How To Sell

on

Instagram

As a Farmer

Instagram Shopping: A primer

Did you know that Instagram has over <u>2 billion monthly active users</u> and 59% of users log in daily? Imagine all of the potential customers you can reach there.

Think about how you use Instagram. You probably use it to grow your following, get discovered, or even connect with your audience. For a lot of local farms, Instagram is a very effective tool. If you're not already using it, what are you waiting for? Think about the impact on your business if you could also directly convert purchases on the platform itself. Meta (Instagram's parent company) found that <u>44% of people use Instagram to shop weekly</u>. Instead of sending followers to your link in bio – send them directly to your shop through product tags and listings and turn them into paying customers.

This guide will help you get set up on Instagram Shopping as a Local Line user. Not a user yet? Give us a try at <u>site.localline.ca/register</u>. Without further ado, here's your step-by-step guide to get selling on the 'Gram.

1. Register your business on Facebook

To access the suite of tools Meta* offers, you first need to register your business. This will give you access to the Commerce Manager where you can add products and manage listings.

To register your business, <u>check out this how-to.</u>

*a note about Meta. If you haven't heard, Meta is Facebook and Instagram's parent company. About a year ago, Facebook as an organization (which already owned Instagram) decided to adopt the name "Meta", with Facebook and Instagram under its umbrella. The takeaway here is that your Facebook and Instagram accounts are connected in many ways, and a lot of the "business admin" side of your account lives on Facebook, but applies to your Instagram too.

2. Set Up the Commerce Manager

The Commerce Manager will be your home for all things Shopping. In this easy-to-follow tool, you will be able to manage your shop, create catalogs, and update product listings. The tool is super intuitive, so setting up your products should be easy to do.

This handy guide walks you through everything you need to know to use Commerce Manager.

3. List Your Products

After you've set up your Commerce Manager, it's time to start selling. Instagram Shopping has three main elements:

1. **Your Shop**: Your shop is a place to sell and share your brand story, where people can browse products and explore collections.
2. **Collections**: Collections let you customize your shop by curating products into themes, like gifts or new products. This can be great for seasonal products or non-perishables like brand merch.
3. **Product Detail Pages:** These are the individual product listings. They provide all relevant info on items from your product catalog, like pricing and descriptions. Here you will be able to link the product back to your online store so customers can purchase it! We'll cover this in Step 4.

Pause

Let's talk about the product detail pages (PDPs).

You can think about the PDPs in the same way you think about product listings on your online store. You can even directly copy them!
Here you can add photos of your products, write a short description, and add a button to purchase.

Good product descriptions are essential for converting customers. It is the most persuasive tool you have to get customers to buy. A product description should explain the product and its characteristics without being too long and wordy. A longer description will often deter a reader from continuing. Be bold, be brief.

Notes about Product Descriptions

If you already have great product descriptions in your Local Line store, awesome! You can easily copy and paste those over to the Commerce Manager. If you're looking to spruce your's up or create new ones, here are a few tips.

Focus on your buyer

Before writing your product descriptions, you have to think about who you're writing to. Determining your target audience can impact the tone and verbage used in your product description. For example, if your target audience is households with kids, you can add lunch ideas. Additionally, always use terms that your target audience would use. For example, speaking to a nutritionist or a health-focused individual. Generic descriptions don't sell – so make sure you are writing to **your** buyer, not to all buyers.

Add the benefits!

For any good sales pitch, you have to add the benefits of your product. With many products, listing benefits is a simple task. For example, if you are selling an electronic device, you can explain how your version has this new feature. When you're selling food, your benefits look a bit different.

Here are some ideas for benefits:
- Livestock living conditions
- Reduced carbon output
- Allergy-friendly (nuts, dairy, etc.)
- Organic/natural/pesticide-free
- Family-owned

Include ingredients

This is an essential aspect of food labeling. According to the FDA, food manufacturers are required to list all of the ingredients in the order of predominance. As this is a requirement, consider writing a short and sweet product description first (using these tips), and include the ingredients at the end in a bulleted list.

Using descriptive words and a clear, high resolution photo, this product description for kale gives benefits and a few recipe ideas to inspire your buyers!

Kale

A hearty leafy-green with high levels of nutrients! A source of vitamins A, K, B6 and C, it goes well in salads, pasta, or as a healthy snack when lightly roasted and dressed with a pinch of salt!

4. Connect your e-commerce (Local Line store)

After you've written your product descriptions and uploaded your product photos to your PDPs, you'll need to link these products to your online store. This can be done by adding a **View on Website** button, which is linked to your online store.

To make it even easier and more direct, be sure to link to the exact product page in your store. For example, if the product is heirloom tomatoes, be sure to send the customer to the heirloom tomato listing on your store. Within two clicks, they'll be purchasing your products directly from their smartphone!

The nice thing about this method is that you can choose to add all or just some of your products to Instagram Shopping. As part of a promotion, maybe you want to promote just tomatoes and carrots on Insta. Maybe you have extra ground beef. Get more people interested in the products you need to sell, faster.

Tips for Instagram Shopping Success

Now that you've created your Instagram store and listed your products, it's time to start using this feature to the fullest!

Use Product Tags in Posts

Once you've uploaded your products and created PDPs, you can create product tags. These let you highlight items from your catalog directly in your images and videos, so people can easily tap and buy. When sharing a post of a product, ALWAYS tag the product directly.

Kale
$3.00 per bunch
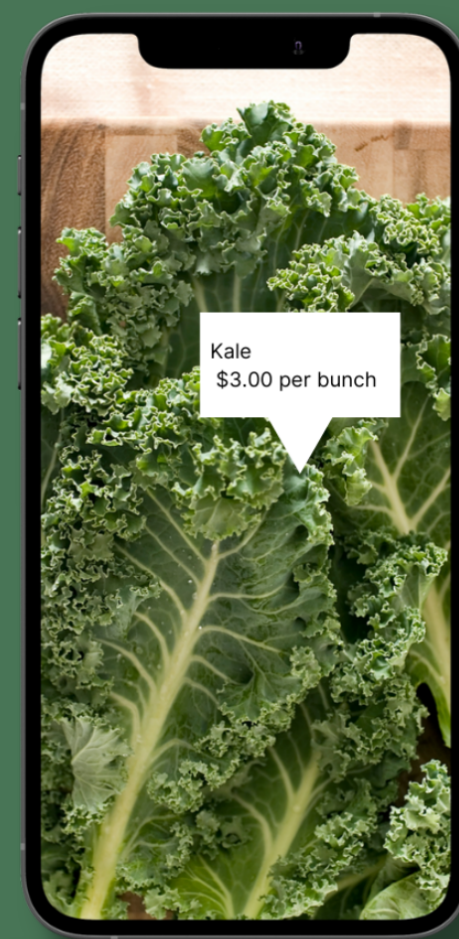
Put it in a Collection

When using Instagram Shopping, you are able to put multiple existing PDPs into a collection. We often see collections for clothing brands, but it can also be effective for food sales. You could create a collection of *New Products*, or put together a collection of *Need-to-Haves for your Garden Party*. Get creative and play around. Collections can allow you to create a one-stop-shop for certain occasions or celebrations.

Paid Advertising

If you're already doing paid advertising for your business on Instagram or Facebook, you can ulitize product tags within the ads. You can set them up in Ads Manager or boost existing shoppable posts within Instagram itself.

Concluding Thoughts

Your online store does wonders for collecting orders, organizing inventory, and maintaining a digital presence. Buying from farmers really has never been easier. Adding this one new way to promote your products takes your online store a step further, allowing customers to easily jump from your Instagram posts to a sale through your e-commerce store.

If you want to stay up to date with all things Instagram Business, follow Instagram's @instagramforbusiness page for great tips!