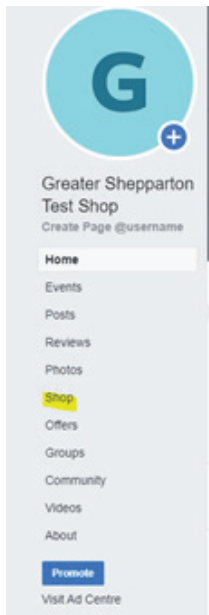


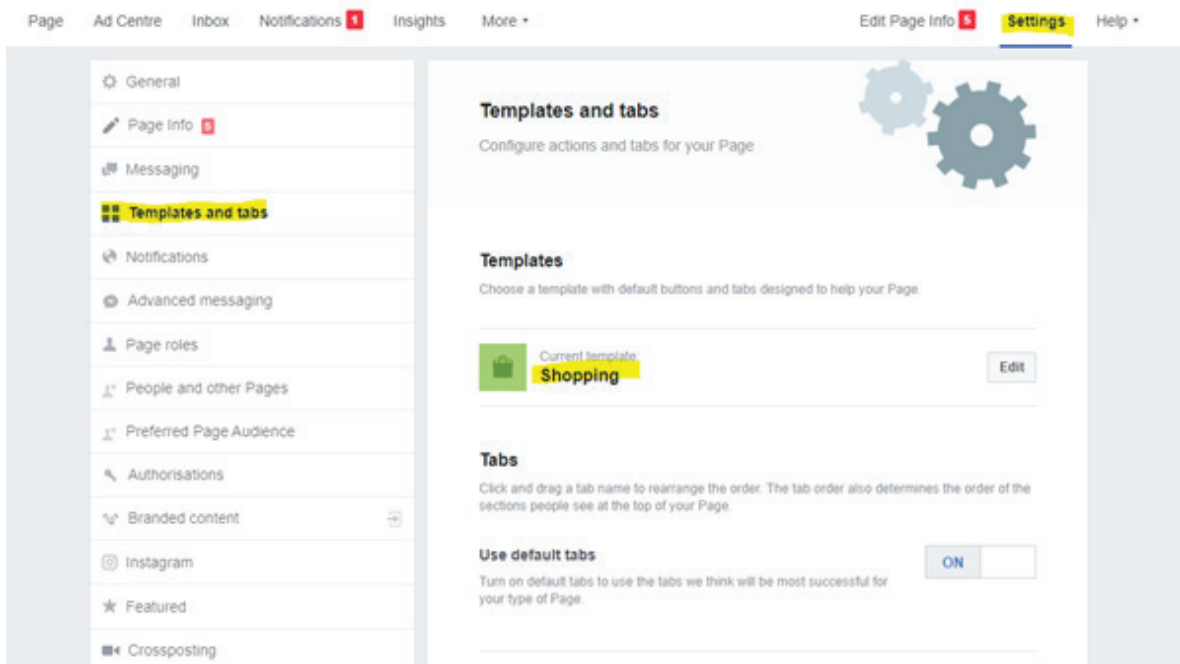


How to Sell Products over Facebook

If you have a page set up on Facebook, you already have all the tools to sell online ready to go! Check if you have **'Shop'** in your side toolbar.

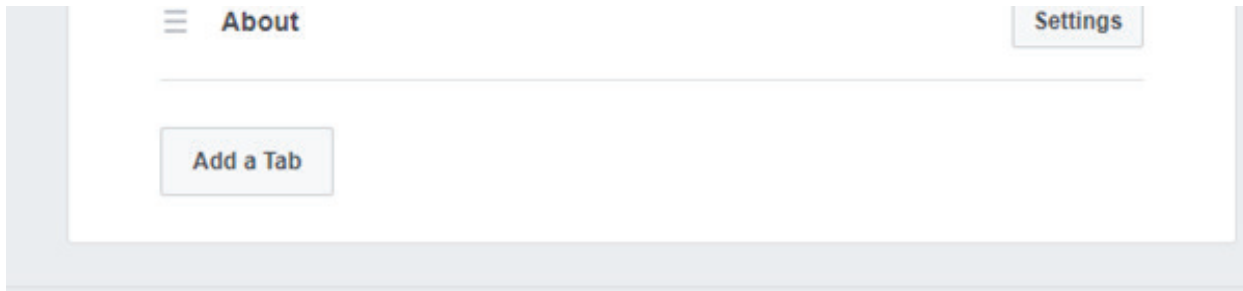


If you don't, click on settings in the top toolbar, Templates and tabs in your left toolbar and set your template to **'Shopping'**. This may change your side bar options on the main page so if you want to keep it all the same, head to the bottom on that page and click **'Add a Tab'**





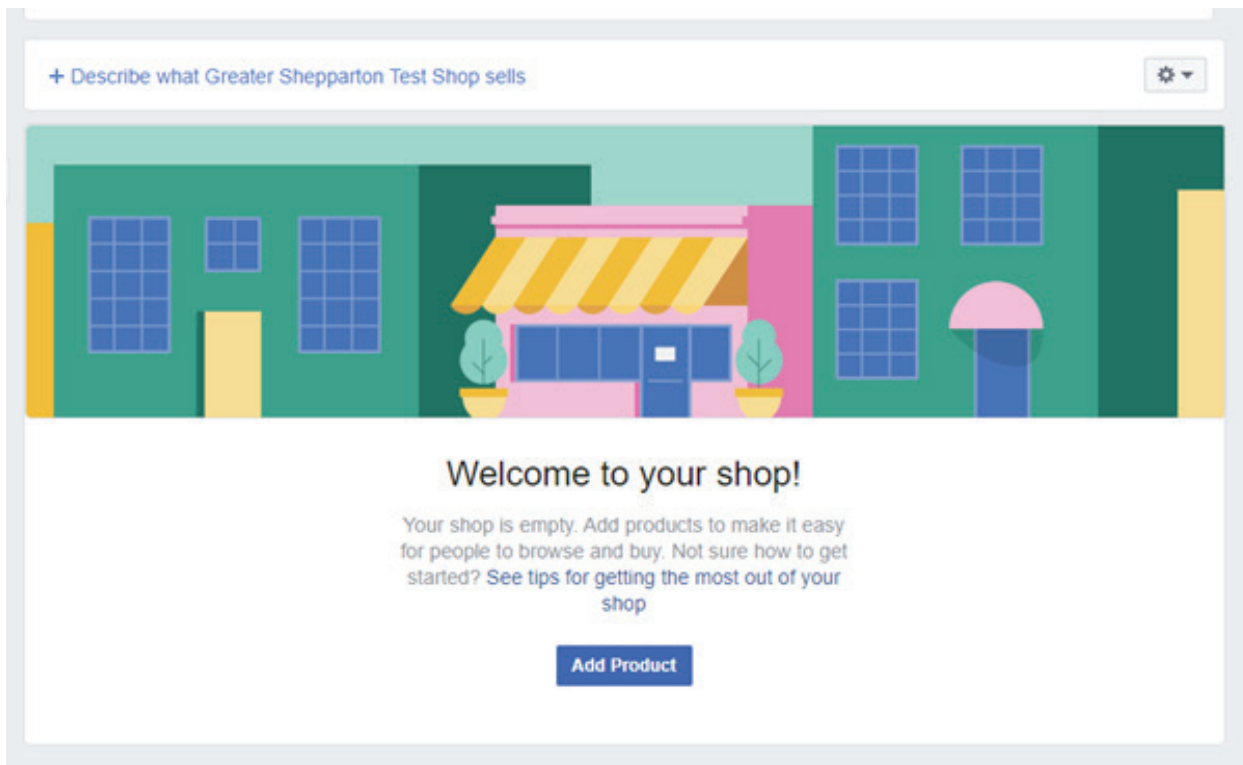
How to Sell Products over Facebook



Head back to the main page and click on **'Shop'** in the left toolbar. If this is your first time using it, you will be prompted to read Facebook's Terms and Policies.

Once that's done, it will ask you to select your checkout method. If you have an account with another online platform such as **'Shopify'**, this is where you would add the link. If you find that using Facebook messages to purchase doesn't work for you, let us know and we can give you a quick lesson in shopping platforms. You will have to pay to use one of these platforms, Facebook messenger is free to use.

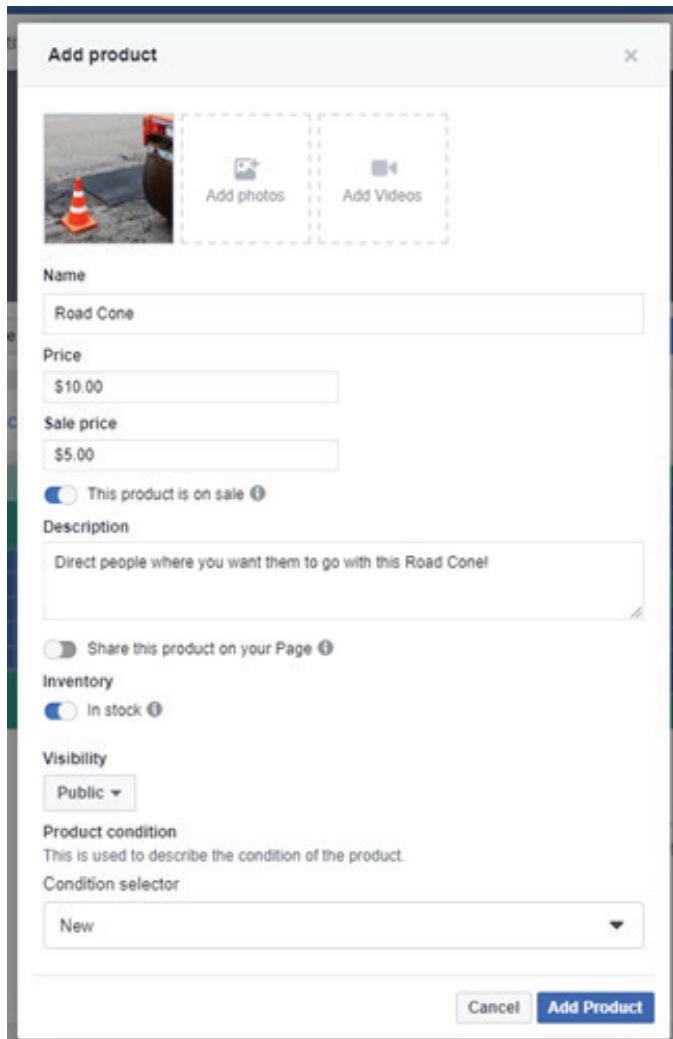
You will then select your currency then you are all ready to go! You can add a description of what kind of store you are up the top and start adding products.





How to Sell Products over Facebook

When you click **'Add Product'** the box below will pop-up. Please note that you need a picture or video to sell a product. The rest of the box is quite self-explanatory!

A screenshot of the 'Add product' form. It includes a photo upload area with a placeholder image of a road cone and buttons for 'Add photos' and 'Add Videos'. Below this are input fields for 'Name' (Road Cone), 'Price' (\$10.00), and 'Sale price' (\$5.00). There is a toggle for 'This product is on sale' which is currently turned on. A 'Description' field contains the text 'Direct people where you want them to go with this Road Cone!'. Other options include 'Share this product on your Page', 'Inventory' (In stock), and 'Visibility' (Public). A 'Product condition' section has a 'Condition selector' dropdown set to 'New'. At the bottom are 'Cancel' and 'Add Product' buttons.

If the stock is on sale, you can click the 'This product is on sale' and then add the new price.

Price

\$10.00

Sale price

\$5.00

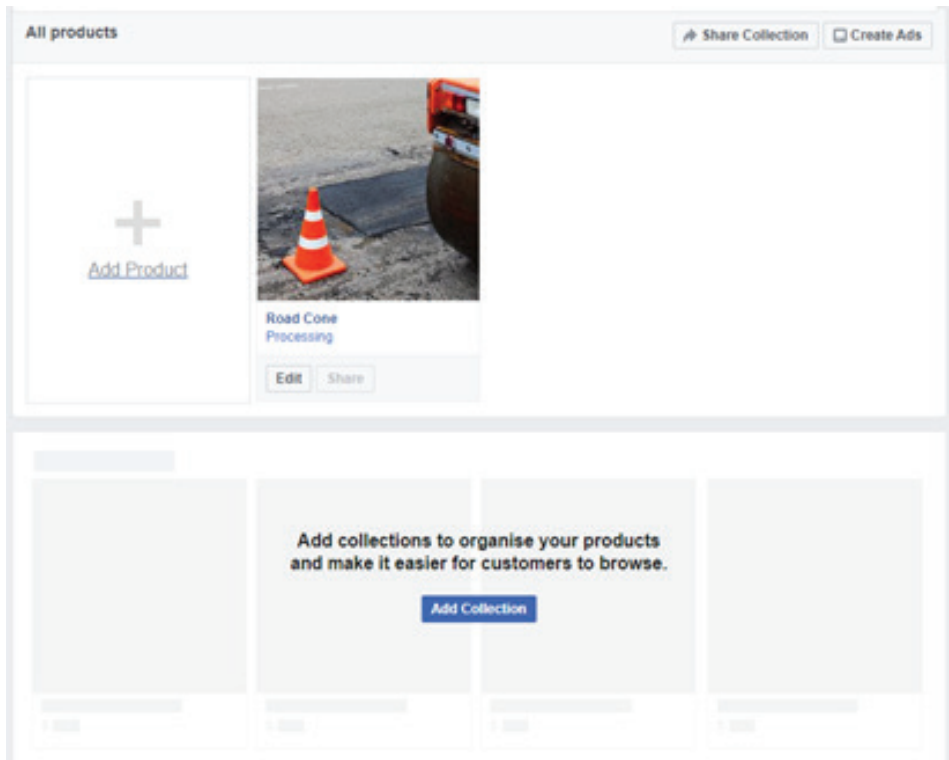
This product is on sale ⓘ

Description



How to Sell Products over Facebook

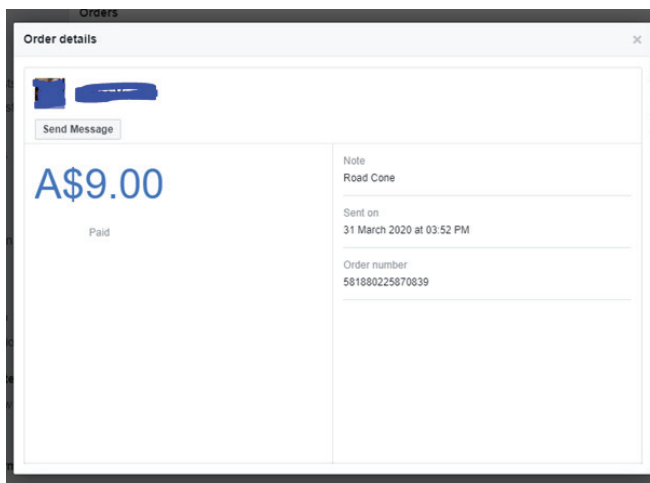
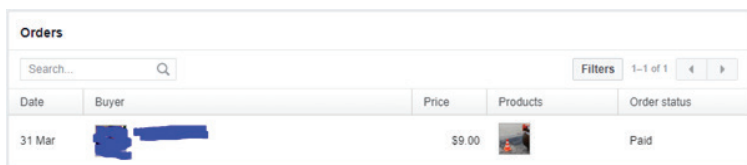
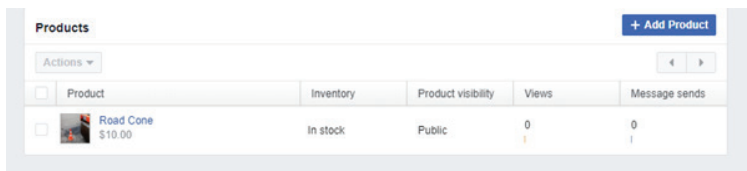
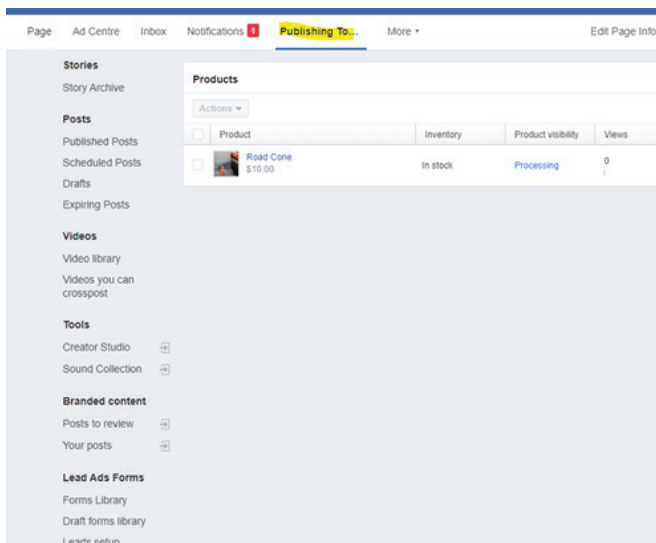
Your product then has to be processed and approved by Facebook. This shouldn't take long (although I'm not sure how lucky I'll be getting my road cone approved!). You can then add different collections (Women's Clothing for example)





How to Sell Products over Facebook

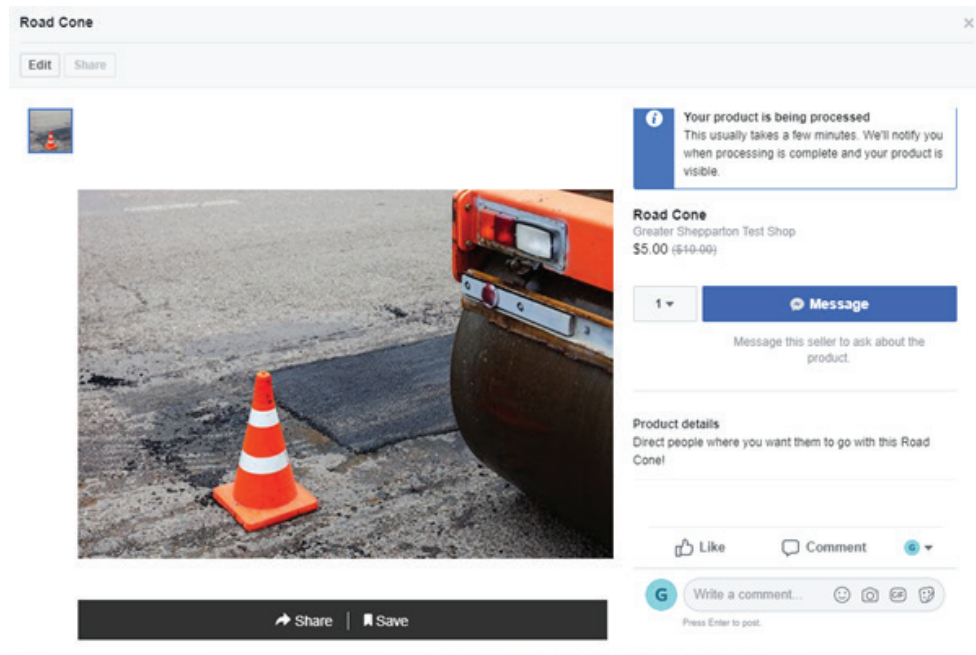
If you click into **'Publishing Tools'** in your top toolbar and scroll down to 'Shop' on the left toolbar, you'll be able to edit your products (edit, delete, mark as in stock, mark as out of stock), create collections, see your pending orders, and see all orders.



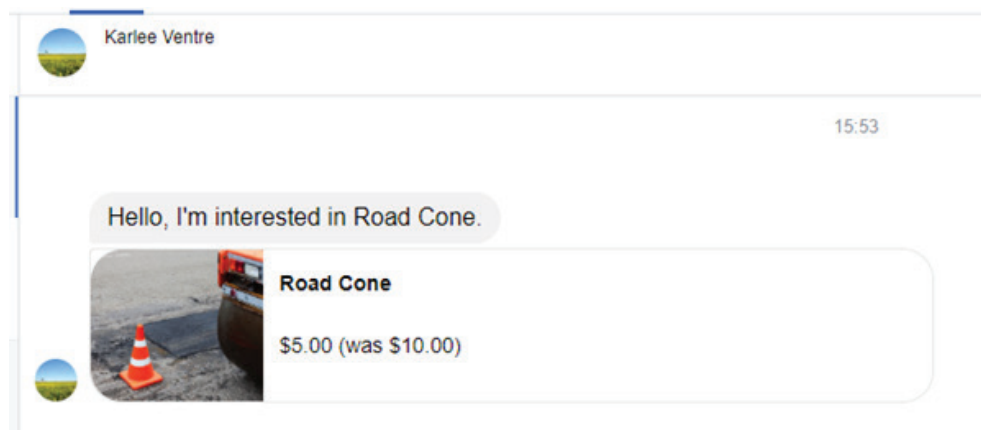
How to Sell Products over Facebook



Once this has processed, when people click on the product, this box will come up:



Once they click on message, it will send you a message with the product they wish to buy.



You will then need to get payment details like a CC number or give them bank account details. Once their payment is confirmed, you then click on the dollar sign, it will then have the price of the object, a place to put in delivery costs, a discount etc. and once you hit confirm, it will say that that order has been paid.

If you want a cleaner check out option, like an online store does, this is when you will have to look into paying for something like Shopify but this is a quick, easy and free way to get your online shop up and running now.