



Back-to-school season is here, the season of sales

Are you ready for this half of the year's golden shopping moments? Back-to-school season is upon us and the holiday shopping season is just around the corner, making it an exciting time for your shop. In this newsletter, we've rounded up the latest to help keep your shop refreshed and ready for some of the biggest and best shopping events of the year. Learn about our new feature to support your email marketing, discover a seller success story, hear our collection of tips and best practices to optimize your catalog, understand how you can use product tags to help engage with your customers, and learn how to attract more followers in the busy months ahead.



Product update: Email capture feature to support email marketing

We recently introduced a new feature that eligible sellers can enable through Commerce Manager. The feature allows your shop to select its email capture default preferences at checkout in an effort to help drive a higher opt-in rate. If you haven't discovered this new feature yet, now you can.

[Discover more](#)



Success story: How Jane generated over \$24K USD in sales in one month

For the holiday season, Jane wanted to create a seamless shopping experience for its customers. The team used Commerce Manager insights to discover their most popular products and curated collections to appeal to holiday shoppers. They also used product tags in their content to highlight seasonally relevant items.

[Read story](#)



Tips & best practices

Video: Catalog quality tips and best practices

Your product catalog is key for holding information about the products you sell on Facebook and Instagram. Hear from our Meta Catalog expert on the importance of your catalog for a positive shopping experience, and the updates to minimum product detail requirements across Facebook and Instagram for shops with checkout.

[Watch now](#)



Guide: Learn how to grow and scale your small business

Learn how to grow your business on Instagram from three small-business owners as they offer up their best tips to help your shop succeed. Plus, learn how to make all of your content shoppable with product tagging, so it's easier for your customers to discover and engage with your products in just one tap.

[Download guide](#)



Blueprint course: Help your business attract more followers on Instagram

Looking for ways to grow your audience on Instagram? Our Blueprint course will cover new and creative ways to help your business stand out on Instagram. Learn how to help attract new followers, build relationships within your community and use hashtags to get discovered.

[Take course](#)



Is there anything you'd like to see more of in this newsletter? Let us know in our survey.