



Instagram E-Commerce

Set up your customers Instagram shopping experience with your business



What is Instagram E-Commerce?

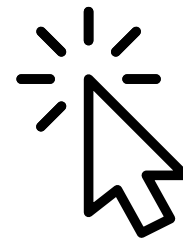
Instagram has a feature allowing people to shop easily with your brand. One click of a photo or video and your customer can purchase from you.

How do I sell on Instagram?

1

Start with an Instagram business or creator account

- To create a business account [click here>](#)
- To create a creator account [click here>](#)



2



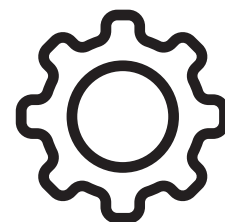
Is selling on Instagram right for my business?

- Make sure your business is eligible to advertise on Instagram, [check here>](#)
- Business needs its own domain
- Connect to Facebook page

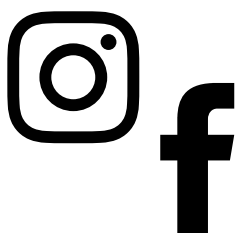
3

Choose a tool to start the onboarding process

- You will need a commerce manager - [Learn more here>](#)



4



Add shop details in Commerce Manager

- Choose a check out option
- Choose sales channels (Facebook, Instagram, or both)
- Create a product catalog (what are you adding to the shop?)
- Review, review, review - SUBMIT