

# How to Set Up a Facebook Shop

If you want to be successful, you can't sit back and wait for customers to come to you – you have to reach out to them. You've got to be proactive.

So where are they?



- Facebook is the [largest social network in the world](#), with more than [1.1 billion people](#) logging on daily to spend an average of [58.5 minutes](#) on the platform.
- That's *insane*. If you [sell products online](#) and you don't have a Facebook shop, **you're missing a huge opportunity.**
- Plus, the Facebook shop feature isn't just available to major retailers – anyone can get in on the action and it's free to use.
- Let me show you how easy it is to create a Facebook shop and learn how to tag your products in Facebook posts.



## What Exactly is a Facebook Shop?

A Facebook shop is a tab which you can add on your Facebook page to promote and sell your products directly to Facebook users on the platform itself.



When Facebook users click on a product, they'll be shown an expanded [product page](#). On this page, they can see product pictures and videos, and read the [product description](#).

Project Action Pad

Project Action Pad  
Best Self Co  
\$17.99

Bundle Item

Check Out on Website

This will take you to bestself.co

Product details  
Project Action Pad

Ever set a project that's so intimidating you don't know where to start? If so, you're not alone. Deciding how to close the gap on...  
Show more

Report product

1

Like Comment

Write a comment...

**Price, Checkout & Description**

Plus, notice how each product in the image has a price tag icon? **When users hover their mouse over the icon, product information is displayed.**

Here's the best part: Once you've set up your Facebook Shop, tagging products in posts is quick and easy.

The image shows a Facebook post from Nike. The main image is a man in a black t-shirt and shorts performing a plank in a gym. A red bubble with the word 'tag' in white is overlaid on the image, with a large green arrow pointing to a small price tag icon on the man's shorts. Another green arrow points to the product information box that appears when the icon is hovered over, showing 'Nike Flex Men's 8" Training Shorts Size 2XL (Atmosphere Grey)' for '\$50.00'. To the right, a red-bordered box highlights the 'Products shown' section of the post, which lists 'Nike Pro Men's 3/4' for '\$32.00' and 'Nike Flex Men's 8...' for '\$50.00'. The post also shows engagement metrics like '1.5K' reactions and '40 Comments - 42 shares'.

## How to Tag Your Products in Facebook Posts

- >Let's quickly run through how to tag your products in Facebook posts.
- >First, share a new Facebook post or bring up an old post featuring products that you'd like to tag.
- >Now that you have a Facebook Shop tab with products on it, **there'll be an option to "Tag products" next to the usual "Tag photo" button.**

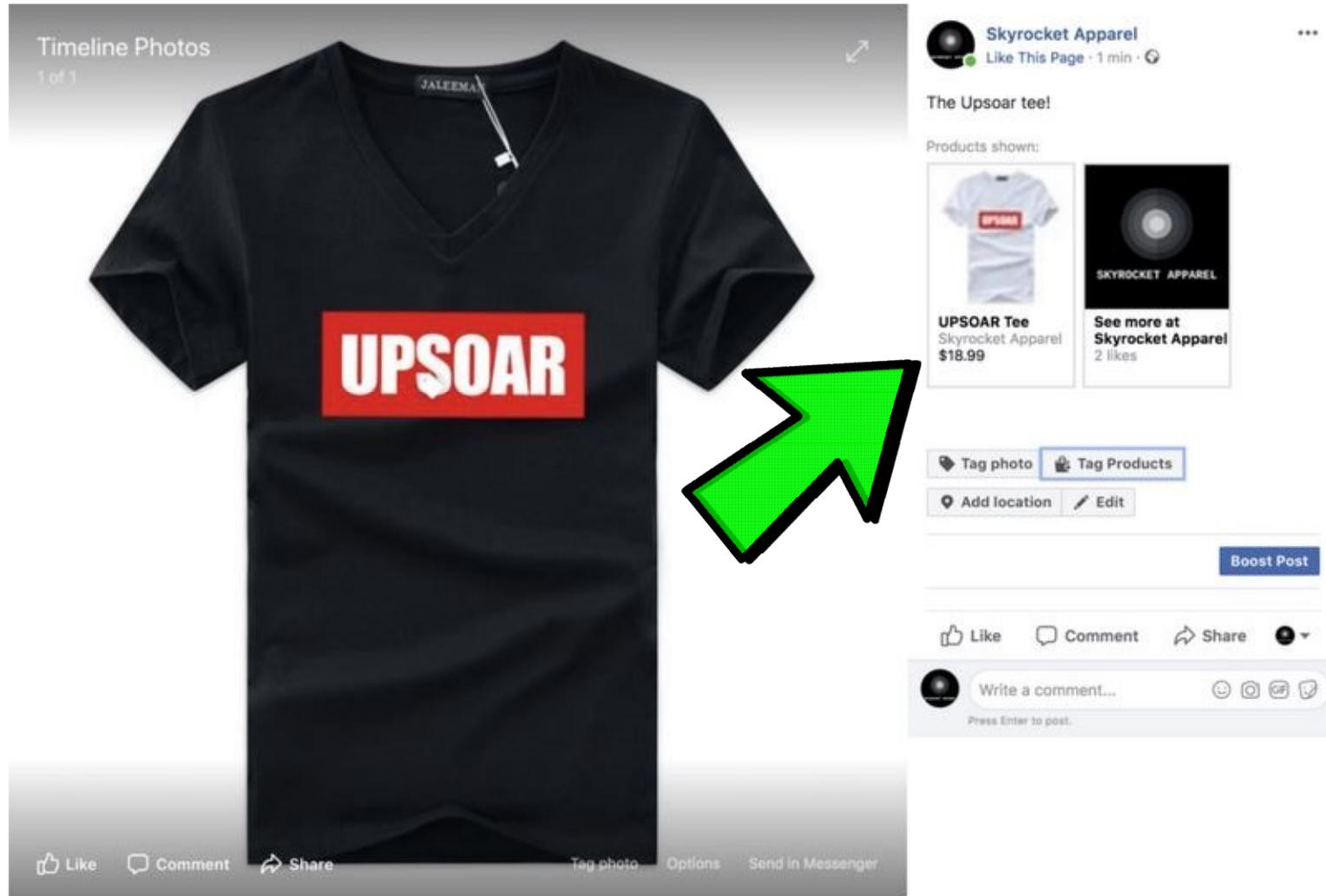




The image shows a Facebook post from the page "Skyrocket Apparel". The post features a black t-shirt with a red rectangular logo on the chest that says "UPSOAR" in white capital letters. The post text reads "The Upsoar tee!". Below the text are two buttons: "Tag photo" and "Tag Products". A blue tooltip box is overlaid on the "Tag Products" button, containing the text "Tag products from your shop in this photo" and a close button (x). A large green arrow with a black outline points to the "Tag Products" button. The post also shows interaction options: "Like", "Comment", "Share", and "Boost Post". At the bottom of the post, there is a comment input field with the placeholder text "Write a comment..." and a "Press Enter to post." prompt. The overall interface is clean and modern, typical of Facebook's design.

**Simply click “Tag Products,”** select the product you’d like to tag and click “Finished Tagging.” That’s it!

Now, whenever a user views your post, they'll be shown thumbnails of your Facebook Shop product listings alongside the image.



## 2. You Can Tap Into Facebook's Social Engagement

People hang out on Facebook. Remember, the average daily user spends nearly an hour on the platform every day.

By adding a Facebook Shop tab to your page, you can capitalize on the way users engage on Facebook.

Unlike your website, when people view your products on your Facebook store, they can Like them, save them for later, share them with friends, or leave a comment asking a question or sharing their thoughts.

KKW CRÈME LIQUID LIPSTICK COLLECTION



KKW CRÈME LIQUID LIPSTICK COLLECTION  
KKW BEAUTY  
\$45.00

Check Out on Website

This will take you to kkwbeauty.com

### Product details

4 Crème Liquid Lipsticks 0.11 fl oz./oz. liq / 3.00 g Kim is a peachy nude. Kiki is a pinky nude. Kimmie is a deep nude. Kimberly is a true nude.  
Show more

Report product

11

2 Comments 2 shares



Like



Comment

All comments



Write a comment...



Deborah Love How come it won't let me order 2 things at the same time...i don't want to pay shipping and duty for 2 separate

Share

Save



## How to Set Up a Facebook Shop Without a Third-Party Service

In this section, we'll work through how to set up and manage a Facebook Shop using only Facebook itself.

Again, if you don't yet have one, make sure to [set up a Facebook Business page](#) before continuing. **Let's look at how that is done first.**



## 1. What *is* a Facebook Business Page?

A Facebook Business Page is where you manage your brand's presence on the largest social network in the world.

Your Page allows you to connect with your customers and encourage sales by:

Sharing content

Responding to customer service inquiries

Collaborating with customers and other brands

Having personal conversations with followers

And more...

A promotional graphic for Facebook Shop. It features a dark blue rectangular background with a light blue banner at the top right that says "create." in white lowercase letters. Below the banner, the text "facebook Shop" is displayed in white, with "facebook" in a bold sans-serif font and "Shop" in a lighter sans-serif font. Underneath, the text "Sell to millions of facebook users worldwide." is written in a smaller white font. Below that, "Add your shop!" is written in a similar white font. At the bottom center, there is a bright green rectangular button with the text "Start Selling Now" in white.

create.

**facebook** Shop

Sell to millions of facebook users worldwide.

Add your shop!

Start Selling Now

## 2. Can I Use a Personal Facebook Profile for My Business?

There are many well-intentioned sellers out there using personal Facebook profiles for their brands, instead of an actual Facebook Business Page.

**This is a bad idea.** If you create a personal profile, you'll miss out on a whole suite of content creation tools, analytics, and paid promotional opportunities that come with a Facebook Business Page.

**Unlike profiles, Facebook has tailored these Pages to your business needs.**

What's more, if you create a personal profile, users would need to send you a friend request to fully engage with your brand.

**And you definitely don't want to make it more difficult for your customers to engage with you on social media.**

**So harness the power of Facebook Business Pages.**



### 3. How Can I Convert My Profile to a Facebook Business Page?

**Facebook allows you to easily create a new Facebook Business Page that's based on your profile. Afterward, you'll have both a profile and a Page.**

**Facebook will copy over your information, profile picture, and cover image. Plus, you can select which friends, followers, photos, and videos to transfer to your new Facebook Business Page.**

**What's more, if you convert a verified profile, the verified status will also be moved to your new page.**



To convert your profile to a Facebook Business Page:

[Click this link](#) or head to “facebook.com/pages/create/migrate”.

Click “Get Started” and follow the on-screen instructions.

Your new Facebook Business Page will be published once the conversion process is finished! For more information, [check out Facebook’s help section](#).



#### 4. How Much Does a Facebook Business Page Cost?

Just like Facebook profiles and groups, you can set up and use a Facebook Business Page for free – regardless of how many followers or likes you have. Even if you spend money on [Facebook Ads](#), there's still no charge for the organic aspects of your Facebook Business Page.

What's more, Facebook doesn't even charge a fee to [add a storefront to your Page!](#) So why is Facebook free? Well actually, it's not.

In exchange for using the platform and engaging with your customers, you help Facebook acquire even more information from [your audience](#).

Facebook then sells this information to advertisers in the form of [Facebook Ads](#).

Online tracking consumes a *quarter* of your browser's effort.

**26.3%**

of what your browser does when you load a website is **respond to requests for your personal information**.

73.7%:  
Things you want your browser doing, like displaying articles, pictures and links

google  
20.28%

60.98%:  
Tracking requests by other companies

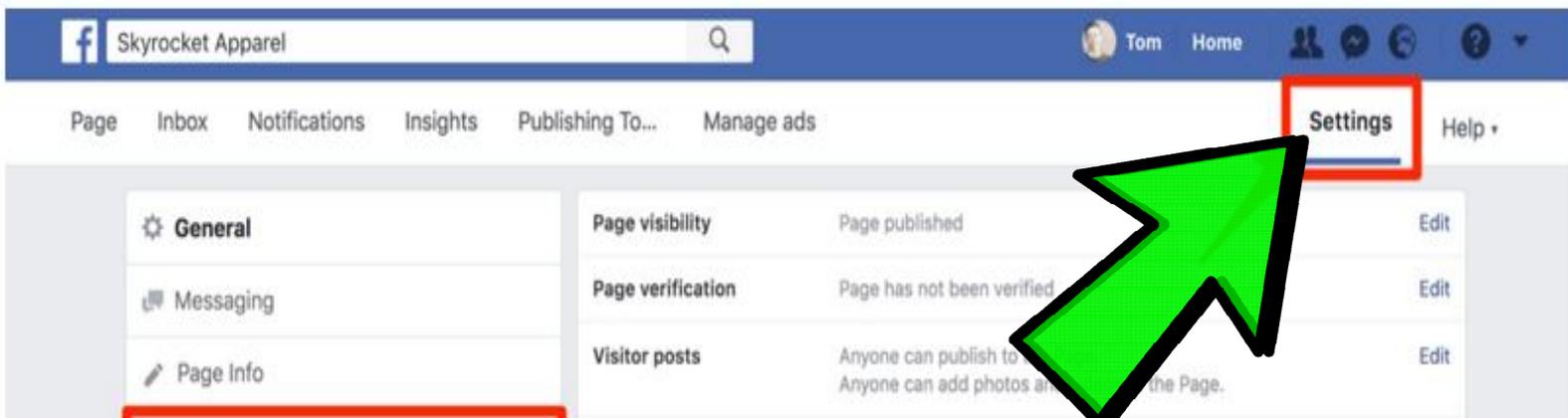
facebook  
18.84%





### Step 1: Add the “Shop” Tab

Navigate to your Facebook page and click “Settings.”



You'll then be presented with a huge menu of Facebook page options. **Now, click "Templates and tabs"** so that we can add the Facebook Shop tab.

The screenshot shows the Facebook page settings interface for 'Skyrocket Apparel'. The 'Settings' tab is highlighted with a red box. In the left-hand menu, 'Templates and tabs' is also highlighted with a red box. A large green arrow points from the 'Templates and tabs' menu item towards the main settings area. Another large green arrow points from the 'Settings' tab in the top navigation bar towards the main settings area. A red '1st' badge is placed over the 'Page visibility' setting, and a green '2nd' badge is placed over the 'Country restriction' setting.

Setting	Current Value	Action
Page visibility	Page published	Edit
Page verification	Verified	Edit
Visitor posts	Visible to the public	Edit
Audience optimisation posts	Visible to the public	Edit
Messages	Visible to the public	Edit
Country restriction	Visible to everyone	Edit
Age restriction	Visible to everyone	Edit
Page moderation	Visible to everyone	Edit
Profanity filter	Turned off	Edit
Similar Page suggestions	Choose whether your Page is recommended to others	Edit
Page updates	Page posts are automatically published when you update Page info,	Edit

This will show you all of the tabs you're currently using. **Scroll to the bottom of the list and click "Add a Tab."**

The screenshot shows the Facebook page settings for 'Skyrocket Apparel'. The top navigation bar includes the page name, a search bar, and user profile information (Tom, Home). Below this, a secondary navigation bar lists 'Page', 'Inbox', 'Notifications', 'Insights', 'Publishing To...', 'Manage ads', 'Settings', and 'Help'. The 'Settings' tab is selected, displaying a list of active tabs: Videos, Photos, About, Community, Offers, Groups, and Info and ads. Each tab has a 'Settings' button to its right. At the bottom of the list, there is an 'Add a Tab' button, which is highlighted with a red rectangular box. A large green arrow with a black outline points from the bottom left towards the 'Add a Tab' button.

## Now, find “Shop” and click “Add Tab.”

Tabs let you feature your products, services and more on your Page. Choose a tab from the list below.

### Events

Lists your upcoming events.

Add Tab

### Jobs

Lists job openings for your business.

Add Tab

### Live videos

Shows live videos about your Page.

Add Tab

### Notes

Gives you a space to highlight notes on your Page.

Add Tab

### Services

Gives you a space to highlight the services you offer.

Add Tab

### Shop

Shows the products you want to feature.

Add Tab



Close

**This will add the shop tab to your Facebook page.**

### Tabs

Click and drag a tab name to rearrange the order. The tab order also determines the order of the sections people see at the top of your Page.



**! IMPORTANT**

### Use default tabs

Turn on default tabs to use the tabs we think will your type of Page.

 OFF

Home

Settings



Shop

Settings

Posts

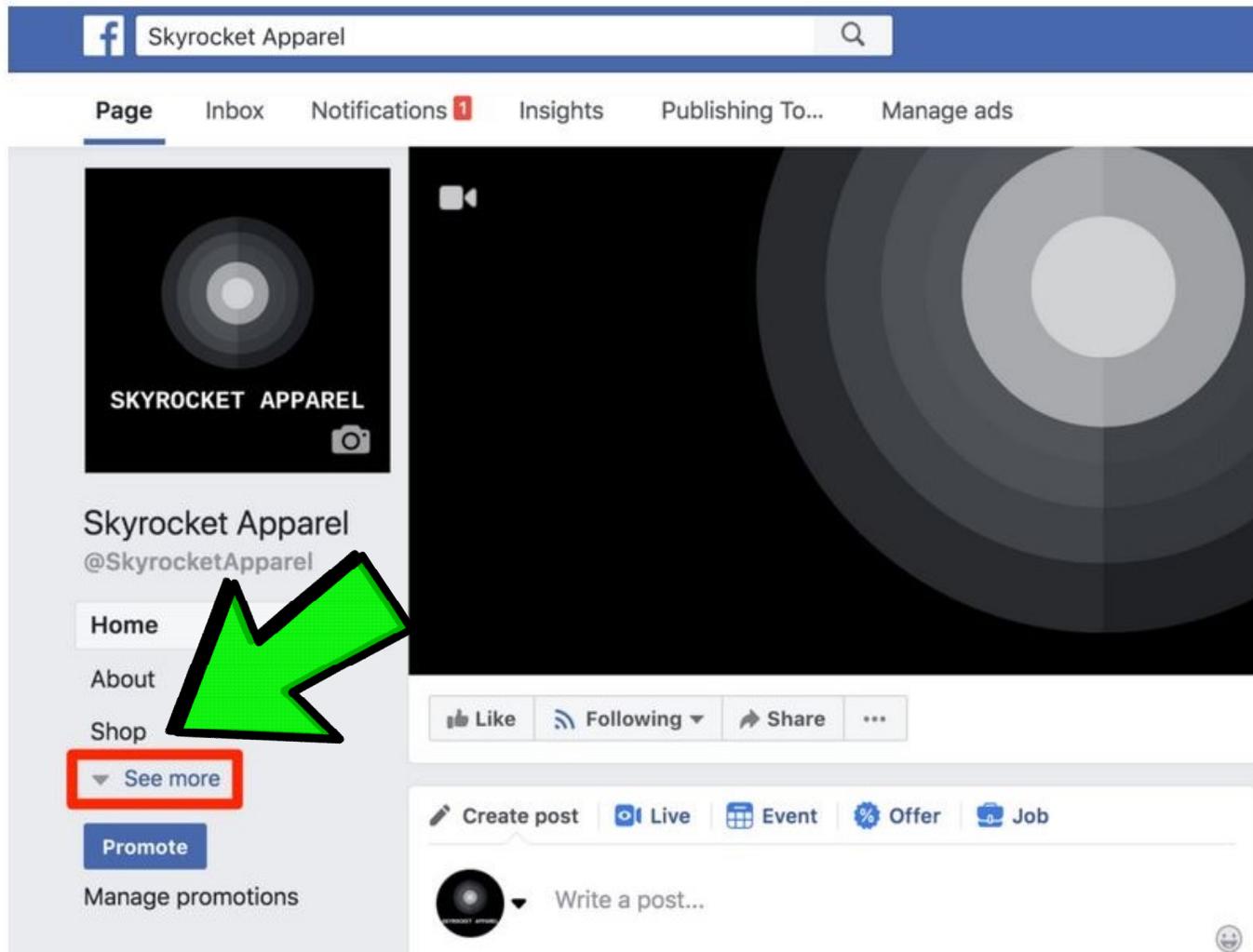
Settings

Reviews

Settings



When doing this, **make sure that your shop tab is in the top three.**  
**This will ensure that it's still visible when your tab list is shortened by the "See more" link.**



## Step 2: Configure Your Facebook Shop Tab

If your shop tab isn't displaying correctly, head back to "Templates and tabs," click on "Settings," and make sure "Show Shop tab" is on.

☰ Shop

### Show Shop tab

Turn off the tab if you don't want people to see it on your Page.

ON

### Share Shop tab

Copy the URL to share this tab with people directly.

<https://www.facebook.com/SkyrocketApparel/shop/>

Copy URL

Cancel

Save



**Look for the Add Shop Section link below your cover photo.**

**Click the Add Shop Section Link**

**Clicking the Add Shop Section link brings up a prompt explaining what this section will allow you to do. Click the Add Shop Section button to continue.**

Add Section



### Add a Shop Section

A shop section allows you to showcase your products and let people purchase them right on Facebook.

**Add Shop Section**



**Next, Facebook will ask you how you'd like people to purchase products from your shop.**

### Select checkout method

Choose how you want people to buy products from your shop.

-  **Message to buy**  
Let people send you messages to ask questions and arrange purchases.
-  **Checkout on another website**  
Send people to another website to complete their purchases.
- 

Cancel

Continue

**If you live in the U.S. you'll also be given the option to accept payments directly from your Facebook page by linking your bank or stripe account. ([Click here](#) to learn how to do this.)**

**Once you've chosen your shopping method, it's time to [add products](#) to your Facebook Shop!**

Once you've agreed to Merchant Terms and Policies, you'll enter your business details and set up payment processing with Stripe. [If you have a Stripe account already, log into that account first and then click the link to connect to an existing Stripe account.](#) Otherwise, you'll need to [set up a Stripe account](#) and then proceed with the following setup.

**Finish Setting Up Your Shop** ×

**Business Email Address**  
We'll email you at this address with updates about your shop, including incoming orders. We'll also use this email for Stripe payments.

  
 Use this email address for customer service inquiries.

**Configure Payments**  
You can process payments for items in your shop using Stripe. When you finish setting up your shop click Submit, Stripe will send you an email at the address above to create your account. You can also connect to an existing Stripe account.

**Business Address**  
This should be the legal address of your business. People who order from your shop will see this address.

Street Address

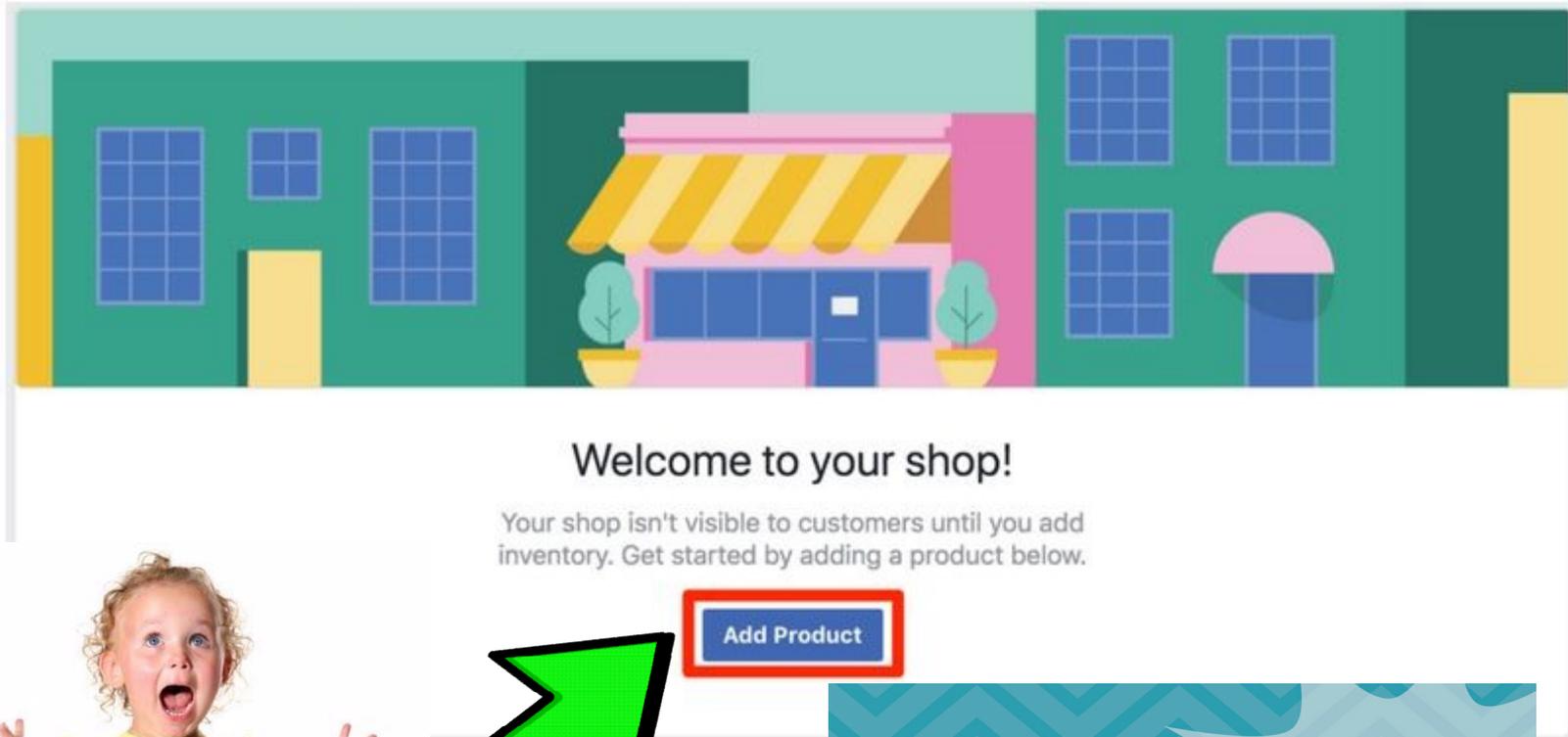
Apt/Suite/Other (optional)

City  State  ZIP Code

Enter business details and set up payment processing.

## Step 3: Add Products to Your Facebook Shop

To start, head to your Facebook Shop tab and click “Add Product.”



**Let's Go!**

Next, upload your [product photos](#) and videos. Then, type in your product name, price, and include a [product description](#). 200 characters or less. In this example, If you opted to send buyers to a website to complete their purchase you would need to add the website's URL for this specific product.

Add product ×



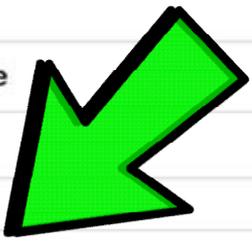




Name  
UPS OAR Tee

Price  
\$18.99

This product is on sale i



**This is the rest of the listing page, including description and website address if you are redirecting customers to your own website.**

**Description**

The classic UPSOAR tee, available in white, green, navy, and black.



**Checkout URL** ⓘ

http://www.skyrocketapparel.com

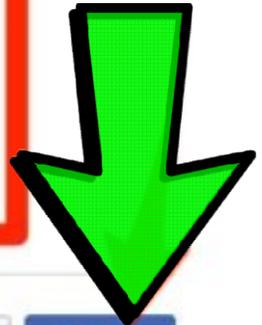
**CLICK HERE**

Share this product on your Page ⓘ

Your product will be shared on your Page as soon as it's been approved.

**Visibility**

Public ▼



Cancel

Save

You'll then be able to add the following details for each of your products.

**Add Product** | Advanced Options ✕

 Add Photos

**i** Check out our **recommended photo guidelines** for tips on making your product images look good on Facebook.

**Name**

**Price**

Product is on Sale **i**

**Description**

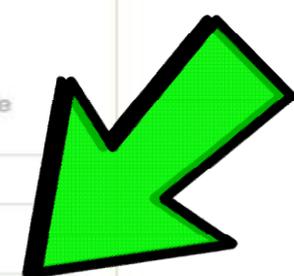
Automatically Share **i**

**Inventory**  **Product Category** **i**

**Variants** **i**  **Visibility**

**Shipping Options** [Edit Default Shipping Options](#)  
Customers will only be charged one shipping fee per order, even if they order more than one of this item.

[Add Shipping Method](#)



**The Advanced Options tab allows you to set custom tax percentages. Note that Facebook only shows your shop to customers in the United States and automatically calculates taxes based on specific locations. You can enter your own rates, but you'll be responsible for whether they're accurate.**

Add Product **Advanced Options** ×

**Custom Product Taxes** ⓘ

Location	Tax Rate	Apply tax to shipping cost?	
<input type="text"/>	<input type="text" value="0%"/>	<input type="checkbox"/> No	<input type="button" value="Confirm"/>

[View Default Shop Taxes](#)

If you enter custom product taxes, you're responsible for their accuracy.

**The default shipping and returns policy on individual items pages states items must ship within five business days and items can be returned within 45 days. This is a policy required of all Facebook pages that use the Shop section and cannot be changed.**



## Facebook Product Image Guidelines

You must:

**Include at least one image for each product listing but more is better**

**The image must be of the product itself (it can't be a graphical representation)**

Ideally, you **should** use images that:

- >Show all of the product
- >Show the product up close in a well-lit setting
- >Have a resolution of 1024 x 1024 or higher
- >Are in the square format
- >Have a white background
- >Showcase the product in real-life situations



## Don't use images that contain:

Text (e.g., [calls-to-action](#) or [promo codes](#))

- >Advertising or promotional material
- >Watermarks
- >Time-sensitive information (e.g., limited time offers)



## Facebook Product Description Guidelines

Your descriptions **shouldn't** include:

- >All the letters capitalized or in lower case
- >HTML (Rich text only)
- >Phone numbers or email addresses
- >Long titles
- >Excessive punctuation

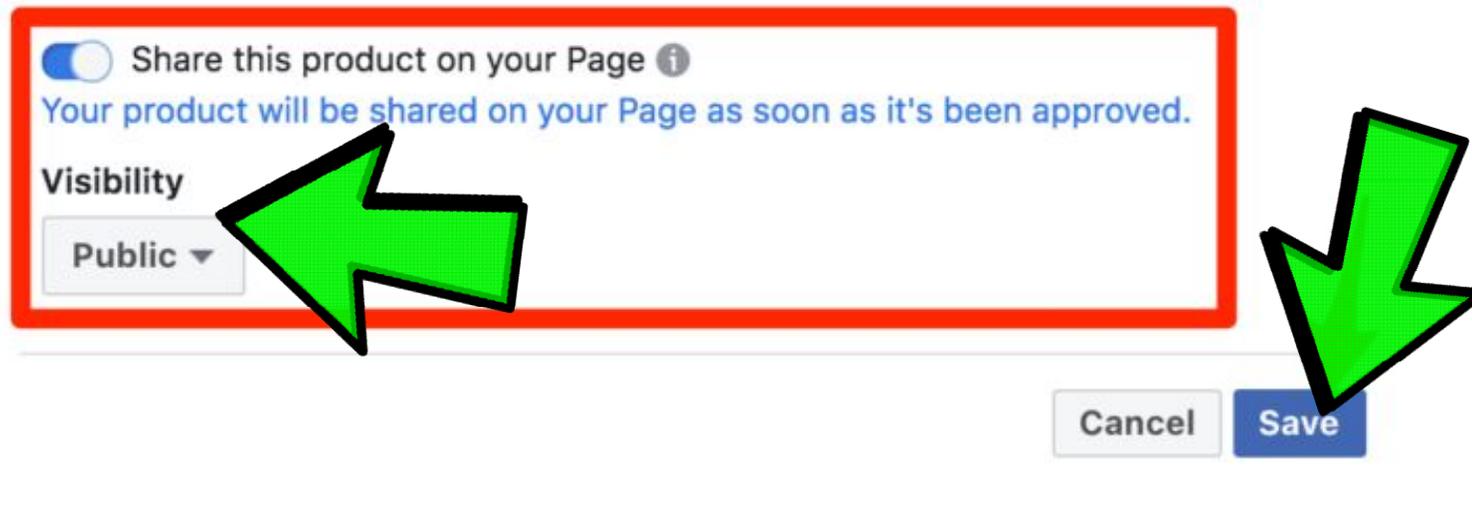


## Ideally, your descriptions should:

- >Only provide information directly related to the product
- >Be concise and easy to read
- >Highlight unique product features and benefits
- >Be grammatically correct and properly punctuated

When you finish, make sure to click the toggle to enable sharing and then click "Save."

At this point, you'll need to wait for Facebook to review and accept your product. This usually takes a few minutes and Facebook will notify you when processing is complete and [your products](#) are visible.



Once your product is approved it will look like this:

The screenshot shows a Facebook product listing for 'UPSOAR Tee' by 'Skyrocket Apparel'. The product is a white V-neck t-shirt with a red rectangular logo on the chest that says 'UPSOAR' in white capital letters. The listing includes a 'Check Out on Website' button with a link to www.skyrocketapparel.com. The price is listed as \$18.99. The product details state: 'The classic UPSOAR tee available in white, green, navy, and black.' The listing also shows 3 shares, a 'Like' button, a 'Comment' button, and a text input field for comments with a 'Write a comment...' placeholder and a 'Press Enter to post.' instruction. At the bottom of the image, there is a dark bar with 'Share' and 'Save' options.

UPSOAR Tee

Edit Share Product Insights (1 week): 0 Views | 0 Clicks

UPSOAR Tee  
Skyrocket Apparel  
\$18.99

Check Out on Website

This will take you to www.skyrocketapparel.com

Product details  
The classic UPSOAR tee available in white, green, navy, and black.

3 shares

Like Comment

Write a comment...  
Press Enter to post.

Share Save

Then, simply repeat this process until all of your products are added.

## Step 4: Manage Your Products and Orders

To manage your products and orders, click the “Publishing Tools” tab at the top of your Facebook page, and click “Shop” near the bottom of the sidebar menu.

The image shows a screenshot of a Facebook page for 'Skyrocket Apparel'. The page header includes the name 'Skyrocket Apparel' and a search bar. Below the header, there are navigation tabs: 'Page', 'Inbox', 'Notifications', 'Insights', 'Publishing T...', and 'Manage ads'. The 'Publishing T...' tab is highlighted with a red box and a green arrow pointing to it, labeled '1st'. The sidebar menu on the left contains various options: 'Sound Collection', 'Jobs', 'Job applications', 'Branded content', 'Posts to review', 'Your posts', 'Lead Ads Forms', 'Forms Library', 'Draft forms library', 'Leads setup', 'Shop', 'Products', 'Shop settings', and 'View Shop'. The 'Shop' option is highlighted with a red box and a green arrow pointing to it, labeled '2nd'. The main content area shows a list of posts from 'Skyrocket Apparel', including shared posts and a cover photo update.

## Manage Orders From Your Shop

You can manage orders from Facebook through your Manage Shop Page.

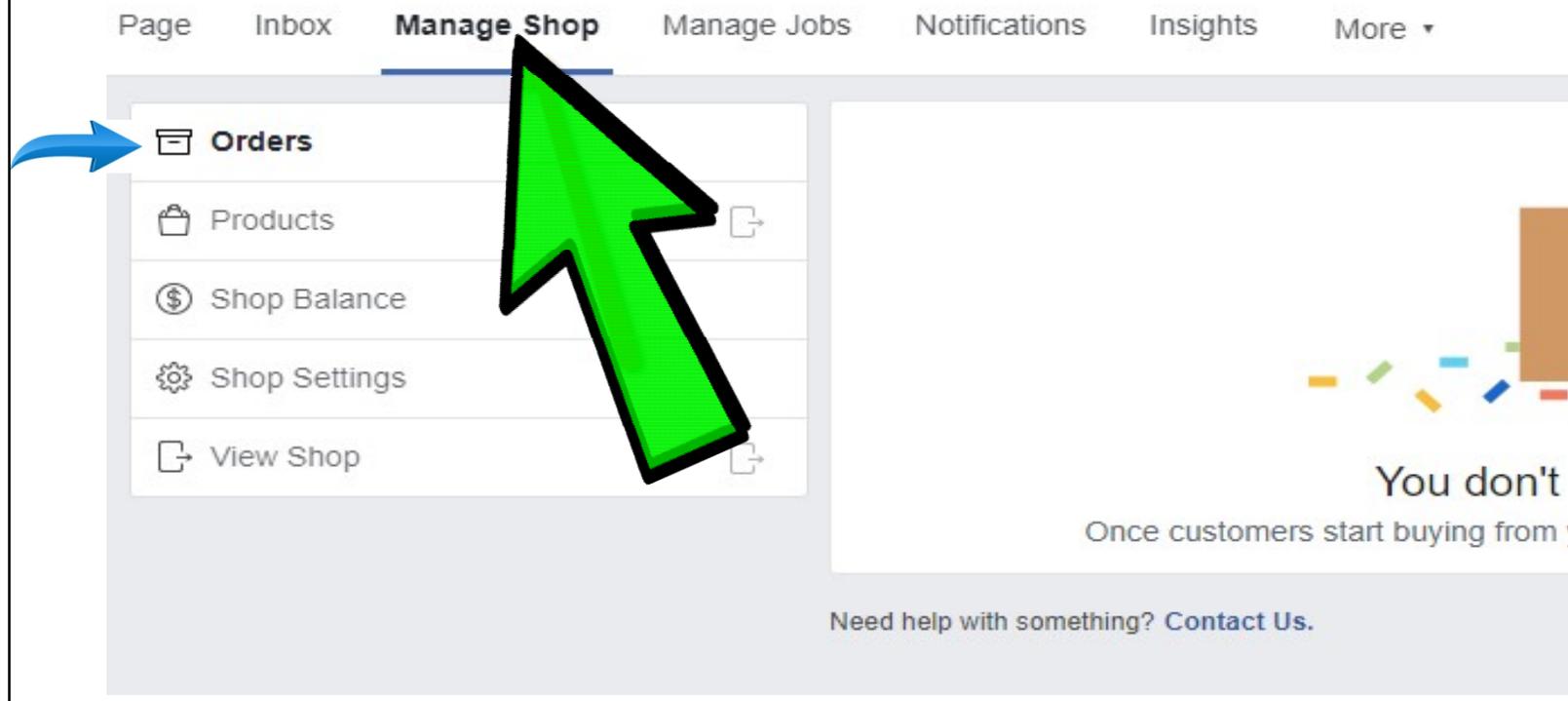
To find your shop's orders:

On your Page, [click the Manage Shop tab](#).

Select the Orders section.

Select the category you want to see: All, Waiting to be shipped or Shipped to see those orders. Select More to see your Canceled or Refunded orders.

Select the order you want to manage.





facebook®

Click on an individual order to see additional details, such as the buyer's shipping preferences and address. You can also contact the buyer if you need additional information while the order is pending or after it's completed.

Page Messages Notifications Insights **Publishing Tools** Settings Help ▾

Posts  
Published Posts  
Scheduled Posts  
Drafts  
Expiring Posts

Videos  
Video Library

Lead Ads Forms  
Forms Library

Shop  
Products  
Collections  
Pending Orders

**Complete Your First Order**  
Once you've shipped the order, mark it as shipped to receive payment. [Help Center](#) [Dismiss](#)

**Pending Orders** 1

[Manage Orders](#) [Download CSV](#) Showing 1 - 1 of 1

<input type="checkbox"/>	Date	Buyer	Price	Products	Order Status
<input type="checkbox"/>	Mar 23, 2016	 Kristi Hines	\$1.08		Not shipped

The Facebook logo is displayed in white on a blue background. A colorful banner with the letters 'S', 'A', 'L', and 'E' on triangular flags is positioned above the 'book' part of the logo.

# facebook®

**You must ship the order before Stripe will process your payment. After you click on the order, click the Mark as Shipped button and enter the tracking number (if applicable). Then the customer's payment through Stripe will be processed. The order will move to pending and your inventory will be updated accordingly.**

## Order Details

Order 516688725108718  
Not Shipped

Magnolia	\$1.00
Quantity: 1	

Subtotal	\$1.00
Shipping	\$0.00
Tax	\$0.08
<b>Total Price</b>	<b>\$1.08</b>



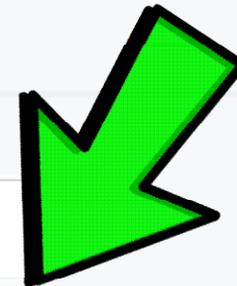
Kristi Hines  
Order Placed Mar 31, 2016

NOT SHIPPED

Shipping Address  
Kristi Hines

Mark as Shipped

Contact Customer



## How to Set Up a Facebook Shop with Shopify

I recommend this route for serious sellers (and for existing Shopify users).

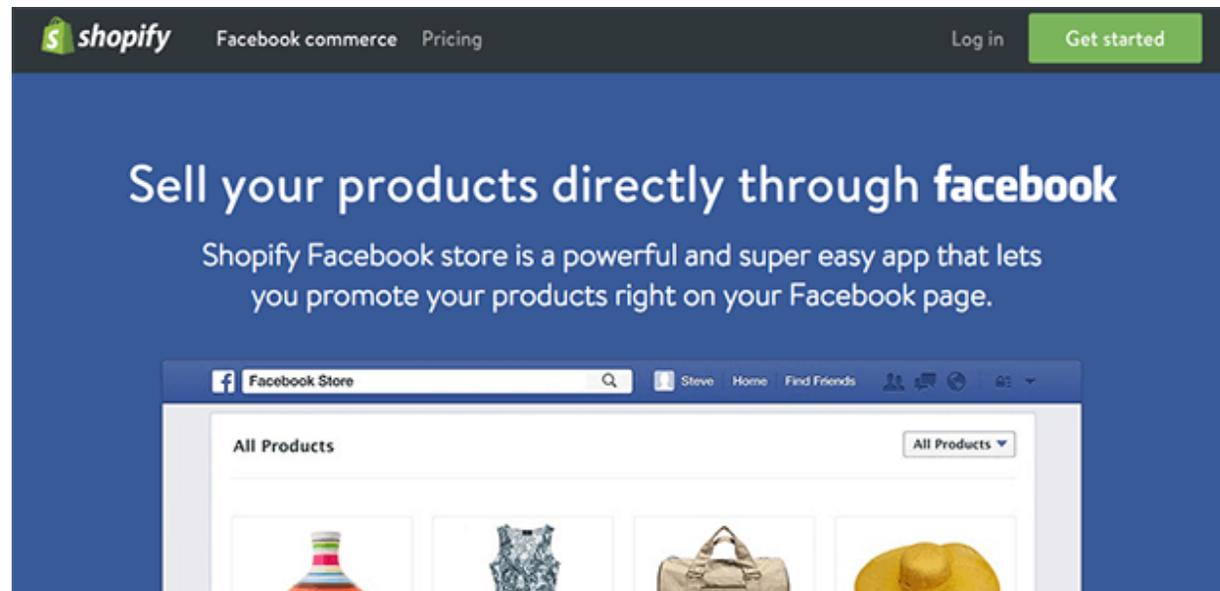
### Why?

First, you're in control – your business won't be completely dependent on the whims of future Facebook policies and changes.

**#Win!** Plus, Shopify allows you to integrate multiple sales channels.

**This means that you can sell on your own Shopify website, Facebook, Instagram, Amazon, eBay, and Pinterest, *all from one dashboard.***

In other words, it will make your life way easier.



# CAUTION

## Setting up the Facebook sales channel

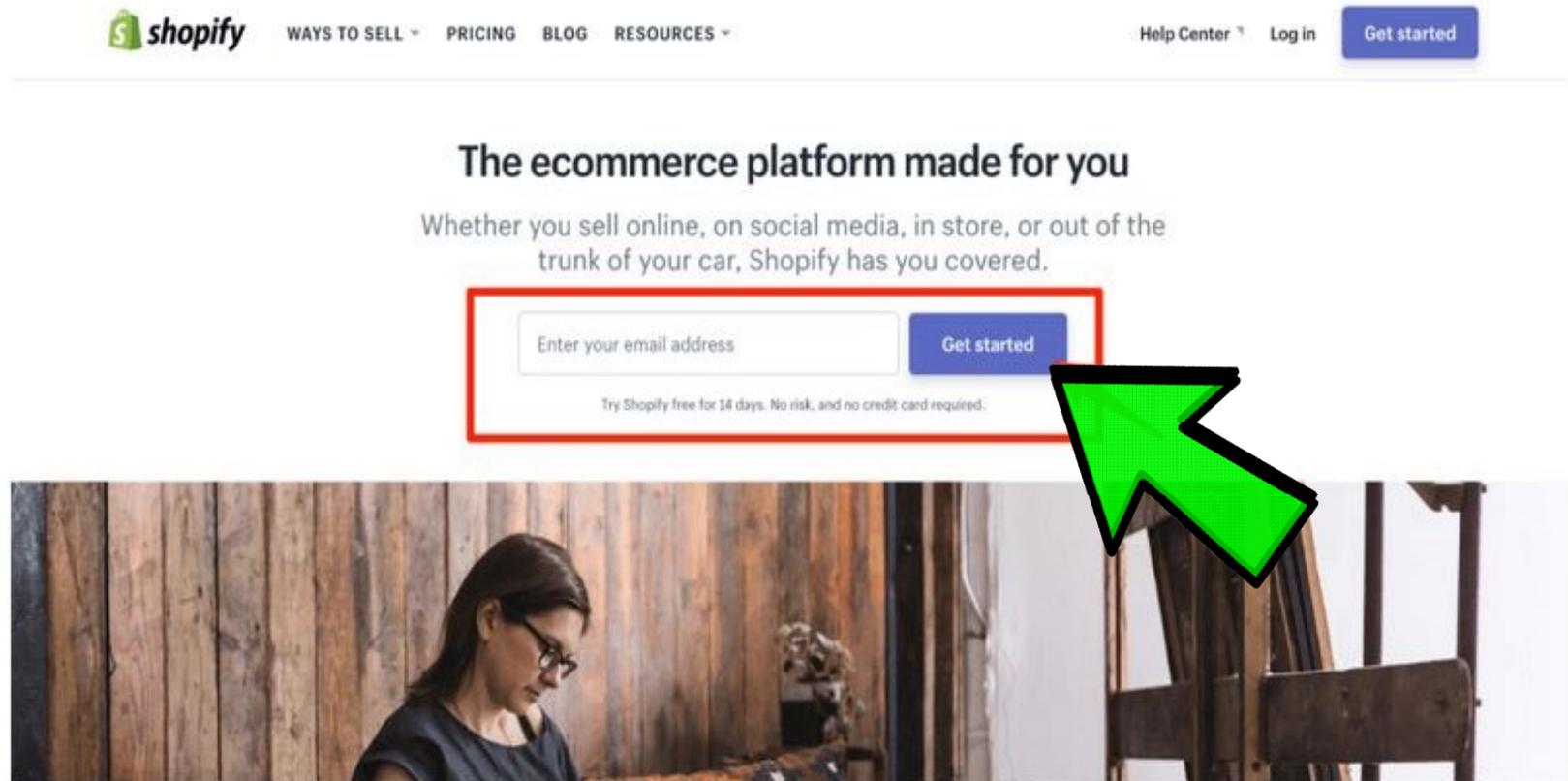
When you [set up the Facebook sales channel](#), Facebook creates a Shop section on your Facebook page that displays your Shopify products.

**Caution.** If you already have a Shop section active on your Facebook page, then you might want to create a test page in Facebook before you set up the Facebook sales channel.

**Setting up the Facebook sales channel removes all the products on an existing Shop section and replaces it with your Shopify products.**

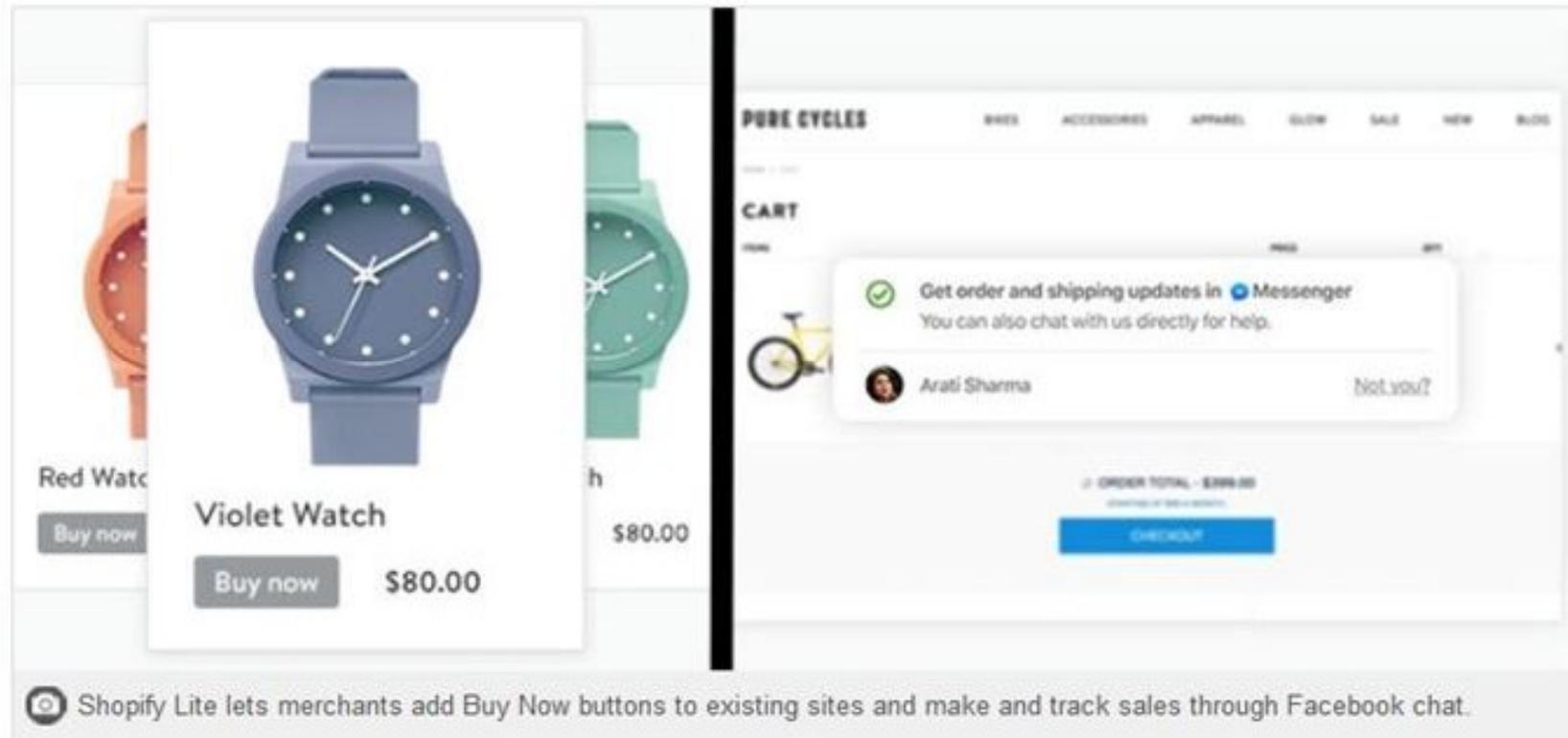
## Step 1: Create Your Shopify Store

If you don't already have a Shopify store, head to [Shopify.com](https://Shopify.com) and create an account.



The screenshot shows the top navigation bar of the Shopify website. On the left is the Shopify logo. In the center are links for 'WAYS TO SELL', 'PRICING', 'BLOG', and 'RESOURCES'. On the right are links for 'Help Center' and 'Log in', followed by a blue 'Get started' button. Below the navigation bar is the main heading 'The ecommerce platform made for you' and a sub-heading 'Whether you sell online, on social media, in store, or out of the trunk of your car, Shopify has you covered.' A red rectangular box highlights a sign-up form containing an input field with the placeholder text 'Enter your email address' and a blue 'Get started' button. Below the form is the text 'Try Shopify free for 14 days. No risk, and no credit card required.' A large green arrow with a black outline points from the right side of the image towards the 'Get started' button. At the bottom of the page is a photograph of a woman with glasses working at a wooden table in a workshop.

For just \$9 per month, online merchants can set up Shopify Lite to sell on social media, in person, or on an existing website. With the service, Shopify Lite entrepreneurs can showcase and sell goods on Facebook's new Shop section.



Messenger and chat are supported on both online stores and Facebook business pages. These features allow customers to buy products within chat and track orders in real time.

Shopify's pricing points largely depend on the type of business you're running. For new businesses, Basic Shopify for \$29 per month offers all the features entrepreneurs need to open up shop online. The basic plan provides two staff accounts, unlimited storage and product listings, around-the-clock support, a free SSL certificate, and fraud analysis, among other features.

	Basic Shopify	Shopify	Advanced Shopify
Monthly Price	\$29	\$79	\$299
Online Transaction Fees	2.9% + \$0.30	2.6% + \$0.30	2.4% + \$0.30
In-Person Transaction Fees	2.7%	2.5%	2.4%

For established eCommerce businesses, Shopify's \$79-per-month standard plan is great for generating brand loyalty programs that leverage promotional tools such as gift cards and coupons. This plan also comes with a shopping cart recovery tool, which works wonders to circle back to undecided customers and regain lost revenue.



At this point, Shopify will prompt you to **add a product, customize your theme, and add a domain name.**

It's best to get your store set up now – for more help, check out: [How to Set Up Your Shopify Store.](#)

The screenshot shows the Shopify admin dashboard for a user named Tom. The dashboard includes a search bar at the top, a sidebar with navigation options (Home, Orders, Products, Customers, Analytics, Marketing, Discounts, Apps, Sales Channels), and a main content area. The main content area features a welcome message, a trial status notification, and three primary action buttons: 'Add product', 'Customize theme', and 'Add domain'. Three large green arrows point to these buttons. Below these buttons, there is a section for editing the store's look and feel, with a 'Customize theme' button.

shopify

Search

Home

Orders

Products

Customers

Analytics

Marketing

Discounts

Apps

SALES CHANNELS

Online Store

Facebook

Messenger

Welcome to Shopify, Tom.

You have 12 days left of your trial

Select a plan

You're off to a great start.

Add product

Customize theme

Add domain

Edit the look and feel of your online store

Choose a theme and add a logo, product slideshow, and colors that match your brand.

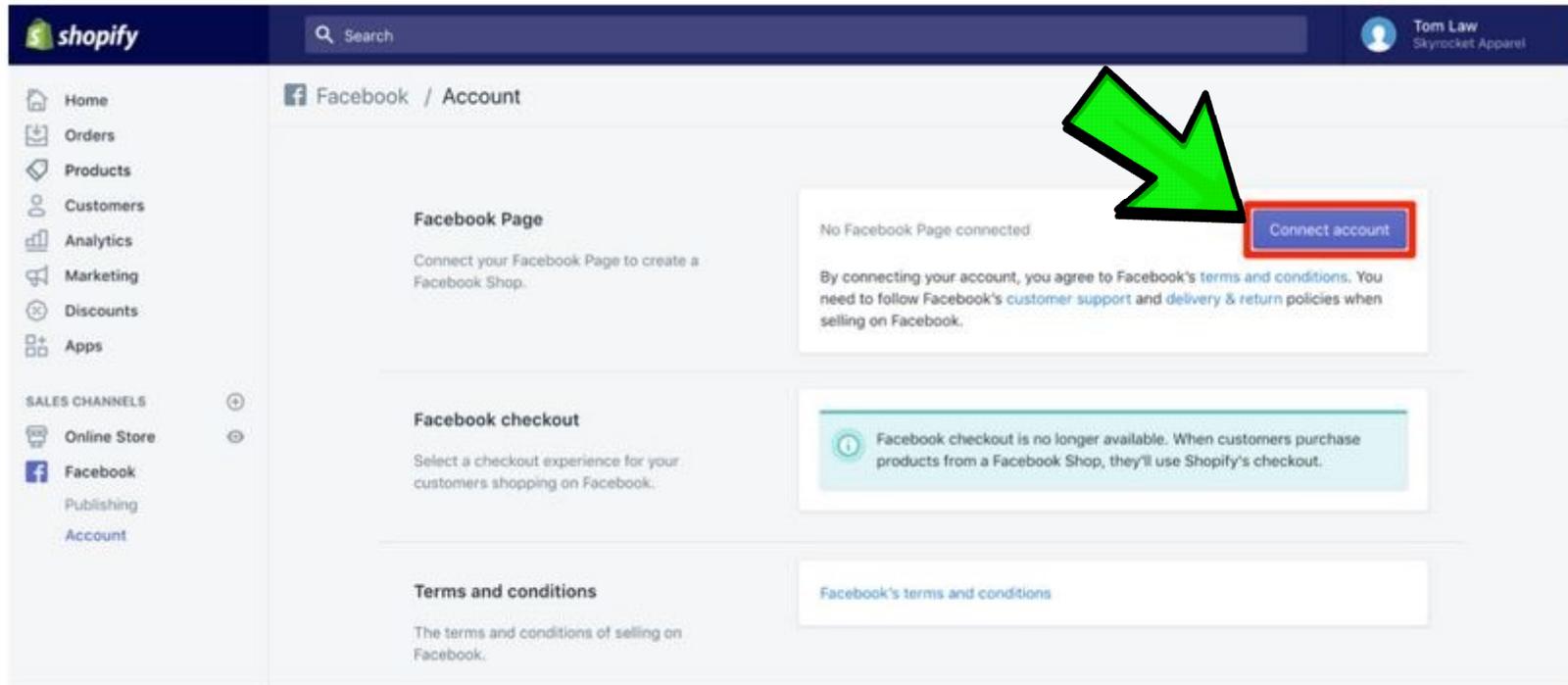
Customize theme

## Step 2: Connect Your Shopify Store to Your Facebook Page

Head to your Shopify dashboard, click “Sales Channels,” and then click the plus icon to add Facebook as a new sales channel.

The screenshot displays the Shopify dashboard interface. On the left sidebar, the 'SALES CHANNELS' menu item is highlighted with a red box and a green arrow pointing to it, labeled '1st'. The main content area shows the 'Products' section. A modal window titled 'Add sales channel' is open, featuring a '2nd' label in the top right corner. This modal lists several sales channels with plus icons to their right. The 'Facebook' option is highlighted with a red box and a green arrow pointing to it. The 'Facebook' option includes the text: 'Free to install. Facebook fees may apply. Sell on Facebook from the Shop section of your Facebook Page.' Other visible options include 'Point of Sale', 'Instagram', 'Buy Button', and 'Messenger'. A 'Cancel' button is located at the bottom right of the modal.

Once you've done that, **click "Connect Account"** to connect Shopify with your Facebook account.



The screenshot shows the Shopify admin interface for a Facebook account. The top navigation bar includes the Shopify logo, a search bar, and the user's name 'Tom Law' with the store name 'Skyrocket Apparel'. The left sidebar lists various admin sections: Home, Orders, Products, Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS, Online Store, and Facebook (with sub-items Publishing and Account). The main content area is titled 'Facebook / Account' and contains three sections: 'Facebook Page' with a 'Connect account' button highlighted by a red box and a green arrow; 'Facebook checkout' with a notice that Facebook checkout is no longer available; and 'Terms and conditions' with a link to 'Facebook's terms and conditions'.

Facebook will ask you to allow Shopify to **"manage your Pages and publish as Pages you manage"** – click **"OK"** to continue.

**Next, use the drop-down menu to select the Facebook page that you want to create a Facebook shop for. Once you've done that, click "Connect Page."**

The screenshot shows the Facebook Shop setup interface. At the top, there is a search bar and a user profile for Tom Law (Skyrocket Apparel). Below this, the page is titled "Facebook / Account".

The main section is titled "Facebook Page" and includes the instruction: "Connect your Facebook Page to create a Facebook Shop." To the right, there is a card for "Tom Joseph Law" with a "Disconnect account" link. A red box highlights the "Select Facebook Page" dropdown menu and the "Connect page" button. A green arrow points to the "Connect page" button.

Below this, there is a "Facebook checkout" section with the instruction: "Select a checkout experience for your customers shopping on Facebook." A light blue information box states: "Facebook checkout is no longer available. When customers purchase products from a Facebook Shop, they'll use Shopify's checkout." A green arrow points to this information box.

At the bottom, there is a "Terms and conditions" section with the instruction: "The terms and conditions of selling on Facebook." A link for "Facebook's terms and conditions" is provided.

**It can take up to 48 hours for Facebook to review and approve your store. In the meantime, let's break down what you'll do once you get the green light from Facebook.**

**Once Facebook has approved your store, you'll need to sign up for one of Shopify's plans and click "Enable" before you can start selling through your Facebook store.**

Search

Tom Law  
Skyrocket Apparel

Facebook / Account

**Facebook is reviewing your shop**  
It can take up to 48 hours for your store to be reviewed. Your products won't appear on Facebook until your shop is approved.

**Facebook Page**  
The Facebook Page you're using to sell on Facebook.

Tom Joseph Law  
Disconnect account

Skyrocket Apparel  
Change page

**Facebook Shop**  
A section of your Facebook Page where shoppers can browse and purchase your products.

You need to [Select a plan](#) before you can enable your Facebook Shop.

Enable Facebook Shop to make it easier for customers to browse and buy your products.

Your Facebook Shop is in review. You can enable it once it's approved.

Enable

## Step 3: Choose Which Products and Collections to Show on Facebook

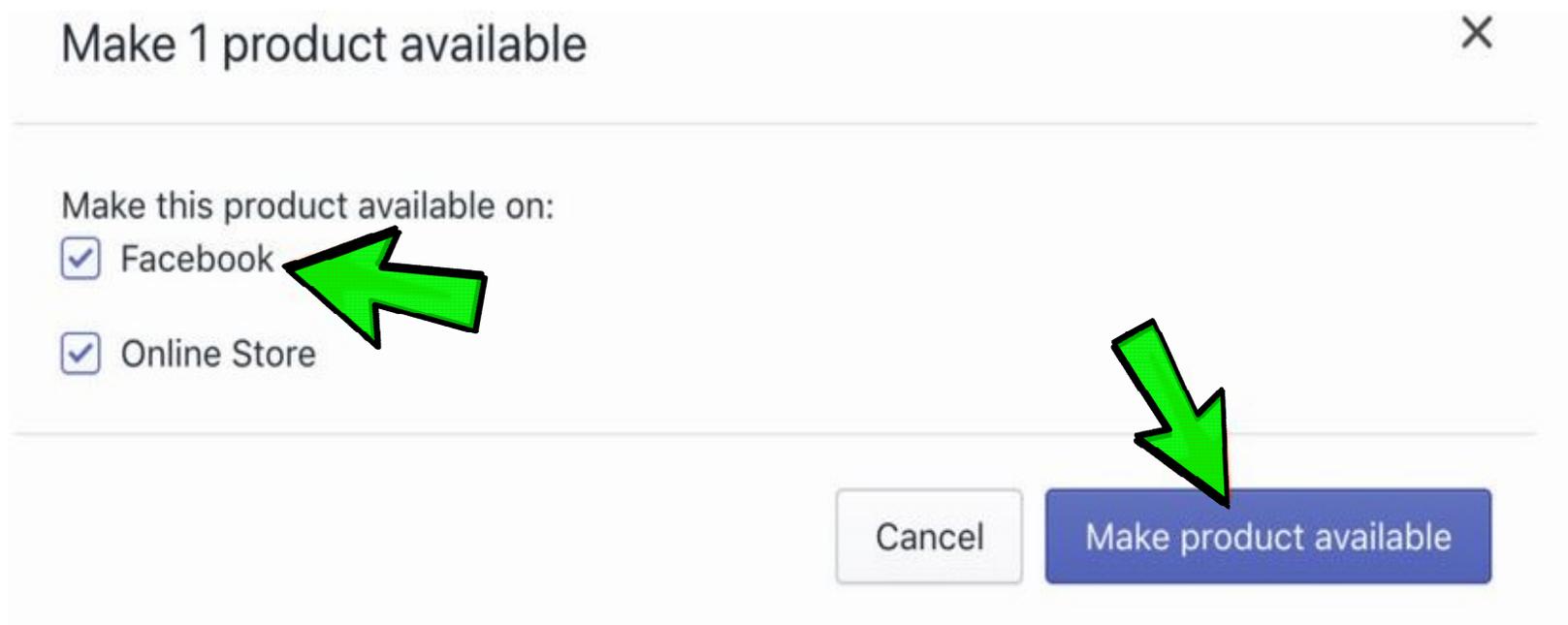
Now that you've linked your Shopify store to your Facebook page, it's time to set up your Facebook shop.

To add products to your Facebook store, click the "Products" tab in your Shopify dashboard and select the products you want to add.

Next, click "Actions" to open the action menu, and then click "Make products available."

The screenshot shows the Shopify dashboard interface. The left sidebar contains navigation options: Home, Orders, Products, All products, Transfers, Inventory, Collections, Gift cards, Customers, Analytics, Marketing, Discounts, and Apps. The main content area is titled 'Products' and includes a search bar, a filter dropdown, and a product list. The product list shows one product, 'Upsoar Tee', which is currently 'Unavailable'. An 'Actions' dropdown menu is open over this product, listing options: 'Make products available', 'Make products unavailable', 'Delete selected products', 'Add tags', 'Remove tags', 'Add to collection', and 'Remove from collection'. The 'Make products available' option is highlighted. A green arrow labeled '1' points to the 'Products' tab in the sidebar. A second green arrow labeled '2' points to the 'Actions' dropdown menu. A third green arrow labeled '3' points to the 'Make products available' option in the dropdown menu.

**A popup window will ask you which sales channels you want the products to be displayed on. Check the box next to Facebook and click “Make products available.”**



Make 1 product available ×

Make this product available on:

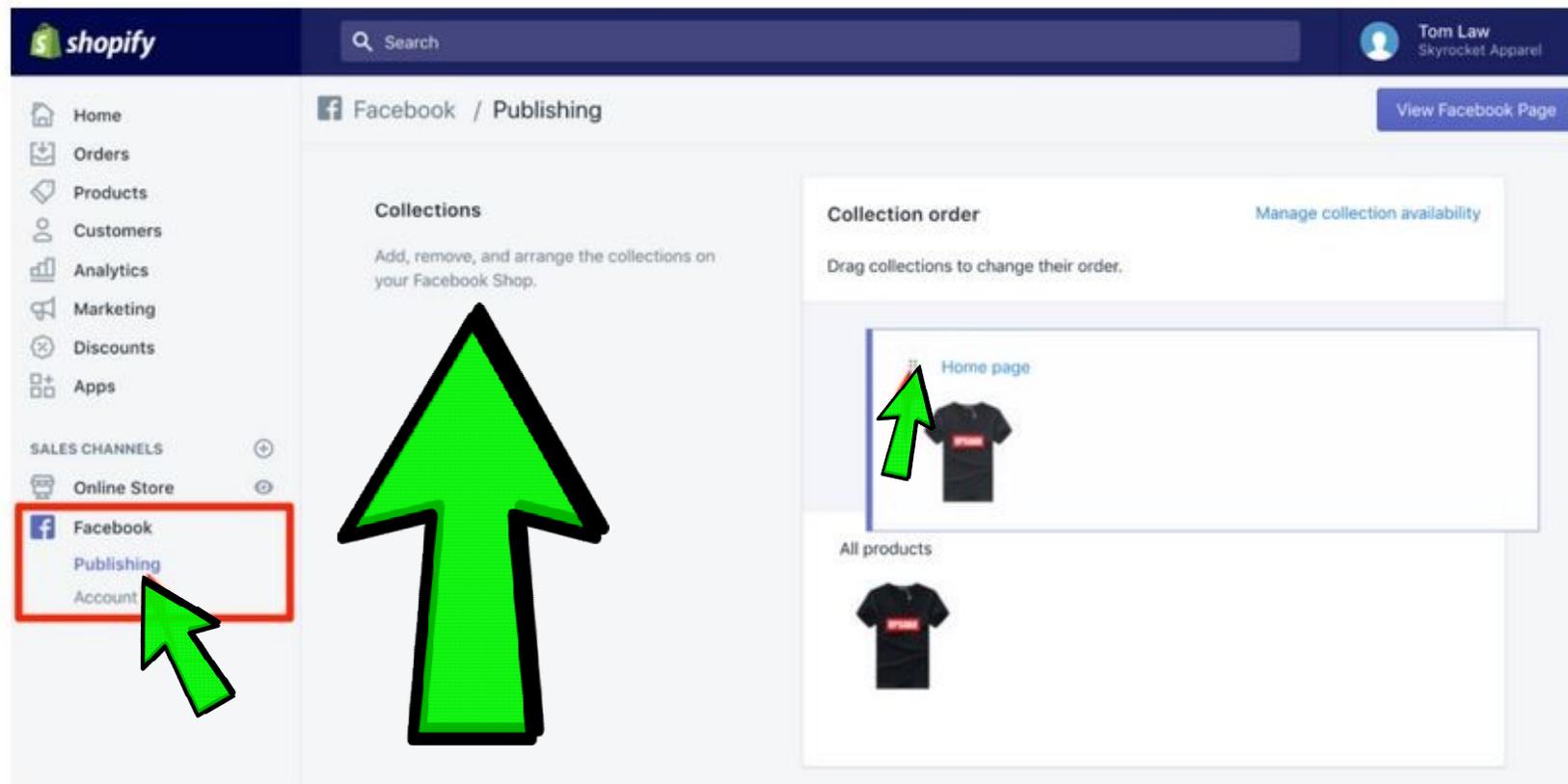
Facebook

Online Store

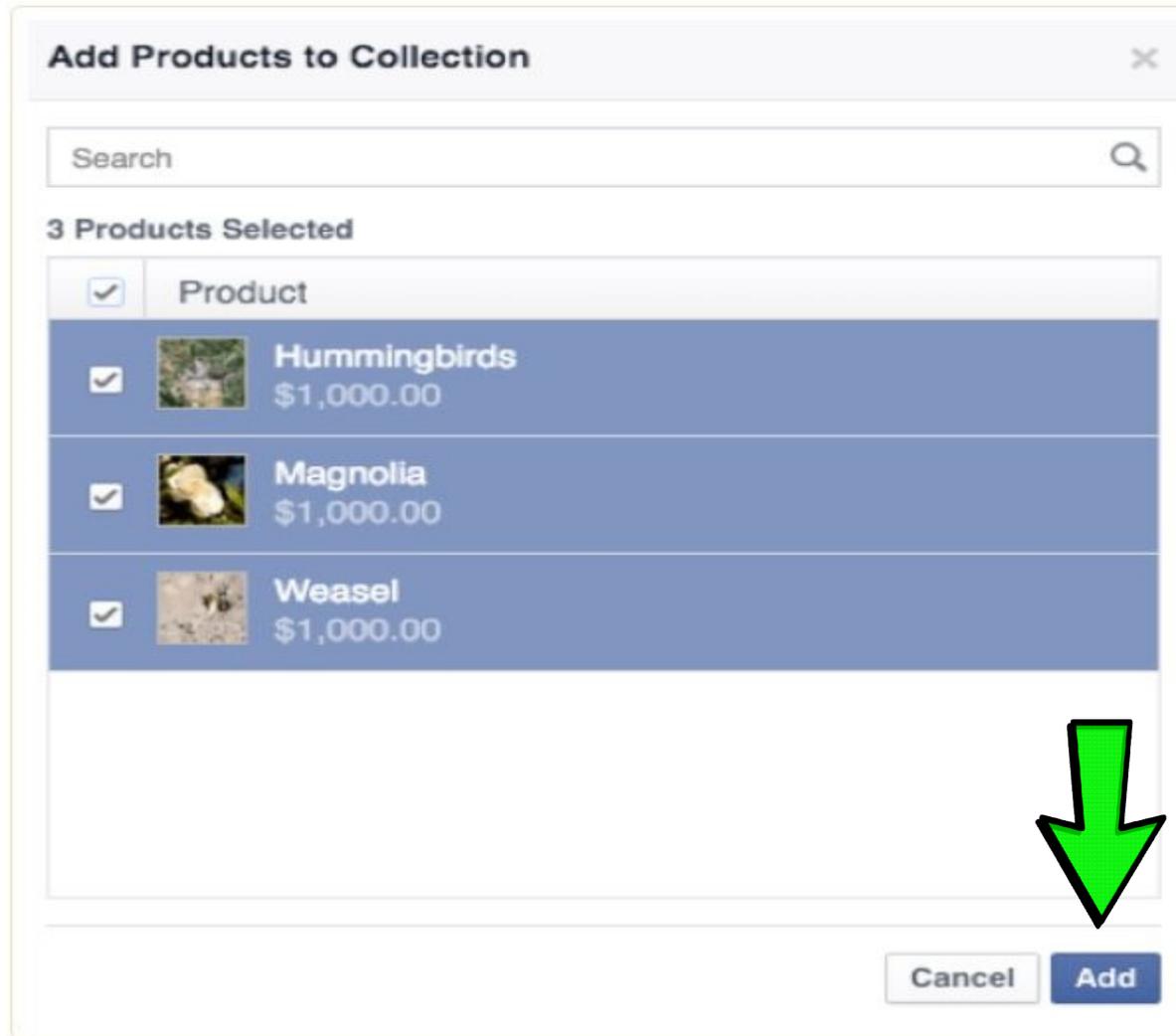
Cancel Make product available

**You can choose both Facebook & Shopify and your products will be available to purchase in both places for even more shopping exposure.**

You can also add collections to your Facebook Shop in the same way. Just click the “Collections” tab in the Shopify dashboard and repeat the process. Now, to edit how products are arranged in your Facebook store, head to the “Publishing” tab under “Facebook” in the sidebar. Here you can add, remove, and arrange collections of products shown in your Facebook shop.



To add products to the Featured Products collection, **click the collection and then click the Add Products button. Select which products to add to your collection and click Add.**



**Add Products to Collection** [X]

Search [Q]

3 Products Selected

<input checked="" type="checkbox"/>	Product
<input checked="" type="checkbox"/>	 Hummingbirds \$1,000.00
<input checked="" type="checkbox"/>	 Magnolia \$1,000.00
<input checked="" type="checkbox"/>	 Weasel \$1,000.00

[Cancel] [Add]

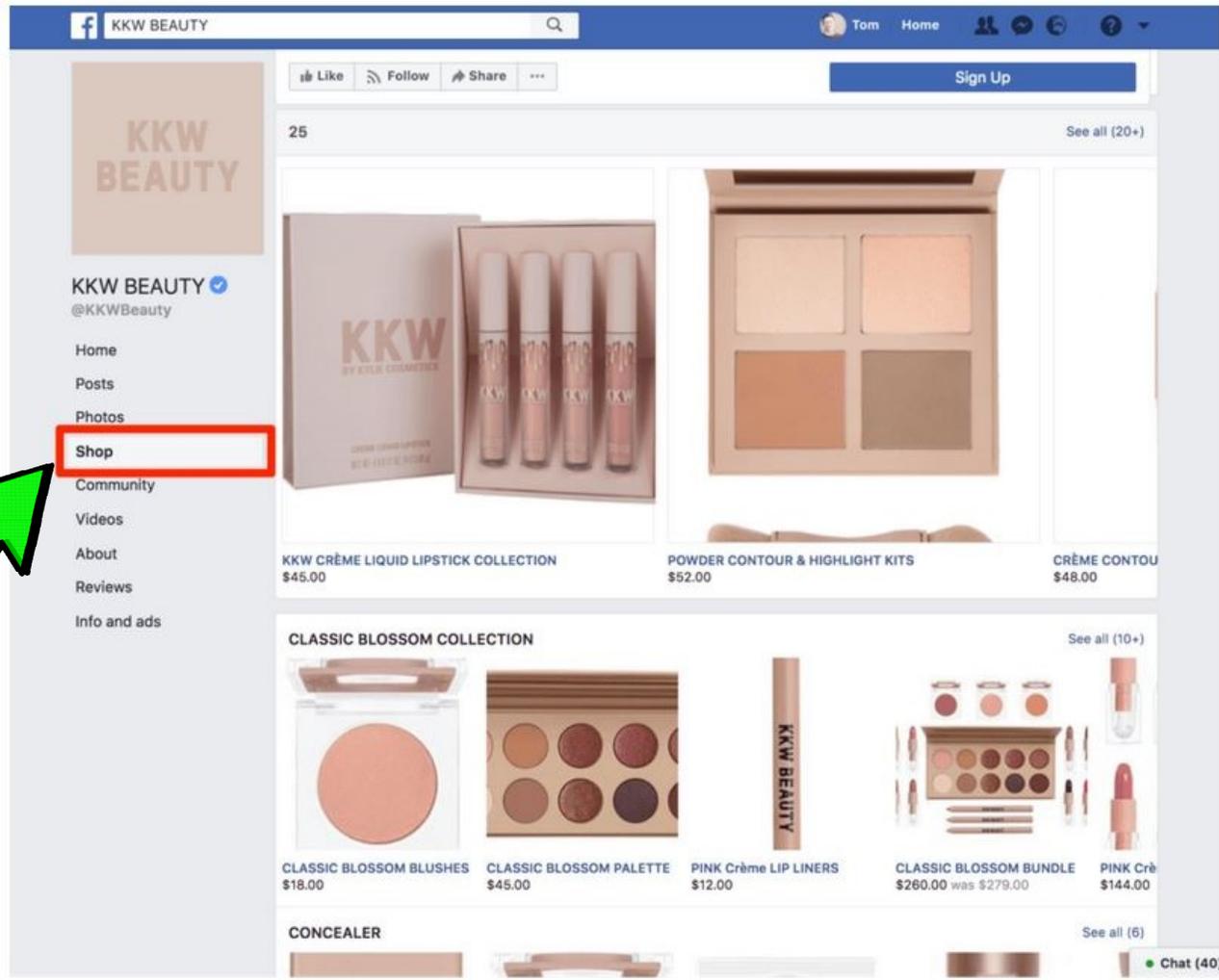
The first products in your Featured Products collection will appear above your timeline on your Facebook page.

The screenshot shows the Facebook profile for 'Photostry Photographer'. The cover photo is a sunset with a bird in flight. The profile picture is a hummingbird on a nest. The page has a 'Shop Now' button, 'Like' button, and 'Message' button. Below the navigation tabs (Timeline, About, Shop, Photos, More), there is a search bar and a 'Shop' section. The 'Shop' section displays three featured products: 'Hummingbirds', 'Weasel', and 'Magnolia', each priced at \$1,000.00. A large red arrow points from the 'Shop' tab to the featured products, indicating that these products are displayed above the timeline.

Product Name	Price
Hummingbirds	\$1,000.00
Weasel	\$1,000.00
Magnolia	\$1,000.00

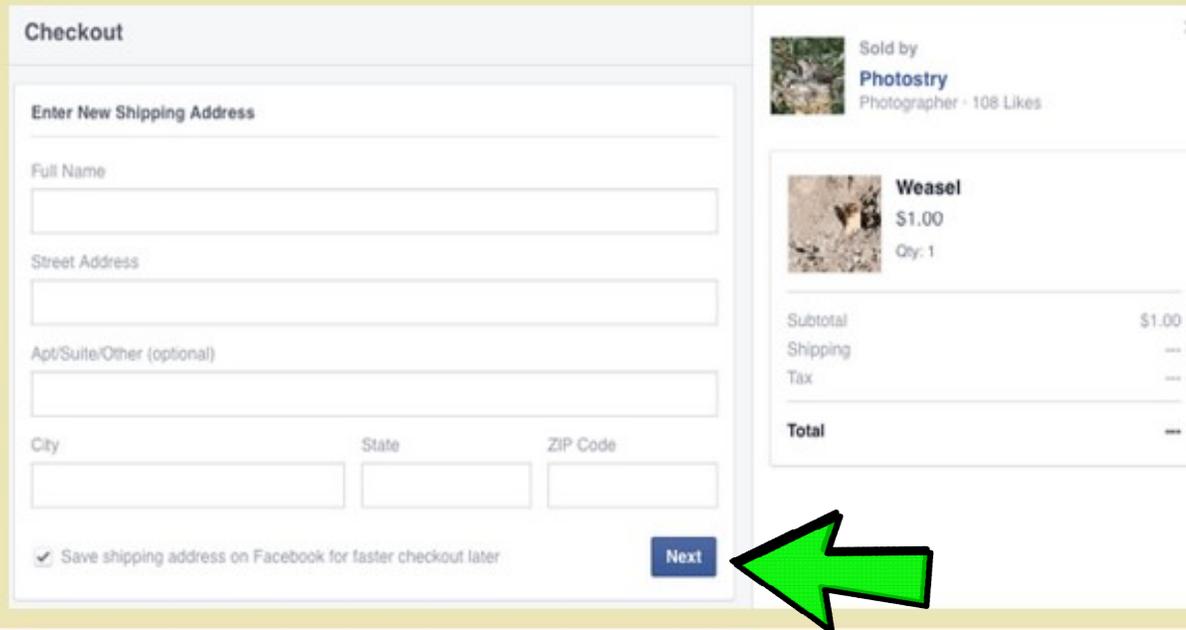
The first products in the Featured Products collection appear above your timeline.

Once you're done, head to your Facebook page and you'll see a new "Shop" tab featuring your products and collections. Here's an example from Shopify user KKW Beauty:



## Shopping on Facebook Pages From the Customers' Perspective

From the customers' perspective, shopping on your Facebook page's Shop section will be simple. When they click on a product and click the Check Out button, they'll need to enter their shipping information if it's the first time they've made a purchase on Facebook.

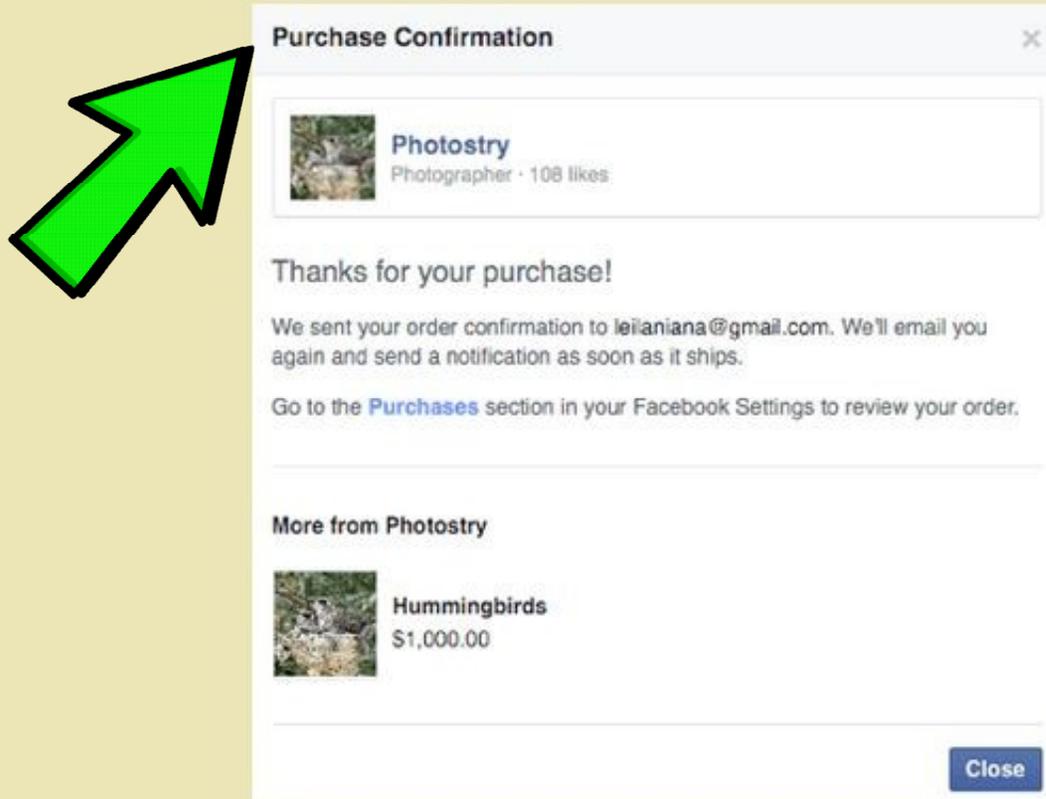


The screenshot shows a Facebook checkout interface. On the left, a 'Checkout' panel titled 'Enter New Shipping Address' contains several input fields: 'Full Name', 'Street Address', 'Apt/Suite/Other (optional)', 'City', 'State', and 'ZIP Code'. A red double-headed arrow is positioned to the left of these fields. At the bottom of this panel is a checked checkbox labeled 'Save shipping address on Facebook for faster checkout later' and a blue 'Next' button. A green arrow points to the 'Next' button. On the right, a 'Sold by' section identifies the seller as 'Photostry' (Photographer · 108 Likes). Below this is a product listing for 'Weasel' priced at '\$1.00' with a quantity of '1'. A summary table shows 'Subtotal' as '\$1.00', 'Shipping' as '---', 'Tax' as '---', and 'Total' as '---'.

Item	Price
Subtotal	\$1.00
Shipping	---
Tax	---
<b>Total</b>	<b>---</b>

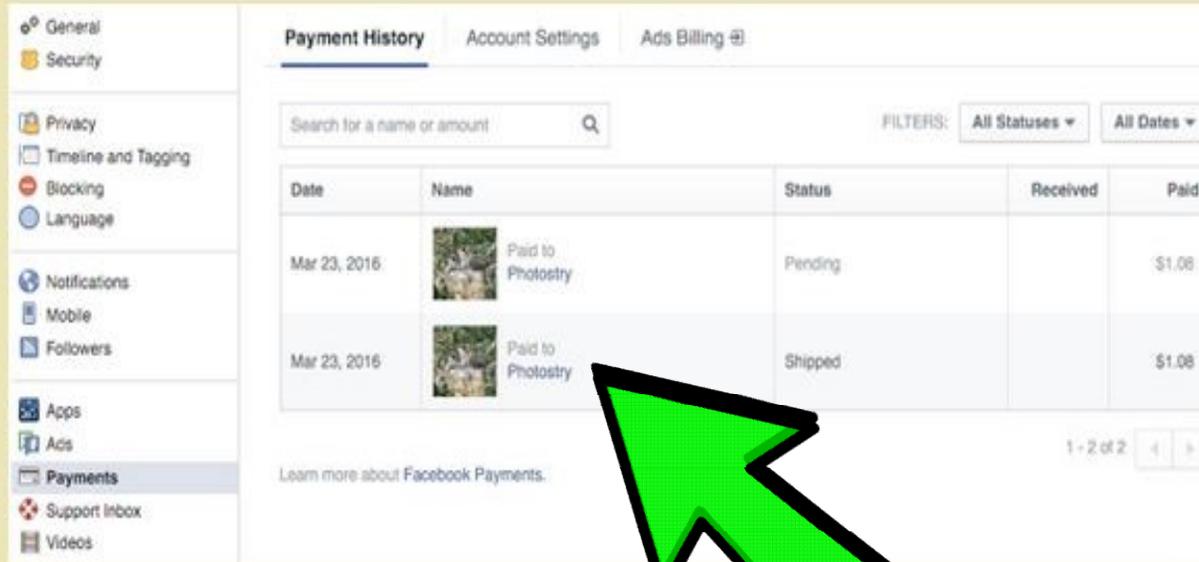
Users need to fill in shipping information the first time they make a purchase on Facebook.

After they click Next, they'll enter their email, phone number, and credit card information and place their order. Once the purchase is complete, they'll receive a confirmation plus recommendations for other products that are for sale on your Facebook page.



Customers will receive a purchase confirmation when the purchase is complete.

Customers can visit the Purchases (Payments) section in their Facebook settings to view their orders.



The screenshot shows the Facebook Payments section. On the left is a navigation menu with options: General, Security, Privacy, Timeline and Tagging, Blocking, Language, Notifications, Mobile, Followers, Apps, Ads, Payments (highlighted), Support Inbox, and Videos. The main content area is titled 'Payment History' and includes a search bar, filters for 'All Statuses' and 'All Dates', and a table of transactions.

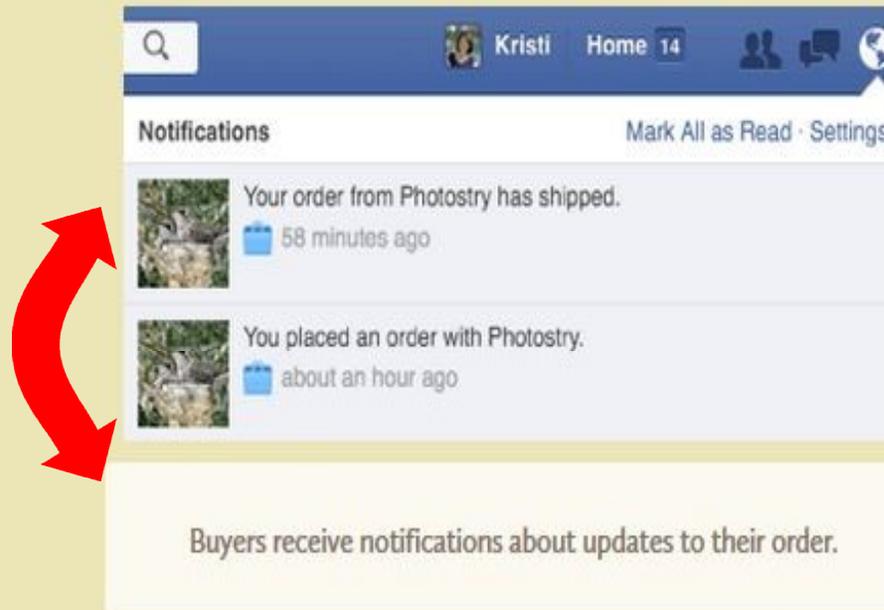
Date	Name	Status	Received	Paid
Mar 23, 2016	 Paid to Photostry	Pending		\$1.08
Mar 23, 2016	 Paid to Photostry	Shipped		\$1.08

Learn more about Facebook Payments.

Customers can view their orders in the Payments section of their Facebook settings.

**SOLD!**

When they click on an individual order, they have the option to review the order details, contact the seller, initiate a return, or initiate an exchange. They'll also get notifications when there are updates to the order.

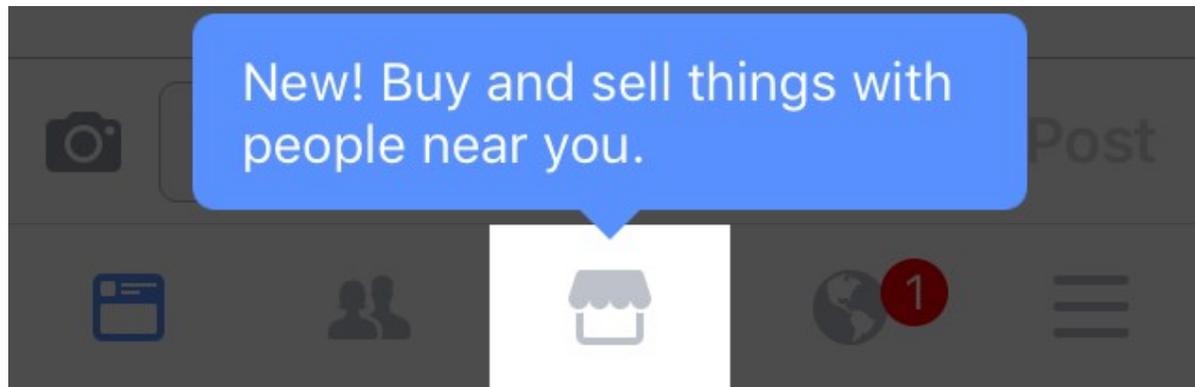


Orders placed through Shop sections powered by Shopify or Bigcommerce may vary slightly.

# DoneDeal

## What is Facebook Marketplace?

**Facebook Marketplace** is a place for buyers and sellers of local goods or services to interact. Besides personal items, the platform also allows entrepreneurs or small businesses to manage selling on Facebook Marketplace. You can list your eCommerce products, professional home services or home rental, for example.



## What Facebook Marketplace is not

Currently, Facebook Marketplace only enables the buying and selling of goods or services — it doesn't **manage the transaction or physical exchange**. In other words, Facebook Marketplace is a great place to list goods and find items to purchase, but you cannot actually pay for the item via the Marketplace interface, and Facebook does not offer protection to the buyer or seller.

## How do I Sell an Item on Marketplace?

When you sell something on Marketplace, you create a public listing that can be seen by anyone on Marketplace and in News Feed, search and other places on or off Facebook.

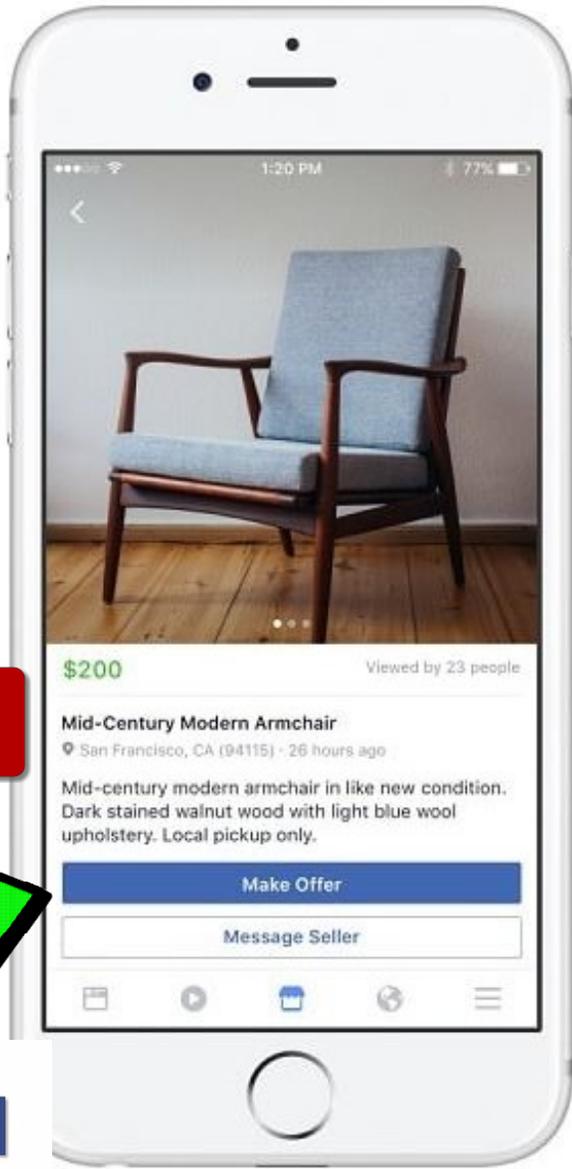
To sell an item on Marketplace:

1. Click  **Marketplace** in the left column of News Feed.
2. Click **+ Sell Something**, then click **Item for Sale**.
3. Enter a title for your listing, the price, your location and a category for the item (example: Furniture, Baby & Kids). You can also add a description.
4. Click **+10 Photos** to upload a photo of your item from your computer.
5. Click **Post**. If Post is grayed out, make sure you've included a title, price, location, photo and category.

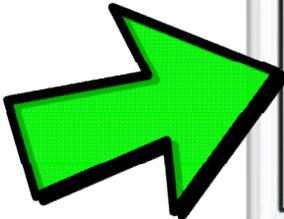
**Easy Peasy**



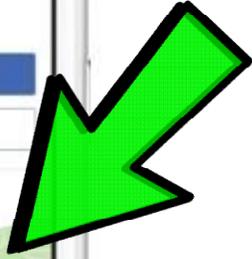
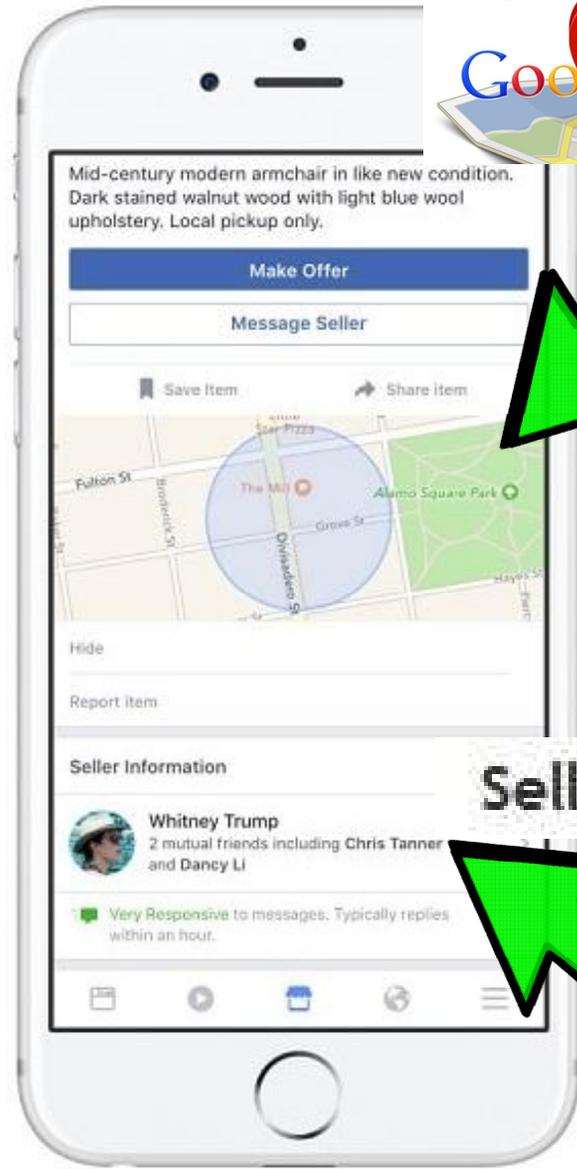
The item looks like this.



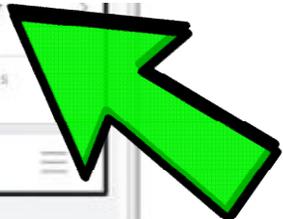
**MAKE AN OFFER**



Send message



**Seller info**



## How to mark an item as sold on Marketplace?

You can mark your listing on Marketplace as sold, pending or available.

**Mark as Sold:** Mark a listing as sold when the sale is complete. **After you mark the listing as sold, it won't be visible to anyone else on Marketplace.** All buyers who messaged you about the item will get a message saying that the item has been sold, and those Messenger conversations will automatically be archived.

**To mark your listing as sold:**

1. Click 🏠 Marketplace in the left column of News Feed.
2. Click Selling on the left.
3. Click **Mark As Sold** next to the listing



**SOLD!**

## Still Asking Yourself Why Should You Sell on Facebook?

- } Facebook allows you to connect and sell products to billions of customers.**
- } Customers can easily browse your products and collections using the new, always visible, Shop section on your Facebook Page. It's never been easier to sell products on Facebook.**
- } More than half a billion people access Facebook solely from a mobile device. The Facebook Shop has been designed with mobile users in mind.**
- } Your customers will be able to check out without leaving Facebook.**
- } Buying is safe and secure, and customers can choose to save their info for future purchases.**
- } Add your products to Facebook with just one click. Product details, images, and inventory automatically sync as soon as you make an update in Shopify.**



## Summary

**Facebook Shops selling point is its sheer convenience. Facebook is free to use and there are no selling fees either, so it's very low-risk – and because so many of us use the social network anyway for keeping up with friends and family, it's easy to understand why selling on it is a no brainer. What's not to like?**

**Facebook Shops and Facebook Marketplace are an incredible opportunity to place your product offerings inside the most popular social media platform in the world.**

**Remember, with a Facebook shop you can:**

- >Capitalize on Facebook's incredible social engagement to expose your brand to friends of shoppers**
- >Tag your products in Facebook posts to boost sales**
- >Reduce friction in the sales process by allowing users to shop for your products without leaving the site**

**Facebook Marketplace allows you to boost your sales by connecting with local customers who may not be aware of your small business.**