

Instagram

Shopping Checkout



Everything you should know
about the new shopping feature

How to launch Instagram Shopping
in my online store

www.adsmurai.com
contact@adsmurai.com
Tel. +34 931 222 301

Offices:

SPAIN

Barcelona

HQ Passeig de Gràcia, 60 4º
08007, Barcelona.
Tel. +34 931 222 301

Madrid

Calle Lagasca, 61 2º izquierda,
28001 Madrid
Tel. +34 931 222 301 (ext. 300)

Málaga

Calle La Orotava 2, 1ª planta,
29006 P.I. San Luis, Málaga
Tel. +34 931 222 301 (ext. 400)

MEXICO

Ciudad de México

Torre Leibnitz
Leibnitz 117 Piso 2,
Anzures 11590 CDMX
Tel. +52 885 14750 (ext. 503)

COLOMBIA

Bogotá

Cra. 14 # 93-40 Of. 301
Bogotá, Colombia

THE NEW THINGS IN E-COMMERCE

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Brief history of Instagram

Since the launch of the network until now, numerous novelties and evolutions have been introduced.

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What is Instagram Shopping Checkout

Instagram has launched a new innovative feature that will turn the social network into a market.

1 4

How it works

There are factors to consider if you are a multinational organization.

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Reasons to use this new functionality

When purchases, feedback and customer support are expected to be personal and instantaneous.

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Case studies

Be inspired by those who have tried and succeeded.

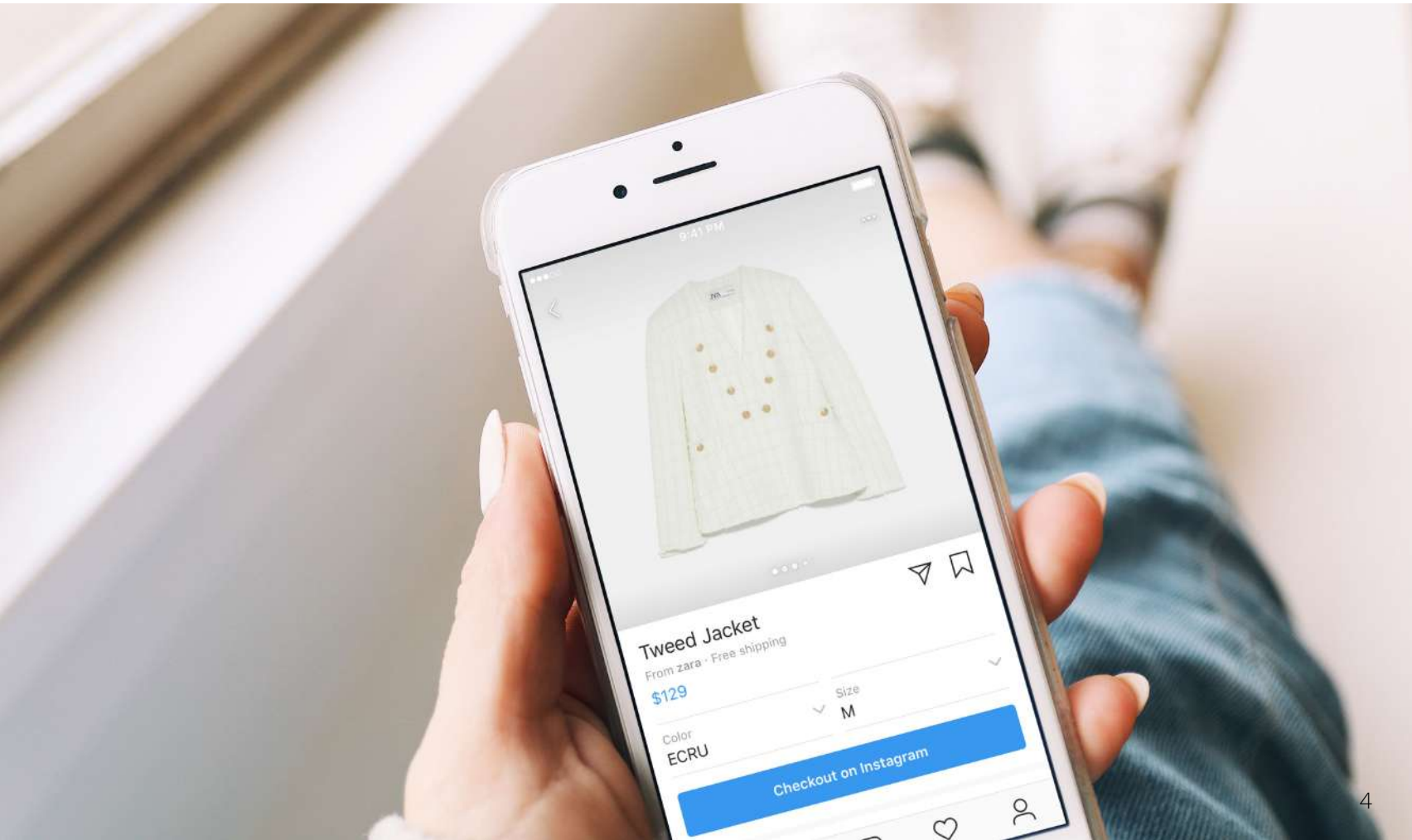
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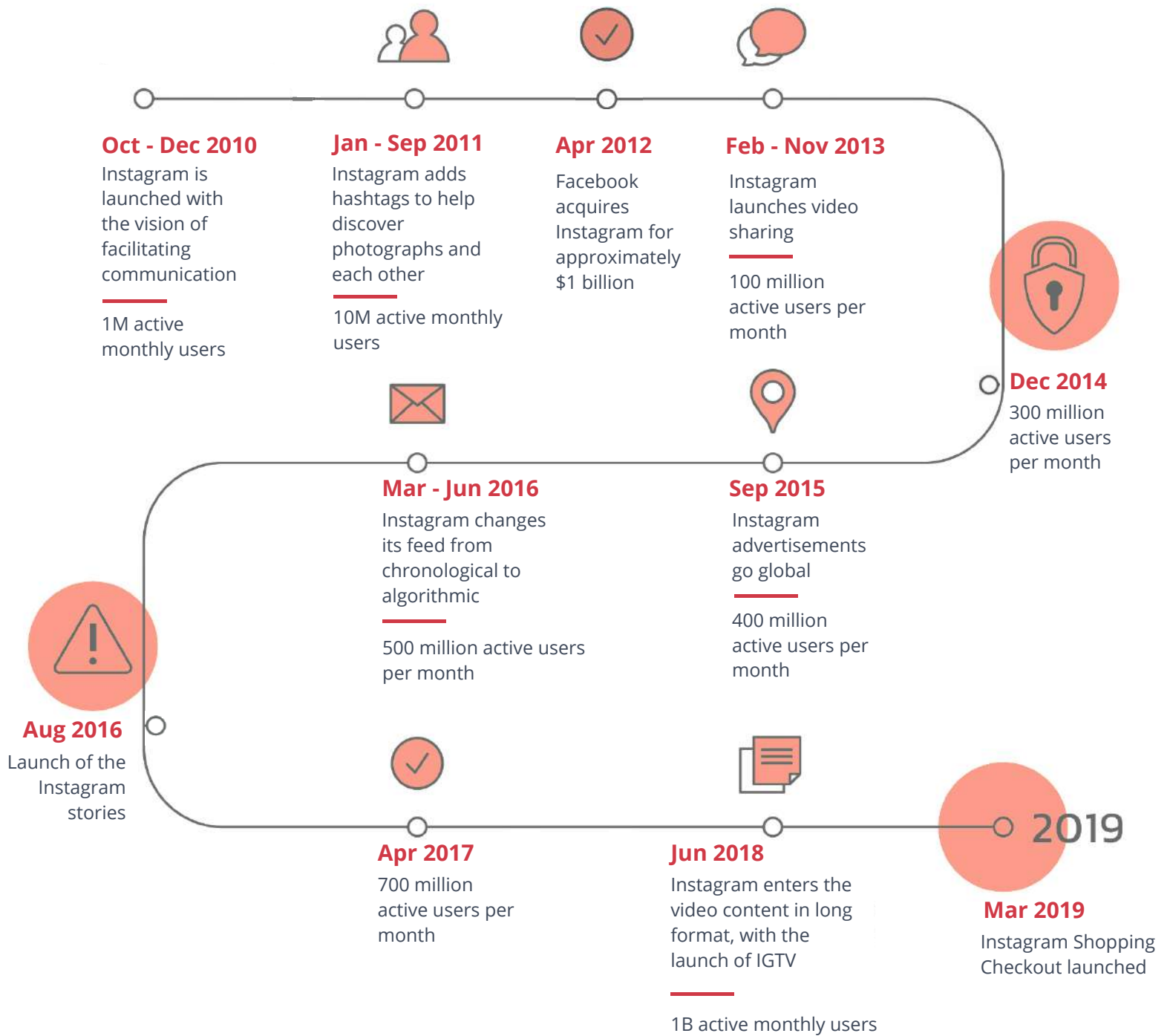
IG Shopping Checkout: what else is coming

Online shopping is a great development, but Instagram goes further to revolutionize E-commerce.

Introduction

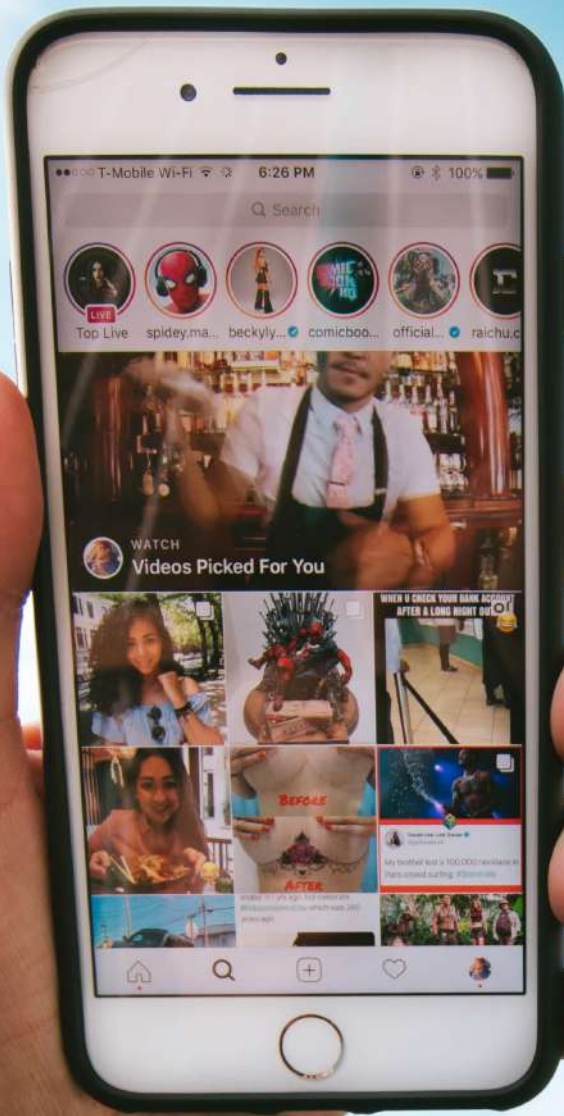
Instagram has launched a new innovative feature that will turn the social network into a gigantic market that could compete with Amazon. We already discussed this in our article: Instagram Shopping Checkout. Today we will see how you can take advantage of it to increase your Instagram sales. Later, we will also talk about a feature that Instagram is developing to further revolutionize e-commerce. Let's start with the feature that could be the biggest development in the online market in years: Instagram Shopping Checkout. To do this, first, let's take a brief look at the history of Instagram.





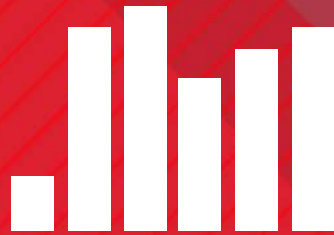
Brief history of Instagram

The Instagram user base has grown dramatically since the creation of the platform in 2010. Since the launch of the network, numerous novelties and evolutions have been introduced, in terms of design and user experience, search functions, filter options and, of course, advertising options.



10x

Users commit to Instagram brands 10 times more than on Facebook, 54 times more than on Pinterest and 84 times more than on Twitter.



Who is in Instagram?

More than 60% of all users are between the ages of 18 and 24, and 85% are under the age of 45. 75% of Instagram users located outside the U.S., being a very committed network.

Therefore, advertising on Instagram offers great opportunities to companies of all shapes and sizes, in all types of industries.

Brands are seeing the value of this audience and are flocking to Instagram. By 2015, 90 of the world's top 100 brands had an Instagram account.

Looking at a particular sector, 96% of U.S. fashion brands are on Instagram. And companies that take their presence on Instagram seriously reap the rewards. Consumers expect businesses to be present and have a voice on this platform, as 80% of users follow at least one business account, the highest rate of all social networks.

However, all this doesn't stop there: a third of Instagram users say they bought an item they saw for the first time on the platform.

60%

of users who connect on a daily basis, making it the second most engaged network after Facebook

96%

of fashion brands are on Instagram. It is a platform on which today's brands have to be

80%

of users follow at least one company account

85%

of all users are under 45 years



What is Instagram Shopping Checkout?

Instagram Shopping Checkout is a feature that Instagram is developing which will improve the user experience and make it much easier to increase sales on Instagram.

Isn't it the same as 'shoppable posts'?

No. There are similarities, but Instagram Shopping Checkout is superior, both in terms of convenience for customers and benefit for businesses. Without a doubt, it seems that the shopping posts have been a success for Instagram so far. This is indicated by the fact that they continue to develop and improve it.

How does Instagram Shopping Checkout work?

The user only needs to enter the payment data once and can start making purchases, without having to leave the application. This could be a great development for Instagram and those who advertise in the application as users no longer have to go to a separate website.

”

Users are constantly discovering new products and want to become active.

Vishal Shah, Product Manager
@Instagram.





We will introduce a sales fee to help fund programs and products that help make payment possible, as well as offset transaction-related expenses.

Vishal Shah, Product Manager
@Instagram.



Step-by-step: how IG Shopping Checkout works

The first time a user buys with Checkout, they'll have to:

1. Click on the product you want to buy.
2. Select color and size.
3. Click on the button "Checkout in Instagram".
4. Enter your card details (for the first and only time).
5. Click on "Checkout".

That's all, you receive a notification from Instagram when the product has been shipped and another when it has been delivered.

All this without leaving the Instagram application, creating a purchase process in social networks all in one.

Creating an all in-one social media buying process

Instead of taking users to a landing page on the company page, they shorten the purchase process. Reducing the number of clicks it would take to complete a purchase and the time it would take to load a landing.

On the other hand, the image that attracted users to click almost becomes the landing itself. We mentioned it in our blog article: Instagram Shopping: The New Showcase.

But now, things are moving to the next phase.



The feature is still in the alpha development phase and therefore still has a long way to go before its release to the general public. Instagram has only made this feature available to select brands for testing, as they are: Zara, Adidas, Nike, MAC Cosmetics, Michael Kors... At the time of writing this eBook it is only available in the U.S., and will be extended to everyone when the problems have been solved.

This could explain some rumors you've heard in your industry about a revolutionary new feature and why you don't have it. And if you're thinking why your competitors can use IG Shopping Checkout and you still can't, it's simply because Instagram needs to eliminate the bugs and judge their usefulness before launching it globally.

”

To buy from Instagram you have to go through a long process. Exit the application, open a browser and enter the payment details. Improving the user experience will make people spend more time inside the application.

Marc Elena, CEO @Adsmurai



What will the Instagram shopping function mean?

There are four agents when it comes to Instagram Shopping Checkout:

IG Shopping Checkout for the company

For a company that uses Instagram to raise brand profile and bring its fantastic products to consumers, Instagram Shopping is excellent. As we said before, it makes the shopping process shorter, faster and easier. There are factors to consider if you are a multinational organization, but we will talk about them and what Instagram is doing to help you later.

IG Shopping Checkout for users

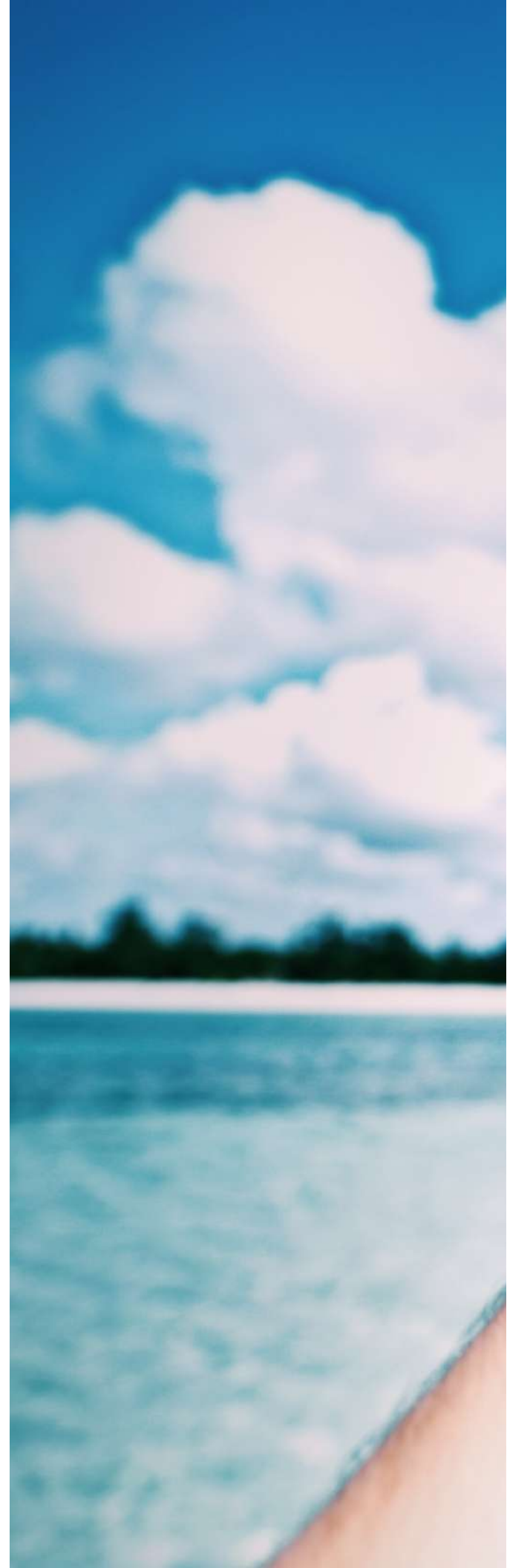
In a nutshell, it's great. As a consumer, it's much easier to see the things we like and get what we want in just a few clicks.

IG Shopping Checkout for E-commerce stores

Could they make Instagram a new strong competitor in the sector? Only time will tell...

IG Shopping Checkout for Instagram

It is necessary to include this, as Instagram is an interested party in this process. The launch of the feature is great: it keeps people on the application longer and improves the user experience.



How to connect my store with IG Shopping?



When the shoppable posts function was launched, users needed to meet some requirements in order to monetize Instagram's products. We say this because similar requirements are likely to be necessary to use the Instagram Shopping feature.

So let's find out how to create shoppable posts.

In order for you to start selling Instagram articles and stories, you must meet **certain requirements:**

1. The account you are using should be a "business profile" and not a personal one.
2. You must be the administrator.
3. Have a product catalog connected to your Facebook store.

*See the section 'How to increase sales in Instagram: Feed Composer' to learn how connecting your product catalog can be optimized to ensure you get the highest ROI in terms of time and advertising spend.

4. Submit the application and wait a few days for approval.
5. What you sell must be a physical good, it is not possible to sell services (at the moment).
6. After approval, you can start labeling products.
7. Click to upload a new photo and tag up to 5 products.

Get this setup as soon as possible so that when IG Shopping Checkout reaches the live launch phase, you can take advantage of it.



Why it's imperative you use IG Shopping Checkout?

The Instagram Shopping function will eliminate the enormous barrier of a possible purchase, having everything in one place.

When it launches into the rest of the world, (it will be soon) take advantage of it!

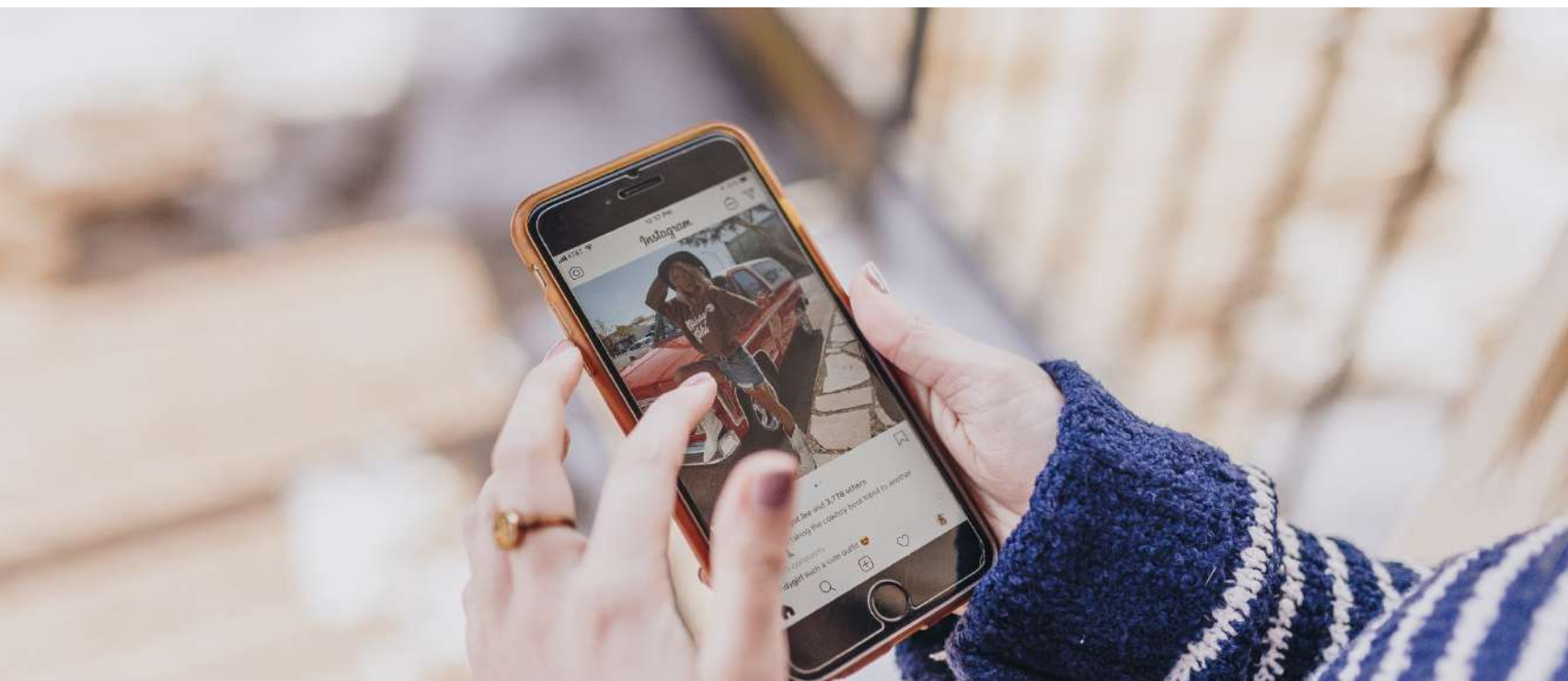
Instagram has **1 billion active users monthly**, and they are constantly exposed to new content. Surely the same thing happens to you, you check your feed, you get distracted by interesting ads or you go to Explore to see the related posts and you have a few more seconds.

So, the consumers of Instagram. They see your product, they "like" it, they move on to the next one. How often does a user make the effort to leave Instagram, go to your website, enter their details and make the payment?

Of course you do, but think about the buying process. Any self-respecting seller knows that **the shorter and easier the buying process**, the more likely it is that a purchase will be made.

Asking a consumer to leave Instagram, visit your website or landing and complete the process is too long. Especially today, when purchases, feedback and customer support are expected to be both personal and instant.

It's like showing someone an interesting product in your store, convincing them how good it is, but when they want to buy from you they say *"OK, but you have to go to our other store to make the purchase"*.



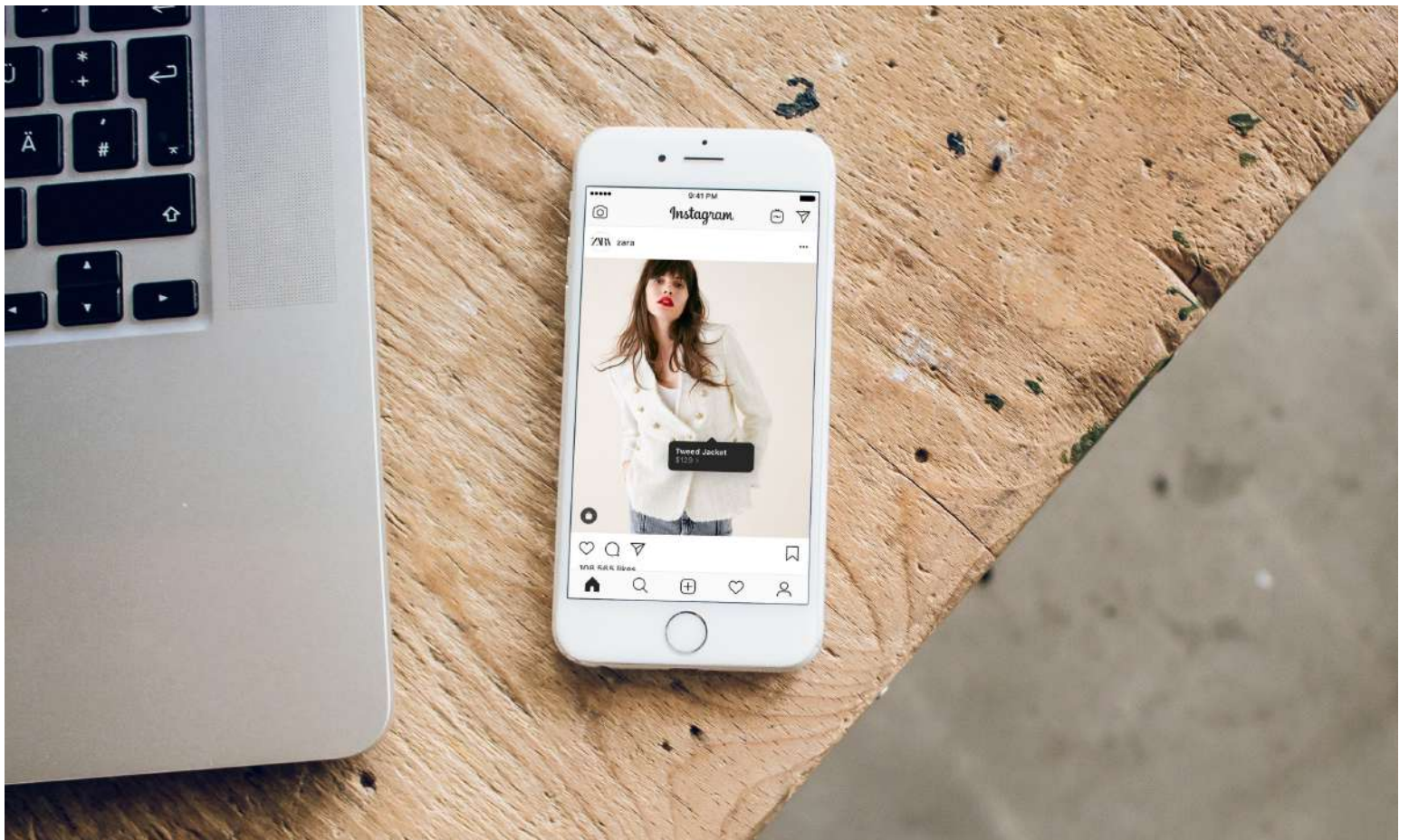
Would you do it as a consumer? Maybe, maybe not, the dress, or whatever product it is, returns to the shelf and the consumer moves on. By not doing everything possible to shorten the buying process, you are leaving money on the table.

The Instagram Shopping feature will eliminate a huge barrier to a possible purchase by having everything in one place.

Payment details will have been entered beforehand, which means that consumers can simply click to buy. The decrease in perceived difficulty in the purchase process increases the likelihood that users will become consumers.

The key conclusion for IG Shopping Checkout

Essentially, with this function, Instagram puts your product in front of an audience that is ready to buy. This leads to a high conversion rate.



How to increase your sales on Instagram: Feed Composer

Feed Composer allows you to use individual images, carousels and stories from Instagram

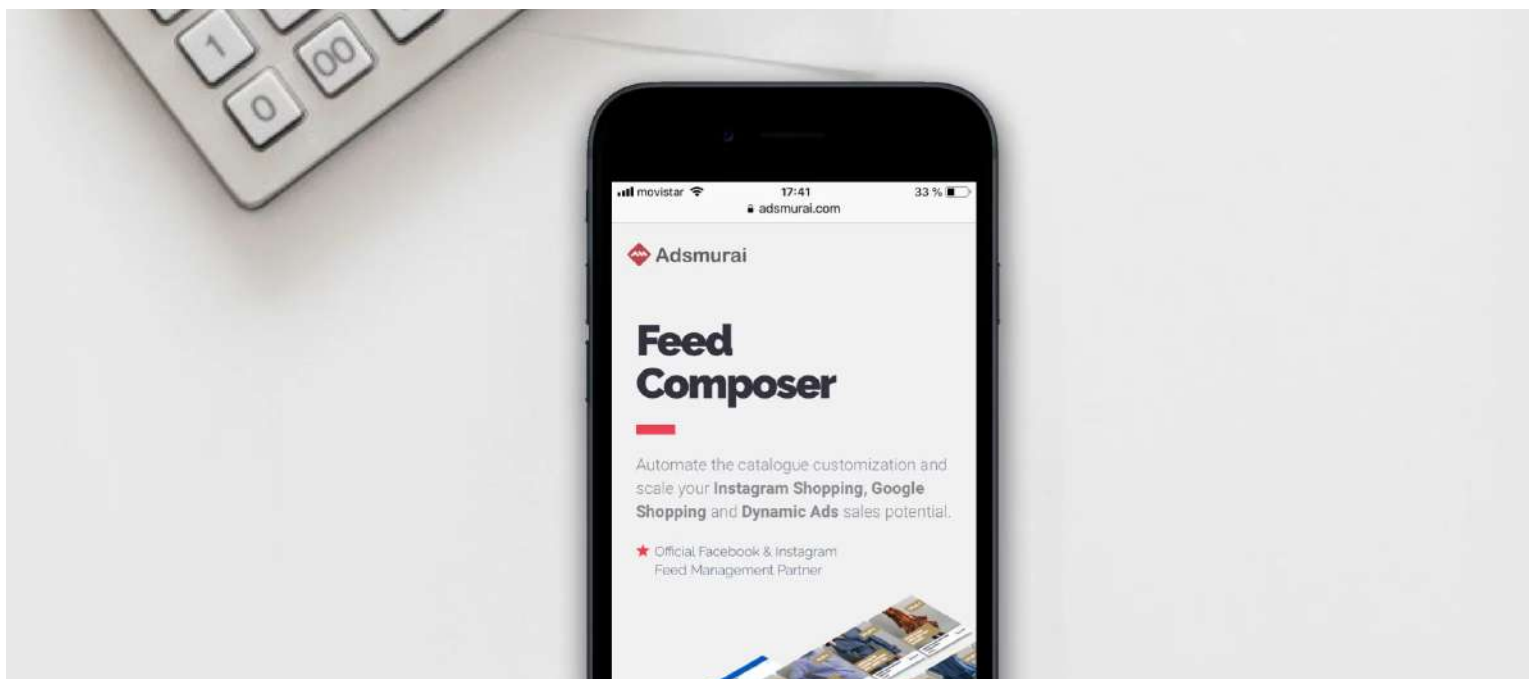
Feed Composer is a great way to reach potential customers, bringing them content related to what they have already expressed interest in. It makes creating and automating ads much easier, allowing you to customize your content for different audiences, and saving a great deal of time by doing so, let's take a look at how...

Feed Composer allows you to use individual images, carousels and stories from Instagram. Once you have uploaded your product catalog, you can customize the product images to attract customers and finally create the rules and conditions to address the different members of your audience.

This simple but effective process puts you in a perfect position to be ready by the time the fully functional feature is released to increase your Instagram sales.

IG Shopping Checkout is designed to reward the best content. Use customizable fonts to make sure your content is compelling enough to attract users and increase your Instagram sales.

You can find more information about Feed Composer and the increase in sales of Instagram at: www.adsmurai.com





Case Studies



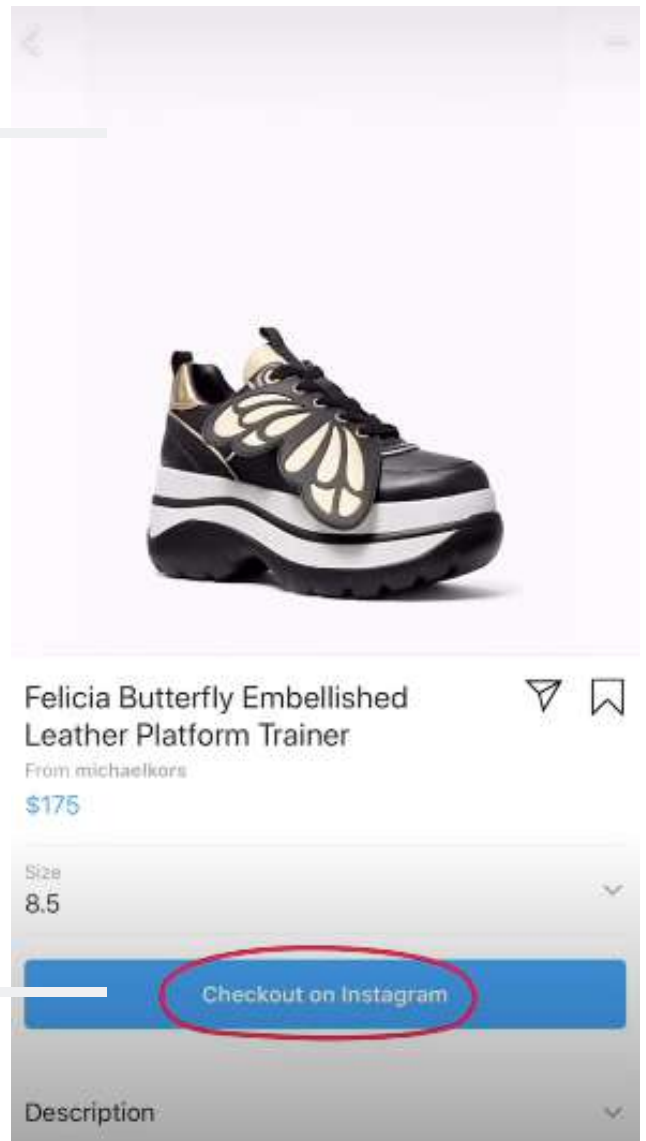
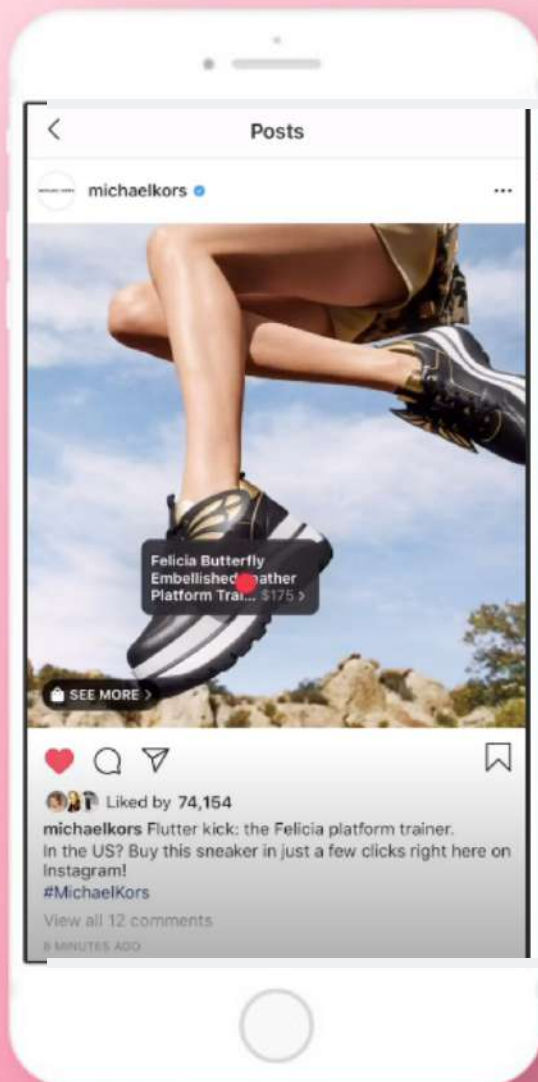
Michael Kors

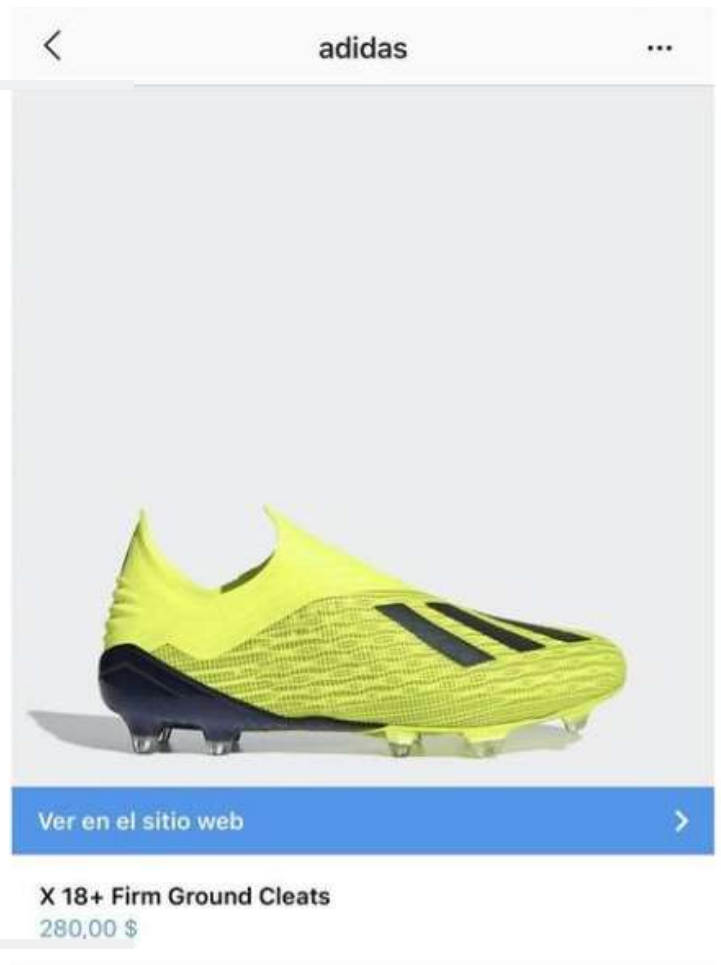
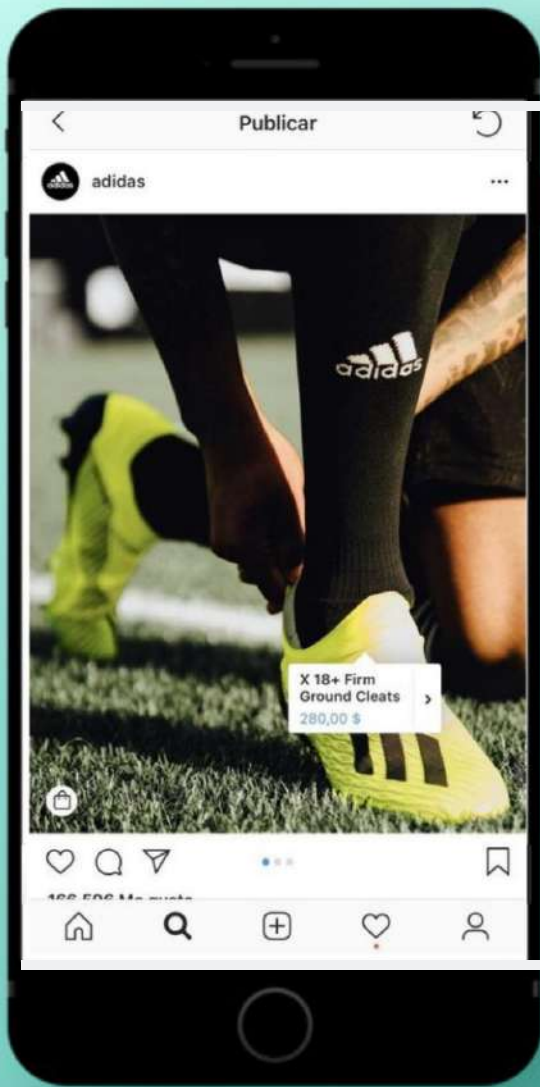
The brand was a pioneer when Instagram Shopping was launched, and now it's doing it again with Instagram Shopping Checkout - an example of success to follow!



There is no doubt that Instagram Shopping has been a great success in the US and now, we expect the launch in more countries.

- Michael Kors





Sculpted for speed, these firm ground soccer shoes are stripped down to the essentials. A low-cut collar, molded heel and skin-tight fit lock your foot in, eliminating... más

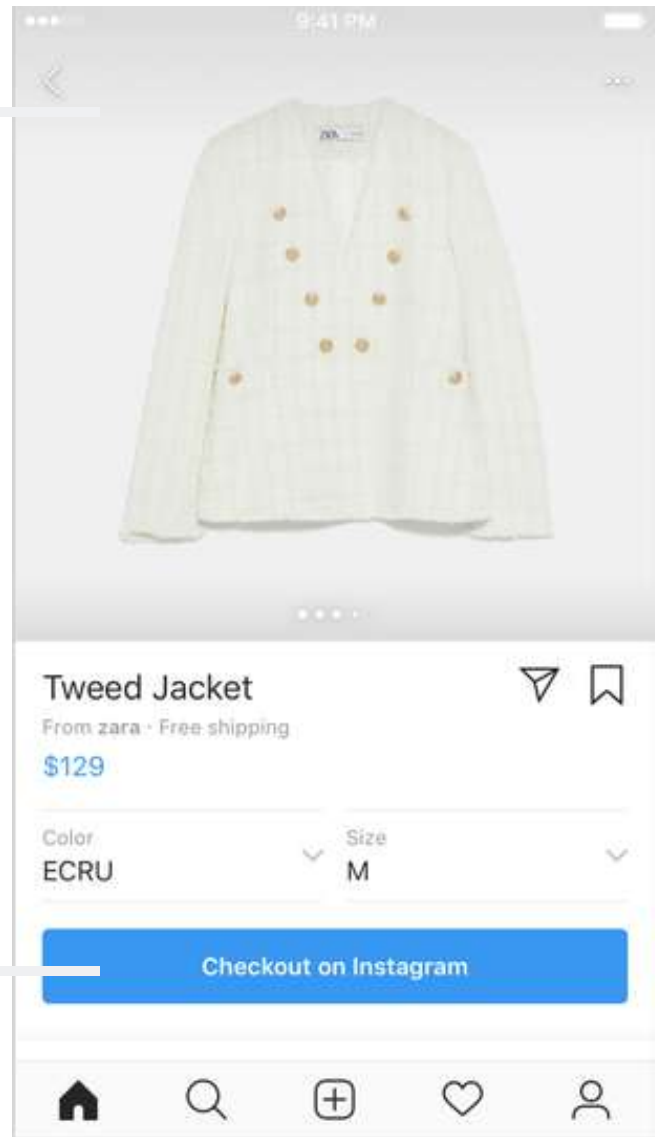
Adidas

One of the leading brands in sports footwear, has been among the first to successfully test the Instagram Shopping Checkout.

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We have already tested the new shopping labels at Stories, where our users will find a small sticker in the form of a shopping bag. Clicking on it will display details of each product and the option to purchase it.

- Adidas



ZARA

The flagship of Inditex is an example of national success, which has crossed barriers and is already one of the first brands to test the Instagram Shopping Checkout.

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We see great opportunities in the markets in which we are present and we are prepared for them.

- Zara

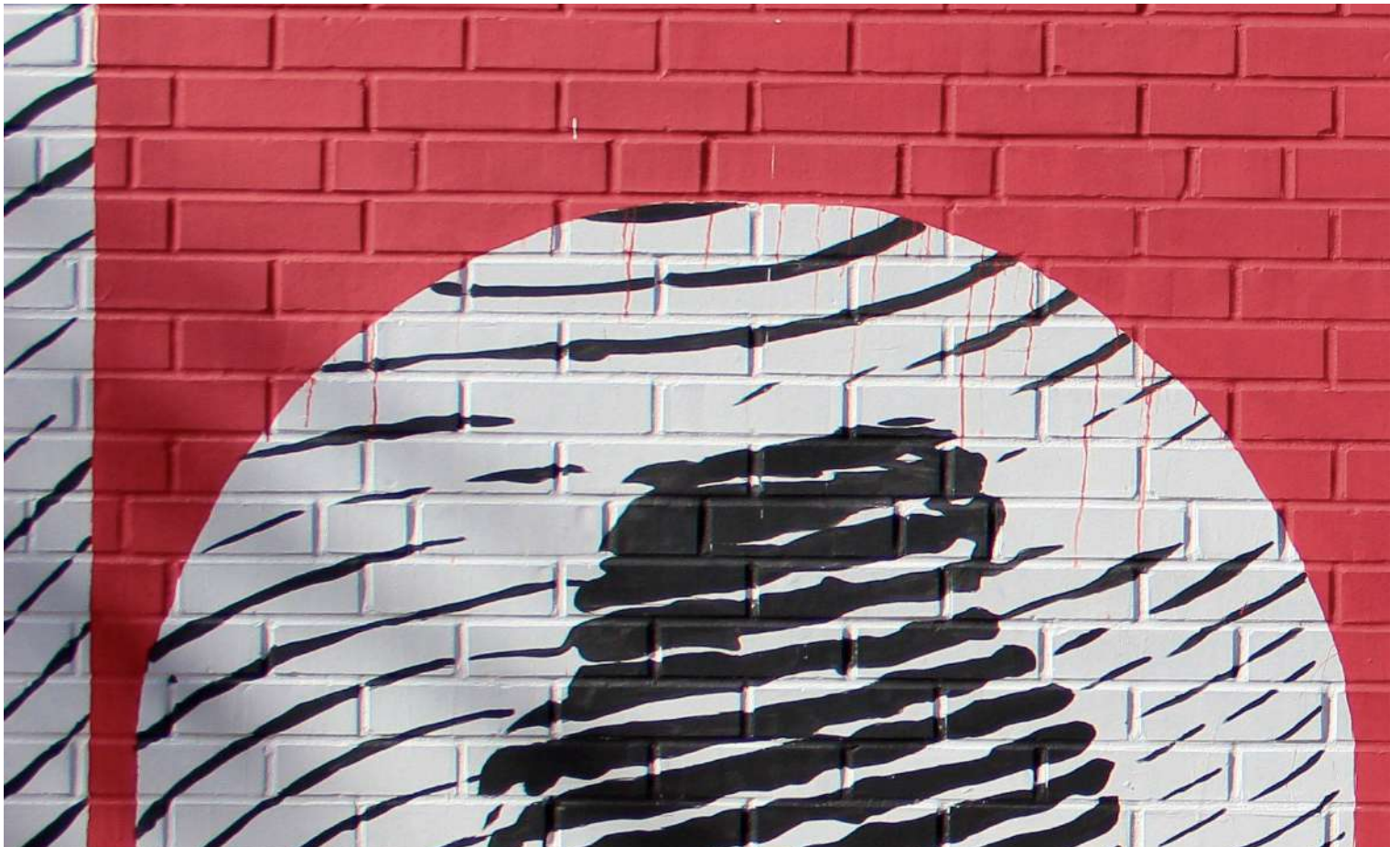
What else
is to come?



E-commerce and the challenges of selling to a global audience

The function is a great development in online shopping, but remember that we mentioned that Instagram goes further to revolutionize E-commerce?

They are helping to solve a big problem faced by multinationals when it comes to selling on a global scale. If you have different consumers in different countries and continents, how is it possible to talk to all of them? Well, with Instagram Shopping Localized. We'll tell you how it works later.



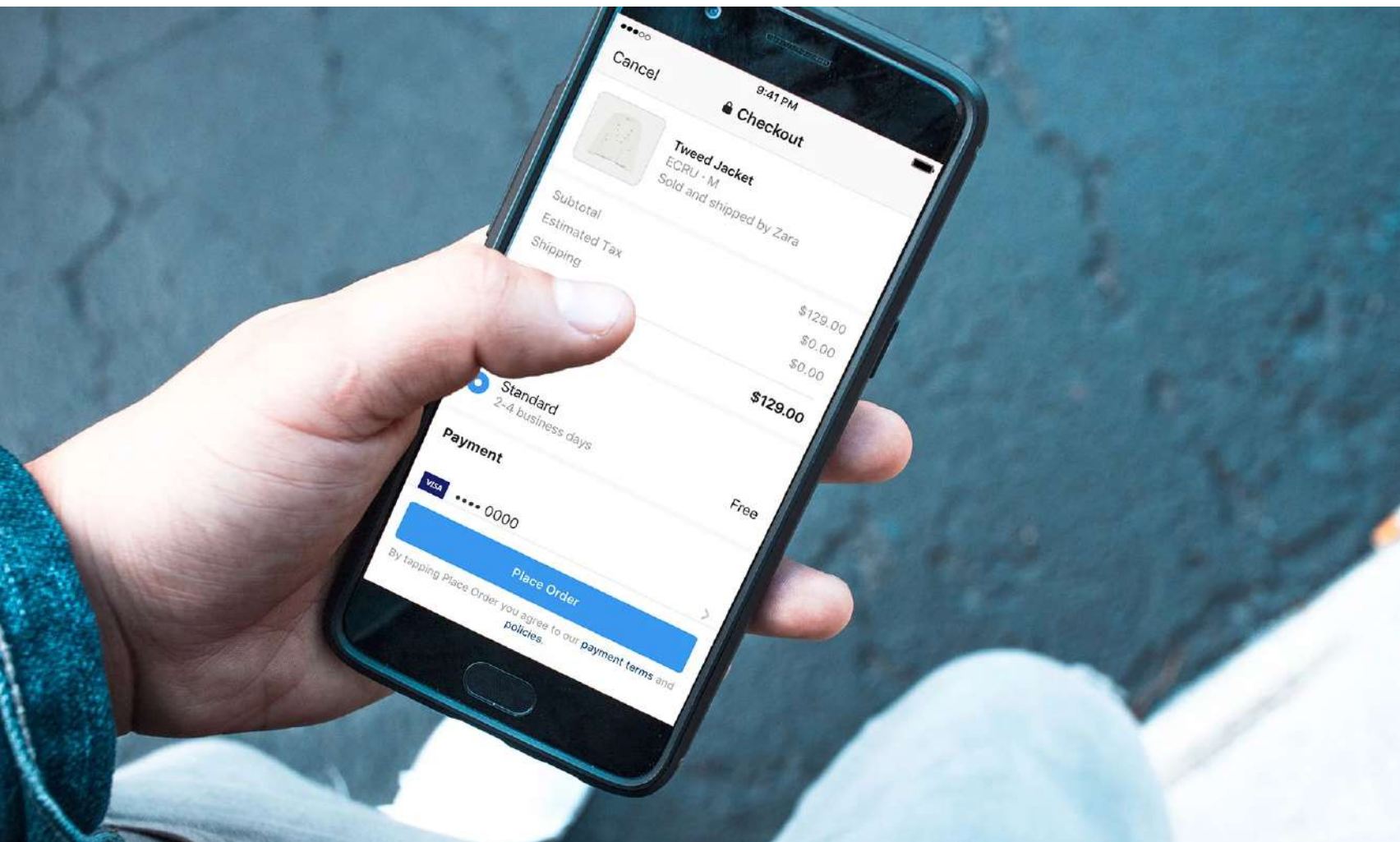
IG Shopping Checkout: Potential Pitfalls

There is a caveat to this new feature, an obstacle that any E-commerce solution has to overcome and has existed since the first time a user considered making a purchase online. Reliability. Instagram has already taken steps to provide it by allowing only approved brands to use this feature.

Another component of the feature mentioned above can help users feel a little more comfortable shopping at Instagram.

You don't just click to buy and then sit back and wait, hoping that things will work out. Instagram sends you a push notification when the order has been placed and shipped.

Instagram has taken steps to provide the reliability that consumers need when shopping online, which is a good omen for all parties involved.



Instagram Shopping

Localized and Multi-Markets

IG Shopping is the next step to make a purchase process in social networks, all in one. But not satisfied with a great development, Instagram is already testing another feature to help multinationals, **Instagram Shopping Localized**. This feature is also in alpha phase, so it will not be available in the near future. But **what is IG Shopping Localized?**

Multinationals have different catalogs for different regions. Products are set at different prices, in different currencies around the world. But so what?

Well, offering a product in different currencies creates a difficulty for brands in the sense that they have to choose a market to "talk to" when they advertise on Instagram. This means that while for a small local company whose customers speak one language and live in one region, a "one-size-fits-all" approach works well.

For large multinationals, however, a multi-market approach is vital. Offering a product in euros to users in England can act as a barrier to purchase, and so can users in Spain who are offered products in pounds sterling.

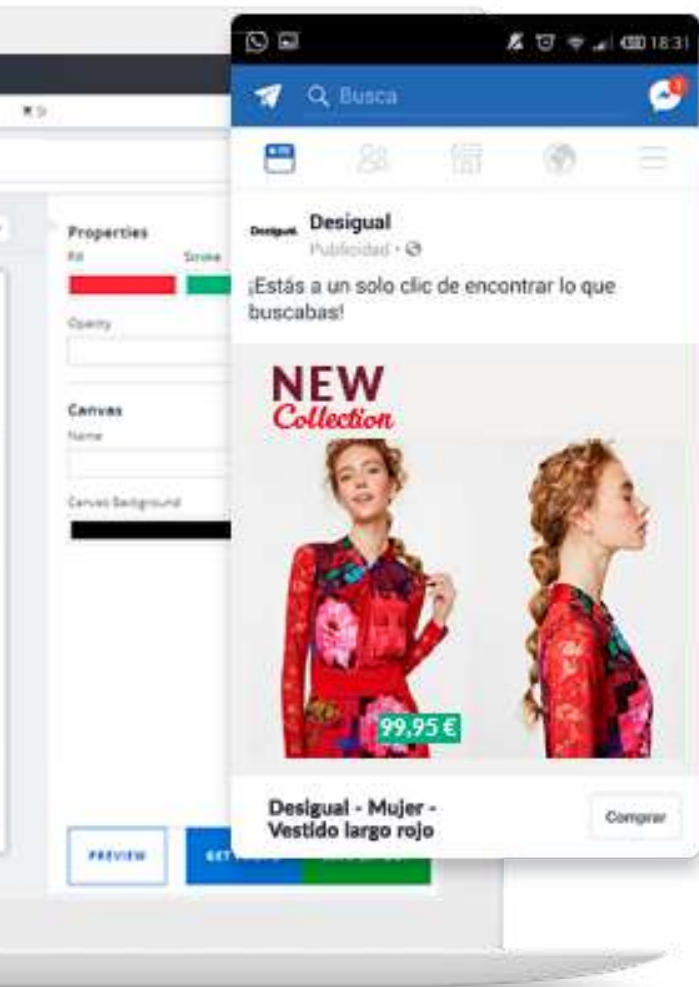
With IG Shopping Localized, brands can navigate around this problem and offer different products in different currencies to selected markets.





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contact@adsmurai.com
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