



Shops for Services

IG Seller Content Framework

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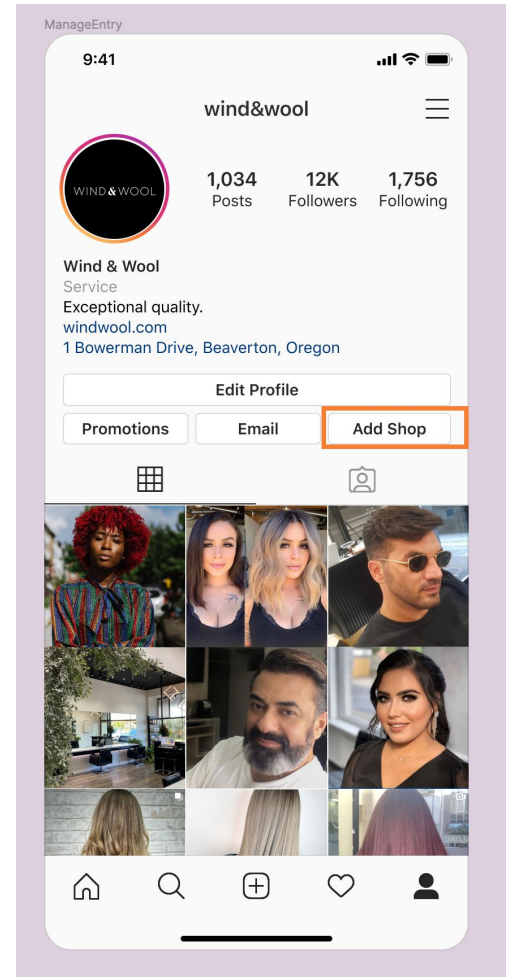
Problem

Problem | TL;DR

Instagram: Non-retail businesses don't understand which tools are best suited for their specific business needs.

Specifically, service businesses and consumers **don't associate Shops or shopping terminology with service commerce.**

For example, service business owners tend to equate 'Add Shop' CTAs as **relevant only to retail.**



Problem | Impact on Services

Business Adoption of Service Shops

- Service business owners will interpret Shops onboarding entry points as relevant for only retail, thus negatively impacting Shops adoption rates for service businesses.

Problem | Goal

Project Goal

Unblock the Shops for Services user experience by creating **a scalable nomenclature and terminology framework for speaking to non-retail businesses** (focusing first on service businesses) in ways they identify with and that do not cause confusion.

This will help drive adoption for services businesses and consumers as Shops expands to include services.



Strategy

Strategy | Big Picture

We need to address how Shops exists in the users' mental model.

To do so, I've **created principles** that specify when we should use:

- **Retail**-friendly content
- **Service**-friendly content
- **Umbrella** terms that are generic enough to work for both services and products.

Strategy | Approach

Our approach is to fork the Shops experience for the M2 business owners after clicking on the merchant CTA.

Using the following principles, we will offer M2 services businesses - and our P1 beauty shop owners - a modified experience that relates to their business practices.

Strategy | Clarity

How do we speak to service-based businesses without causing confusion?

Entry Points

- **At entry points, use umbrella terms that are general, clear and actionable**
 - They should apply to both retail and non-retail businesses at known entry points when our audience includes both retail- and service-focused businesses.
 - Once a business decides to either sell products or list services, **provide a differentiated (forked) experience** specifically for service businesses.
- Set general expectations for what the post-fork experience entails.

Strategy | Post-Fork

How do we speak to service-based businesses without causing confusion?

Post-Fork Experience

- **Beyond the forking point, take a user-focused approach.**
 - Use differentiated UX and nomenclature to meet the expectations of the selected cohort (Shops for Products vs. Services).
 - **Speak in the language of your users** rather than a product-focused approach (i.e. trying to redefine what a shop is in a user's mental model).
 - As a result, content post-fork will be **at times generic** and **at times specific**
- In many instances Post-Fork, existing product-focused terms are **generic enough to work for both services and products**.

Principles for Service-Business Nomenclature & Terminology

- Service nomenclature & terminology is grounded in existing Shops terminology.
 - Example: “*Item*” vs. “*Service*”
- Be relevant. Help businesses self-identify and set expectations for what to do next.
 - Entry points and body copy give all businesses the context to make decisions based on their specific goals.

Principles for Service-Business Nomenclature & Terminology

Post-Fork Principles:

- Be as specific as possible; only use generic terminology when being specific is technically impossible.
 - Use product- or service- specific terms in places that **define the experience the user has selected**. Terms should confirm the user has chosen the correct fork.
 - Only update content that clarifies which experience the seller is using. If a term **works for both** business types as is, don't update.



Merchant CTA's Considered

Sell (Recommended)

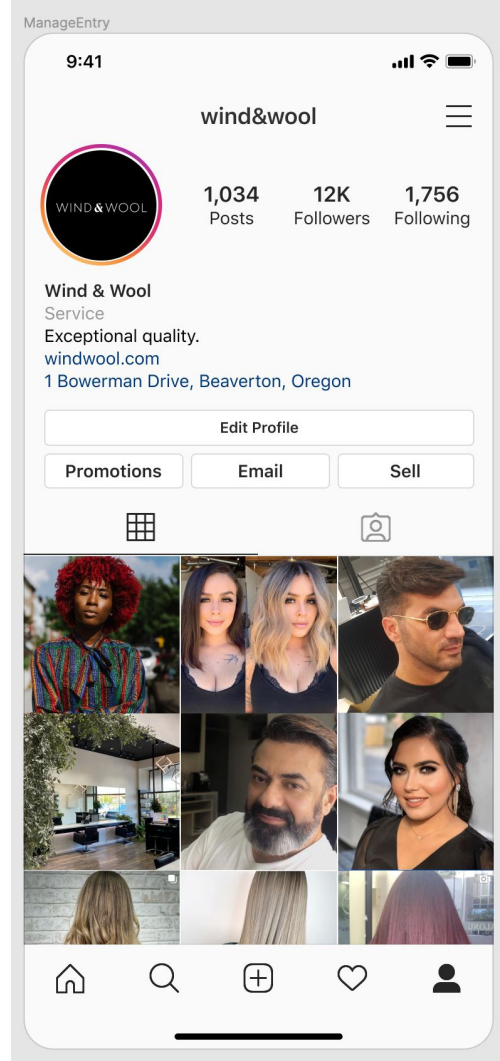
Logic: Clear and concise; suggests a transaction. Generic enough to work for both services and products, which is important for the Shops for Services initiative.

Pros

A proper call to real action. Focuses on primary goal for merchants - transact and make money.

Cons

Doesn't completely solve for services - you don't sell a haircut.
Doesn't suggest the robust offering (showcasing your services etc)



Add Shop

Logic: Status quo. However, “Add Shop” alienates services users; it’s a big risk to show to our M2 pool.

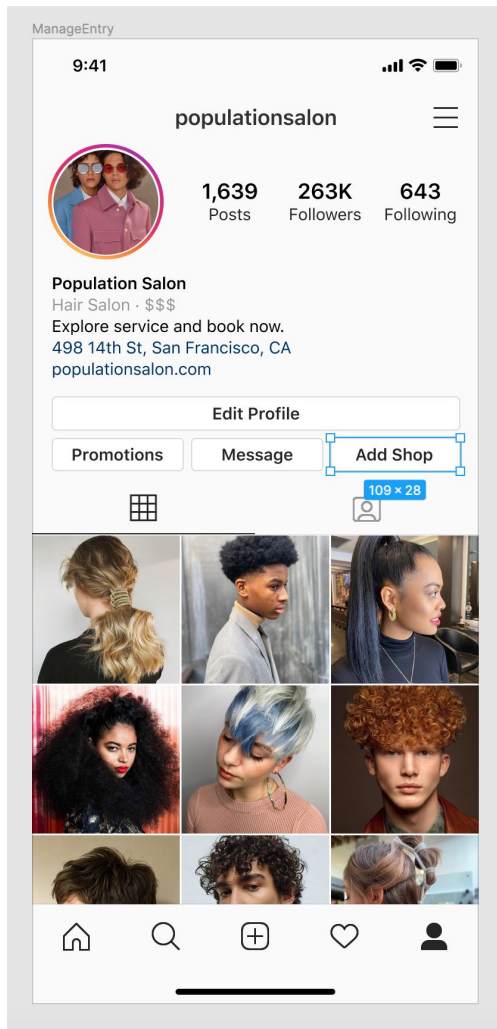
Pros

Consistent entry points for goods and services; reinforces a broader definition of a Shop

Cons

Service business owners tend to equate ‘Add Shop’ CTAs as relevant only to retail and not for services.

Result: fewer service shops created



Add Storefront

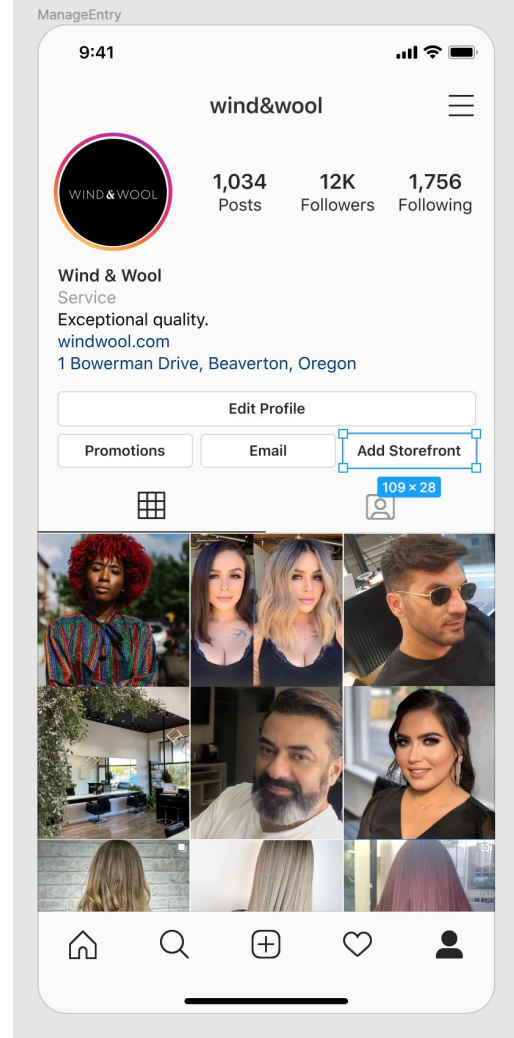
Logic: User research participants felt 'Add Storefront' to be more generic than "Shop" as it suggests a broader business presence and is therefore less likely to alienate service-based businesses. However, it does not explicitly refer to transactions, which could be a drawback.

Pros

Research showed this term resonated with business owners more than Shop. It also is less retail-focused than Shop

Cons

We cannot use "Add Storefront" as Amazon is using this term and got a no from Mark Z



Business Tools

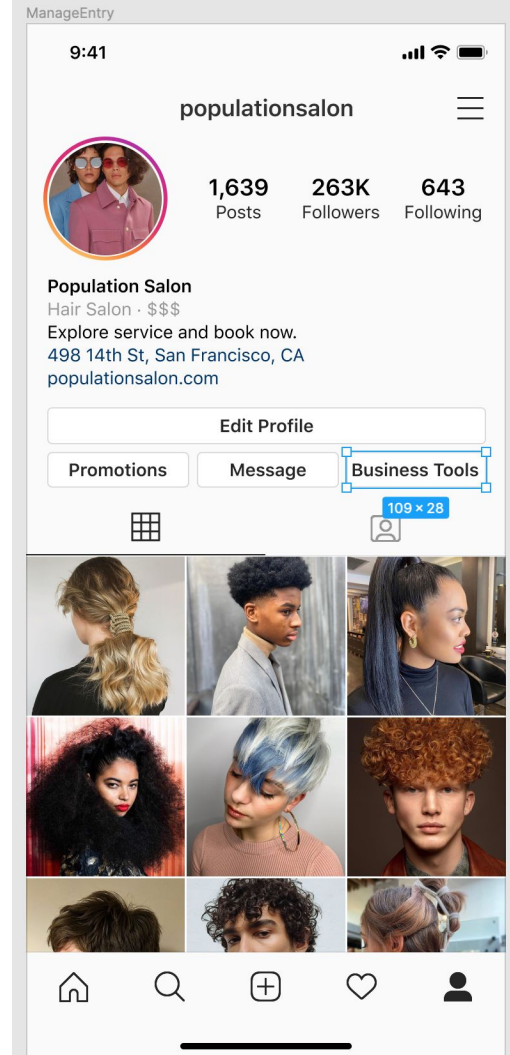
Logic: "Business Tools" clearly appeals to both product and service sellers by being generic.

Pros

More generic = increase conversions rates for service users who don't think the offer is just for retail

Cons

Not clear enough. No reference to transactions. Will hurt retail Shops (confusing for retail users already familiar with Shops), and doesn't inform services owners they can transact on IG



Shops & Services

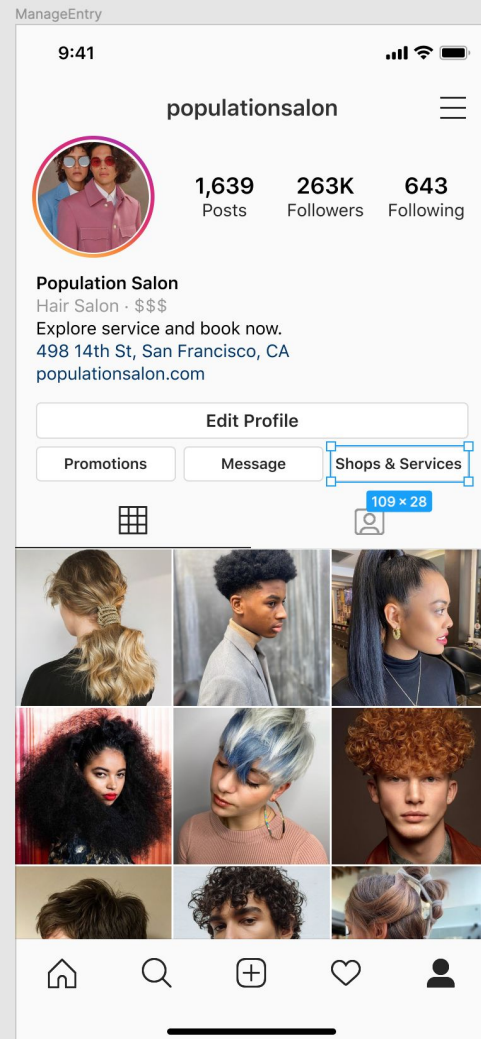
Logic: sets clear expectations that this tool supports both retail and service commerce.

Pros

Very clear, appeals to both types of merchants

Cons

Won't scale, only works as a short-term solution. Doesn't suggest a transaction. Differentiates between Shops and Services - a gap that we'll eventually have to push back on



Start Selling

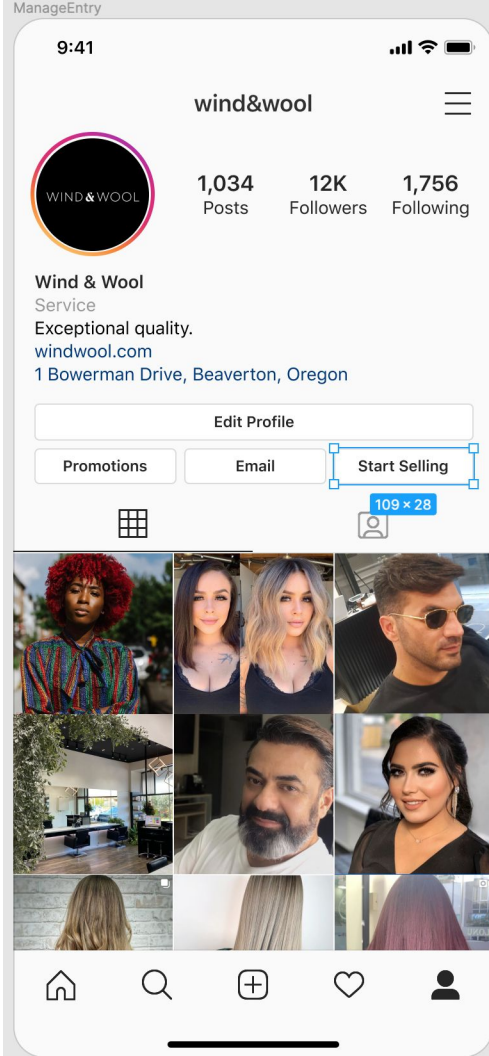
Logic: Strong, transaction-focused call-to-action. It succinctly lets users know they can sell products and services to start making money on Instagram. Very direct and actionable.

Pros

Suggests directly what consumers and merchants want - a transaction. A proper call to action.

Cons

Still very retail focused. Almost feels like marketing.





Recommendation

Why Sell Works

Our recommendation is to use “Sell” - but that’s only part of the story. Most important is our approach.

“Add Shop” alienates services users; it’s a big risk to show to our M2 pool. By using our principles, we’re able to determine Sell as a strong option.

However, the principles allow us also to explore others. While we recommend starting with Sell, we are also looking into a testing plan, where we’ll see how Sell does vs. other CTA’s, as well as UXR.



In-Product Examples

Nomenclature & Terminology List

While the entry points are the most visible applications, the strategy will update the entire content flow.

Here are the primary terms in question that are being updated using our principles.

Retail Nomenclature	Service Nomenclature
Shop	Business
Example Improve your shop by adding more products.	Example Improve your business by adding more services.
Product Terminology	Service Terminology
shops	business
shop	service business
buyer	customer
View Shop	Book Now
Add Shop	Sell
product	service
item	service
purchase (n)	appointment
Keep Shopping	Keep Browsing
Wishlist	Saved Services
seller	seller
product page	service page
product catalog	scheduling tool

Service Page

Original content:

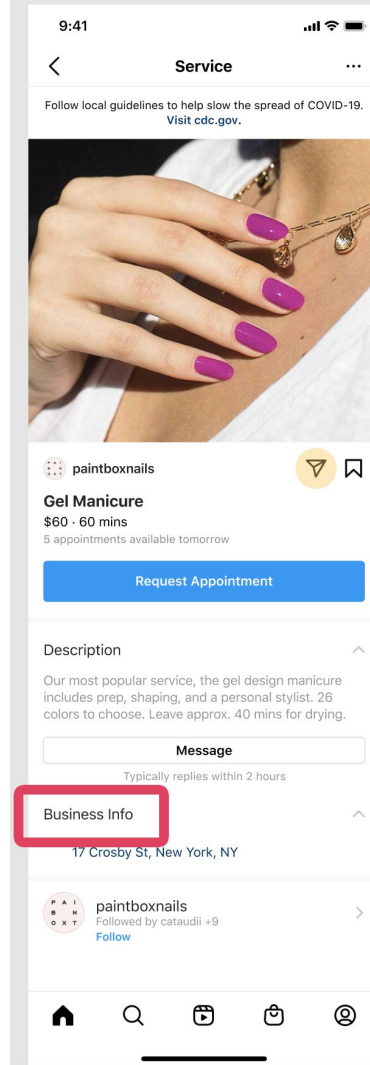
More from This Shop

Problem:

Retail-specific

Updated Content:

Business Info



Pro Dashboard

Original content:

Set Up Instagram Shopping

Tag products and create a shop

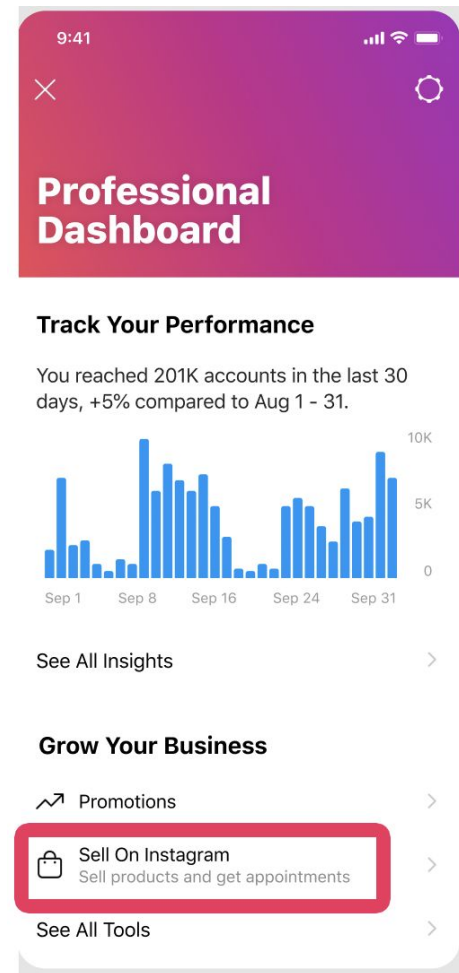
Problem:

Retail-specific

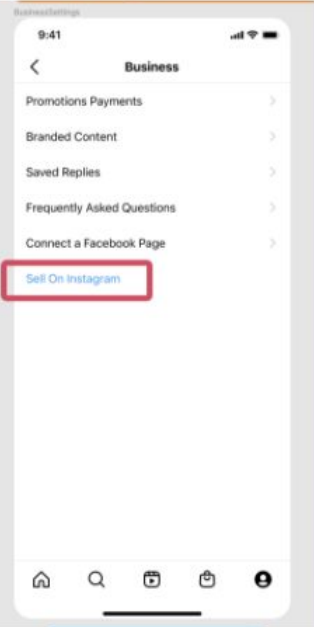


Updated Content:

Sell On Instagram

Sell products and get appointments



Updating Content in Business Settings

Surface	Updated Content	Original (Retail) Content
Business Settings 		
	Sell On Instagram	Set Up Instagram Shopping



What's Next

What's Next | Open Questions

- Feedback on strategy
- Anticipated issues/blockers?



Thank you!