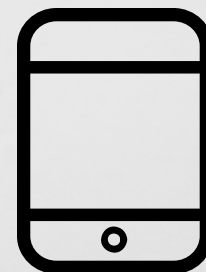
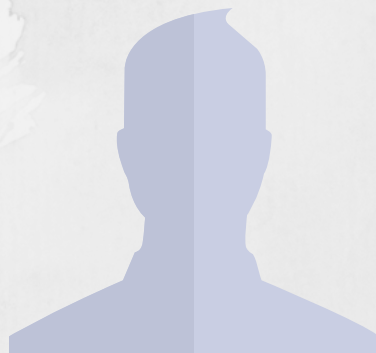
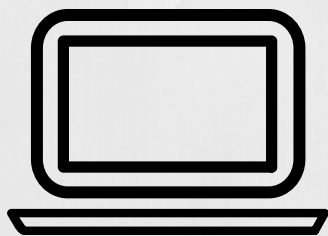

SELLING ON

SIX UNDERGROUND
MEDIA





WHAT IS FACEBOOK SHOP?

The shop section is a tab you can add to your business Page that lets you list products you're selling

HOW DO I GET FACEBOOK SHOP?

The category of your page must be "brand" or "product".

WHY DO YOU NEED IT?

- Gift vouchers
- Retail
- Hair service packages
- Education
- Holiday promotions (Valentines Day, Mother's Day)

The shop section lets you show and sell products to people right on Facebook. Keep in mind all products must comply with Facebook policy

HOW IS IT SET UP?

Users of Facebook Shop in the **US** have access to the "Check Out on Facebook" option. that uses the integrated e-commerce platform within Facebook.

Currently, the Australian & NZ markets only have the functionality to use secondary processing through external websites.



HOW TO SET IT UP

Check Out on Another Website

This type of shop sends people to another website to complete a purchase. Here's how to add a Check Out on Another Website shop to your Page:

On your Page, click the Shop tab.

If you agree to our Merchant Terms and Policies, check the I agree to the Merchant Terms and Policies box, then click Continue.

You may be prompted to re-enter your Facebook password for security purposes.

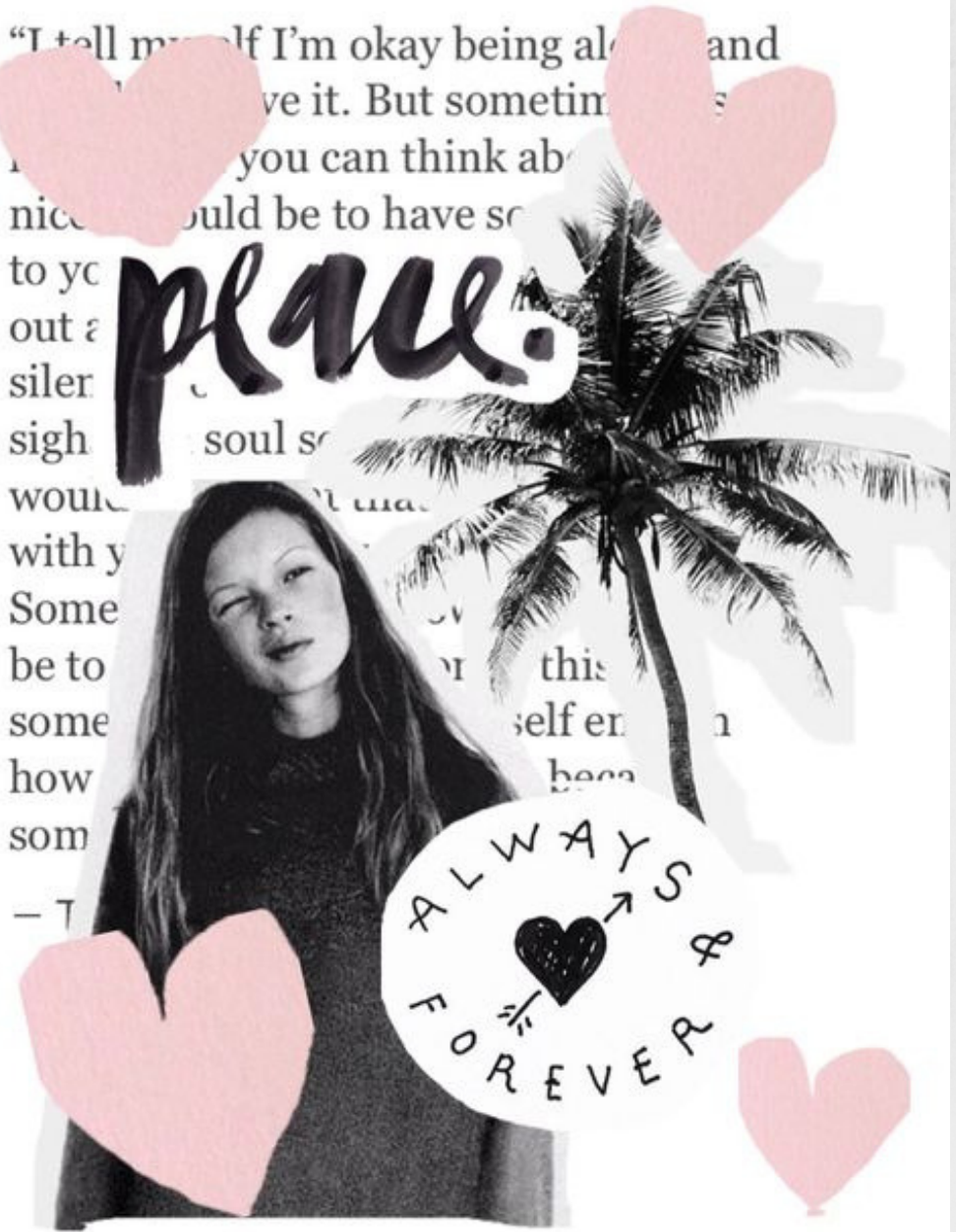
Choose Check Out on Another Website and click Continue.

You will include the website when you add products to your shop section.

Choose the currency you want to use.

This currency will apply to all your products and can't be changed unless you delete your shop section and create a new one.

Click Save.

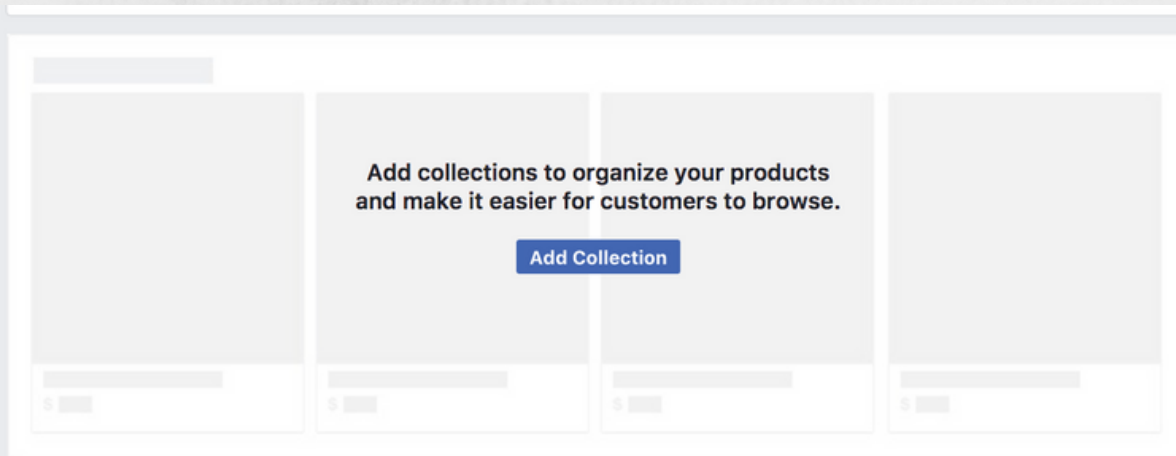
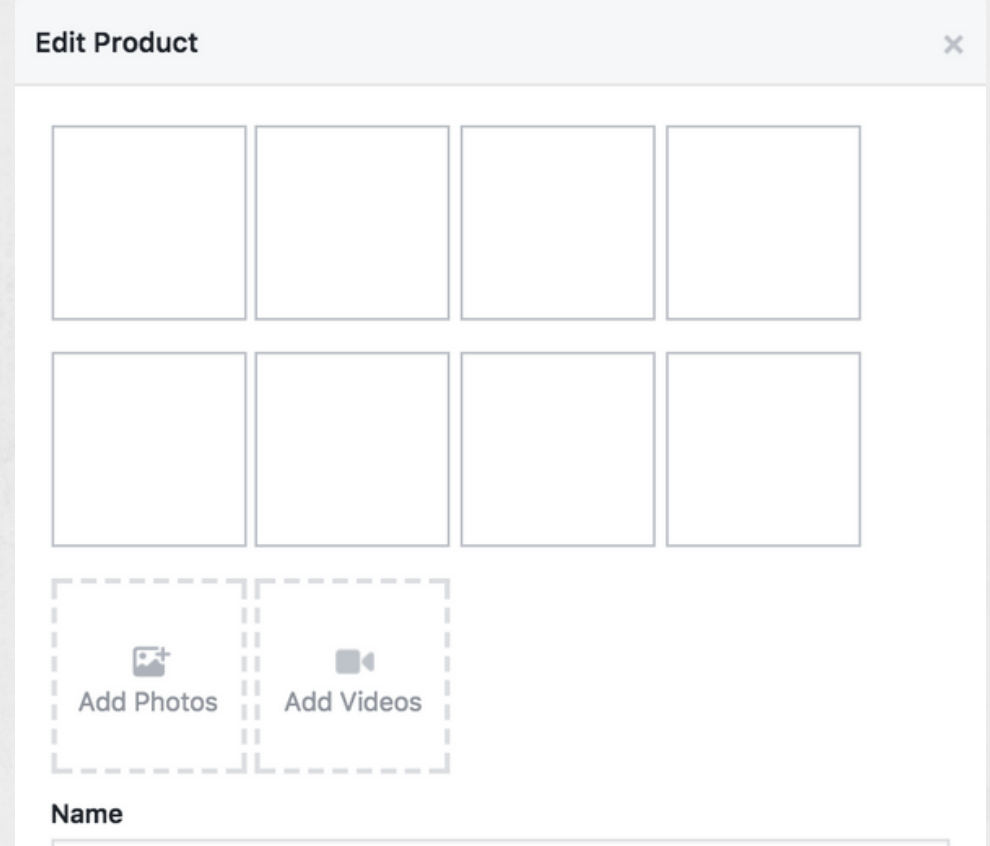


THEN WHAT?

Facebook will prompt you to enter the URL (link) of the product and confirm the price

You can add stills video or both to populate the visual component of each shop item

Upload is easy -
use square frames for the
best image format and
quality



Create groups of products
using the "collections"
tool

THE END RESULT LOOKS LIKE THIS

A PACK OF 20 CUSTOM DESIGNED TILES



Edit

Share

Product Insights (1 week): 0 Views 0 Clicks



SIX
UNDERGROUND
MEDIA



A PACK OF 20 CUSTOM DESIGNED TILES

Sold by Six Underground Media

\$500.00

Check Out on Website

This will take you to www.sixunderground.net.au

Product Details

A pack of 20 bespoke artworks for your social media platforms.

These tiles are sized square (800 x 800) for great resolution in Instagram and Facebook...

[Show More](#)



Like



Comment



Write a comment...



Share

Save

OPTIMISE YOUR SHOP FUNCTION WITH A CALL TO ACTION



Change the banner click through to "SHOP NOW"



WHAT ABOUT SELLING ON INSTAGRAM?

This marketplace is growing and will no doubt soon implement it's own e-commerce technology. Currently, you can seel by linking to your online store in the BIO of your Instagram feed.

You can also create ads with a "sales" click-through call to action in the Facebook ads manager that is linked to your Instagram account

INSTAGRAM RECOMMENDATIONS

If you want your Instagram ads to be effective, we recommend using a carousel function with various products on rotation

If you have more than 10K followers you can use the "Swipe up to Buy" function available in Instagram stories - just drop the link into the story and you're done!



WHAT TO DO IF YOU DON'T SELL ON YOUR WEBSITE?

If your website isn't set up for online sales and e-commerce capabilities, you can always look to tools like

- Shopify <https://www.shopify.com.au/facebook>
- Shop Tab <https://www.shoptab.net/>
- Big Commerce <https://www.bigcommerce.com.au>
- Store Front Social storefrontsocial.com/

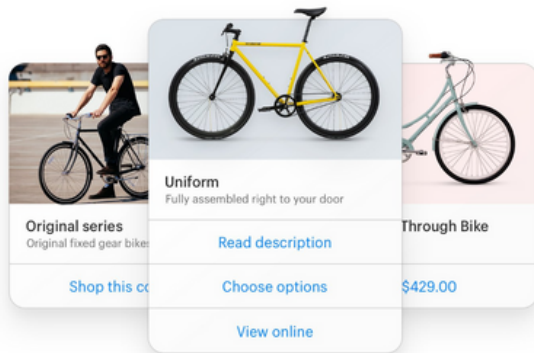
These are plug-in tools or apps you instal into your facebook page in order to access the sales functions hosted by the provider.

You can expect to pay around \$10 per month in subscription fees

If you're not particularly techy - outsource the install. It will take a pro about an hour or so to set it up depending on how much inventory you have.

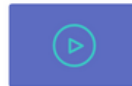
SHOPIFY CAN HELP YOU SELL USING MESSENGER

<https://www.shopify.com.au/messenger>



A simple way to buy

Shopify gives your customers the power to browse, and even buy your products directly through Messenger



Conversational Commerce (0:30)

See how easy and intuitive

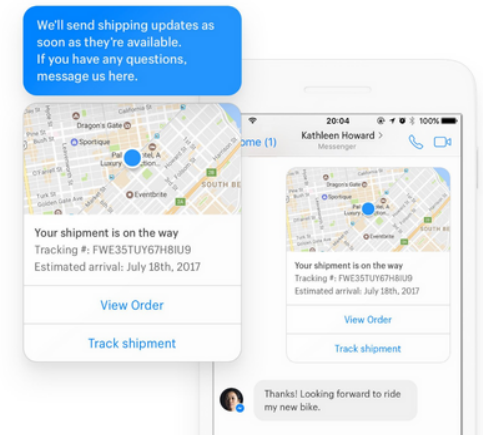
Communication made easy

Communication made easy

When a customer makes a purchase, they can ask you questions in Messenger, and get automatic order tracking and shipping updates

One place to stay in touch

Create a personal connection with each customer, with all of your communication in one thread



INSTAGRAM SELLING WITH SHOPIFY



Get your store ready for Instagram product tagging

Instagram product tagging is currently in testing. It's only available to an initial group of Shopify businesses, selected by Instagram. Once the test phase is complete, this feature will be available to everyone. To ensure you're eligible and ready to use Instagram product tagging:

- Install the Facebook catalogue through the [Facebook channel](#) on Shopify
- Set up an [Instagram Business Account](#)
- Meet the [product requirements](#)

Attribution is a work in progress. To see how shoppers are engaging with your posts, you can track Instagram referral traffic. Sales will be attributed to the online store channel.

<https://www.shopify.com/instagram>



**ADDITIONAL HACKS
AND TIPS**

TIPS AND TRICKS

BUILD TRUST

Create a Page username. A Page username is a unique name that people can use to easily find your Page. Each Page username can only be claimed by one Page, so visitors can find your Page more easily if they know your username.

Learn how to create a Page username.

Respond quickly. Fast responses to messages from customers can build trust and show customers you value them. They also increase the responsiveness rating we display on your Page. If potential customers see that you're very responsive, they might be more likely to reach out, and view you more positively overall.

Encourage customers to leave ratings and reviews. If your Page has a shop section, it also has a ratings and reviews section. A high rating and positive reviews can build trust and interest among potential customers. After you've transacted with a customer, encourage them to rate you and write a review.

Add the address of your physical store (if you have one). A positive experience on your shop can increase the likelihood that a customer will come to your physical store. It can also make your business more accessible to people who aren't sure about shopping online.

TIPS AND TRICKS

INCREASE AWARENESS

Don't just add products to your shop, share them on your Page timeline regularly. Adding a product to your shop is not the same as sharing it to your Page timeline. Once you've uploaded a new product, consider sharing it on your Page timeline to make your customers more aware of it. It's the only way to make your products eligible to show up in your customers' News Feeds. Learn how to add a product to your shop and share it on your Page's timeline.

Don't just share your products, add content. To make posts about your products stand out, add content and context to them. Are you sharing this product for a specific reason. For example, are you having a sale? Make sure you include that in your post so your customers understand.