

Instructions for creating online business shops on Zalo

Zalo application has launched the Zalo shop feature, supporting users to buy and sell online, upload photos, comment and advertise products directly on Zalo.

Currently, free chat and texting applications like Zalo and Viber, Facebook Messenger become the familiar means of communication for everyone. Besides, the "hard work" to update more new features is also the reason why the number of users of these applications is increasing.

Recently, Zalo application has updated the Zalo Shop feature. Through the Official Account account, users can upload product images and directly trade and sell on their phones. This feature has brought to Zalo users, especially for those who own a business shop that can be more convenient in posting products, managers or buyers can easily find products easily. .

How to create Zalo Official Account to post free products

Step 1:

First, we need to create a Official Account on Zalo following the link below.

1. Create a Official Account Zalo account

Next, we need to login to Zalo account using the phone number, password or scan the QR code on the phone.



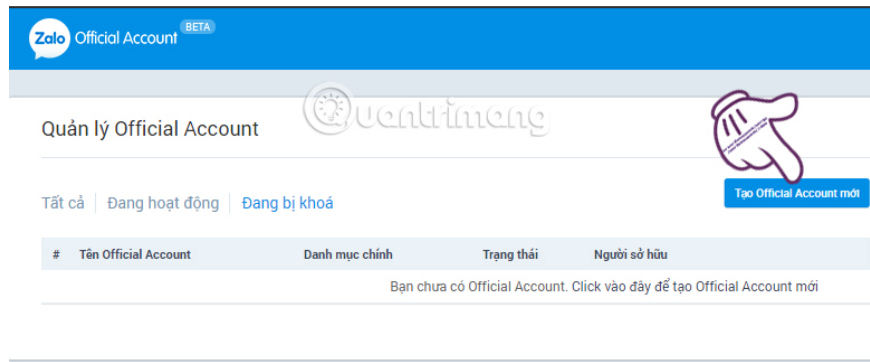
Step 2:

After logging in, users will see the **Zalo Official Account** interface requesting access to personal Zalo account information. Click **Allow** .



Step 3:



Go to the new interface, click **Create new Official Account** .



Step 4:

Next, we will select the Official Account type that suits each person's needs and business goals.

Here, we will **select the Service account** form, then click **Continue to enter the information** below. **Note** , after completing the registration process we will not be able to change.

|  Tài khoản dịch vụ | |
|---|--|
| <p> Là tài khoản dành cho OA có sản phẩm, dịch vụ kinh doanh. Cung cấp tối đa các tính năng tương tác với người quan tâm, hỗ trợ chăm sóc khách hàng, quảng bá sản phẩm, bán hàng. </p> | |
| <p> Cửa hàng – dịch vụ Nhãn hàng Tổ chức - Doanh nghiệp </p>  | |
| 4 tin nhắn/tháng | |
| Trong tin nhắn của người dùng | |
| <input checked="" type="checkbox"/> Có | |
| <input checked="" type="checkbox"/> Có | |
| <input checked="" type="checkbox"/> Có | |
| Tìm hiểu thêm | |
| <input checked="" type="radio"/> Chọn | |
|  | |
| <input type="button" value="Tiếp tục nhập thông tin"/> | |

Step 5:

Next, you will fill in the information for the Official Account, including:

1. Official Account Name: account name is under 40 characters long,
2. Navigation: click to select Store - Service.
3. Subcategory: select the appropriate form of business for your store.
4. Description information: description of more than 20 characters about your business store.
5. Choose cover photos and avatars: 320x350 cover image, 150x150 local image.
6. Contact information: fill in your name and contact information for the purchase.

Once you are sure of the information, click **Submit registration information** .

Tên Official Account (*)

Tối đa 40 ký tự

Danh mục chính (*)

Danh mục con (*)

Thông tin mô tả (*)

Tối thiểu 20 ký tự. Tiếng Việt có dấu.

Thông tin liên hệ

Họ và tên (*)

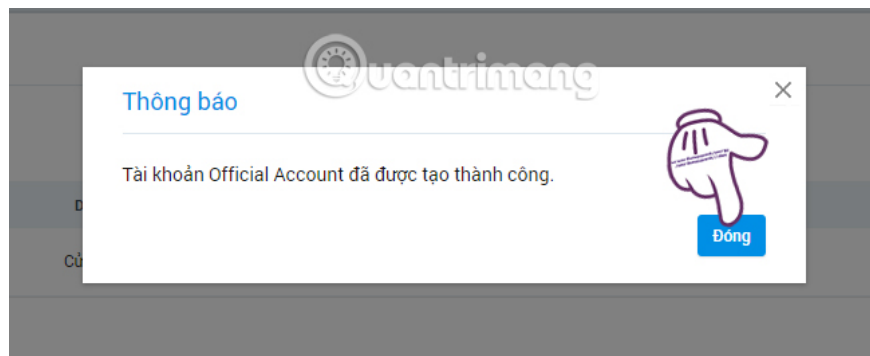
Điện thoại liên hệ (*)



Gửi thông tin đăng ký

Step 6:

When the registration process is complete and appears that the **Official Account has been successfully created**, click the **Close** button to complete.



Step 7:

In the **Official Account Management section**, you will see your shop name in **Active** state. Click on the shop name to take steps to manage.

Quản lý Official Account

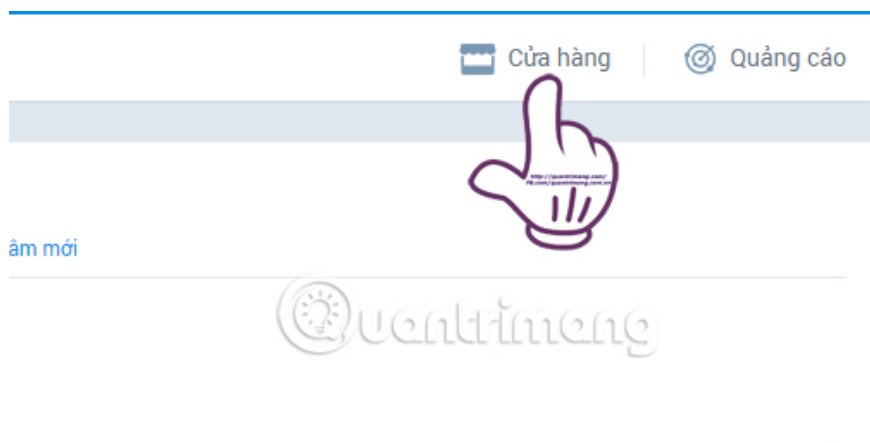
Tất cả | **Đang hoạt động** | Đang bị khoá

| # | Tên Official Account | Danh mục chính | Trạng thái |
|---|----------------------|--------------------|----------------|
| 1 | Shop QTM | Cửa Hàng - Dịch Vụ | Đang hoạt động |



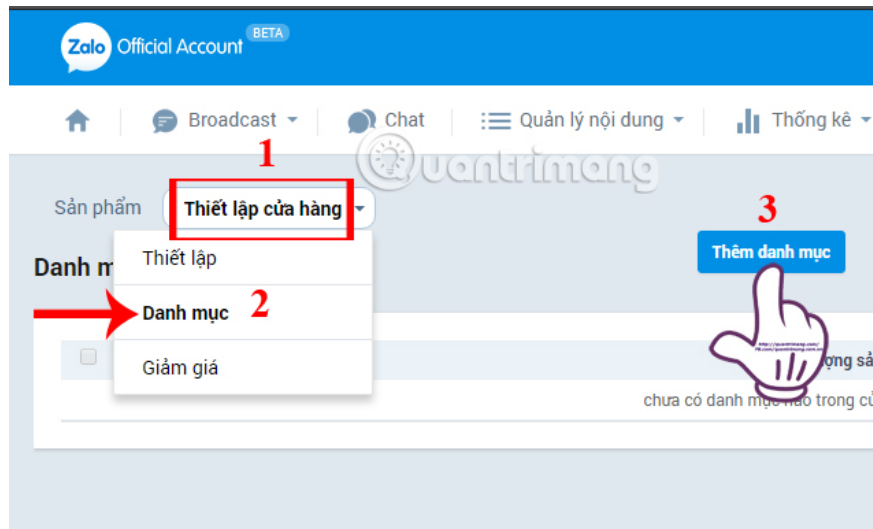
Step 8:

Here, the management interface will include content, products, messages, product tracking. Click on the **Store item** above.



Step 9:

We will catalog the business products in the store. Click on **Store settings > Categories > Add category** .



Step 10:

You fill in the required information for the category according to each item in detail:

1. Category name: products that your store is trading.
2. Status: Show.
3. Description: function description for the category.
4. Photo: use 150x150 size.

Click **Agree to** the completed information.

Thêm danh mục mới

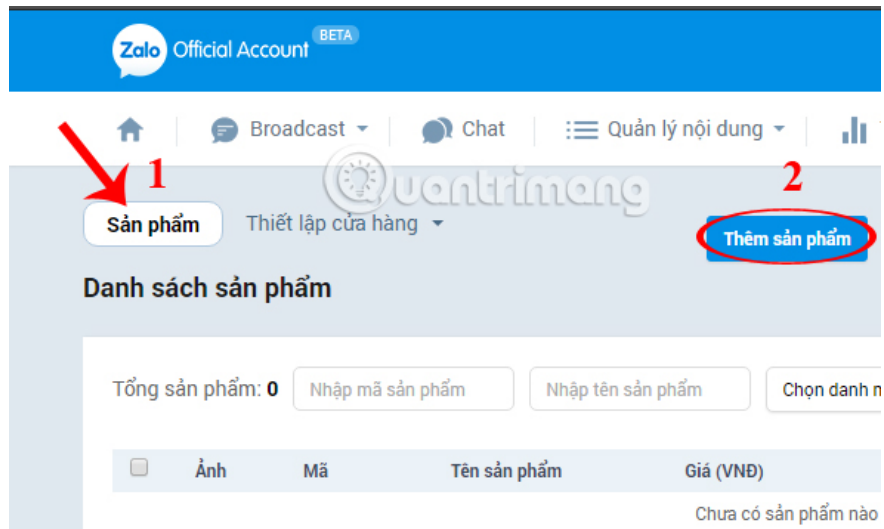
Tên danh mục (*):

Trạng thái: Hiện

Mô tả:

Step 11:

When you have created the catalog on Zalo Official Account, you can add products to that category. Press the **Products** tab and select **Add product** .



Step 12:

In this interface, we will fill the required information for the product:

1. Product name: enter the exact name of the product for 200 characters.
2. Product price: enter the correct VND structure, for example 500000 do not enter 500.
3. Product description: general, general description for the product for viewers to know.
4. Product photos: up to 10 photos, each image up to 1 MB in size of 500x500.

Thêm sản phẩm mới

— Thông tin cơ bản

Tên sản phẩm (*)

Giá sản phẩm (*)

Mô tả sản phẩm

Under **Details** , select information for Categories, Product Code, Product Type, Display Status. Finally click **Create product** . Do the same for other products.

Thông tin chi tiết

Danh mục: Chọn danh mục

Mã sản phẩm:

Loại sản phẩm: Mặc định

Trạng thái hiển thị: Hiện

Step 13:

After posting the product information, at the **Product List** interface, click on **Manage > Product Information**.

Quản lý nội dung | Thống kê | **Quản lý** 1

- Thông tin tài khoản 2
- Người bán
- Tin nhắn
- Lịch sử hoạt động

Nhập tên sản phẩm | Chọn danh mục | Chọn tình trạng duyệt

| Mã sản phẩm | Giá (VND) | Danh mục | Trạng thái | Tình trạng duyệt |
|-------------|-----------|-------------|------------|------------------|
| ssi R15HQ | 1,590,000 | Đồ điện máy | Hiện | Chờ duyệt |

Step 14:

You will be asked to scan the QR code again. Appearance interface Product information. Scroll down to the **Store** section, tick the **Display** item.

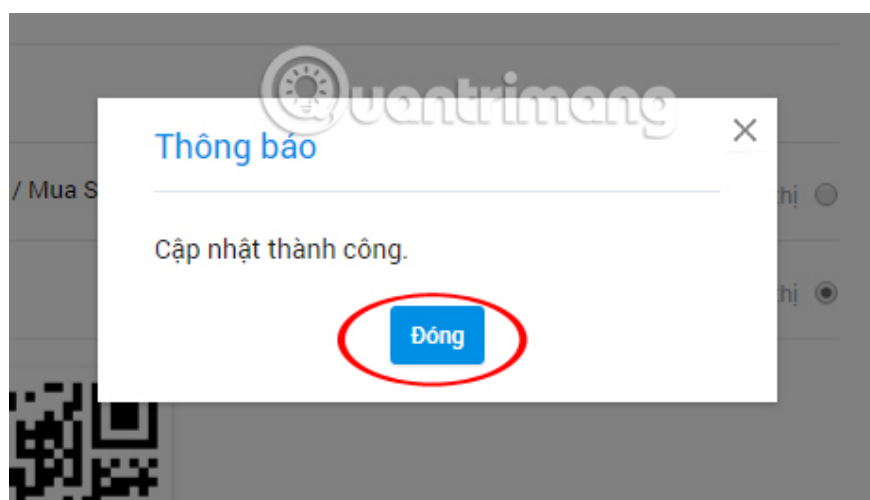


Step 15:

New notification appears, click **OK** .

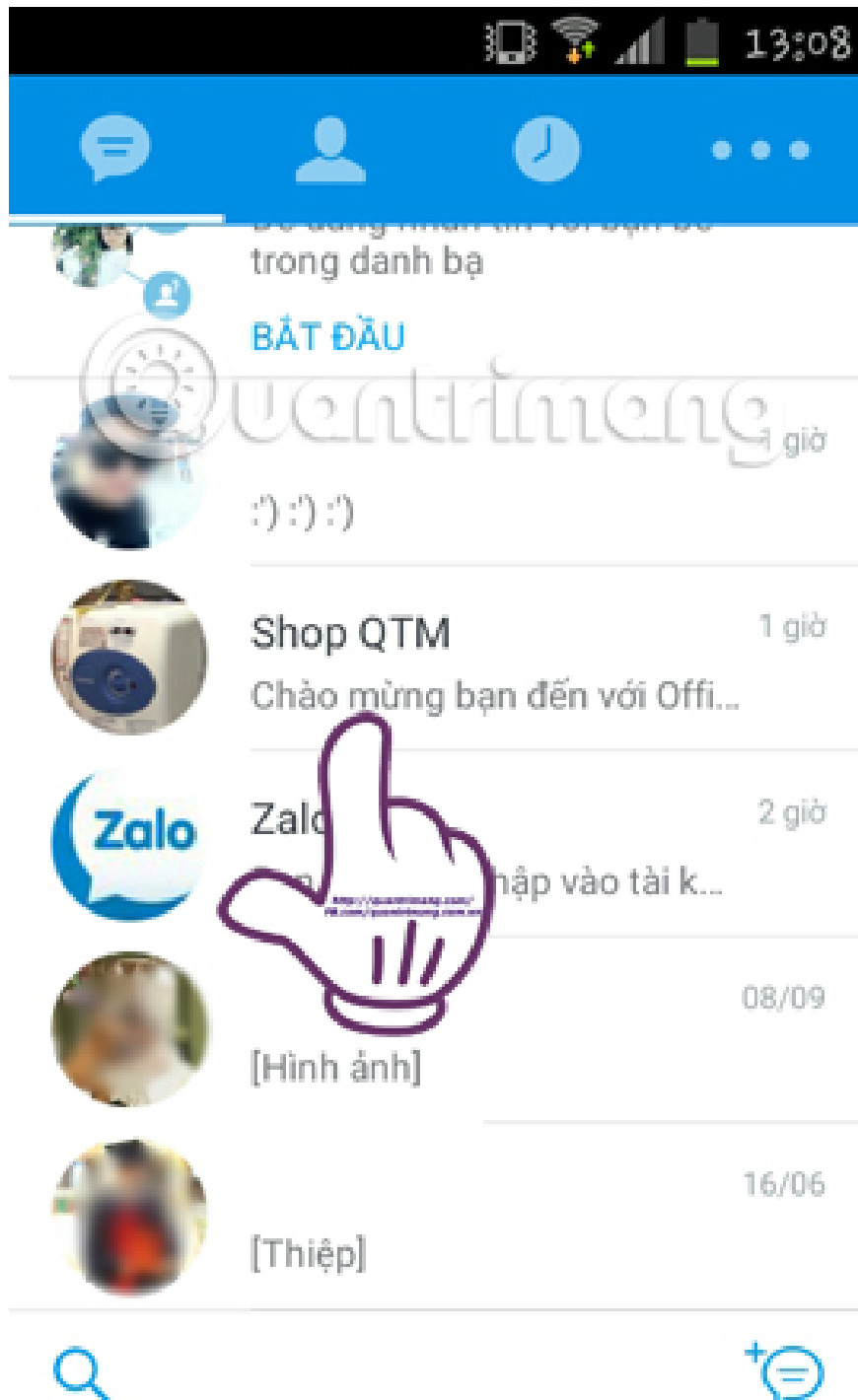


Notice of successful update. Click **Close** .



Step 16:

On the phone Zalo interface, you will see your shop name appear. Click Select **shop** to see the new store created with the product posted.





13:08



Shop QTM



11:21, 26/09/2016



Chào mừng bạn đến với
Official Account Shop QTM
trên Zalo

11:21

Vào shop





Step 17:

We can send products to friends when clicking on **the Share icon** on the interface.

X Zalo Shop



Shop QTM
Mua Sắm & Bán Lẻ

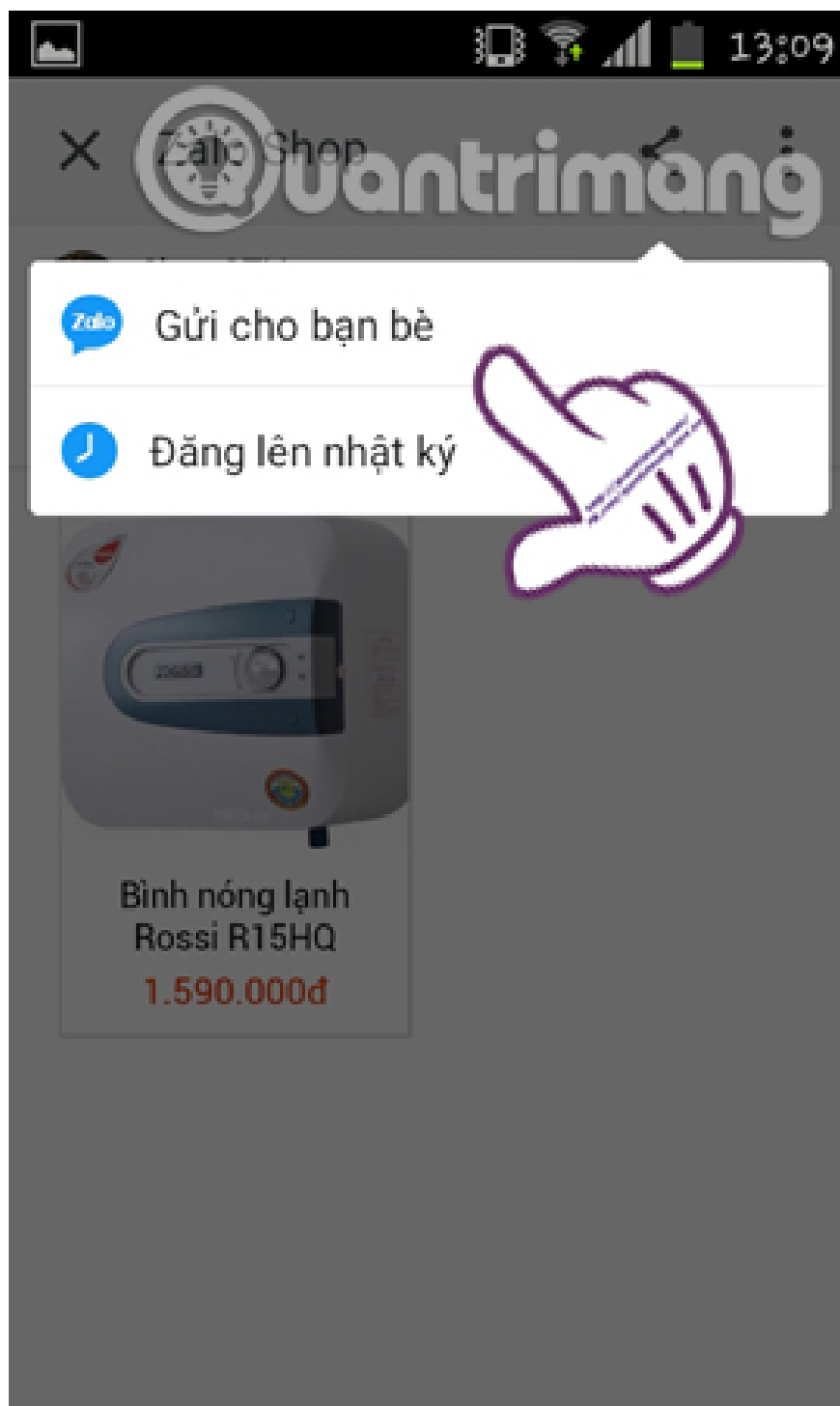
CỬA HÀNG



Bình nóng lạnh
Rossi R15HQ

1.590.000đ

Điện tử mang



Step 18:

Go back to the main interface of Zalo account on the phone, click on **3 horizontal dots** and select **Shop** item. You will see a list of stores in Zalo, with different types of sales. We can search the shop in the **Catalog section** .



Trang cá nhân của bạn



Quản trị mạng



Tìm quanh đây



Phòng trò chuyện



Quét mã QR



Shop



SPECIAL OFFER
SALE
Tạo chương trình hấp dẫn giúp tiếp cận khách hàng tiềm năng

HƯỚNG DẪN TẠO CHƯƠNG TRÌNH GIẢM GIÁ

Shop nổi bật



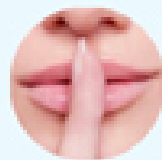
Luu Store



Adayroi



Medi
Happy



Tâm
Trắng,
Giảm Cân...



Thời t
Hàn C
Yur

Hoạt động tích cực

TẤT CẢ



Viet Paris



Việc Làm
Thái
Nguyên



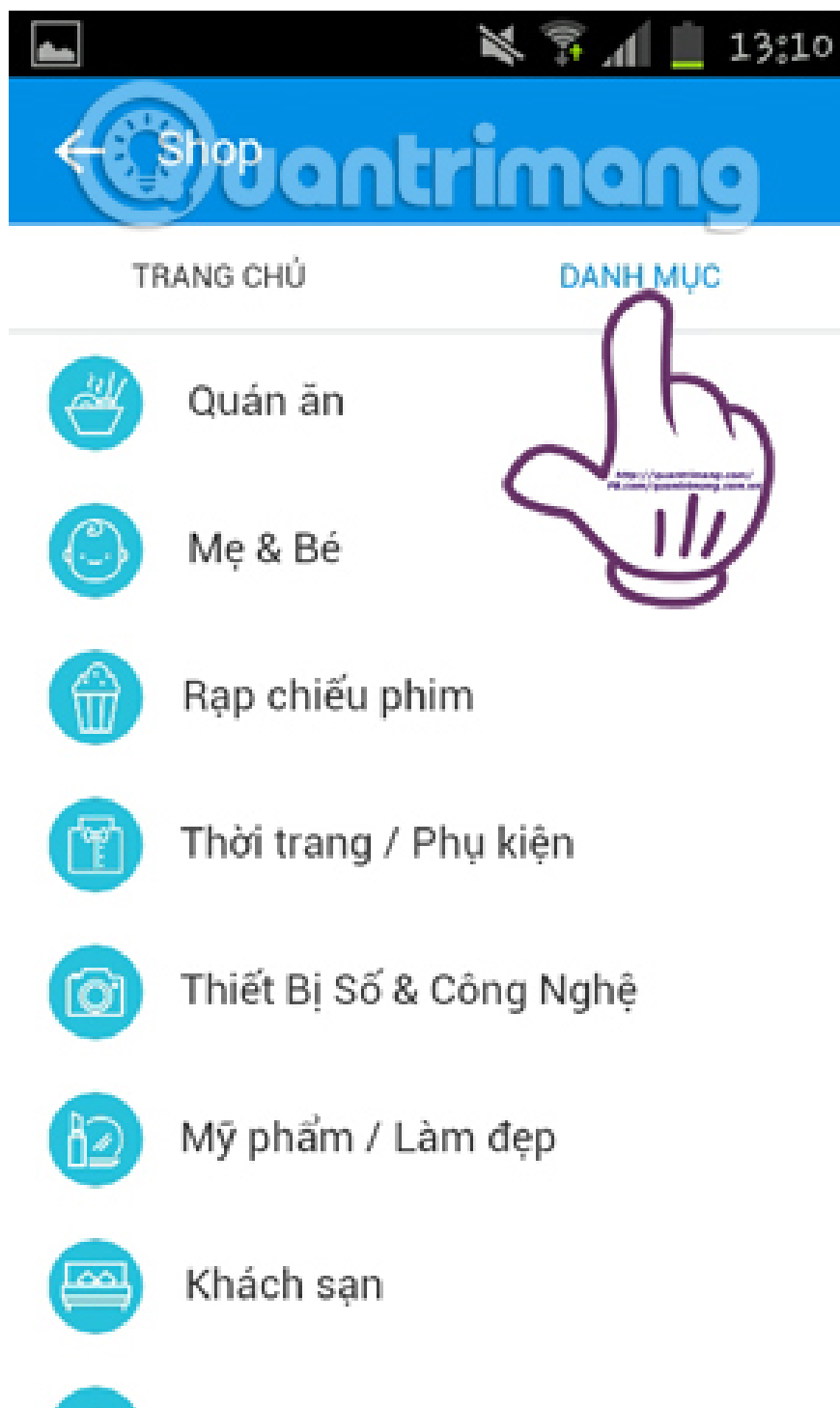
Làm Đẹp
Cùng Yến



Sắc đẹp
và sức
khỏe



Thời t
trẻ e
Car



Above is step by step instructions on how to create online business shops on Zalo through Zalo Official Account. Your business will be more easily accessible to customers through this new feature on Zalo.

Refer to the following articles:

1. How to backup and restore Zalo messages on your phone
1. Instructions for installing Zalo on PC

1. These tips are useful when using Zalo on PC

I wish you all success!

You finished reading the article "**Instructions for creating online business shops on Zalo**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.
