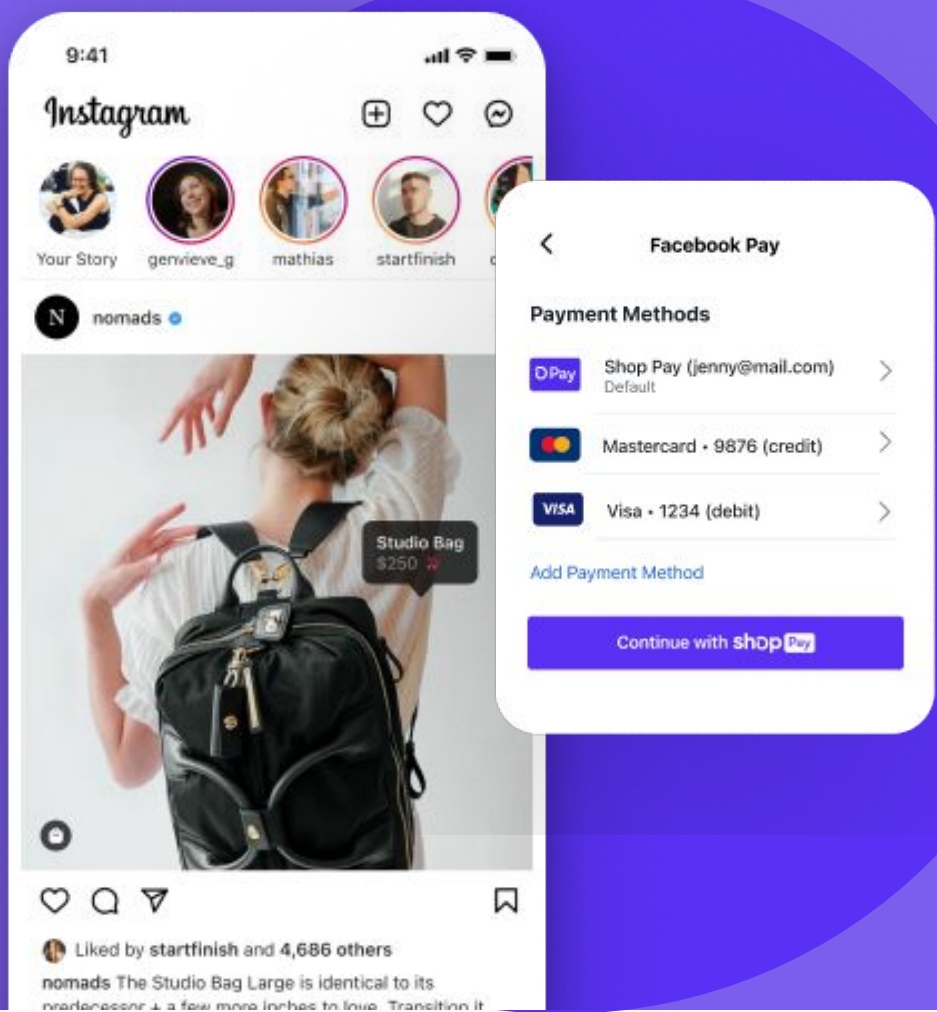# Checkout with Shop Pay on Instagram and Facebook

A guide to leveraging exclusive features offered to businesses in the US using checkout.
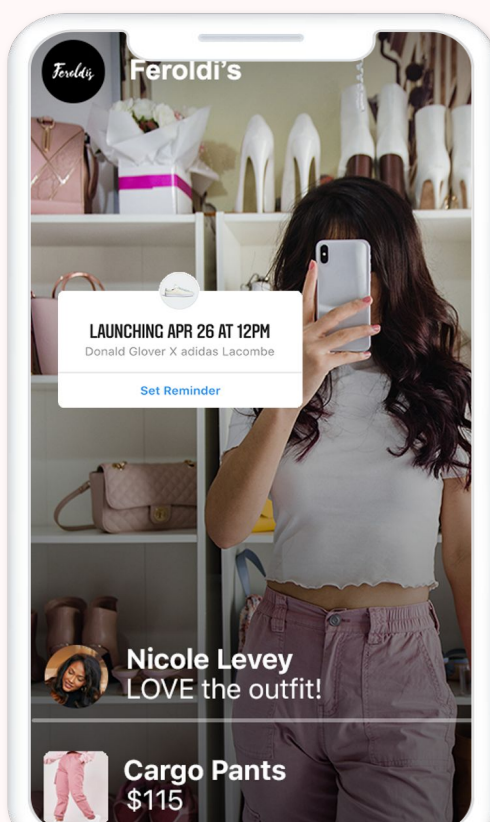
New formats to engage with your audience on Instagram

Once you've set up [checkout on Instagram](checkout), you'll get access to new formats to engage with your audience to drive them from discovery to purchase.

Live Shopping	Product Launches	Shopping from Creators

Live Shopping

How to tag LIVE – Pinned Products

While you are Live you can choose products to pin from the product tags you selected previously.

Step 1
While you're Live you can Pin 1 product at a time by tapping the Shopping bag icon in lower right.

Step 2
Confirm the product you're using by tapping "Pin".

Step 3
To unpin a product, tap the shopping bag then select "Unpin".

[Learn more about tagging products in Live on Instagram.](#)

Pre-Promotion using Product Launches

Use Tags to build awareness

The product launch feature allows you to tag and build awareness around product(s) that will become available for purchase in the future. When you set up a Product Launch on Instagram, people can learn more about your product(s) through the following:

- Stories. People can tap a product launch sticker to set a reminder or see product details.

- Feed. People can view product launch tags that show the launch date and tap to see product details and to set a reminder.

- IGTV videos. People can set reminders for your pinned launch product(s).

- Reels. People can set reminders for launch products featured in your reel.

- Live broadcasts. People can set reminders for your pinned launch product(s). An hour before launch, a countdown will be displayed to your viewers. At launch time, a confetti effect will display to announce your launch and the countdown will change into an "Add to Cart" button.
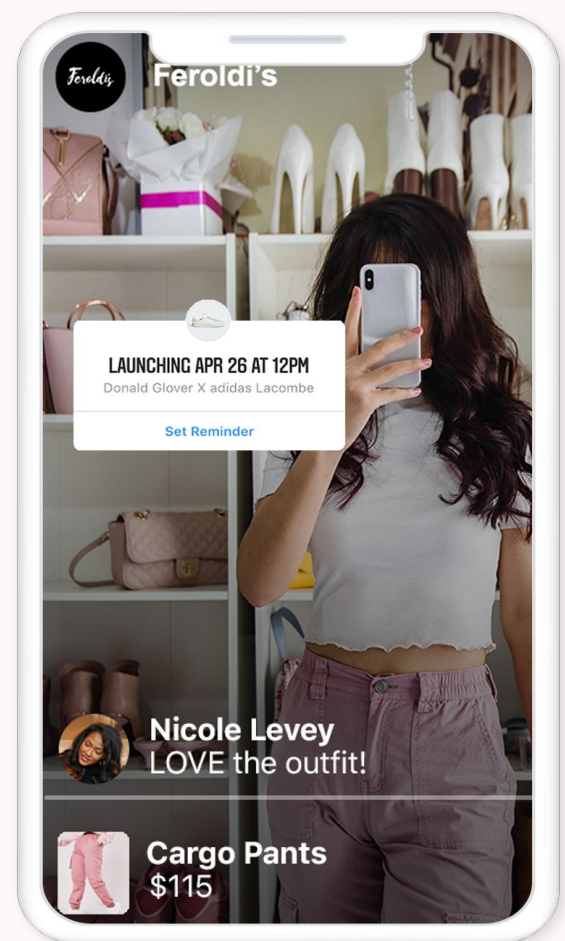
Product Launches

Creative Considerations

Tell a Story Behind the Launch

Make integrated content storytelling a priority around an upcoming product launch. Use the time leading up to your launch to focus on foundational context around the product (like why it was made, why it is relevant now, or how it was made) while using the Product Launch Sticker as much as possible to drive awareness before it's available. This is a good opportunity to use lifestyle imagery and video, then lean into product imagery for launch.

Tease Upcoming Product

Use the reminder sticker in posts to highlight little details about your upcoming launch. For example, create a macro shot of fabrication, swatch, or packaging, or a short video that teases product functionality. Push notifications will also help, alerting super fans of the upcoming launch.

In addition, lean on copy in feed and on Stories to drive awareness of the product, releasing the launch date, details about the product, and availability.

Don't forget to use all shopping placements like feed posts, Stories and Live Shopping to announce when it's available for purchase.

[Learn more about how to set up a product launch on Instagram.](#)

Pre-Promotion using Product Launches

Pre-Launch checklist

☐ Choose a new product or collection to feature and select a launch date.

☐ Create at least 4 pieces of content for launch, including cover images, Feed post images and videos.

☐ Select the shop for your launch in Commerce Manager. Click product launches under Promotions tab. Learn more

☐ Educate your audience. Show them how to enter their credit card info early so they can buy quickly and easily at launch.

☐ Consider the amount of inventory you have set aside for IG specific purchases. Be sure to monitor sales to ensure fulfillment.

☐ Set up a Shopping Engagement custom audience to retarget interested shoppers post launch.

☐ Launch tagged promotions at least 3 days before the launch.

☐ Set up a Shopping Engagement lookalike audience to reach new customers post launch.

Shopping from Creators

Use Tags to build awareness

Give creators the ability to tag products from your brand directly in their own posts, so people can discover and shop from your business without ever leaving Instagram.

1) Manage who can tag products from your catalog by adding a creator as an approved account in the Instagram App. Go to **Settings** and tap **Business.**

2) Tap **Shopping** in the same place you would add partners for **Branded Content.**

3) Tap **Approved Accounts.**

4) Add a creator account by tapping **Add Account** and searching for their name.

5) Tap **Add** next to the creator's account name once it appears. In order to tag products or access promotional tools, creators must be on a creator or business account, and meet Instagram eligibility standards.