

Your Store on Facebook!



Hey,

Have you leveraged the power of Facebook to sell affiliate products?

Or maybe you've wondered if you should start a store on Facebook...

Many businesses are using Facebook to sell.

Check out how you can **leverage a Facebook page to sell products and make it easier for your customers to buy from you.**

Create a Seamless Store Experience on Facebook With a Landing Page App

Before you start selling on Facebook, you'll need to create a [Facebook page](#) and not a Facebook profile.

Using a Facebook page for business not only keeps you in compliance with [Facebook's Terms of Service](#), but also affords you additional benefits that aren't available with profiles. For instance, with a page you can **add a custom tab** using a Facebook landing page app so you can **build an online store.**

The benefits of using third-party landing page apps.

Most landing page apps can be easily installed and are packed with features so you can **build and manage your store in no time.**



Sell products on Facebook using a Facebook landing page app.

With a landing page app, you can have a store that looks slick and professional, even if you're not a designer or coder. And it's easy for your customers to use, whether they're shopping on a desktop or from their mobile device.

You can **customize the look and feel of your Facebook store**. Change colors, add a logo and adjust the layout of your products until your Facebook store closely resembles your website.

Now that we've gone over some of the benefits of using third-party landing page apps, let's talk about a few you can use to sell products on Facebook.

Import your existing online stores to Facebook with StoreYa.

[StoreYa](#) has a free plan that gives you the ability to add 50 product SKUs.



An example of an Amazon shopping cart on Facebook created with StoreYa.

StoreYa has a data integration feature.

This feature allows you to **import your products from over 23 popular store platforms** such as [Amazon](#), [Shopify](#) or [WooCommerce](#). If you don't have a store on any of these platforms, you can [use a CSV file to manually add products](#). If you have hundreds of products in different colors and sizes, this is a big time-saver.

StoreYa also includes the ability for businesses to **have different stores and store managers**. This is helpful if you run a business that has a chain of stores, each with its own Facebook page and page admin.

Once you've imported your products, StoreYa has a set of marketing tools that can help you **get your customers involved and sell more products on Facebook**.

Marketing Features



Group Deals

Group Deals is a marketing tool enabling you to have your fans attracting their friends to join a specific deal that will only take place if certain amount of users, defined by you, joins it.



InstaGallery

The InstaGallery tool automatically streams your Instagram photos to your Facebook store, enabling you to have your customers tagging your store in their Instagram photos.



Scratch & Win

Scratch & Win is an innovative marketing tool enabling you to get straight to your fans' newsfeed where they 'hang out' in a fun and incentivized way.



Fan Gate

Using the Fan Gate tool will help you increasing your fan base by enabling you to offer coupons and discounts in return to liking your page.



Like Box

Adding a Like Box to your online shop will help you increasing your fan base.

An example of StoreYa marketing tools for your Facebook store.

LEGO watches and clocks Store ▾ Like

bestsellers_on_homepage Disney All Categories Tagged Us

Search

<< Back Take photos with our products using Instagram and tag us: #legowatches

STAR WARS 5+

PARADISA กล้องเล็ก

PARADISA กล้องเล็ก

CYCLONE กล้องเล็ก

CYCLONE กล้องเล็ก

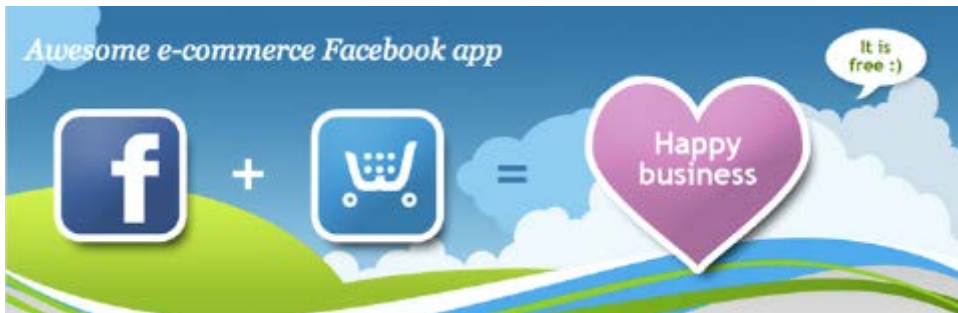
STAR WARS 6+

www.paradisawatch.com

While you'll need one of their paid plans to take advantage of their marketing tools, the amount of time you save by having everything you need to sell products on Facebook in one place might outweigh the cost.

Sync a store with Ecwid's Ecommerce Widget.

[Ecwid](#) is a no-cost to low-cost way for business owners to add shopping functionality to their Facebook page and website.



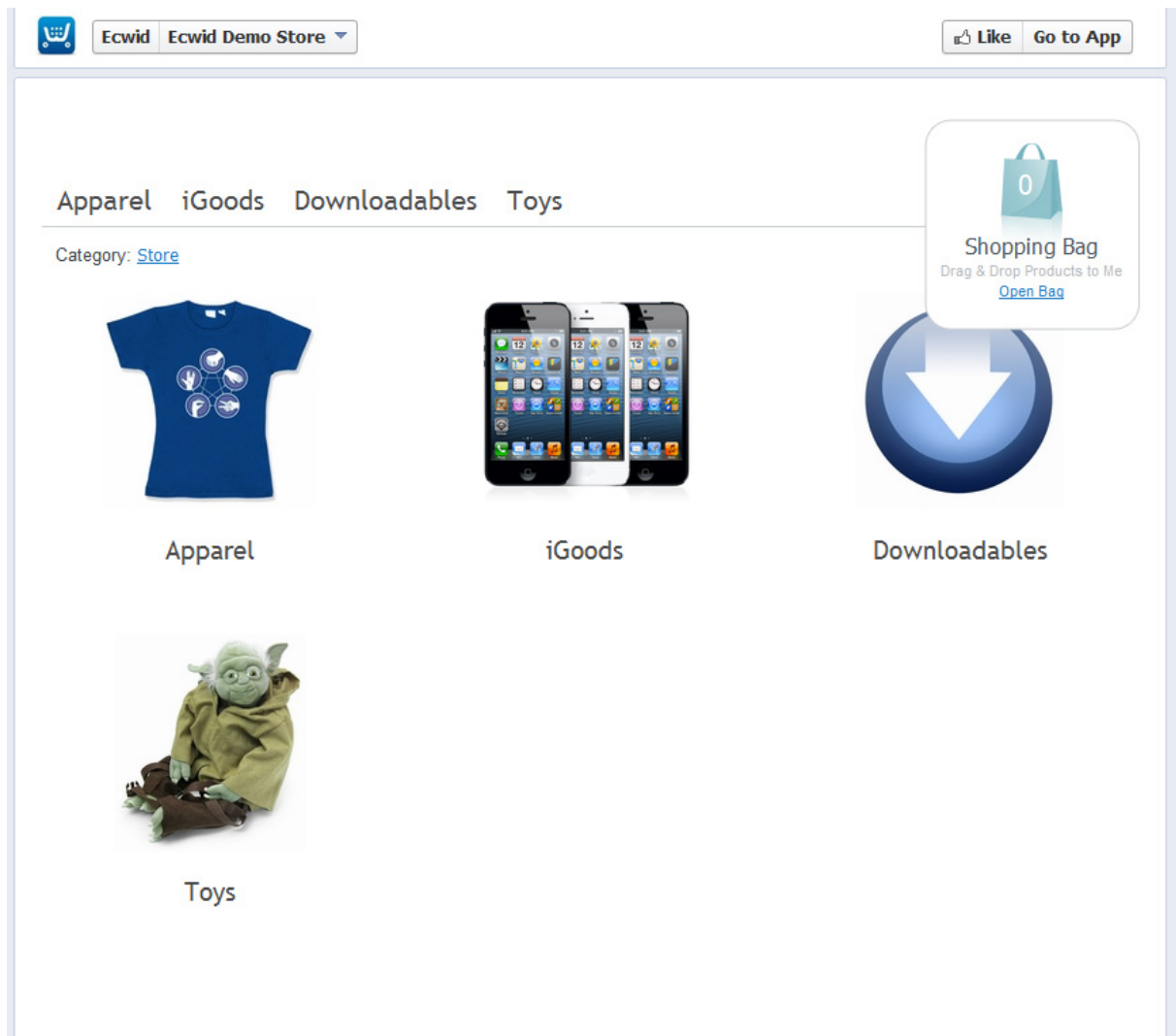
ECWID syncs with your website store to put your products on Facebook.

[Ecwid offers a full list of features](#), but here are some of the more notable ones:

- 30 payment options
- Facebook store app
- Mobile-responsive
- Social commerce sharing
- Sell physical products
- Sell downloadable products
- **Customize the look of your Facebook store to be consistent with your website**

In just a few steps, you can add an online store to your Facebook page, customize it and begin selling products on your Facebook page.

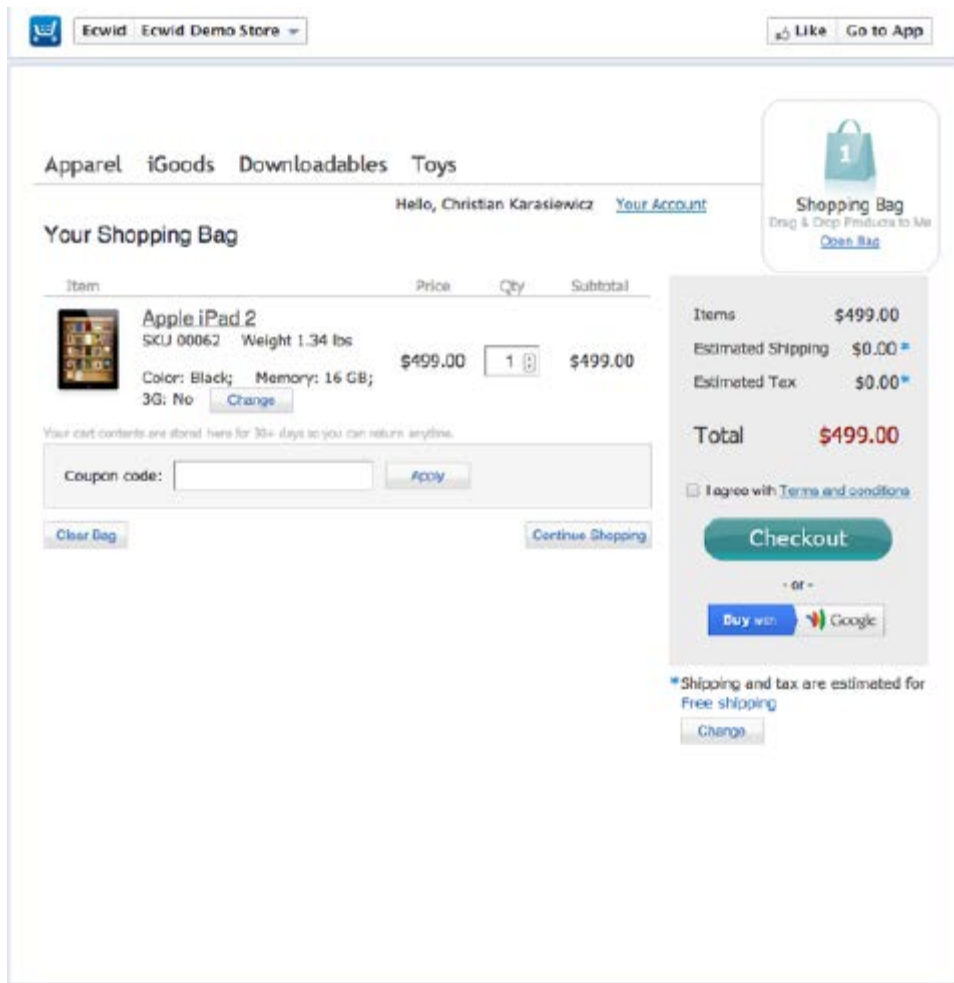
Here's an example of a Facebook store created using Ecwid.



An example of Ecwid installed on a Facebook page.

Ecwid offers a great time-saving feature that allows you to **sync your products between your website and Facebook page**. Update multiple product catalogs on your website, and your customers immediately see the same thing in your Facebook store.

Couple that with an intuitive checkout process for your customers, and you have a valuable tool for selling products with ease on Facebook.

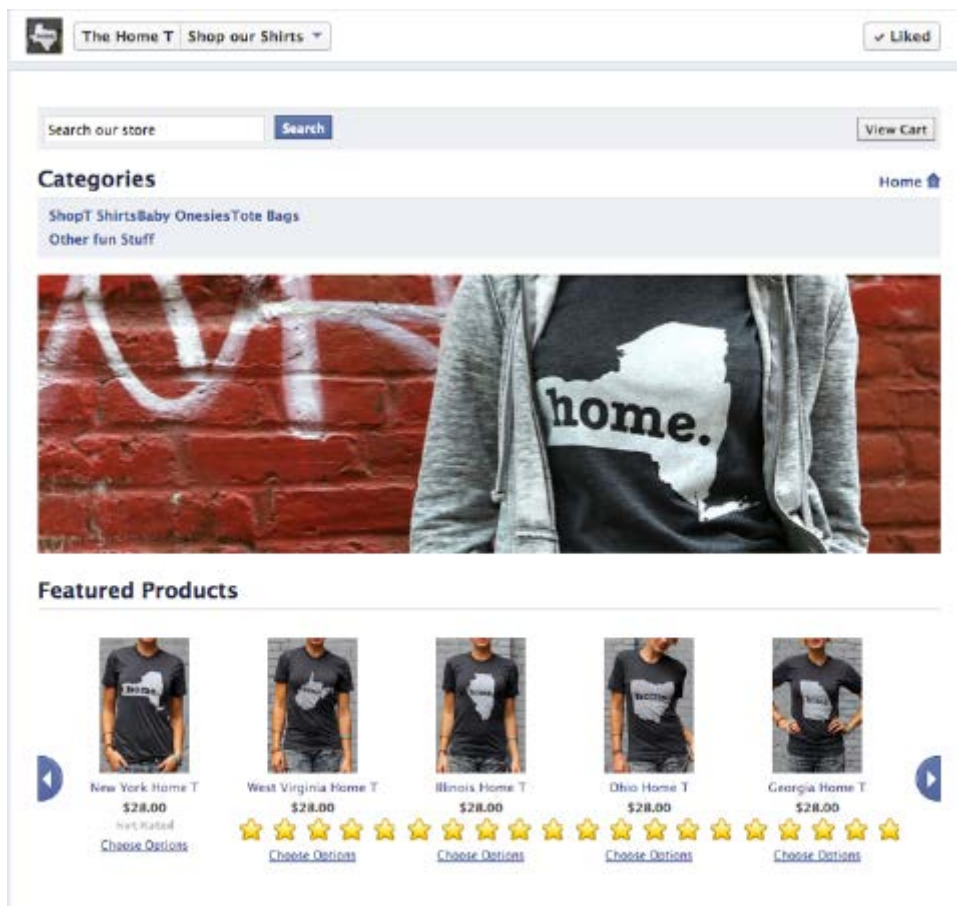


An example of the checkout process on a Facebook page using Ecid.

Ecid offers multiple versions of their online store. Depending on how many products you have and the features your business needs, there's an option for everyone. To get started, install a basic store and when your business grows, move up to a paid plan.

Integrate complete Ecommerce with Bigcommerce.

Not only does [Bigcommerce](#) give you control over your storefront, store management and marketing features, but it also uses [built-in SEO](#) to help you with improved search placement.



An example of Bigcommerce added to The Home T's Facebook page.

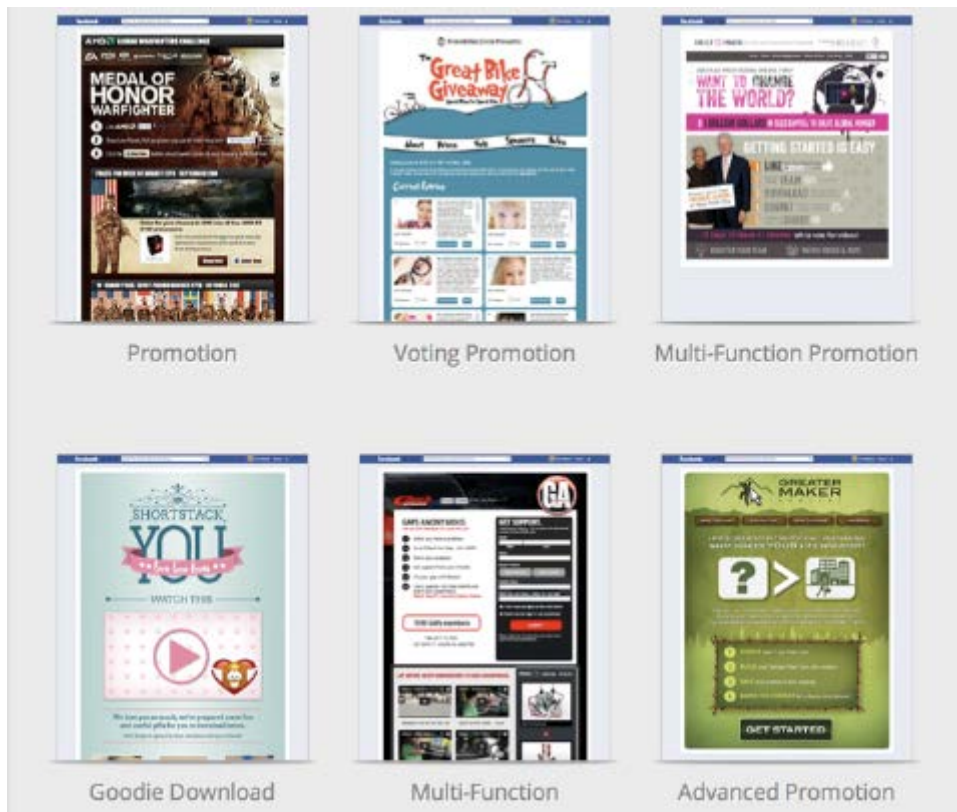
Once you're set up, use the [Bigcommerce SocialShop](#) to install a landing page app and add your products to your Facebook page.

A big plus you get from Bigcommerce is the [apps](#) they offer to let you **integrate [MailChimp](#), [Constant Contact](#), [SurveyMonkey](#) and other platforms into your store.**

While Bigcommerce can cost a little more than other ecommerce solutions, they make up for it with their excellent customer service and the fact that they don't charge transaction fees.

Drive traffic to your retail shop with ShortStack.

While [ShortStack](#) won't let you create a store on your Facebook page, you can use it as a marketing tool to **display your products to fans and drive Facebook traffic back to your retail shop.**



Examples of different ways to use ShortStack.

While this may not seem like an optimal way to sell products on Facebook, remember, it can be a great promotional tool.

If your customers tend to visit you from phones or tablets instead of desktops, ShortStack has you covered with landing pages that display on mobile devices. Simply post a **link to your landing page in a status update to drive customers back to your retail shop.**

Third-party landing page apps make it easy for you to set up a storefront on Facebook.

Promote Products or Campaigns With Your Timeline Cover Photo

In addition to selling products through a shopping cart on your Facebook page, you can now use your timeline cover photo to market and sell products to fans.



An example of Mari Smith using her timeline cover photo to drive product sales for her Inner Circle product.

Remember to **include a direct link to your product in the image caption** so fans who are interested don't have to hunt for it on your website.



Share a link to the sales page in the caption section of your timeline photo to make it easy for your Facebook readers to find you.

Besides uploading a new timeline cover photo that will show up in your fans' news feeds, you'll also want to **promote the link** to your product from time to time.

To do this, simply **click your Facebook page's timeline cover photo, copy the URL in your browser's address bar and share it** with fans in a status update.

Don't ignore this simple way of using your timeline photo to get your product in front of your Facebook audience.

Share Product Links in Your Facebook Status Updates

While this may not be the most glamorous way to sell products on Facebook, it does work and you have a few options to use.

Post a link to your product.

First, you can post a link to your product as a status update.

Make it easy for customers to get to the product you're advertising and to drop it into their cart and check out. **Use a deep link that takes fans straight to your product**, not just your website.

Be sure not to make the mistake of displaying a product with no link. This can lead to a high abandonment rate in your shopping cart.

Use the embedded post feature.

Second, you can use the Facebook embedded post feature to embed your public Facebook posts outside of Facebook.

Post a status update that includes a link to your store or a product and embed it on a blog or a website.



An example of embedding a Facebook post.

When your readers click a link included in a Facebook embedded post, they are taken directly to your product or to your Facebook store, and can check out from your store on your Facebook page.

By sharing your product links in your Facebook page updates, you're likely to **drive more traffic and make more sales**.

Selling Your Products on Facebook

Regardless of whether you use just one of these methods or combine them, be sure you **test it and have proper marketing ready to go.**

Have product images ready to post on your Facebook page, add a new timeline cover photo to advertise your store or specific products and publish a status update to let your fans know that you've added a store to your Facebook page, so they can check it out.