

SLERP.

How to build your IG shop

Before you start

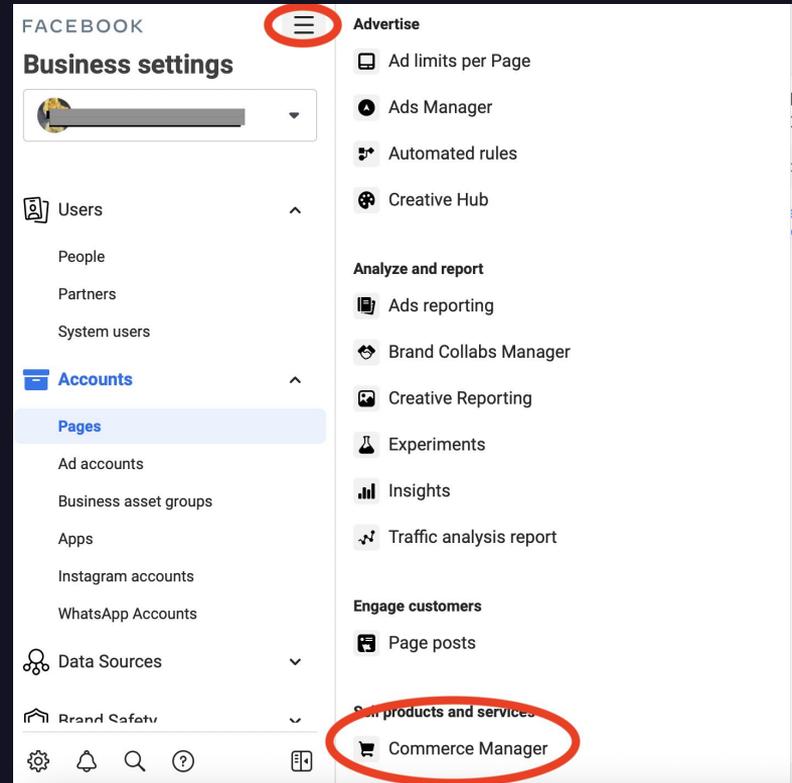
1. Make sure your IG account is a business account
2. Connect your IG account to your FB page
3. Go to Business Manager and make sure your FB is linked

-In case you don't have a Business Manager, you can create it here:

business.facebook.com

Instagram Shop

1. On your Business Manager, click on **All Tools** and then **Commerce Manager**



Instagram Shop

2. Click on Add Shop

Assets

Shops ⓘ

🔍 Search by name View all ▾ **+ Add shop** Manage list



Sell from a customized shop

To start selling your items on Facebook and Instagram, add a shop. During setup, you'll be able to connect an existing catalog of inventory you'd like to sell, or create a new one.

💡 Can't find a shop?
[Switch account](#)

Catalogs ⓘ

🔍 Search by name or ID **+ Add catalog**

Instagram Shop

3. Select where you want your shop to appear
(Your FB and IG)

Create your shop

This should be an email you use to conduct company business.

 The French Dishes Co. - Birmingham
Facebook Page: [redacted]

 [redacted] company
Instagram account: @[redacted]

Email address
We'll ask you to provide an email when you select this business.
This should be an email you use to conduct company business. [Edit](#)

[Show all accounts](#)

 [Create a new Page](#)

[Previous](#) [Next](#)

Instagram Shop

4. Add your business email address

The screenshot shows the Instagram Shop setup interface. A modal dialog titled "Confirm business email" is open, displaying a form for "Business Email Address". The form includes a text input field and "Cancel" and "Submit" buttons. The background shows the "Where do you want to sell from?" section with options for "Email address" and "Superette".

Where do you want to sell from?

You'll

Confirm business email [X]

Business Email Address
This should be an email you use to conduct company business.

[Input Field]

Cancel Submit

Email address
We'll ask you to provide an email when you select this business.
This should be an email you use to conduct company business. [Edit]

Superette

[Checked] [Profile Picture] Superette
Facebook Page: 114514160395069

Previous Next

Instagram Shop

5. Add your website (suggested: Slerp landing page)

Create your shop

- ✓ Get started
- ✓ Choose checkout method
- ✓ Choose sales channels
- ➊ Add website**
- Preview

What website do you want to connect to your shop?

Your products must be hosted on a single website owned by your business. We might ask you to verify ownership of this website later. You'll be able to add additional websites after you create your shop.

Website URL

[Contact support](#) [Previous](#) [Next](#)

Instagram Shop

6. Check **Seller agreement** and click on **Finish setup**

The screenshot displays the Instagram Shop setup interface. On the left, a vertical navigation menu includes the following steps, each with a green checkmark icon:

- Get started
- Choose checkout method
- Choose sales channels
- Add website
- Preview** (highlighted with a blue bar)

The main content area is titled "Your shop overview" and includes the following sections:

- Checkout method**: A card with a globe icon and a "Change" link in the top right corner.
- Checkout on another website**: A section with the text: "Customers can browse your shop on Facebook or Instagram. When they checkout, they'll be directed to your website from an item's details page."
- Sales channels**: A card with a "Change" link in the top right corner, listing "The French Bistro Co." with a storefront icon and "The French Bistro Co. Birmingham" with a profile picture icon.

At the bottom of the main content area, there is a blue checkmark icon in a circle, followed by the text: "By submitting your shop for review, you agree to our [Seller Agreement](#)."

At the bottom of the interface, there are two buttons: "Contact support" on the left and "Previous" and "Finish setup" on the right. The "Finish setup" button is highlighted with a red circle.

Instagram Shop

7. Click on **Add products**

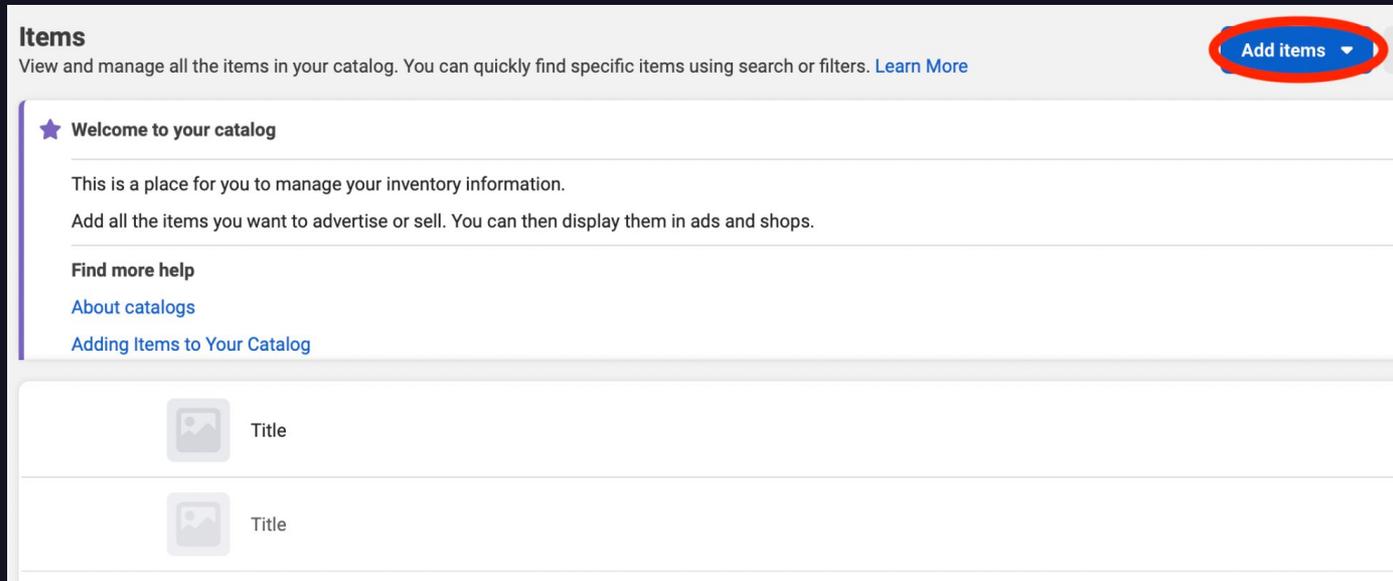
The screenshot shows the Instagram Shop setup interface. A modal window is displayed in the center, titled "We're still reviewing your website, but we can publish your shop when it's complete". The modal contains the following text: "We're reviewing your shop to make sure it follows our Seller Terms. In the meantime, add products so customers can start shopping right when it's approved." Below this text is a list of review items:

- Commerce account review**
Approved
- Inventory review**
0 items reviewed
- Website review**
In review

At the bottom of the modal, there are two buttons: "Not now" and "Add products". The "Add products" button is highlighted with a red circle. In the background, the "Overview" section is visible, showing a "Get started" button and a "Catalog" section with "0 Items in this catalog".

Instagram Shop

8. Click on
Add items



Items Add items ▾

View and manage all the items in your catalog. You can quickly find specific items using search or filters. [Learn More](#)

★ **Welcome to your catalog**

This is a place for you to manage your inventory information.

Add all the items you want to advertise or sell. You can then display them in ads and shops.

Find more help

[About catalogs](#)

[Adding Items to Your Catalog](#)

	Title
	Title

Instagram Shop

9. Click on your preferred option to **add items** (suggested: **manual**)

Add Items

Choose your preferred option

Manual
+ Fill in a form to add multiple items to your catalog.
Recommended for a small inventory that rarely changes.
[Learn more](#)

Data feed
↑ Use a spreadsheet or file to add and update your items automatically.
Recommended if you manage inventory in a program like Excel or Google Sheets.
[Learn more](#)

Pixel
</> Use your Facebook Pixel to automatically add items from your website.
Recommended if you use a pixel for dynamic ads.
[Learn more](#)

[Cancel](#) [Next](#)

Instagram Shop

10. Add Image, Name, Description, Website link and Price for each product

Add multiple items

0 0
Items Variants

Images	Title	Description	Website link ⓘ	Price
  	<input type="text" value="Enter a short, clear title"/> 0/150	<input type="text" value="Describe the features and benefits"/>	<input type="text" value="https://example.com/item"/>	<input type="text" value="GBP"/>
+ New item				

 Cancel Upload items

Instagram Shop

11. Go to **Shops** and then click on **Edit shop**

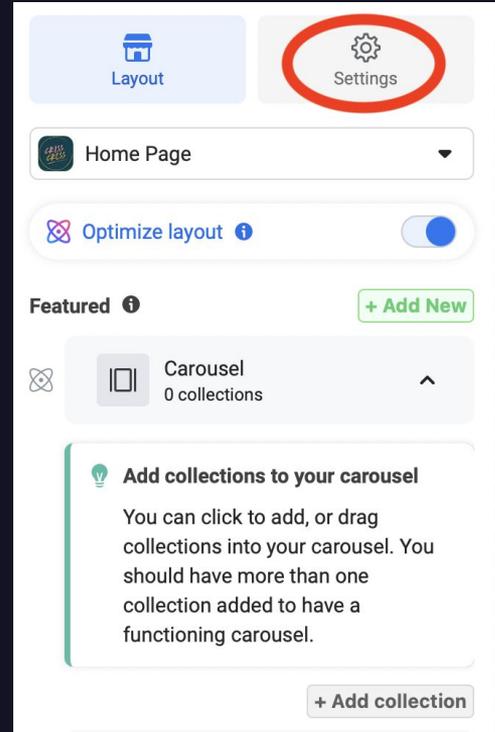
The screenshot shows the Facebook Commerce Manager interface. On the left, the 'Shops' menu item is highlighted and circled in red. The main content area displays a table with the following data:

Shop	Status	Sales channels	Last updated	Issues
	Inactive		Unpublished changes Dec 17, 2021, 10:24 AM By	0 issues

Below the table, there is a gear icon and the text: "Update your sales channels or create a new shop in [settings](#)." In the top right corner of the table, there is a red circle around the "Edit shop" button.

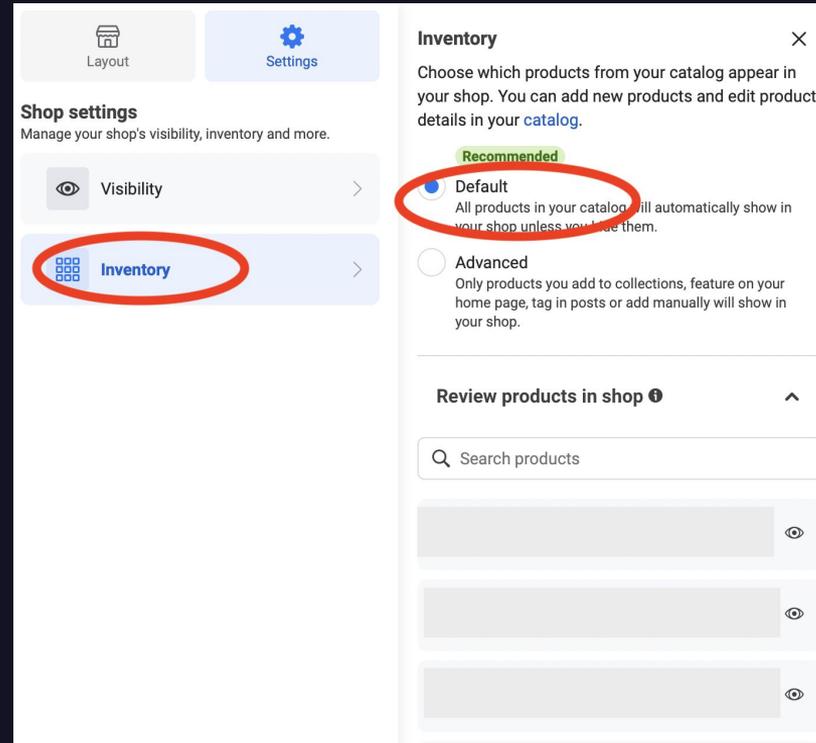
Instagram Shop

12. Click on **Settings**



Instagram Shop

13. Click on **Inventory** and choose **Default**



Instagram Shop

14. Make sure your products are not hidden and then click on **Publish**

The screenshot displays the Instagram Shop management interface, divided into two main panels. The left panel, titled 'Inventory', allows users to manage product visibility. It features a 'Recommended' section with two options: 'Default' (selected) and 'Advanced'. Below this is a 'Review products in shop' section with a search bar and a list of product cards. Each card has a visibility icon (an eye) to its right, which is circled in red. The right panel shows a product preview with a price of £7.30, a 'View product' button, and a 'Suggested for you' section. At the bottom right, the 'Publish updates' button is circled in red.

Thank You
