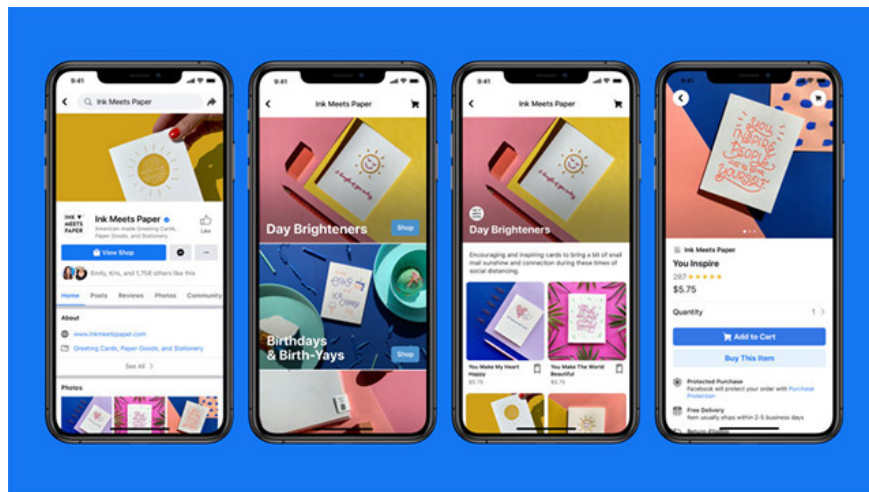


Facebook launches Facebook Shops to make it easier to open stores, buy and sell online

Facebook has just announced the release of Facebook Shops, an e-commerce service platform.

Facebook has just announced the release of Facebook Shops, an e-commerce service platform, helping businesses bring their products directly to the huge user community on Facebook and Instagram. In particular, Facebook Shops is completely free, allowing retailers to choose the product portfolio they want to introduce on Facebook and customize the look of their stores with different designs.

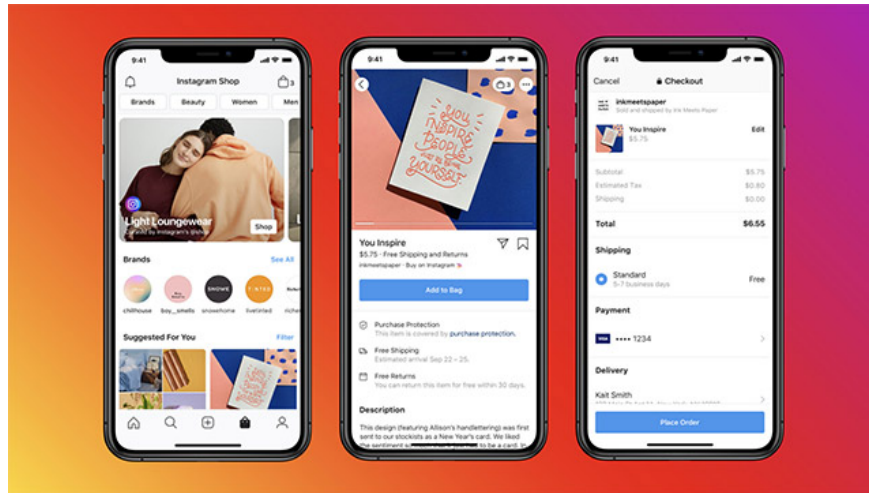
Facebook Shops can be accessed via the business's Facebook page or corresponding Instagram page. The platform also allows customers to easily connect with businesses to ask questions about products they are interested in via Messenger, WhatsApp or Instagram Direct.



Facebook Shops

The launch of Facebook Shops will be the perfect impetus for the ambition to encroach into the e-commerce field launched by Facebook last year with limited shopping options through Instagram photo sharing, and WhatsApp messaging app. This is a strategy carefully designed by CEO Mark Zuckerberg and his colleagues to help Facebook's platforms become more attractive to businesses, thereby bringing new advertising revenue, even when growing users slow down.

This summer, Facebook will continue to launch the Instagram Shop, a feature that helps users find and buy the products they want through the Explore tab, as well as access to any products they may be interested in from specific brands with the ability to filter by product category. The Instagram Shop is expected to appear as an independent tab in the Instagram app by the end of this year.



Instagram Shop

Along with the aforementioned e-commerce support features, Facebook and Instagram pages will soon be able to link the specific products they advertise in the live stream (livestream). Pages will be able to tag products - such as those they are selling on their Facebook Shops - in the video before streaming and they will be pinned at the end so that viewers can easily order them if desired. . According to statistics, there are more than 800 million people participate in live video every day on Facebook and Instagram applications, so the potential of e-commerce is extremely large.

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