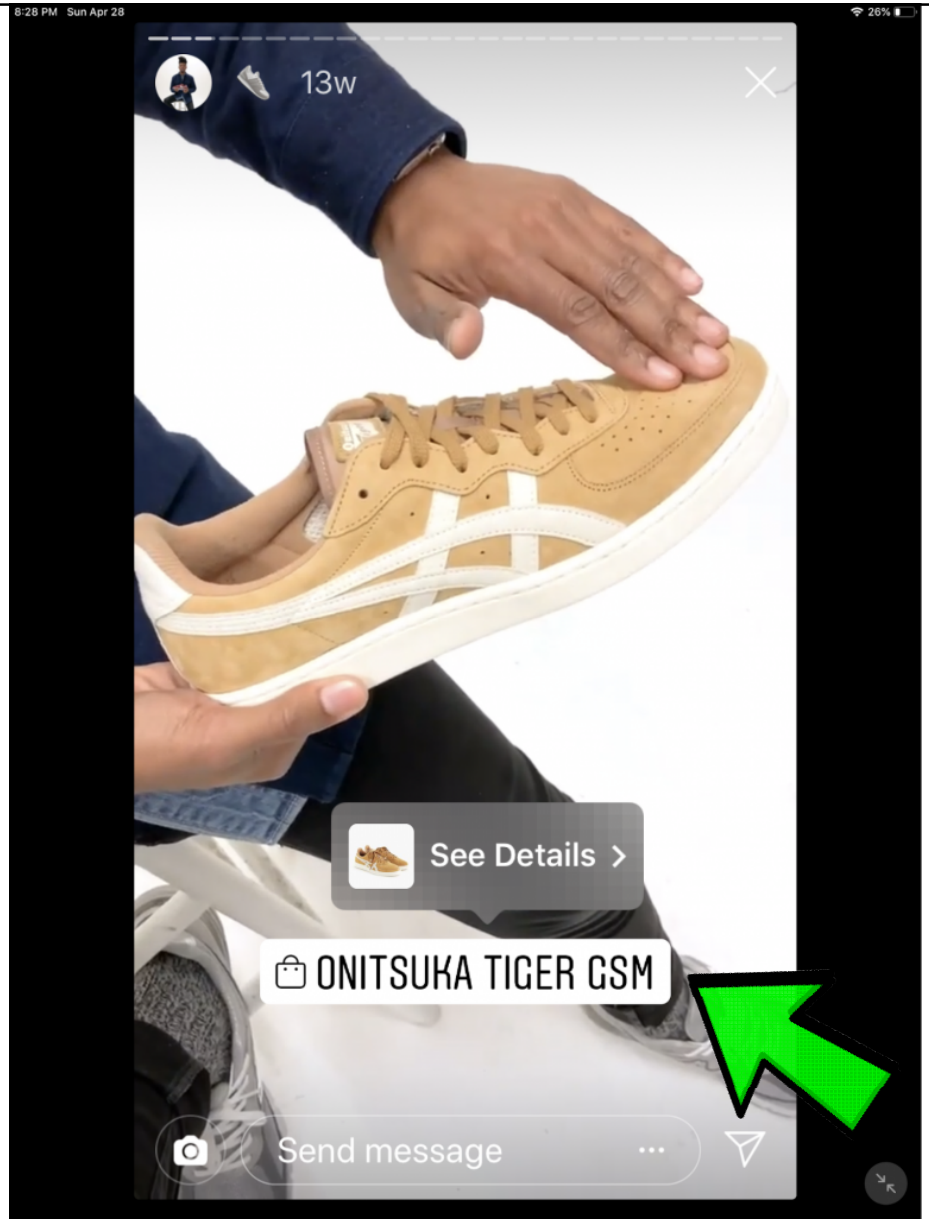


Stories last 24 hours and have a much longer shelf life than a post.

How to create Instagram Shopping Stories

- Use the Stickers function to tag a product in your Instagram Story.
- Upload or create your content for your story as usual, then hit the sticker icon in the top-right corner. Find the Product sticker, and from there, choose the applicable product from your catalog.
- You can customize your product sticker to match the colors of your Story.



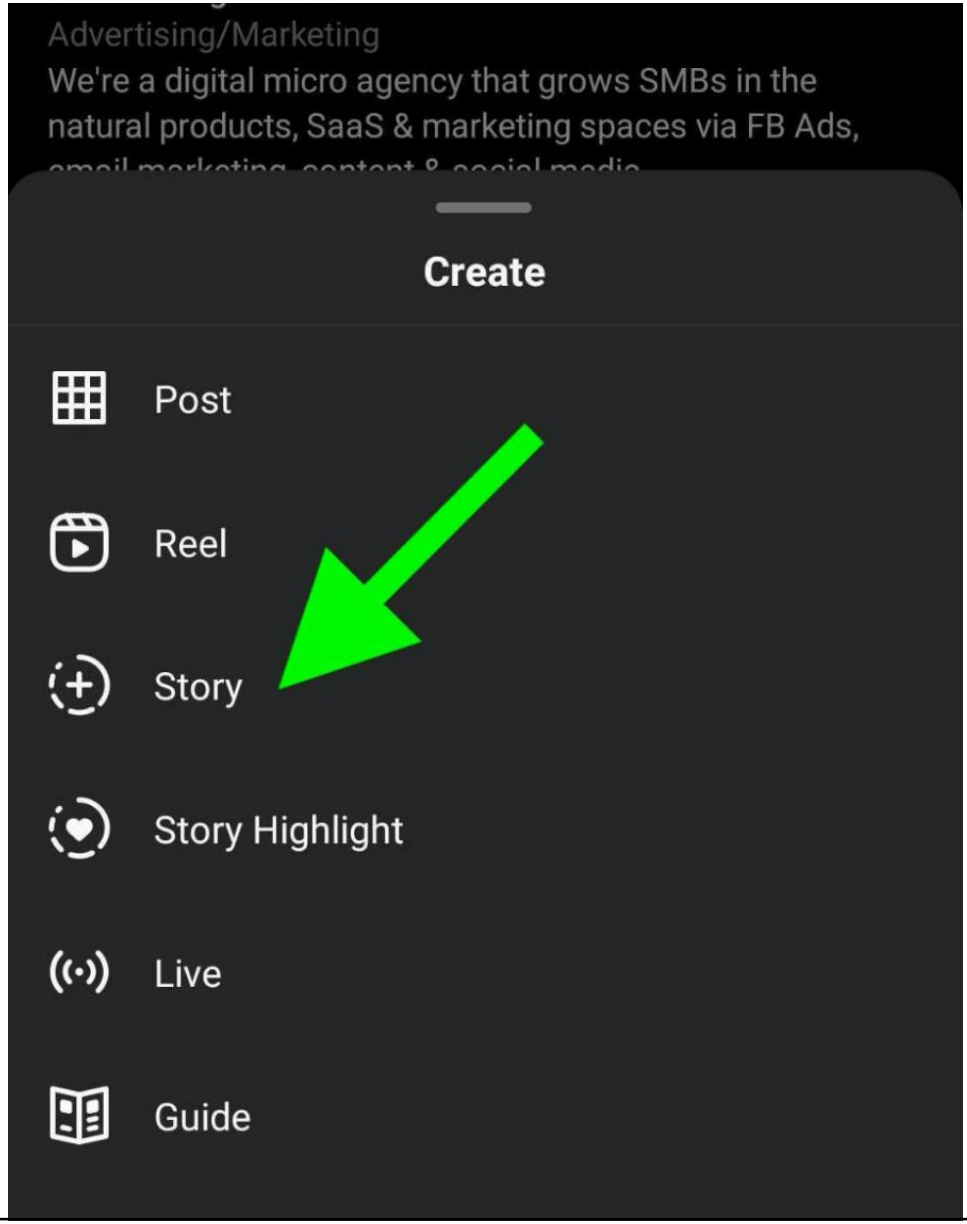


You can include one shopping sticker per story, and the sticker can be added to an image or video.

The image shows J. Crew Men's using a shopping sticker in one of its Story videos.

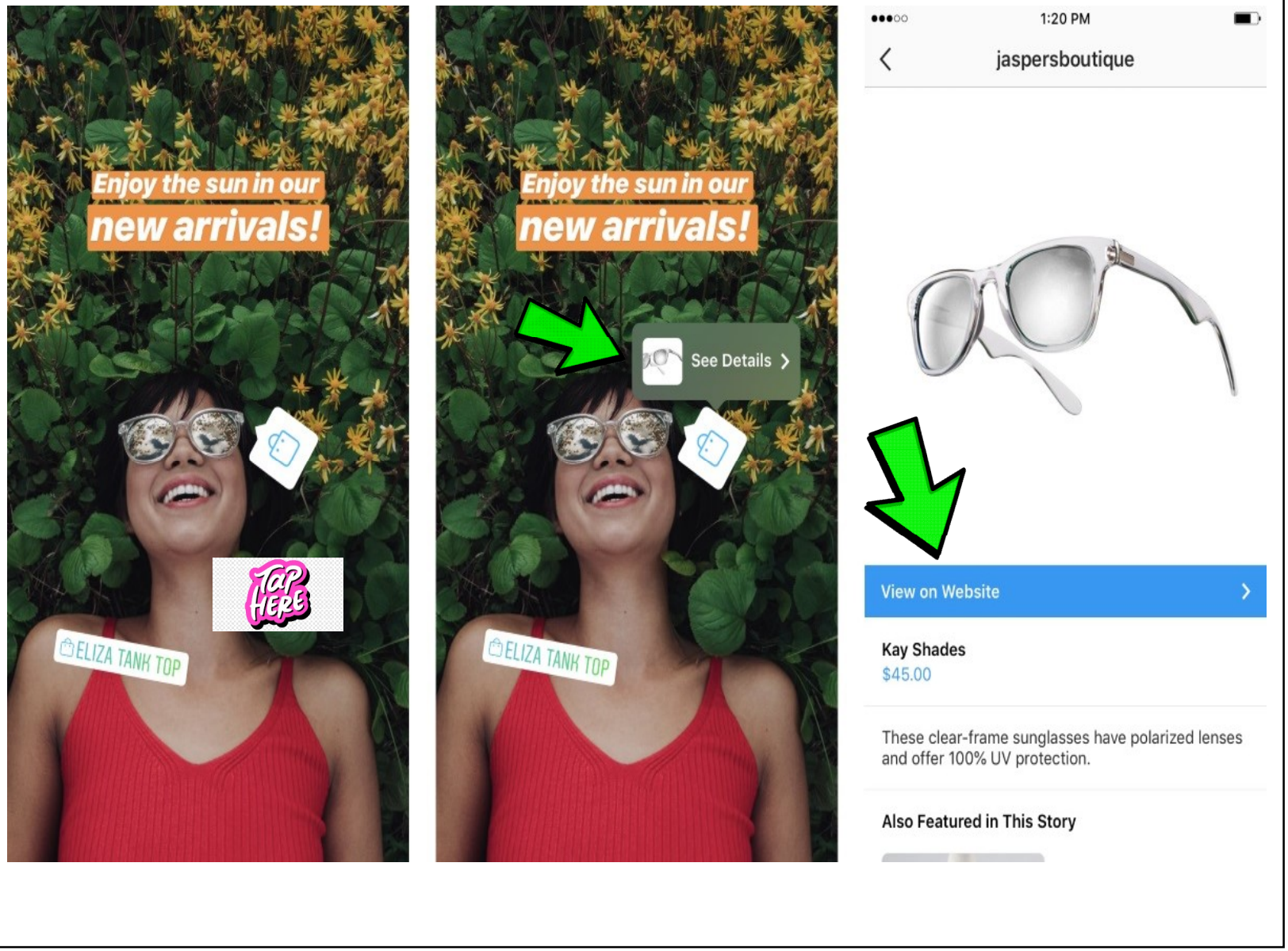
Tapping the shopping sticker takes the user to its product page.

Instagram STORIES



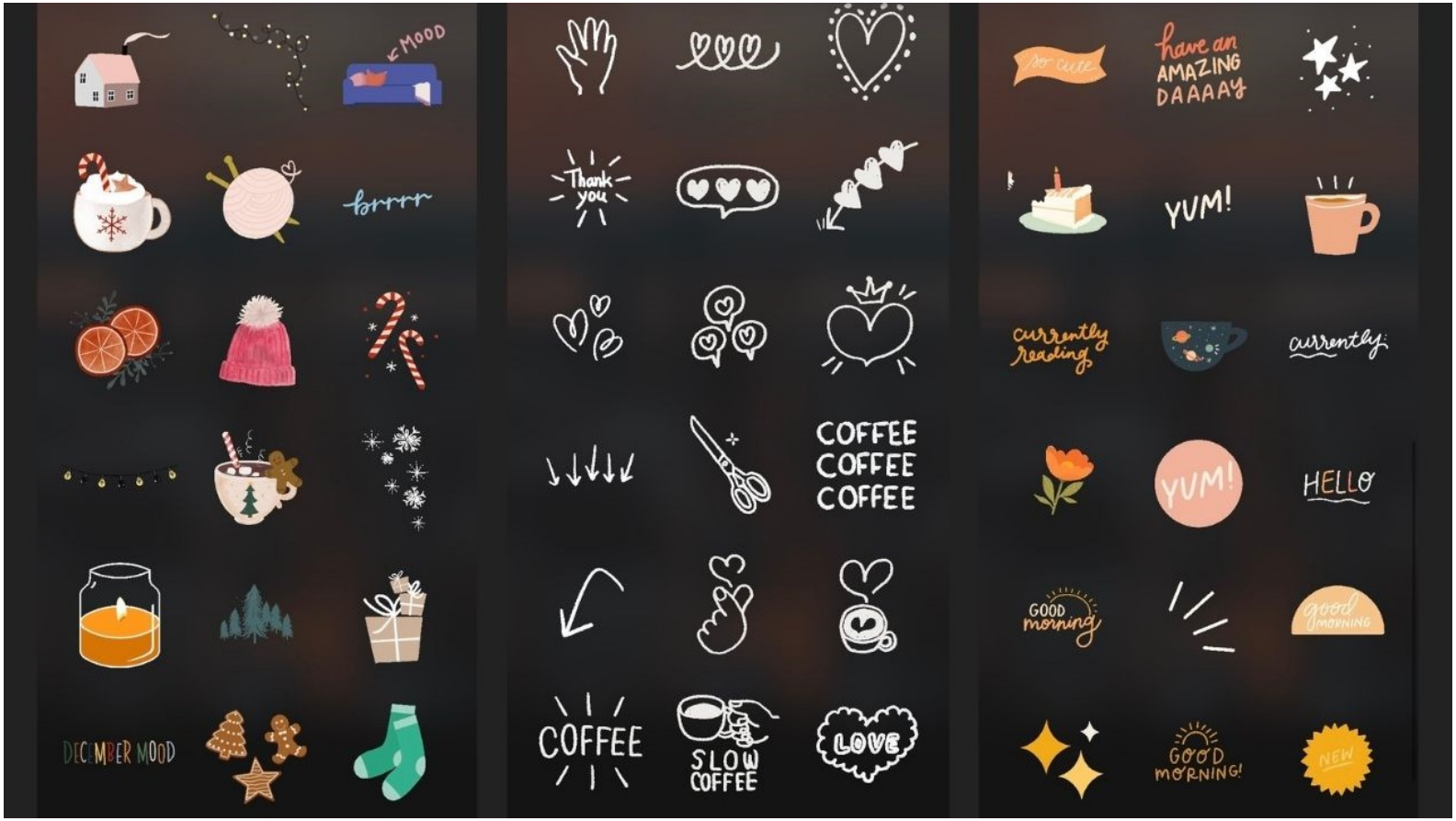
Use Shopping Tags and Stickers to make your product stand out.

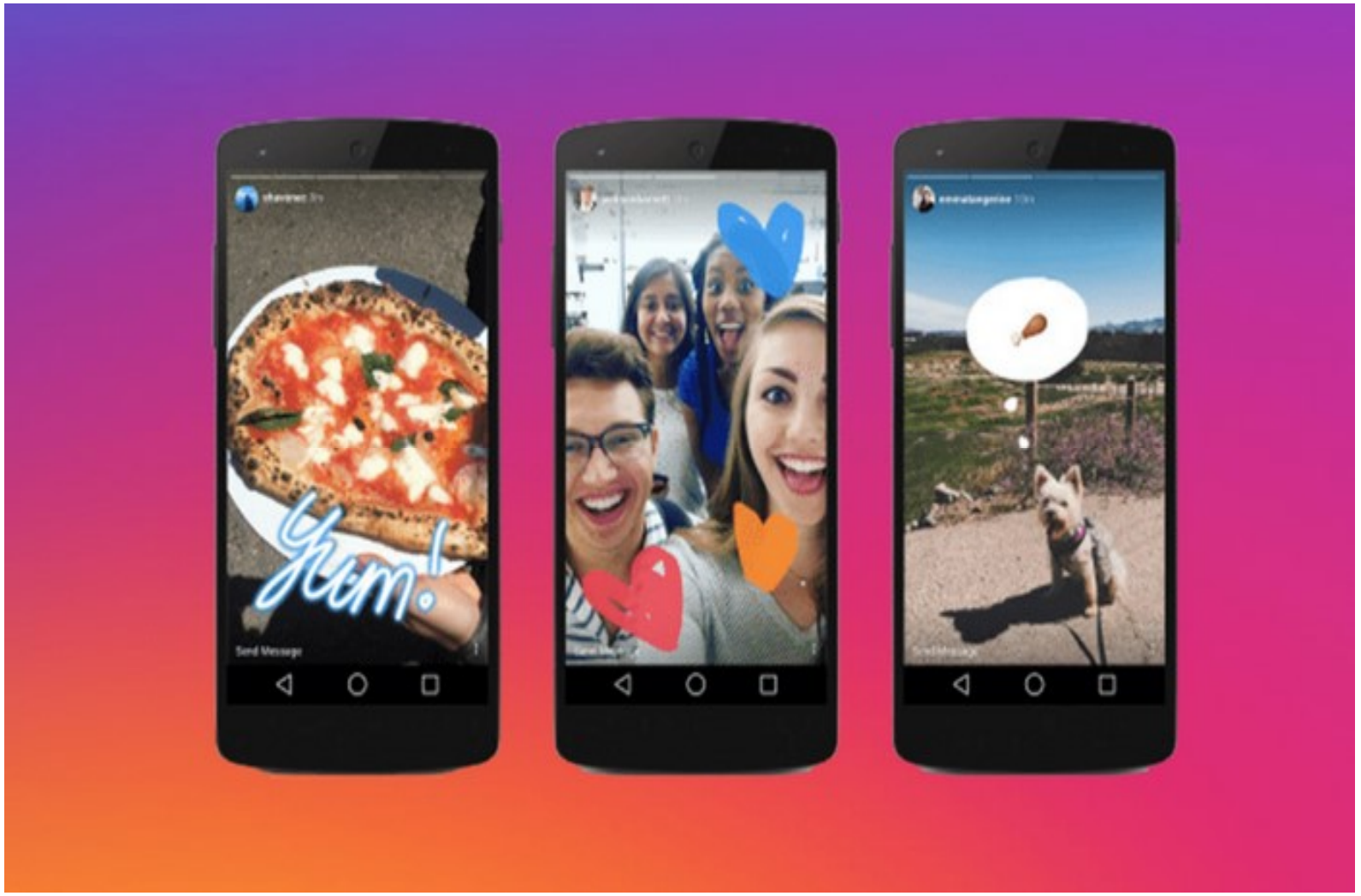
Shopping tags are actionable icons that you can add to image and video posts.


Enjoy the sun in our
new arrivals!
TAP HERE
ELIZA TANK TOP
Enjoy the sun in our
new arrivals!
See Details
ELIZA TANK TOP
1:20 PM
jaspersboutique
View on Website
Kay Shades
$45.00
These clear-frame sunglasses have polarized lenses and offer 100% UV protection.
Also Featured in This Story

Enhance your creative.

With Instagram's apps, you can easily create high quality photos and videos for your account.


YOURNAME
MOOD
Thank you
have an AMAZING DAAAAy
YUM!
currently reading
currently
COFFEE
COFFEE
COFFEE
YUM!
HELLO
GOOD morning
good morning
DECEMBER MOOD
COFFEE
SLOW COFFEE
LOVE
GOOD MORNING!
NEW


Yum!

Using stickers on Instagram

When you share a photo or video to your story, you can add stickers to express yourself in fun and unique ways.
From your story, tap Aa to add stickers. From there, you can:

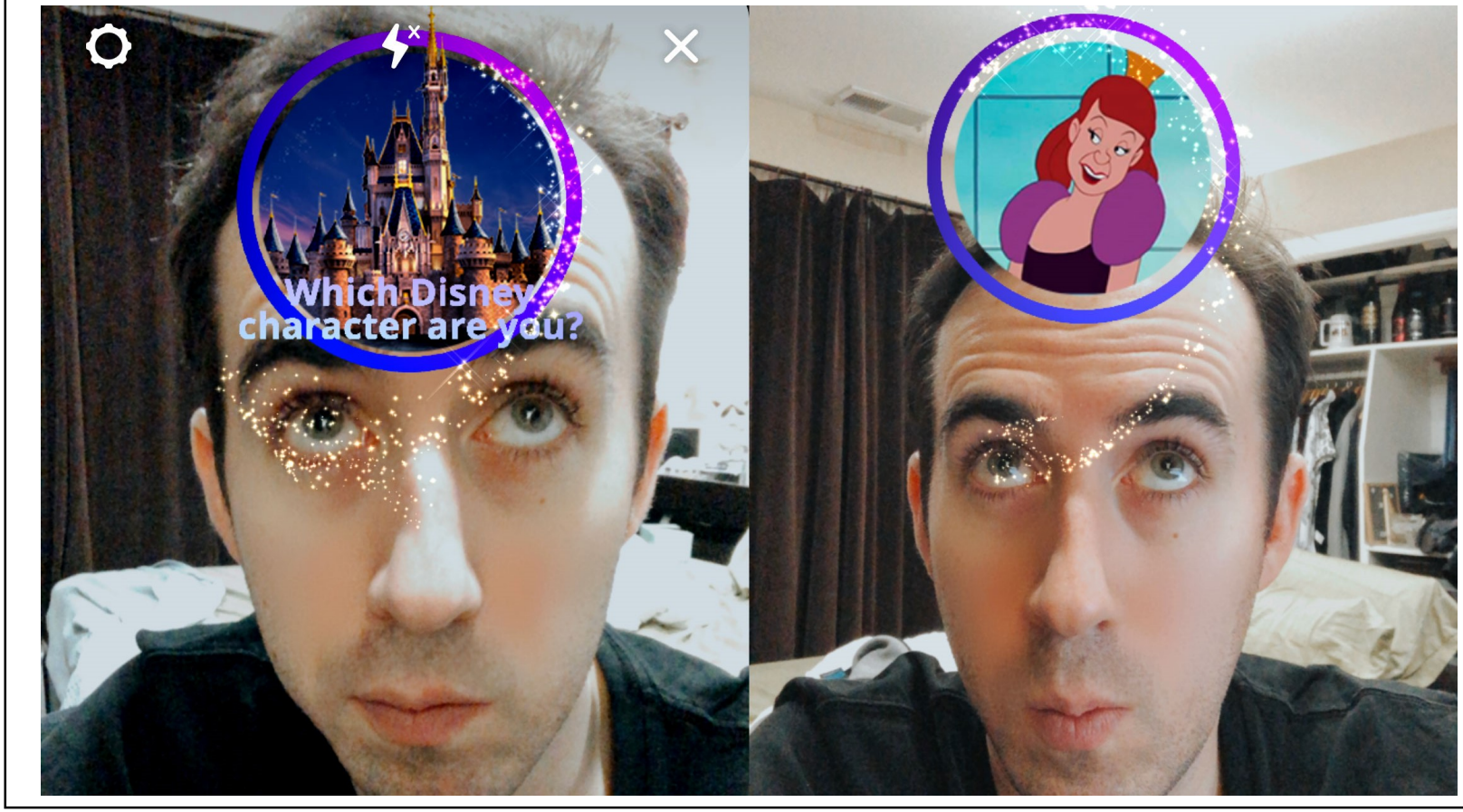
•Add a **chat sticker**, a **donation sticker,** a **quiz sticker,** a **countdown sticker, a**dd a **questions sticker,** a **music sticker,** a **poll sticker** or **emoji slider sticker,** a **location sticker,** a **hashtag sticker, or a**dd a **current time** or **weather sticker**.

Instagram Stories Stickers that Increase Engagement

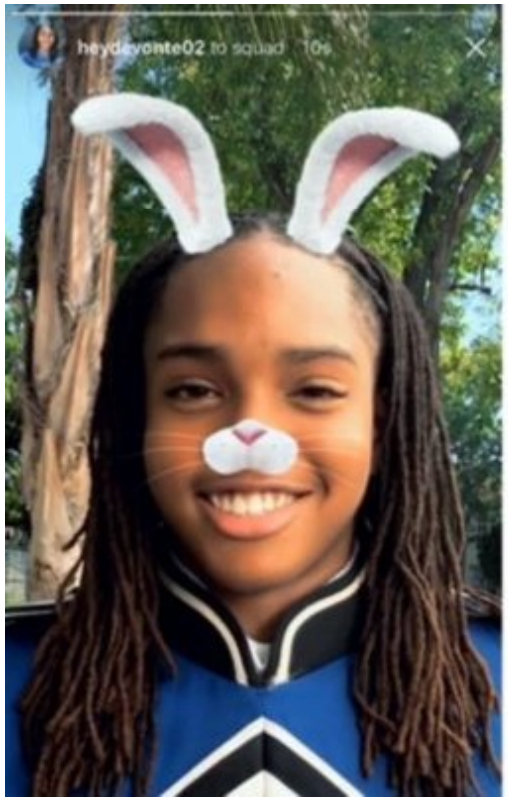
Quiz Stickers

Poll Stickers

Emoji Sliders


ASK
QUESTIONS
IN
STORIES
NEW
You can ask anything!!
Type something....
HOWFINITY.COM
Which Disney character are you?

HOW
SILLY
ARE YOU?


heydevonte02 to squad 10s

theashleygirl 1h
COT

melissainthesh dow 1h

Coming Up Next . . .

#hashtag

What is a hashtag?

- A hashtag is a word or phrase preceded by the pound (#) symbol.
- On social media, it serves as an indication (for users and algorithms) that a piece of content relates to a specific topic or belongs to a category.
- Hashtags help make content discoverable in Instagram searches and, effectively, reach more people.

Use the right Instagram hashtags

Your goal on Instagram is to engage your current audience on a regular basis while also growing your number of real followers. Posting new, interesting and engaging photos will satisfy the first requirement, but to begin growing you'll find hashtagging your photos to be extremely important. Hashtagging your photos makes it easy for people to find your photos that are searching for those specific terms.

So which hashtags should you use? Just like with Twitter and other social sites, users on Instagram use certain hashtags over others. If you use popular Instagram hashtags within your photos, you're much more likely to reach new users and be discovered.

Here are the current top 20 hashtags on Instagram:

#love (1,271,692,015)
#instagood (742,795,562)
#photooftheday (507,358,504)
#fashion (487,010,088)
#beautiful (463,668,566)
#happy (427,528,663)
#cute (418,686,470)
#like4like (417,887,839)
#tbt (413,049,020)
#followme (392,011,012)
#picoftheday (380,504,677)
#follow (371,102,705)
#me (348,193,980)
#art (343,874,151)
#selfie (337,204,715)
#summer (324,498,110)
#instadaily (323,307,593)
#repost (309,603,537)
#friends (307,567,075)
#nature (303,040,276)

If you looked at the list above and said, "But none of those apply to my products or brand", you're likely correct.

Using hashtags is one thing, using the *right* tags is a completely different thing.

Popular tags like the ones listed on the previous slide will likely net you additional engagement and likes, however they will not lead to increased long-term engagement, new interested followers, and most importantly, sales.

If you want to tag your photos properly, you'll need to find and use the most relevant hashtags. This means doing the appropriate research to make sure you're using hashtags that not only describe your brand, but are also being searched for on Instagram.

To find relevant hashtags, you'll want to use a free online tool like www.keywordtool.io to start.

Below, I used www.displaypurposes.com to find relevant, related and popular hashtags for my products by searching, and filter out banned #hashtags too.

You can also find more related hashtags and their popularity if you search for any of your target keywords directly in the Instagram app.

You'll want to go through this exercise trying different keywords that describe your brand and products, building out your hashtag keyword list as you go.

Keep in mind that Instagram allows for a maximum of 30 hashtags per post.

Additionally, the popular words will change over time, so make sure you revisit your hashtag keywords every few months to make sure you're using the best possible terms.
You can also steal hashtag ideas from competitors or similar accounts that have the kind of following you want to have, but you ultimately want to create your own groups of hashtags to use that relate to your specific account.

Hack #1: Here's a trick that you can use for your ecommerce businesses.

For every product and product category for your store, do research to see which are the most popular Instagram hashtags around those product categories. You can come up with 2-3 popular hashtags for each category of products you sell, as well as 2-3 popular tags that describe a brand, and save space for holidays, events, or geographic tags.

For example:

(Brand keyword hashtags)

#mybrandname #mensfashion #mensaccessories #mensgoods #fashion #mensstyle #instafashion #menswear

(Product category keyword hashtags)

#bugatchisocks #happysocks #corgisocks #socks #sockswag #socksoftheday #sockgame #sockswagg #socksofinstagram #happysockday #sockwars #funsocks #happysockday

(Location specific keyword hashtags)

#Toronto #TorontoFashion #TorontoFashionBloggers

All of these groups of keyword hashtags can be stored in a page on Microsoft Word, or the note section on your phone. This makes it easy to find them when you post a new Instagram image, it will be optimized for the most relevant keywords.

You can easily copy your brand, product and location specific hashtags to post with each photo.

finchgoods • Follow

finchgoods A well thought out Father's Day order. Don't forget, use the code "FathersDay" on any order until the end of the month to receive $5 credit towards your purchase. #fathersday #bugatchi #stolenriches #finchgoods

#socks #socksoftheday #sockgame #sockporn #sockswagg #socksofinstagram #happysockday #sockwars #funsocks

#torontofashion #yyz #toronto #fashionblogger #fashionable #instafashion #menswear #mensstyle #mensfashion

creative35 check us out!

threadjournal Love trying out

83 likes

MAY 26, 2014

Add a comment...

Doing the work upfront of researching, organizing and saving the most relevant and popular hashtags will save you a ton of time down the road, increase your engagement and help gain new followers.

Hack #2:

If you've been posting to Instagram for a while and feel like you've missed out on all these opportunities to build your audience by using keyword hashtags, worry not. You can still go back and post a comment with your new hashtag keyword lists and watch the likes and followers roll in.

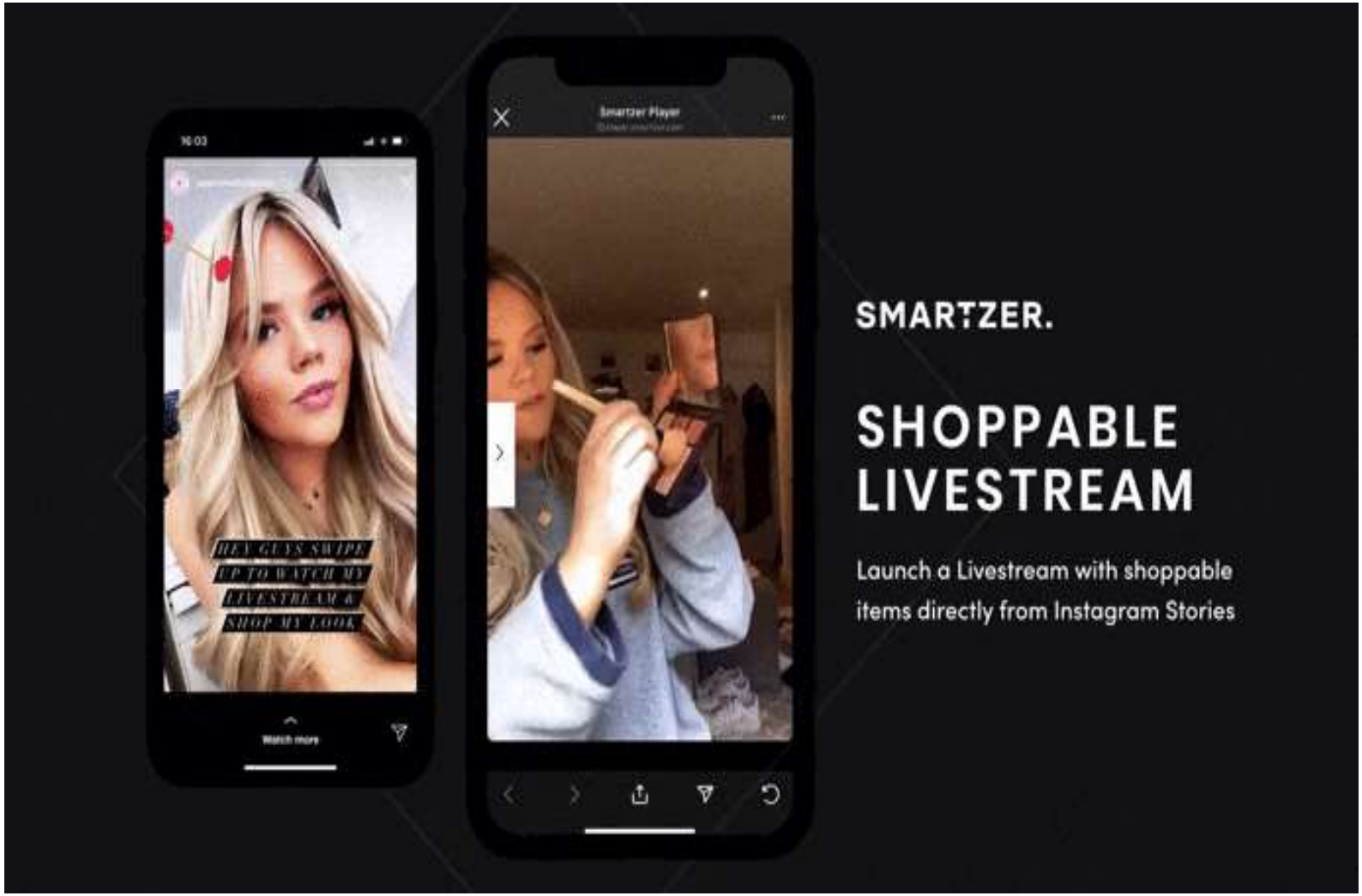
What is Repost for Instagram and How Do You Use It?

LIVE
HOW TO USE
INSTAGRAM
LIVE FOR
BUSINESS

How to create an Instagram live shopping stream

In many parts of the world, livestream shopping is a regular part of ecommerce culture. With the introduction of Instagram Live Shopping, the practice is about to go worldwide.

Basically, Instagram Live Shopping allows creators and brands to sell products during an Instagram Live broadcast — like your own personal Home Shopping Network.



How to Start Instagram Live Selling

Learn how to do social commerce on Instagram through Live Shopping. But before you begin, you must prepare and keep a few things in mind.

•Set up your Facebook or Instagram Shop and enable Checkout.

•Have at least 30 products on your catalog three days before the stream.

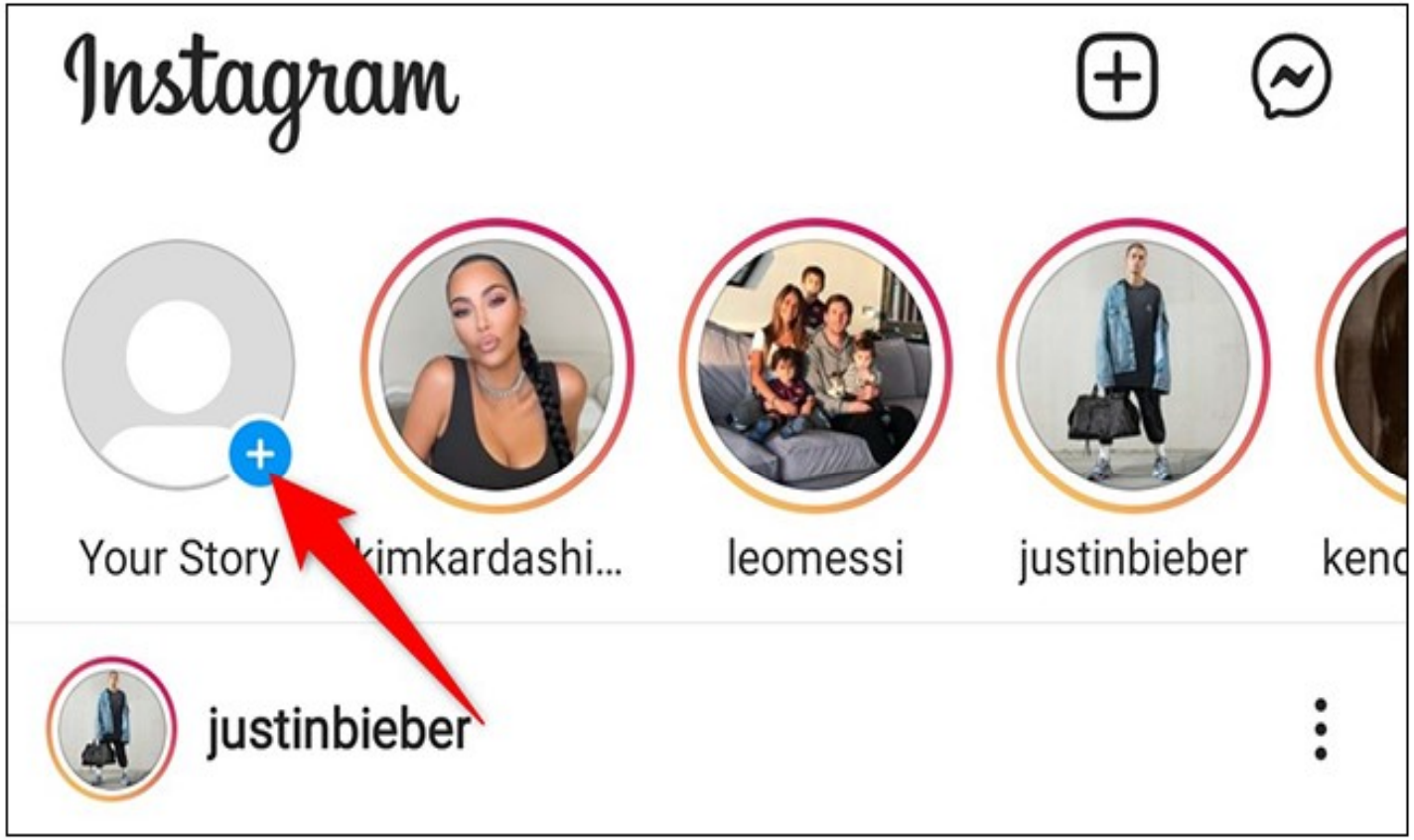
• You'll need to tag the items so your watchers can buy them.

•Know what your goals are. You may have several reasons to live sell, especially if you're following a marketing strategy. Prioritize and try to accomplish one per broadcast so you can align the Instagram live selling to that goal.

•Have a schedule. Being consistent and regularly streaming helps you reach more people and build stronger relationships.

•Promote your Instagram live selling. You can do this by sharing the schedule or link on Instagram or your other social media profiles or to your email list.

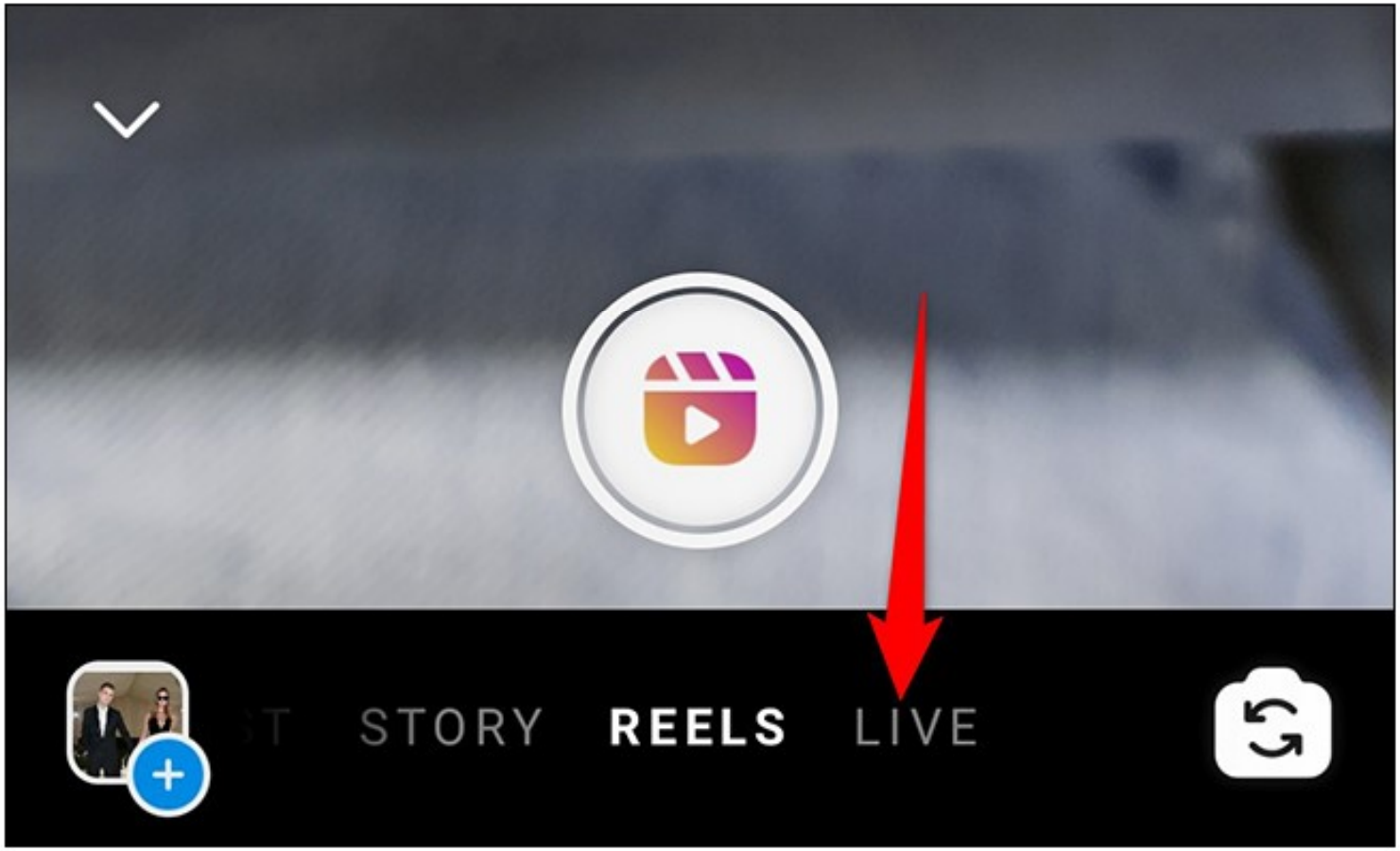
How to Go Live on Instagram: A Step-by-step Guide



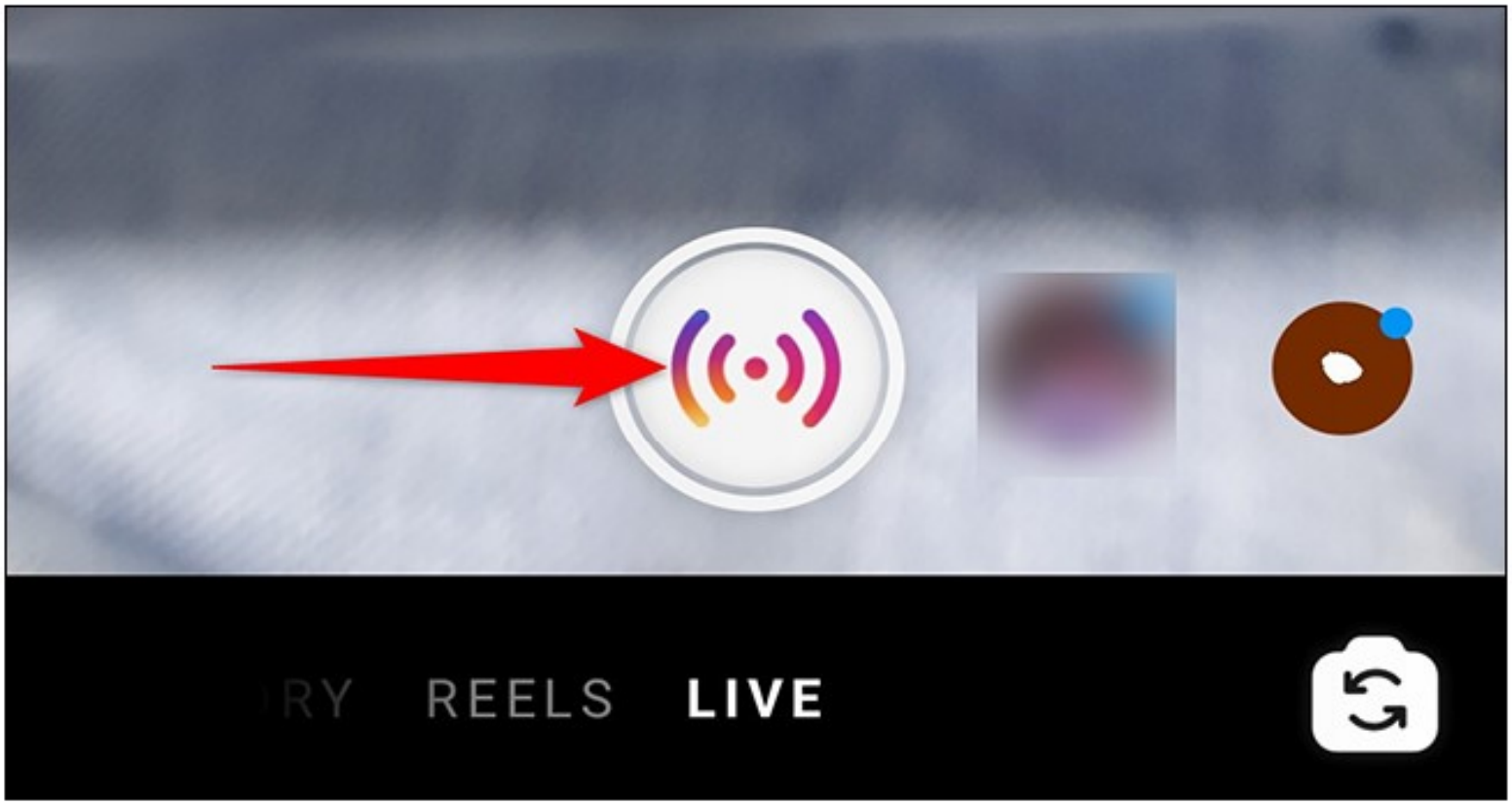
Step 1: Open the Instagram app and tap Your Story in the upper-left corner.

Step 2: Swipe left at the bottom of the screen to toggle Live.

On the "Your Story" screen, at the bottom, swipe left and select the "Live" option.



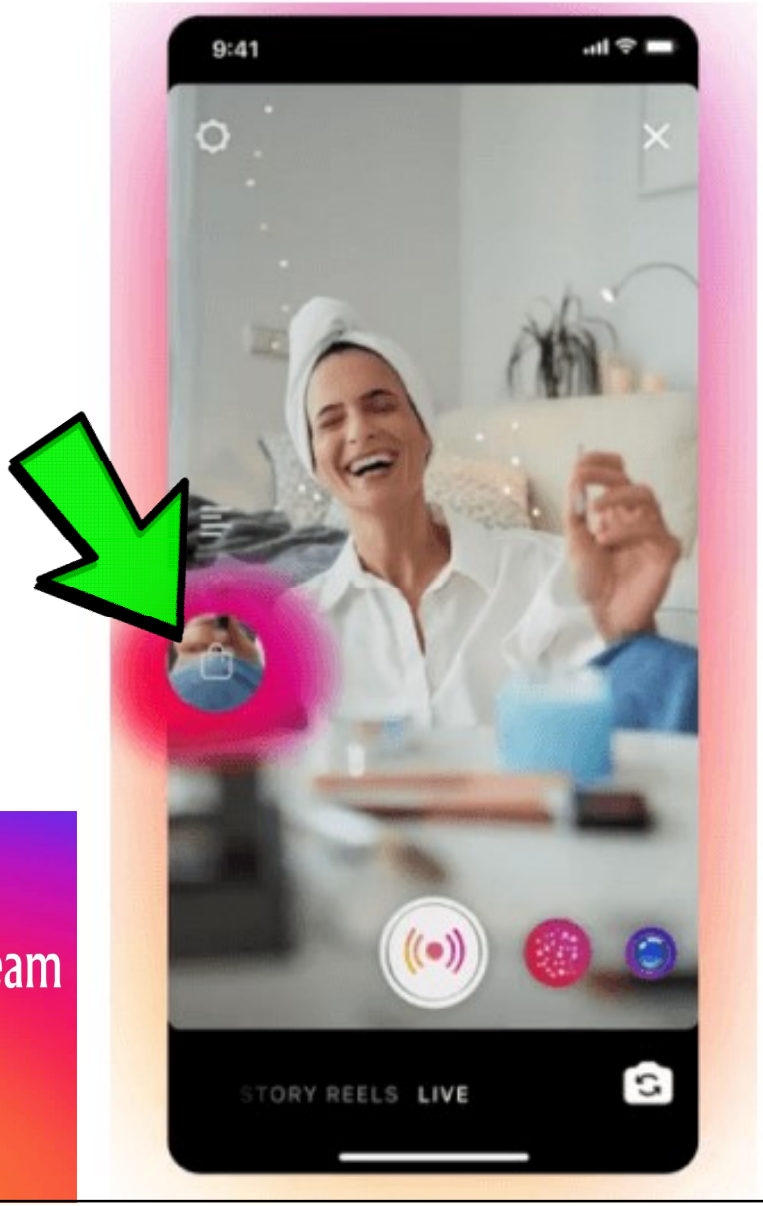
On the “Live” screen that opens, above the “Live” option, tap the “Go Live” icon.



Tap the icon and immediately, Instagram will start your live video and will start sending notifications to your followers that you have gone live.

Step 3:

Tap the Shopping bag icon on the left side of the screen and add the products you want to promote and sell.



Go Live on Instagram Live Stream

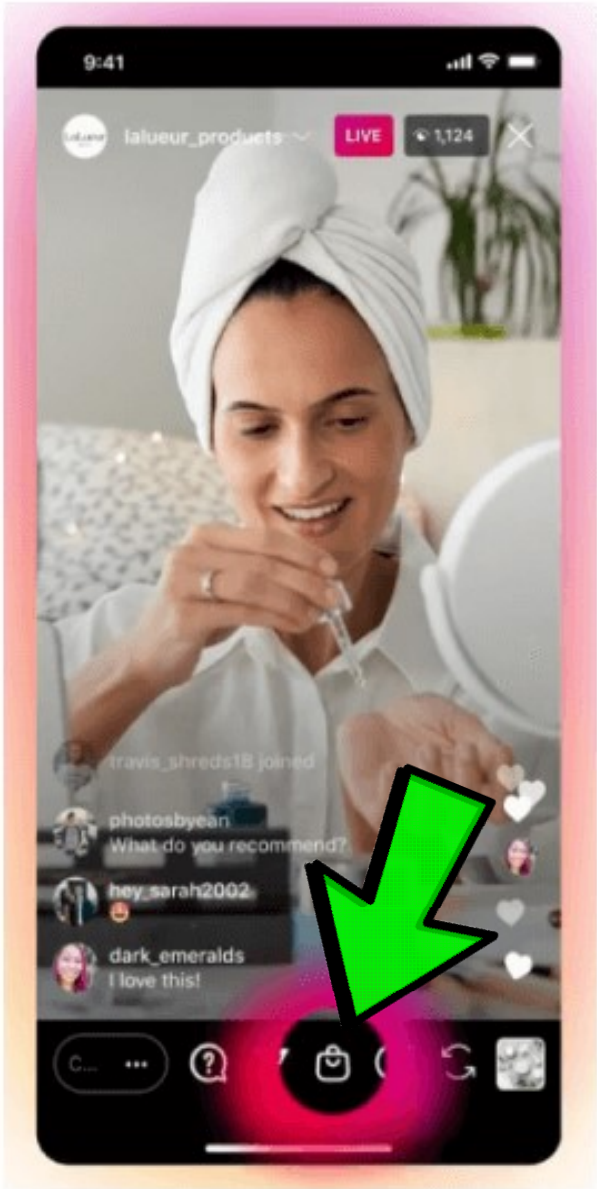
Step 4:
When you're good to go, tap the Live button.

Go Live on Instagram Live Stream

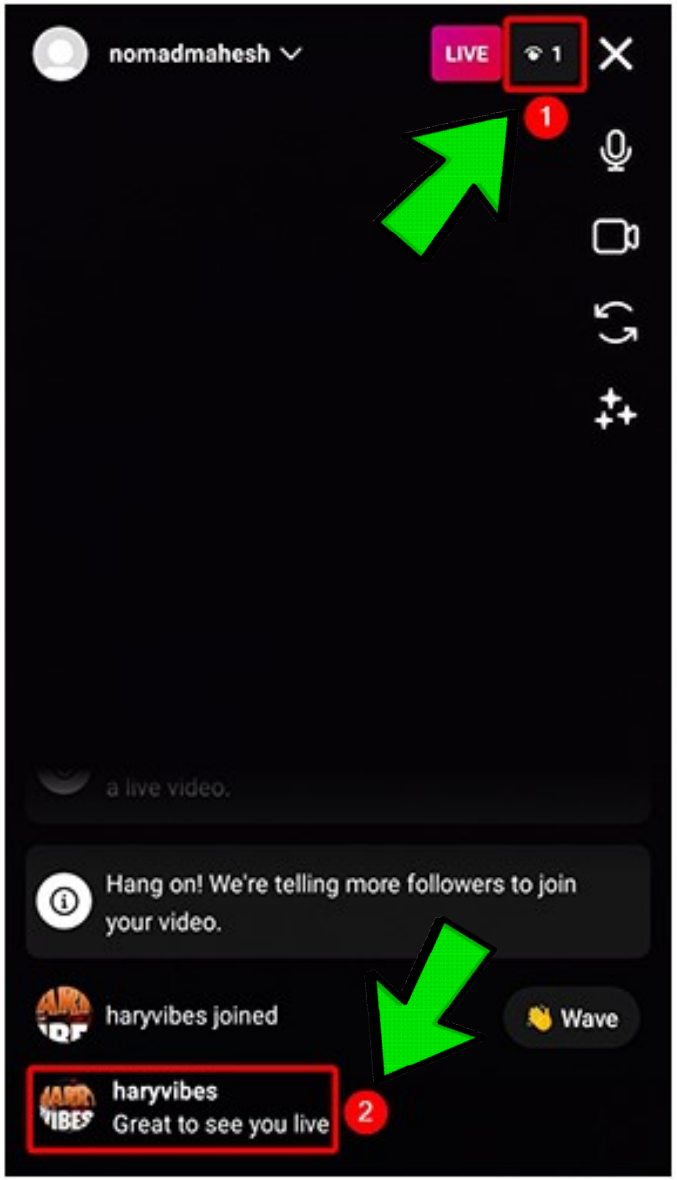
Step 5:

During the live, you can Pin products on the screen so that viewers can learn more about or buy them. You can only pin one item at a time.

Go Live on Instagram Live Stream

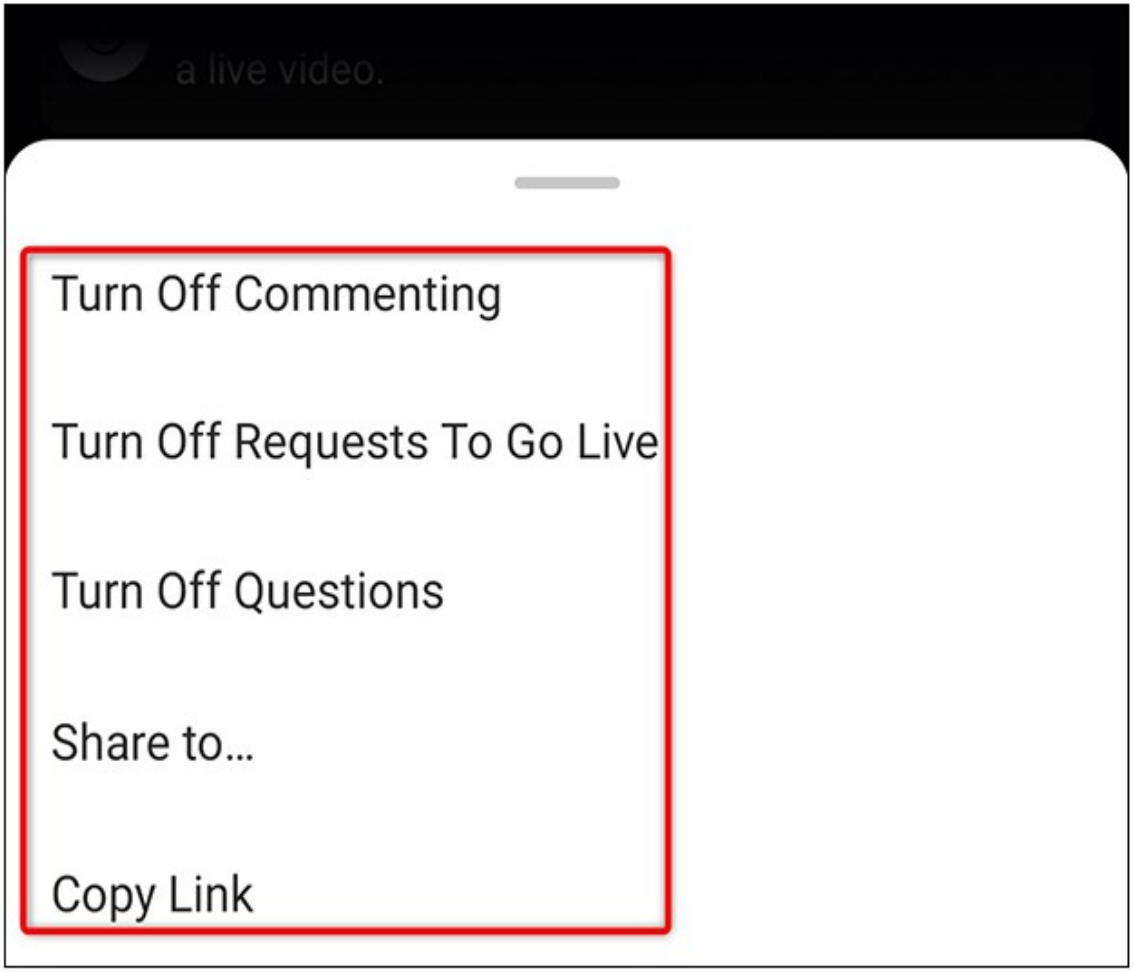


When you've gone live, in the top-right corner of the Instagram app, you will see the number of people watching your live video. At the bottom of this screen, you will see the [comments from your viewers](#).



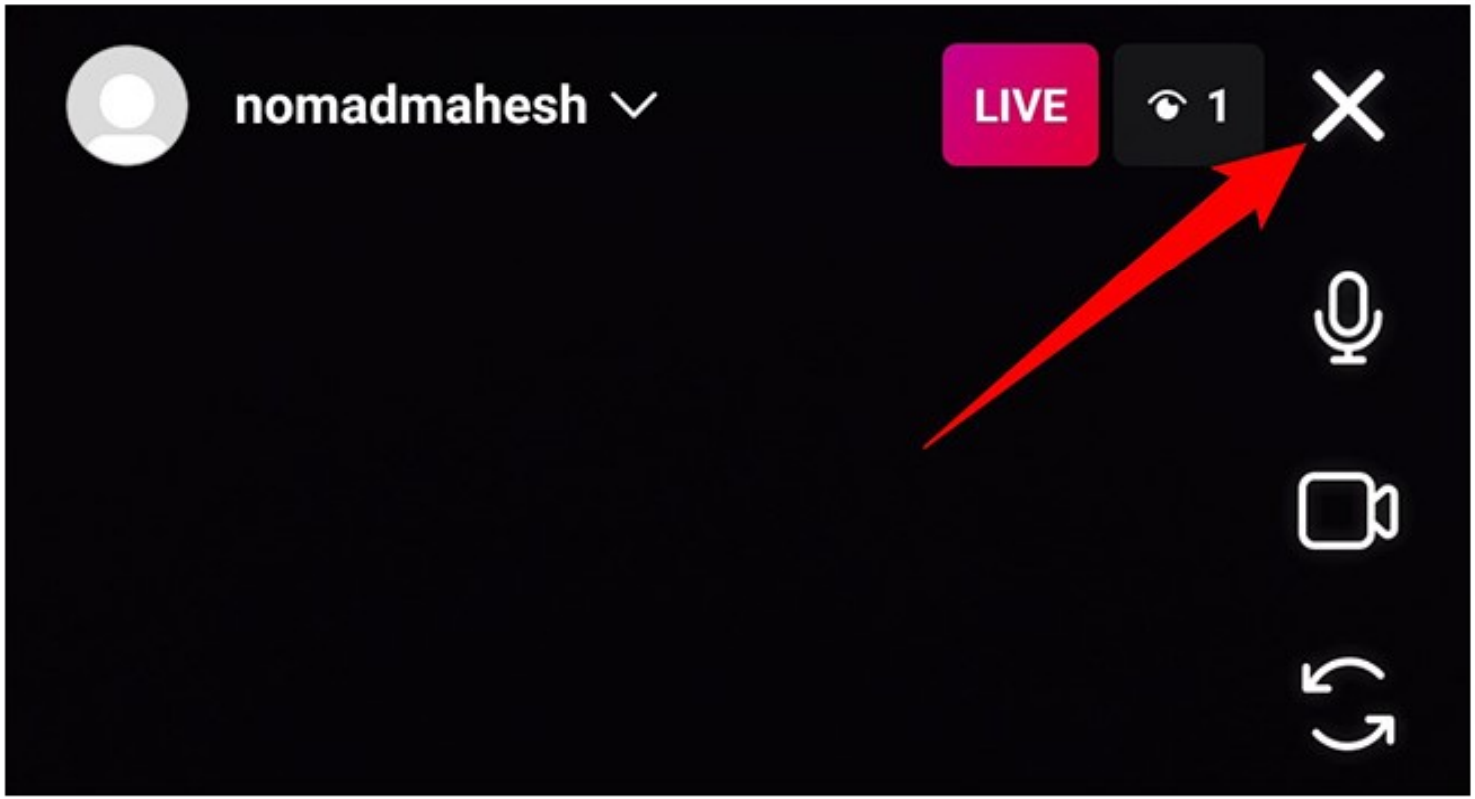
You can change how people interact with your live video.

To do so, at the bottom of the Instagram app, next to "Add a Comment," tap the three dots.

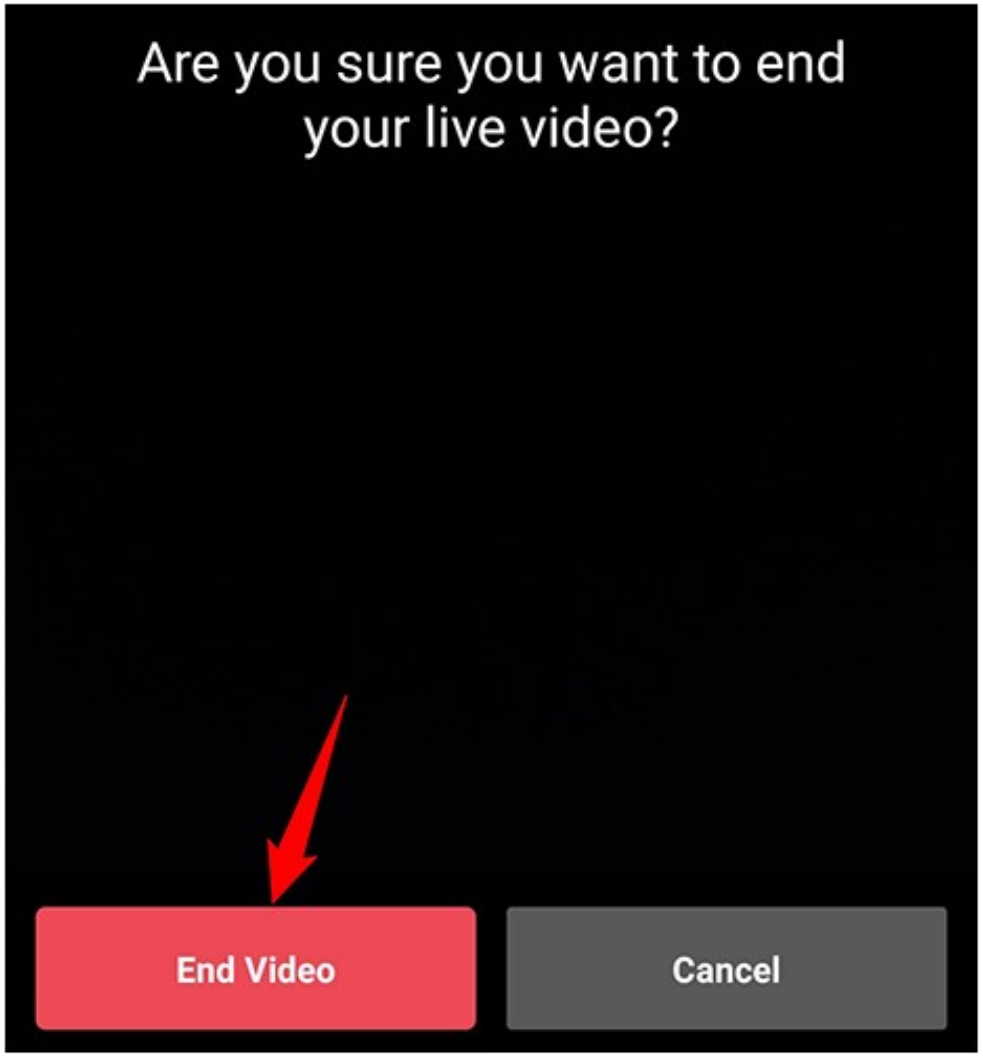


How to End and Save Your Live Instagram Video

When you're finished, and you'd like to end your live video, tap "X" in the top-right corner of the Instagram app.



You'll see a prompt asking to confirm your choice. Here, tap "End Video."



Instagram will end your live video. You'll now see a "Live Video Ended" menu, which lets you decide what you'd like to do with your live video's recording.

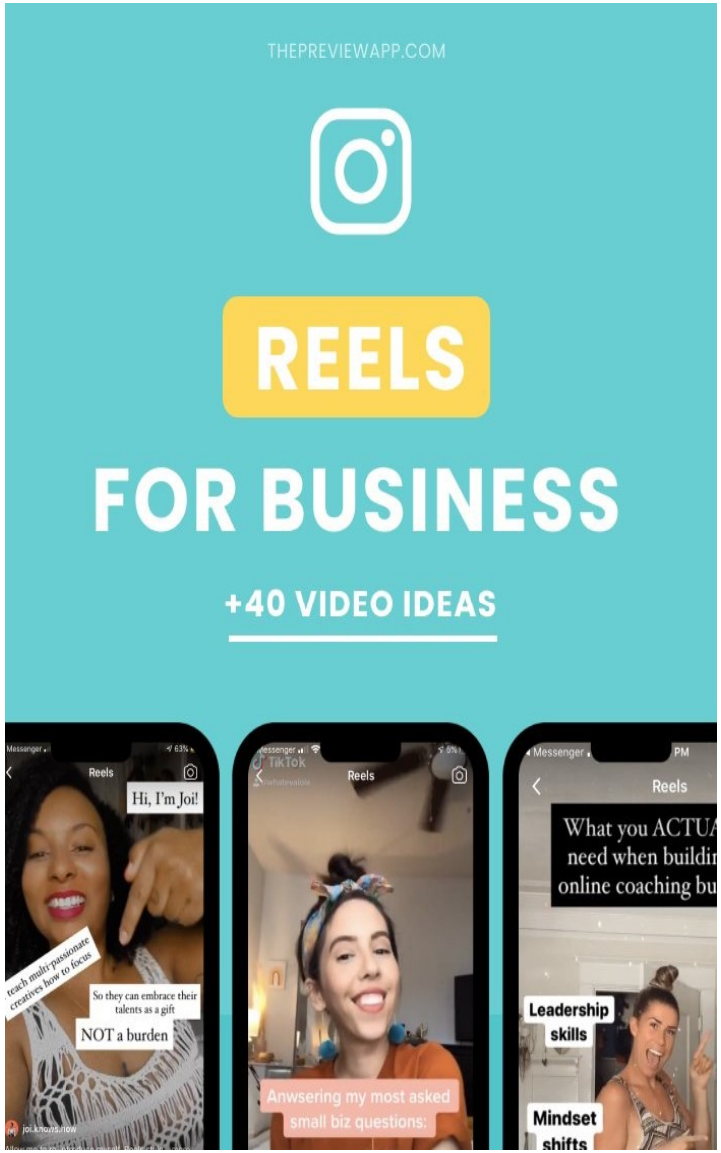
The available options are:
•Share to IGTV: This shares your live video to IGTV.
•Download Video: This downloads the live video to your phone.
•Discard Media: This discards the live video. Select this option if you don't want to do anything with your live video.

9:41
Reels
MFC
MY FIRM CARE
ghettotwins__ · Follow
Dua Lipa · Physical
145K
190
Instagram
How To Use Instagram Reels
Audio
Speed
Effects
Timer
LIVE
STORY
REELS

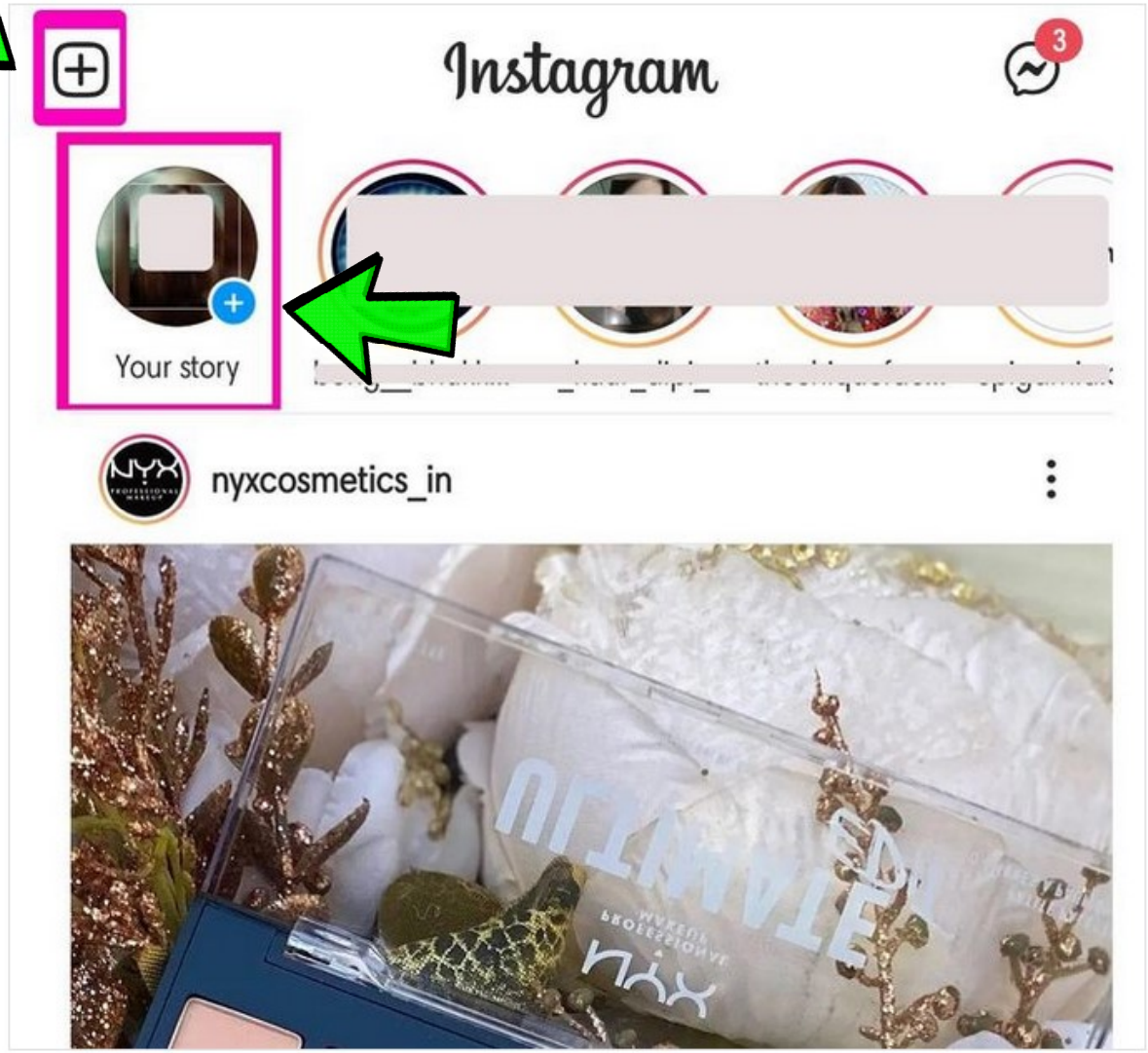
What Is Instagram Reels?

Reel is a feature of Instagram that allows users to create **short videos** between **15 and 30 seconds** in length. In addition to recording short clips, Instagram Reels also lets users edit, remix, add effects and audio to their reels.

With Instagram Reels, you can now create and watch short, entertaining videos anytime. In addition to these features, Instagram also provides several options for making reels more exciting and engaging. Add an extra ounce of dash to your reels through options such as **multi-clip videos, easy-to-use text, AR filters, and audio**.



Step 1
Spot the '**+**' sign in the top left-hand side corner.
Or
Your Story with the '+' sign in the top left-hand side corner.
Or
Left swipe your feed page.



REELS
FOR BUSINESS

Step 2
When you click on the '**+**' sign, it takes you to a page like this.

Select **REELS**.

REELS
FOR BUSINESS

Step 3
The reels screen appears, along with the additional features. Choose the **effects** and **music** you want to add to your reels. Likewise, you can decide whether you want to upload 15 seconds or 30 seconds reel, the **clip's speed**, and more.

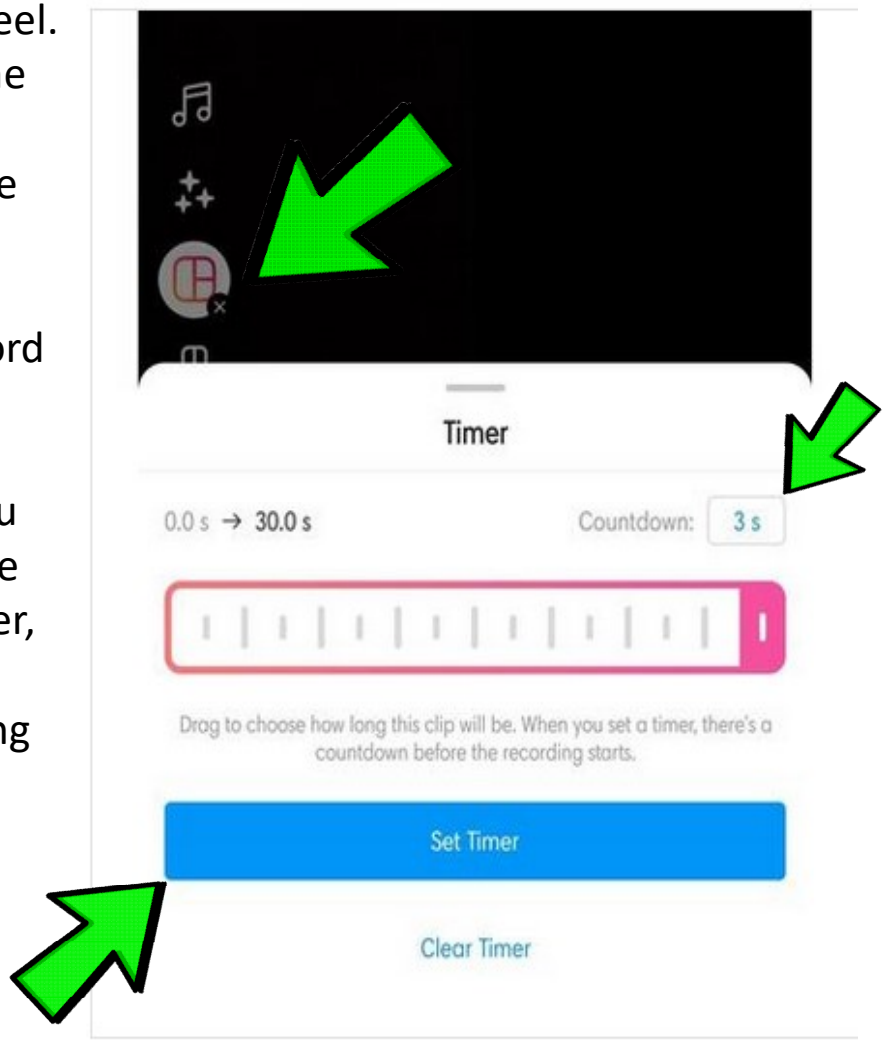
Step 4

Tap on the reels icon to record the reel. There are multiple ways to record the clip:

Tap and hold the record button while recording the reel

Tap on the record button once and record the clip. Then tap on the record option again to stop recording

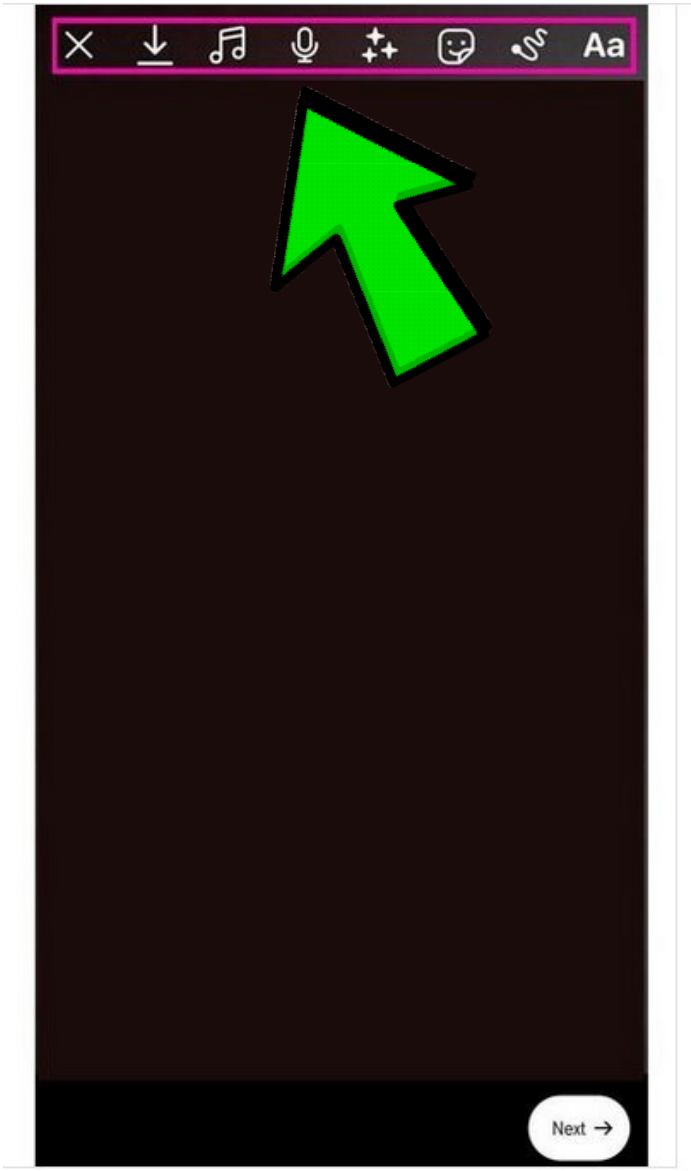
Set a timer. On the left side, tap the **Timer** button. Utilizing the timer, you can set the duration for how long the video will last. Once you set the timer, you will get to see a countdown of 3 seconds or more before the recording begins



Step 5
Once you have added the music and effects (in any), **preview** the reel before uploading.

REELS
FOR BUSINESS

Step 6
While previewing, you can add, draw texts, add voiceover, and stickers. You can also download the reel.



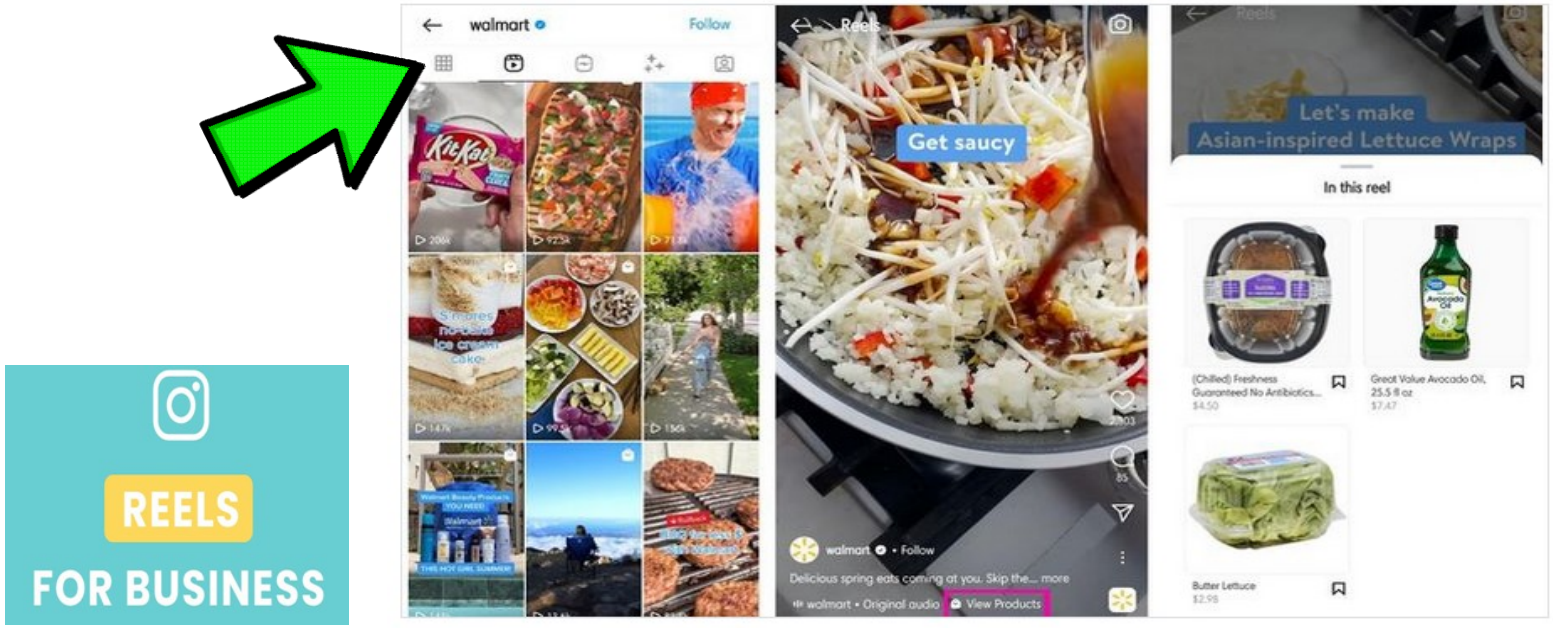
REELS
FOR BUSINESS

Step 7

Write a **caption**, include **relevant hashtags**, set a **cover image**, and **tag people,** and you are good to go.

If you have a public account, you have the option of sharing your reel in a dedicated space in the Explore section. When your reel is in the Explore section of Instagram, it has a greater chance of being seen and discovered by a wider community.

In addition, you can post your reel to your Instagram feed and share it with your followers as well. It will appear under the reels section of your profile.



Why Should Brands and Businesses Use Reels?

1. Reels are an interesting way to spread brand awareness

Microsoft Corp. conducted a study that found the average attention span of people is about eight seconds. That's crazy, right? Now picture which features of the Gram is most likely to make it onto the viewer's watch list: a 15-second reel, a 60-second post, or IGTV. There can be no doubt about the winner.

Adding additional features, such as audio, AR filters, or text can make reels even more engaging. From product launches to motivational videos to scrumptious recipes, everything is possible now with Instagram Reels.

2. You can connect with your audience through authentic content

Instagram Reels are designed to create quick and engaging content that audiences would love to see. Use reels to engage the audiences with authentic and original content; they will be hooked onto your page for more.

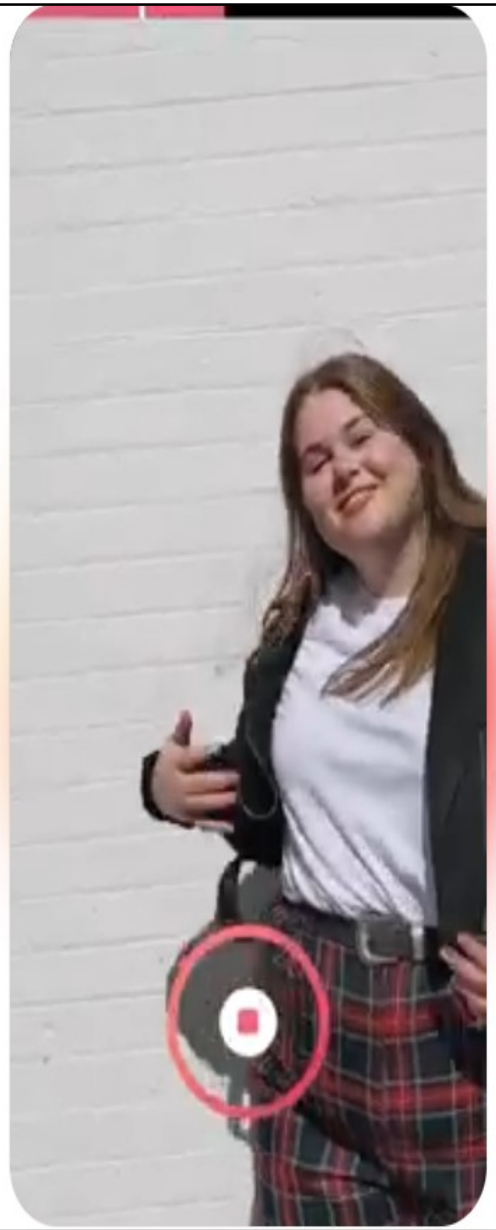
3. Reels offer multiple creative possibilities

Brands and businesses can use this for creating a quick video about their products and services, providing expert reviews, educational posts, and more. Brands can also use it to make exciting announcements about their new products and services, acquisitions, sales, upcoming events, and a lot more.

HOW IT WORKS

Express yourself with sh fun videos.

Create multi-clip videos up to 30 seconds, and with easy-to-use text, AR filters and audio. Uplo from your gallery, too.



MAKE IT YOURS

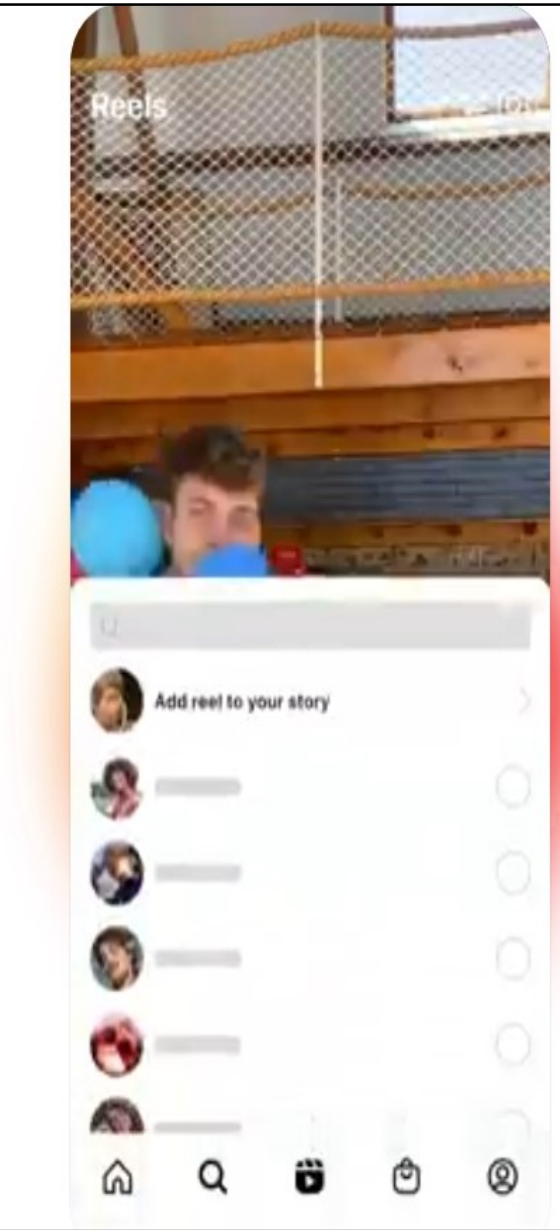
Bring your ideas to life with creative tools.

Create seamless transition moments with Align to line up objects between clips. Set a timer to record hands-free, and adjust speed for video and audio.

CREATE TOGETHER

Collaborate and play with Remix.

Remix a reel by recording your own video next to someone else's. Add your perspective, collab with your community, and make something new.



WATCH AND EXPLORE

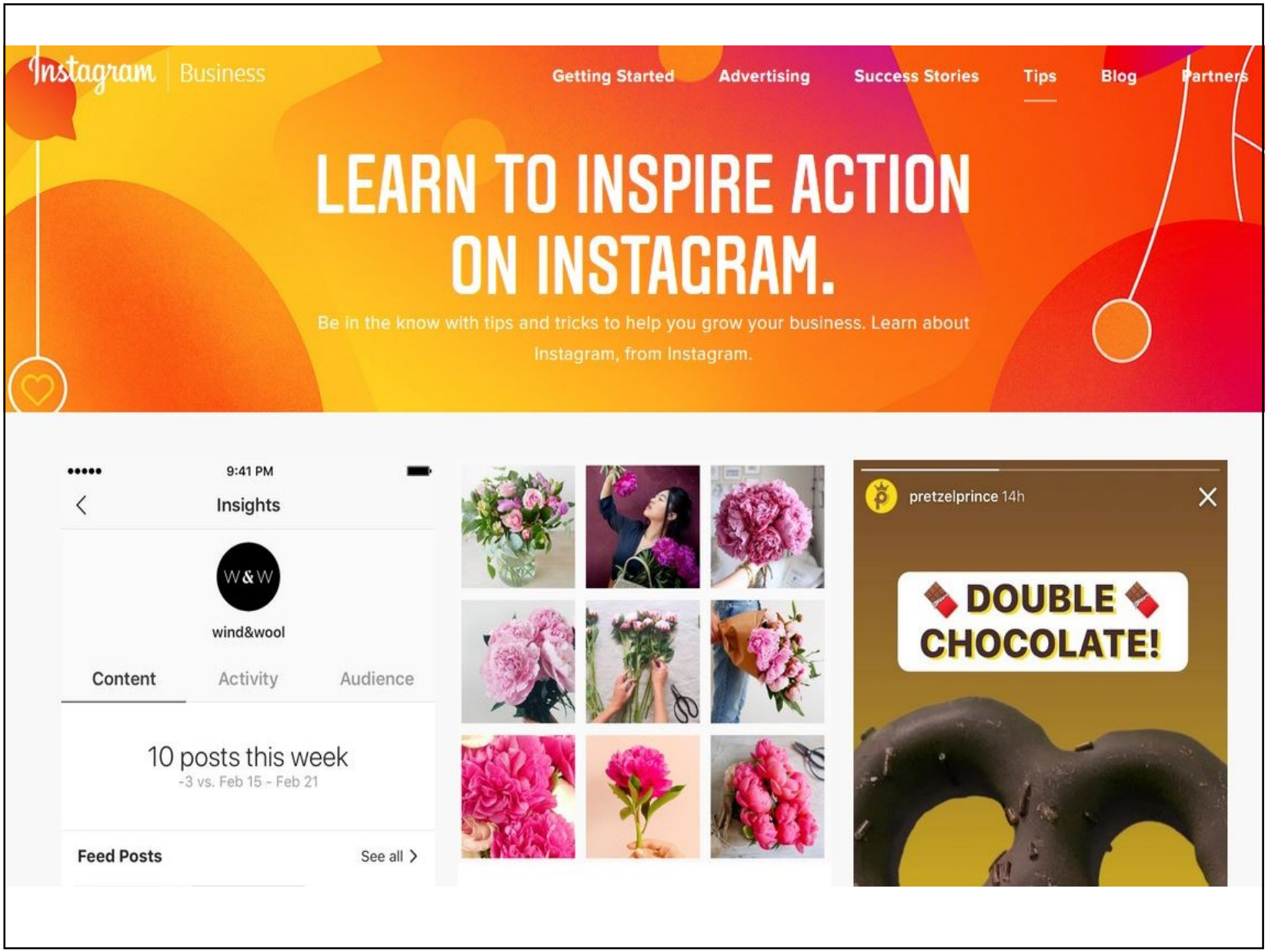
Discover the best of emerging culture.

Explore the new Reels tab-a space to encounter shareable moments as they happen-or find reels in someone's profile. Send reels you like to friends in Messenger, or share them to Stories.

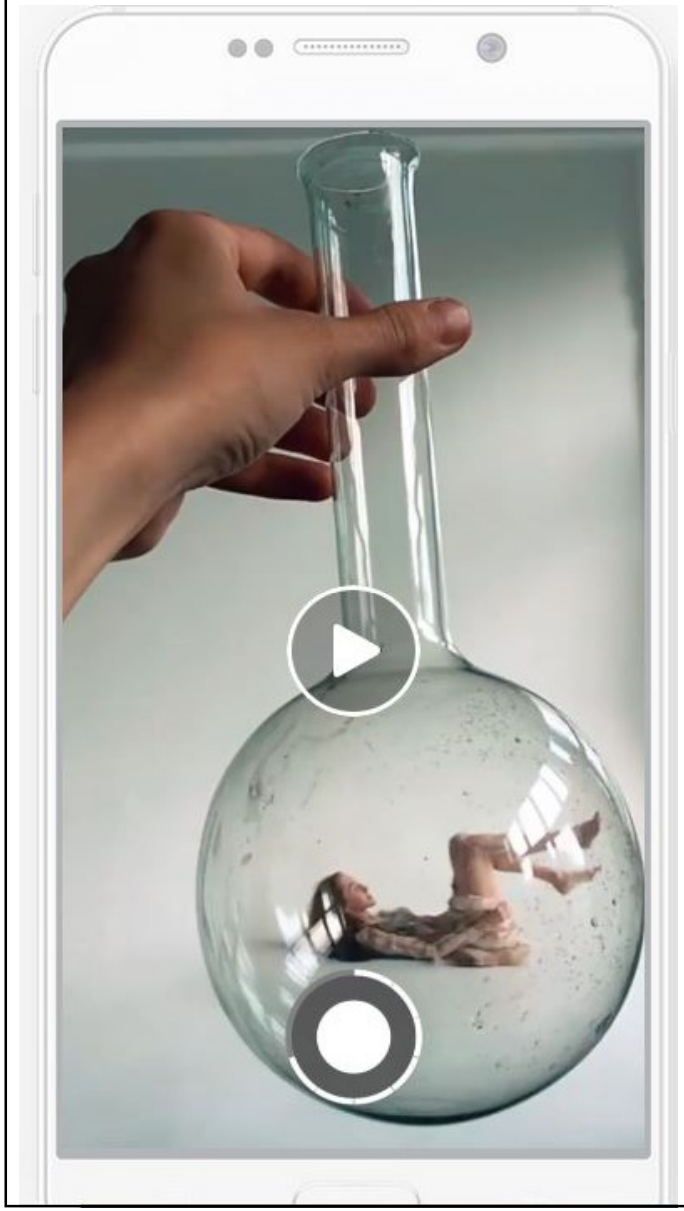
AUDIO TOOLS

Say more with music and sounds.

Amplify your ideas with audio from the Instagram music library, original audio you record, and your unique sound by adding Voiceover to clips. Collect and share audio pages, too.


Instagram Business
Getting Started
Advertising
Success Stories
Tips
Blog
Partners
LEARN TO INSPIRE ACTION ON INSTAGRAM.
Be in the know with tips and tricks to help you grow your business. Learn about Instagram, from Instagram.
9:41 PM
Insights
W&W
wind&wool
Content
Activity
Audience
10 posts this week
-3 vs. Feb 15 - Feb 21
Feed Posts
See all
pretzelprince 14h
DOUBLE CHOCOLATE!

BEST APPS
FOR
INSTAGRAM
STORIES
eDigital
WOW
WOW
Kendama is a traditional toy from Japan!



Boomerang

Make everyday moments fun and unexpected. Create captivating mini videos that loop back and forth, then share them on your feed or in your stories. On stories, 25% of videos shared are Boomerangs.

Boomerang by @alinavalitova

Download on the App Store

GET IT ON Google Play

Hyperlapse

Forget bulky tripods and expensive equipment, create polished time lapse videos using Instagram's in-house stabilization.

Hyperlapse by @habashi

Download on the App Store

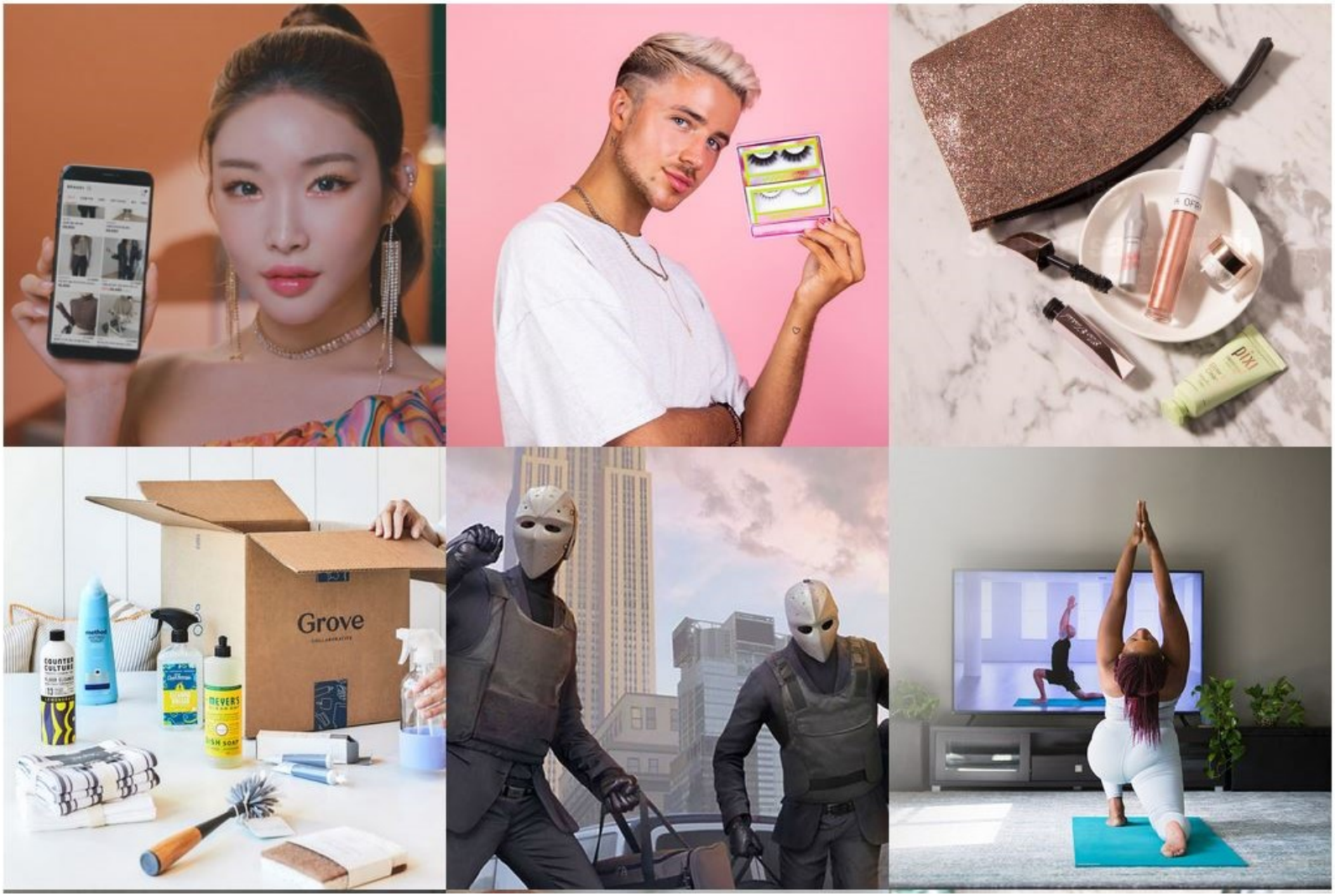
GET IT ON Google Play

Layout

Flex your creativity by combining, flipping or mirroring multiple photos into a single image for a fun, one-of-a-kind take on your photos.

Download on the App Store

GET IT ON Google Play


Grove
pixi

Quick
Recap
tips & tricks

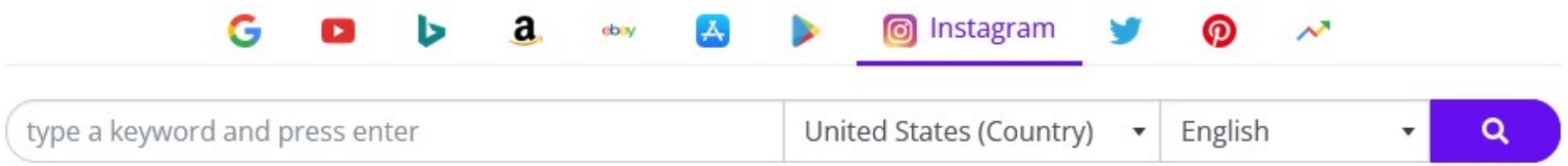
1. Use the right Instagram hashtags

Your goal on Instagram is to engage your current audience on a regular basis while also growing your number of real followers. Posting new, interesting and engaging photos will satisfy the first requirement, but to begin growing you'll find hashtagging your photos to be extremely important. Hashtagging your photos makes it easy for people to find your photos that are searching for those specific terms.

#HASHTAG

If you want to tag your photos properly, you'll need to find and use the most relevant hashtags. This means doing the appropriate research to make sure you're using hashtags that not only describe your brand, but are also being searched for on Instagram.
To find relevant hashtags, you'll want to use a free online tool like keywordtool.io to start.

Find Top Hashtags Using Instagram Autocomplete



If you've been posting to Instagram for a while and feel like you've missed out on all these opportunities to build your audience by using keyword hashtags, fret not. You can still go back and post a comment with your new hashtag keyword lists and watch the likes and followers roll in.

Using hashtags in Instagram stories

Hashtagging on Instagram posts are a given, but you should also be using hashtags in your Stories for the chance to be seen by users who follow that specific hashtag.

You can use hashtag stickers or just hashtag directly in your captions for a chance to be featured in a hashtag story.

Now that users can follow hashtags, your stories on Instagram have a chance to be seen by both people who are following that hashtag and anyone who's just checking it out.

2. Use the right filters on Instagram

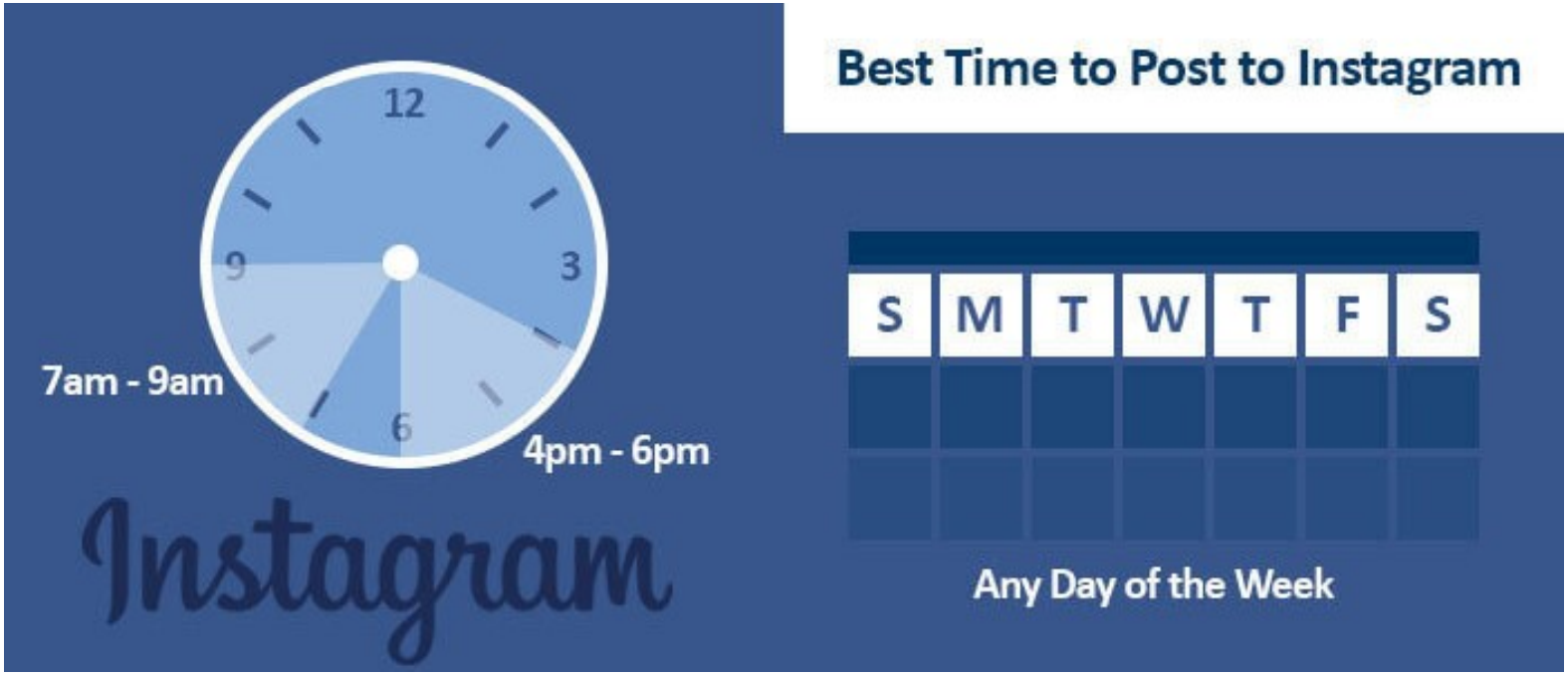
Keyword hashtags aren't the only thing you should pay attention to. The Instagram community responds to certain photo filters more favorably than others. Using these preferred filters can have an impact on your engagement. Here are the 10 current most popular filters on Instagram according to Iconosquare:

1. **Normal (No Filter)**
2. **Clarendon**
3. **Juno**
4. **Lark**
5. **Ludwig**
6. **Gingham**
7. **Valencia**
8. **X-Pro II**
9. **Lo-fi**
10. **Amaro**

3. Post on Instagram at the right times

Beyond adding the appropriate hashtags and using the best filters, you should also be considering the timing of your posts.

A targeted approach is to analyze what has and has not worked for you in the past. By visiting IconoSquare's optimization section, you can get a detailed analysis of your posting history vs. engagement. This report will also highlight the best times of the day and days of the week to post.



4. Steal your competitor's followers on Instagram

One of the best ways to find and attract a new following is by seeking out your closest competitors' Instagram accounts and engaging with their audience. These people have already shown some level of interest in the products you carry simply by following your competitors' account.

So how do you effectively steal your competitors' followers? You can steal your closest competitors' followers by engaging with them. There are several ways to engage with Instagram users, and the more work you put in, the more followers and repeat engagement you'll get out of it.

The three types of engagement on Instagram are:

1. **Follow a user**
2. **Like a photo**
3. **Comment on a photo**

5. Use geotags on Instagram for local discoverability

Besides hashtags, you can also make your Instagram posts and Stories discoverable by tagging your location, either the city you're in or the venue where the photo or video was taken.

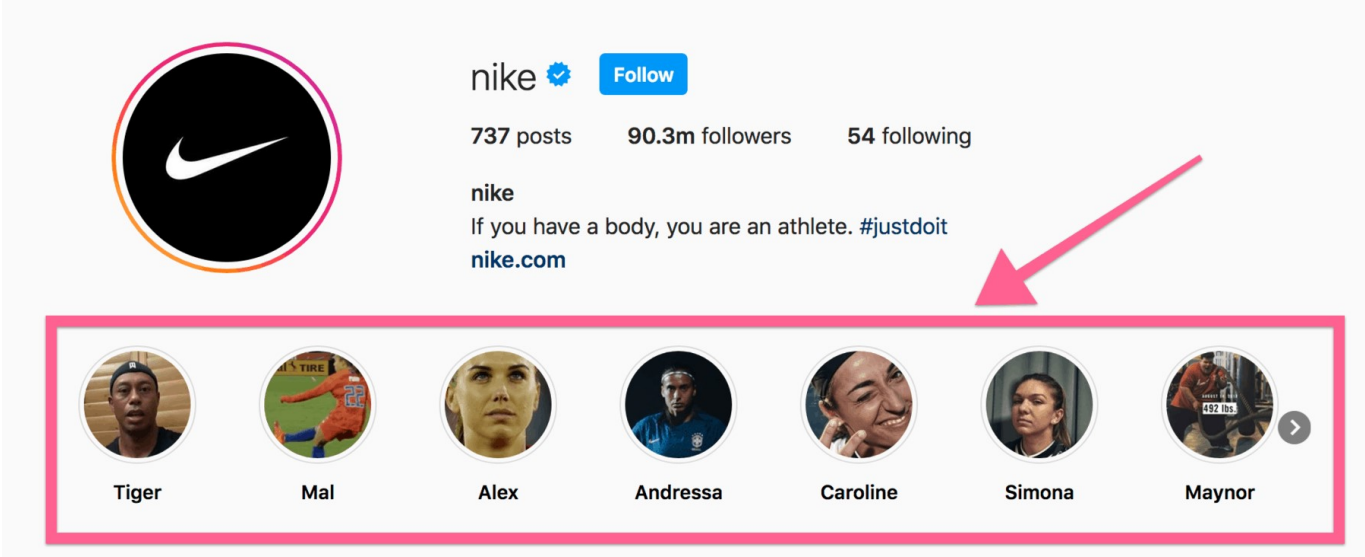
Local businesses can get the most value out of location tags by posting regularly to these feeds and also engaging with posts from prospective customers who are physically in the vicinity.

6. Organize your Stories into Highlights

Whenever a potential follower lands on your profile, you have a short span of time to convince them to follow you.

One way to do this is by using the "Highlights" feature on your profile to organize your Instagram Stories in a way that communicates what your account is about.

Since Stories have a 24-hour lifespan, Highlights can be used to give them a second-life and entice others to follow you so they don't miss out on more Stories in the future.



7. Ask for more followers

It sounds obvious, but it deserves to be said: Don't be afraid to occasionally ask your audience to follow you.

The same way YouTubers ask their viewers to follow them at the end of their videos, you can also ask viewers to follow you for more content.

Sometimes people might really enjoy what you put out on Instagram, but need a nudge before they actually follow you. Sometimes you just need to remind the users of a platform that they can subscribe to get more in the comments of a post.

8. Hop on trends for more followers

When the opportunity presents itself, aligning your content with trending topics or hashtags can improve discoverability and engagement.

For example, you can ride the wave of a trending topic or event, such as a holiday, in a relevant way to boost your engagement and reach. Or you can participate in one of the many *hashtag* holidays that exist, such as #NationalCoffeeDay. Mark relevant events in your calendar so you can prepare relevant content in advance.

Be sure to join the conversation in a meaningful way and when in doubt, ask yourself if your target audience would actually pay attention to the trend.

9. Run a giveaway to attract Instagram followers

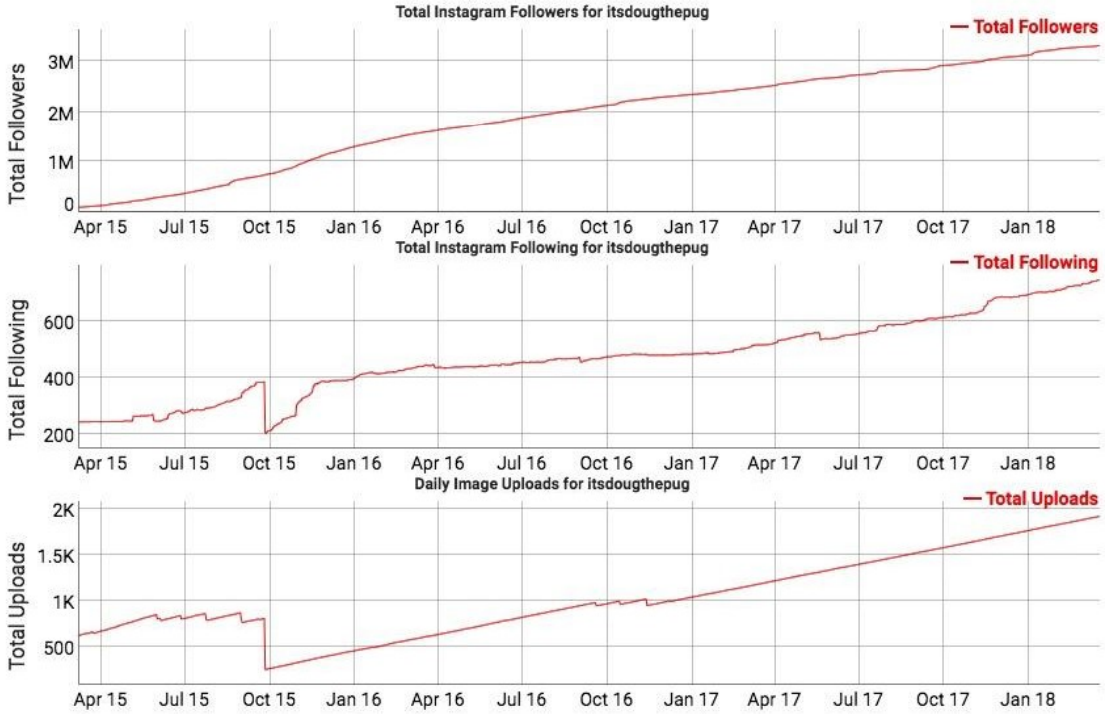
One of the best kinds of comments you can get on any social media post, not just Instagram, is a comment where one user tags a friend. Not only do these comments contribute to your post's engagement, which in turn makes it favorable to the Instagram algorithm, but each tag brings you a new audience member who arrived through a recommendation and who you could potentially win over as a follower.

For inspiration, here's an example of a successful product giveaway from the5th that incentivizes people to follow their account and tag a friend for the chance to win two free products for the both of them.

10. Closely monitor your Instagram following over time

It's not enough to get more Instagram followers if you're losing them just as fast. Keep an eye on the rate at which you're growing as well as how engaged your following is overall.

Social Blade is a great free tool for analyzing the growth of your following (or your competitors), showing you followers added and lost over time and on specific days.



With an Instagram Business account, you also get an Instagram Analytics dashboard which offers valuable insight for free that you won't get anywhere else. You can see how many people are checking out your profile, how many people your posts have reached, what your most engaging posts are, and where most of your followers are from.

You can use this data to diagnose where you're falling short and where you could do more.

Look for patterns in the posts that were the most engaging and try to replicate that in your future content.

10 TIPS FOR INCREASING SOCIAL ENGAGEMENT ON INSTAGRAM
COMPLETE YOUR PROFILE
PUBLISH DAILY
INTERACT WITH YOUR AUDIENCE
SHARE VIDEOS
CALLS TO ACTION
CONTESTS AND PROMOTIONS
USE HASHTAGS
FOLLOW INFLUENCERS
GIVES "LIKES" TO YOUR FOLLOWERS
MEASURE AND ANALYZE

Happy Selling

Instagram

1. Consider Your Content
2. Keep Your Posts Short
3. Include a Link
4. Stay Engaged
5. Experiment

Thanks for coming!
Any
Questions