

# How to Sell on Instagram with Shopify: A Comprehensive Guide

Instagram and Shopify are two powerful tools that can help you grow your business. Instagram is a great platform for reaching new customers and building relationships with your existing customers. Shopify is a powerful ecommerce platform that makes it easy to set up and manage your online store.



## Home-Based Business Marketing: Learn To Start Your Online Career Via Fiverr Or Instagram Shopify: How Do I Sell On Instagram With Shopify by Barrie Houlihan

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When you use Instagram and Shopify together, you can create a powerful marketing and sales funnel that will help you reach more customers and sell more products.

### Step 1: Create an Instagram Business Account

The first step to selling on Instagram is to create a business account. This will give you access to a number of features that are not available to

personal accounts, such as:

- The ability to add a link to your website in your profile
- The ability to run Instagram ads
- The ability to track your Instagram analytics

To create a business account, simply go to the Instagram website and click on the "Sign Up" button. Then, select the "Business" option and follow the prompts to create your account.

## **Step 2: Connect Your Instagram Account to Shopify**

Once you have created a business account, you need to connect it to your Shopify store. This will allow you to:

- Import your Shopify products into Instagram
- Create shoppable posts
- Track your Instagram sales

To connect your Instagram account to Shopify, go to the "Sales Channels" section of your Shopify admin and click on the "Add a channel" button. Then, select the "Instagram" option and follow the prompts to connect your account.

## **Step 3: Create Shoppable Posts**

Shoppable posts are a great way to drive traffic to your Shopify store and increase sales. These posts allow your followers to Free Download products directly from Instagram without having to leave the app.

To create a shoppable post, simply select the "Product" tab when you are creating a new post. Then, choose the product that you want to feature and click on the "Add to Post" button.

Once you have added a product to your post, you can customize the image, caption, and tags. You can also add a call to action, such as "Shop Now" or "Learn More."

#### **Step 4: Promote Your Instagram Posts**

Once you have created some shoppable posts, you need to promote them so that people will see them. There are a number of ways to promote your Instagram posts, such as:

- Using hashtags
- Running Instagram ads
- Collaborating with other influencers

Hashtags are a great way to get your posts seen by more people. When you use hashtags, your posts will appear in the search results for those hashtags. This can help you reach new customers who are interested in your products.

Instagram ads are a great way to reach a wider audience and promote your products to specific demographics. You can target your ads based on factors such as age, gender, location, and interests.

Collaborating with other influencers is a great way to get your products in front of a new audience. When you collaborate with an influencer, they will

promote your products to their followers. This can help you reach new customers who are interested in your products.

## **Step 5: Track Your Results**

It is important to track your results so that you can see what is working and what is not. You can track your Instagram analytics in the "Insights" section of your Instagram business account.

Your Instagram analytics will show you a variety of data, such as:

- The number of impressions your posts have received
- The number of likes and comments your posts have received
- The number of clicks your posts have received
- The number of sales your posts have generated

By tracking your Instagram analytics, you can see what types of posts are performing the best and adjust your strategy accordingly.

Instagram and Shopify are two powerful tools that can help you grow your business. By following the steps in this guide, you can learn how to use these two platforms together to sell more products online.

If you are interested in learning more about how to sell on Instagram with Shopify, I recommend checking out the following resources:

- [Shopify's Instagram Help Center](#)
- [HubSpot's Guide to Selling on Instagram](#)
- [Hootsuite's Guide to Instagram Ecommerce](#)

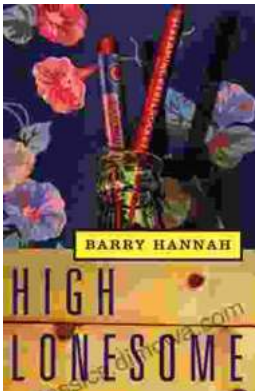
I hope this guide has been helpful. If you have any questions, please feel free to leave a comment below.



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