# Facebook eCommerce Page Setup and Best Practices

By Sara Downey Robinson

When it comes to setting up your eCommerce business on Facebook, this handy guide will help you get the most out of the features and set up your page quickly.

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# About the Author

Sara Downey Robinson has a rich background in writing and storytelling. Downey Robinson loves all aspects of content management, Internet marketing, blogging, social media management and strategy. Downey Robinson graduated from the University of Colorado Denver with a Bachelor of Arts in English writing with a focus on poetry/creative writing. Her master's work was in urban education and linguistics.

Outside the office, she speaks at conferences and acts as EIC on a lifestyle blog. She is a certified yoga instructor and certified kids yoga instructor. She also moonlights as a roller derby girl. Above all else, she loves spending time with her family and taking her son on new adventures to the skatepark or concerts at Red Rocks.

## About Inflow

Inflow (initially formed as seOverflow) was founded in December 2003 and is an award-winning eCommerce marketing agency. Inflow is a proud Google Partner, HubSpot Certified Partner and one of only 50 firms worldwide tapped as a Moz Recommended Company.

For the fifth consecutive year, Inflow has been recognized as a Fastest Growing Private Company by the *Denver Business Journal and in 2015 was named to the Inc. 5000 list. Inflow is based in Denver, CO, and was founded by Michael Belasco, who serves as the President and CEO.*

*Belasco and Marketing Director Everett Sizemore frequently speak at industry events. Sizemore is a Moz Associate and has written for industry publications ranging from Moz to the Shopify Blog to Search Engine Journal.*

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# Page Setup

When setting up your eCommerce company page on Facebook, you want to make sure you really capture the essence of what your brand is all about and keep your audience in mind.

## Getting Started

The easiest way to set up a small eCommerce business page on Facebook is to login under your regular account and then create the page. In our example, we use a SMB that could easily manage a Facebook Page without outside resources.

Once logged in you can navigate to this URL: https://www.facebook.com/pages/create/

## Step 1: Determine Your Business Type

Facebook has made it incredibly intuitive to create a page using these options. Simply select the most appropriate category and fill in your information.

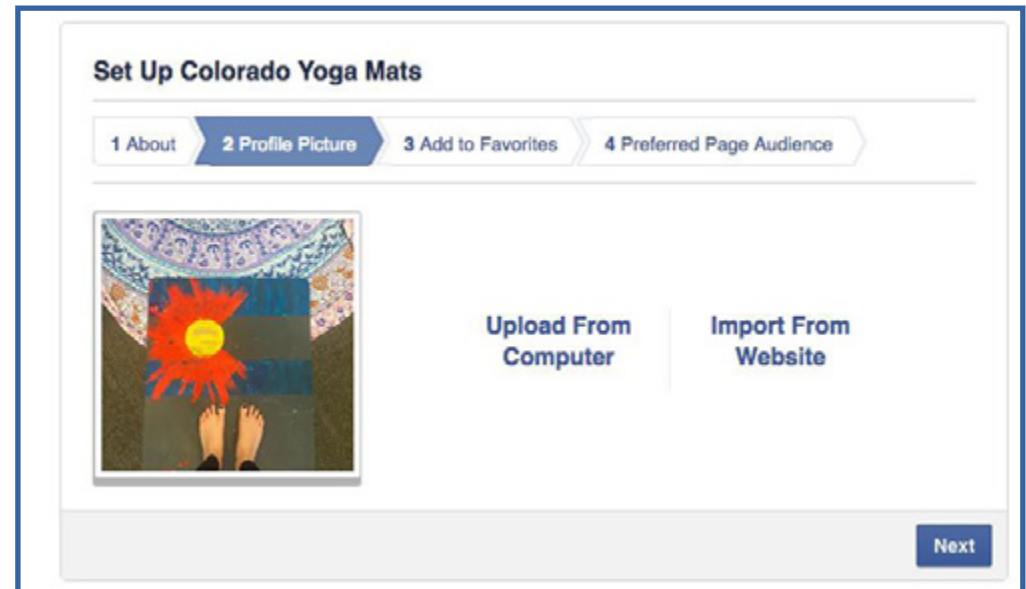## Step 2: Follow the Flow to Set Up Your Page

If you are already familiar with your personas and your targeted keywords, be sure to use them in the company description. However, the most important thing is that you honestly, properly and thoroughly explain your eCommerce business to the audience that is about to become your Facebook fan base.
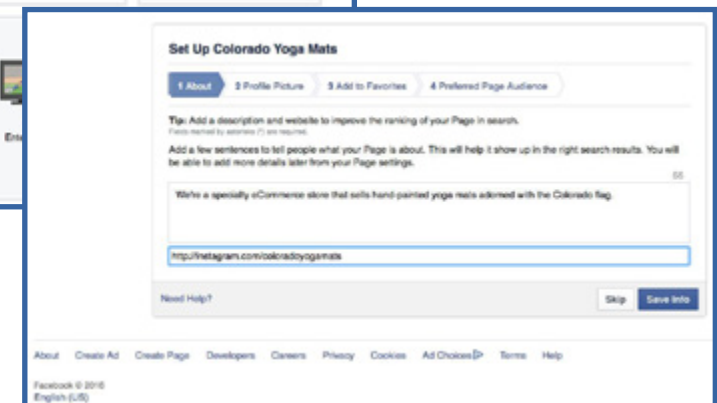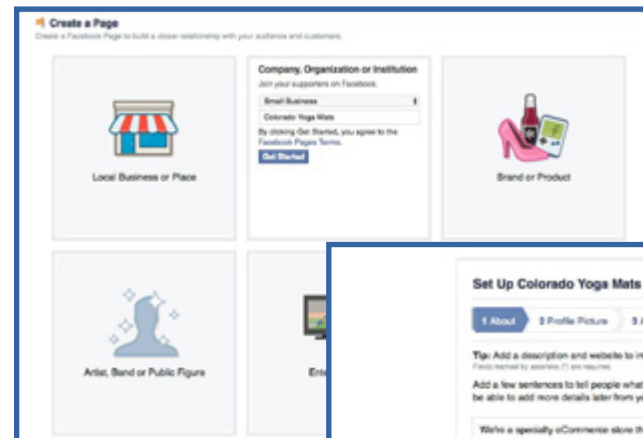
## Step 3: Upload a Really Great Profile Picture

You want a profile picture that pops and shines over the noise of all the others out there – especially if your product is in a very well-defined niche.

To improve the above example, a brand logo added to the profile picture showing a product in use would have been very impactful. Many companies have a "full logo" and then a "logo icon" that they use for profile pictures. There is no hard and fast rule as to what works best. It's a matter of preference and a matter of what communicates who you are to your audience.

**Set Up Colorado Yoga Mats**

| 1 About | 2 Profile Picture | 3 Add to Favorites | 4 Preferred Page Audience |

Upload From Computer       Import From Website

Next

As an example, here are the full log and the logo icon for Inflow.

We realized in our branding efforts that we needed more than just the full logo and logo icon and for a separate audience, a third logo type.

You'll be able to decide for yourself what works best and communicates who you are to your audience.

- Facebook recommends profile picture dimensions of: **180px by 180px.**
- It will be resized as needed for screen sizes automatically.

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## ProTip: Use a .PNG for the best resolution

## Step 4: Add to Your Favorites

The great thing about adding your page to your favorites is that you can easily access it and make sure it's running exactly as you'd like. Adding it to your favorites is a best practice for smaller eCommerce businesses. It is the most effective way to monitor your page without digging through everything else you're associated with on Facebook.
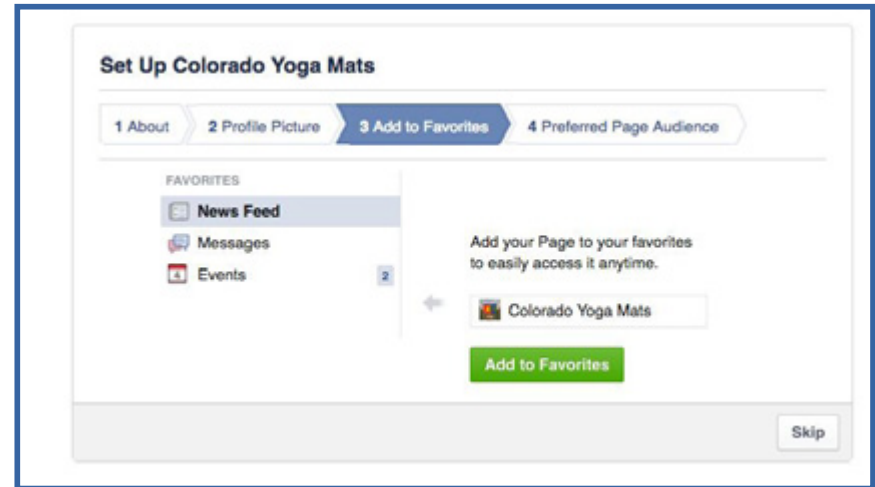


## Step 5: Selecting Your Audience

### Location

The above image is the first part of the audience page. In our example, we're an eCommerce shop that sells yoga mats with the Colorado flag painted on them. I could have limited the audience to Colorado only, but people move away. In my mind a perfect gift for a homesick Coloradan who has relocated would be one of my yoga mats. So I selected the entire United States as my location.

### Age

Facebook allows you to lower the age as low as 13. It defaults to 18 - 65+. I left the age at the default using the same reasoning as above. College kids, parents, gifts, etc. The age range seems very appropriate for my audience.
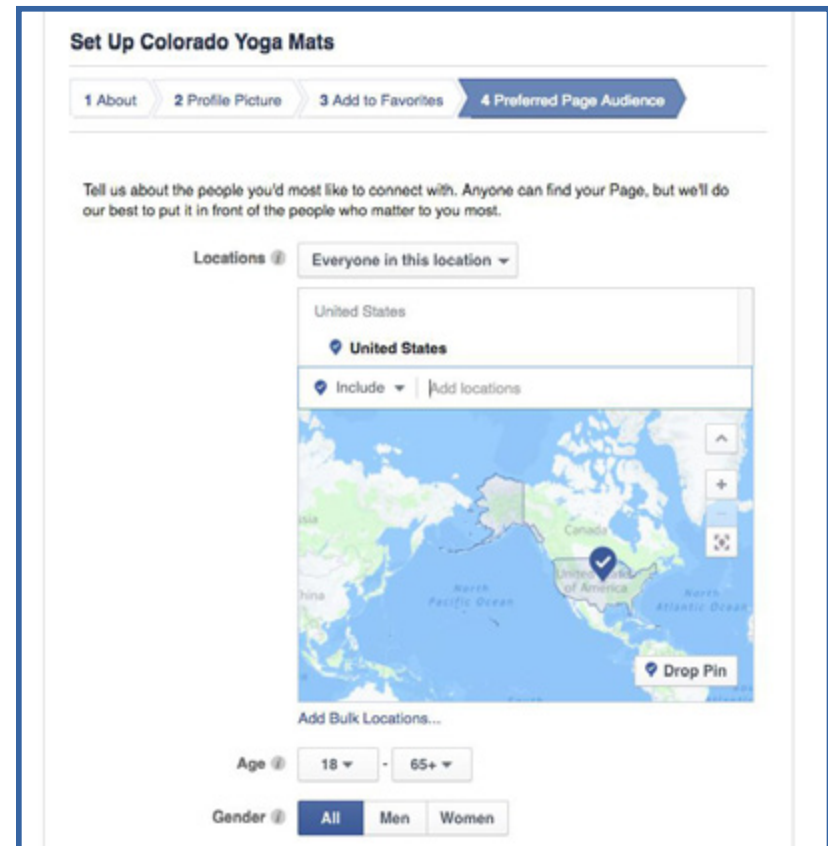
## Gender

I painted my first Colorado flag yoga mat at a workshop with both men and women in attendance. As far as I'm concerned, Colorado flagophiles encompass both genders.

## Interests

Facebook is a big help when it comes to targeting your audience's interests. I started by putting in the word "yoga" and before I knew it, Facebook was suggesting different types of yoga. I'm a certified yoga teacher, so I knew to dig a bit deeper and slyly target fellow teachers by adding terms like: Yoga Sutras of Patanjali, Prana and Vinyasa (the last two are both Sanskrit words). I also added *Yoga Journal because it is read by practitioners, teachers and those with just a general interest in yoga.*

## Language

Finally you can determine your audience language. If I were bilingual, I would have definitely added a second language. But for me, English it is.

Finally hit "save" and you're ready to continue.

## Step 6: Yay! You Made a Page!

Look at you! You're practically a pro already. Now let's explore the items I've called out with blue circles for further investigation.

From left to right:

### Add a Cover

Here you simply upload an image. According to this year's* guidelines, the current dimensions are: **851 pixels wide** and **315 pixels** tall.

*Please note, these guidelines change quite often (Facebook will allow 399px wide by 150px tall and stretch the image, but that is not ideal.)
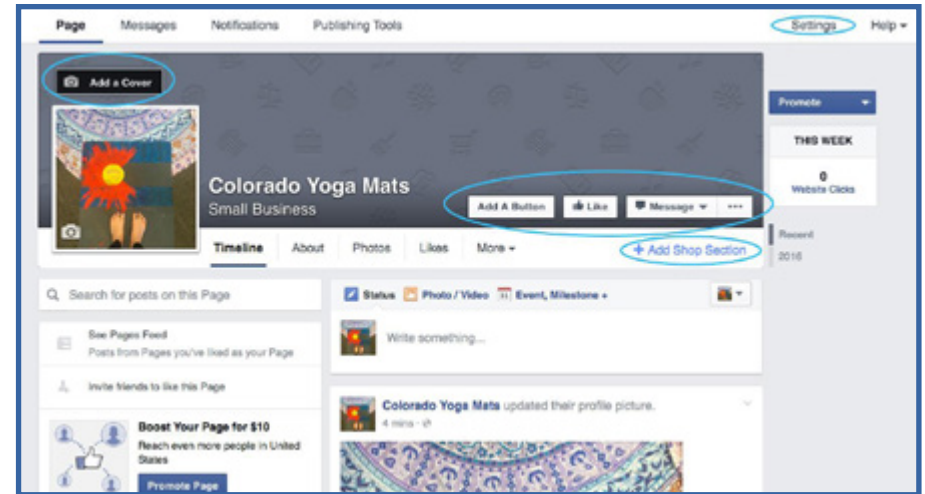
## ProTip: Facebook Photoshop Template

**Phases Design Studio offers a  Facebook Photoshop template** that lets you to fully preview your profile before you upload anything to Facebook. And even better, they've provided a coupon code for our readers! **Just enter coupon GOINFLOW at checkout, then download and design a stellar cover image for your new page.**

### Add a Button, Like, Message, etc.

This whole section acts as a control panel of sorts to drive your page. Add a button will give you the chance to put a Call to Action on your page – something like "Buy Now" or "Learn More."

### Add a Shopping Section

This is a relatively new feature on Facebook Pages. By clicking on add a shop, a new popup opens.

### Settings

This area will allow you to create admins, editors, and set permissions.
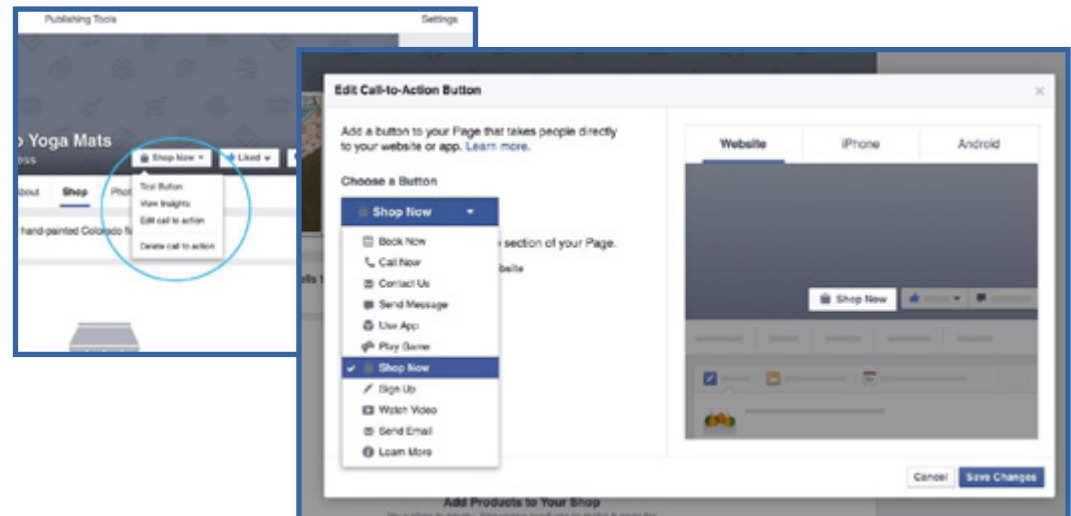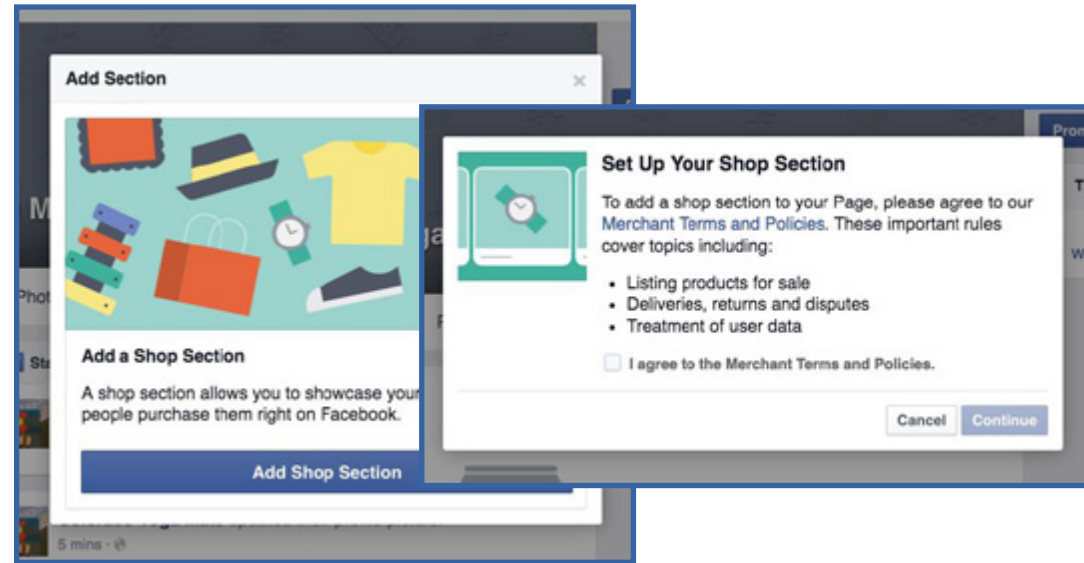
# Creating a Shop

You are about to be unstoppable! Let's get that shop up and running so you can start seeing some ROI on your time.

## Step 1: Hitting the Button!

At this point, Facebook is going to help you move through the process with ease again.

Do read the Merchant Terms and Policies, and make sure you legitimately agree before moving forward.



## Step 2: Payment Setup

Facebook requires you to use Stripe for your shop's payment processing.

To the right is the basic current pricing structure for Stripe. If you are using a different system on your eCommerce site to process payments, just consider you'll be adding a layer of complexity here. Depending on how you roll, that may be no big deal. It's just something to be aware of.
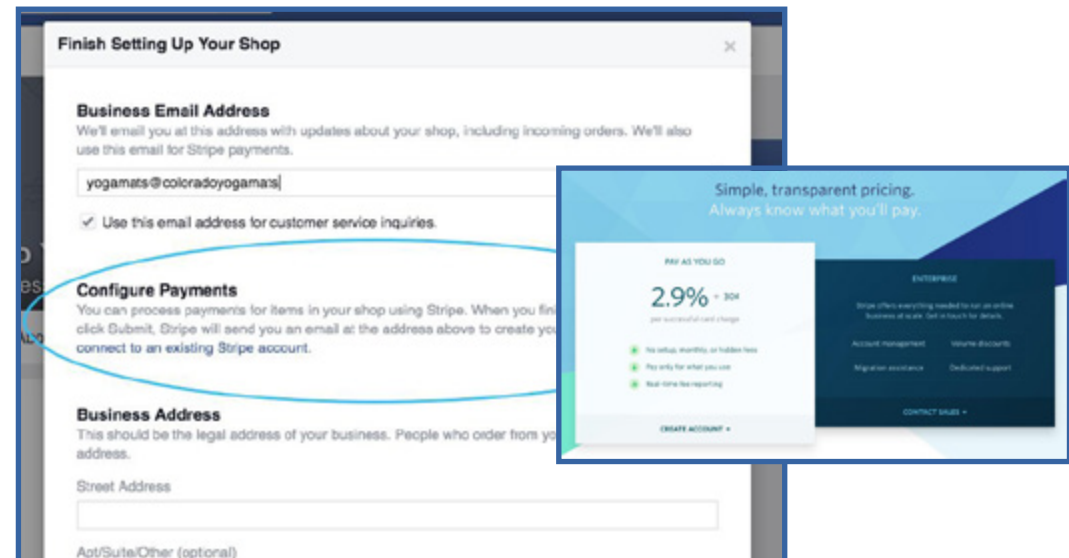
## Step 3: Tell the World Who You Are

You've agreed to everything (as far as Facebook's terms and agreements) and just like that you have a shop on Facebook! My word, you're quite good at this stuff.

It's actually pretty exciting! Make sure you really have strong and powerful descriptions to describe what it is your company sells. Be specific to your audience, and use keywords that would catch their eye and descriptions that will draw them in. Be unique! Hopefully, there is no one else out there doing exactly what you're doing or as good as you're doing it. Make sure your audience knows that.
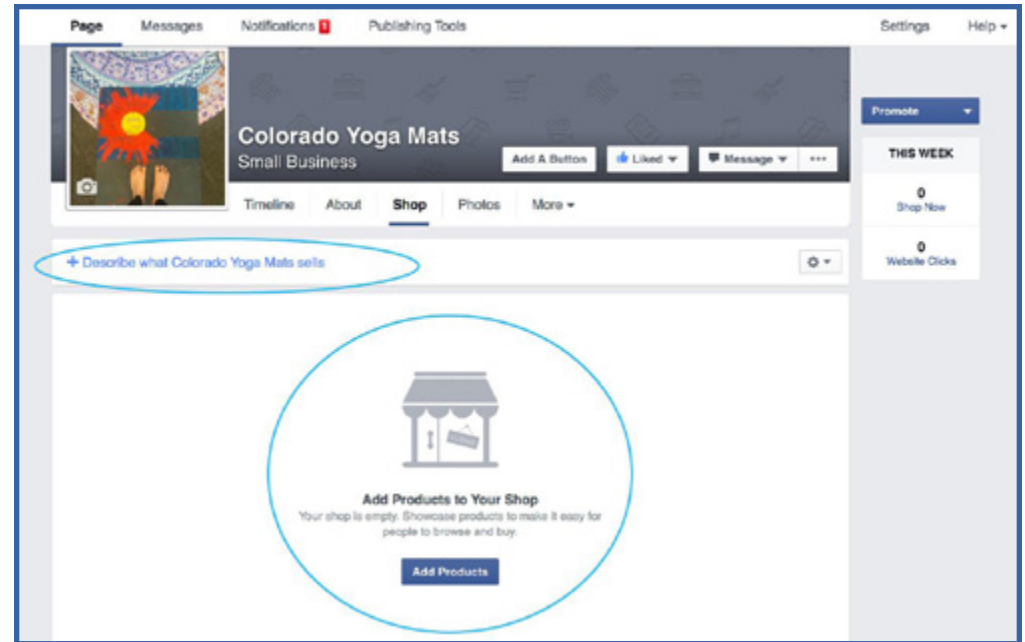


**Just a quick reminder:** The gear icon to the top right will be a huge help if you need to do things. Manage shop is one you may use quite often as you upload new products, remove sold items, put items on sale, etc.
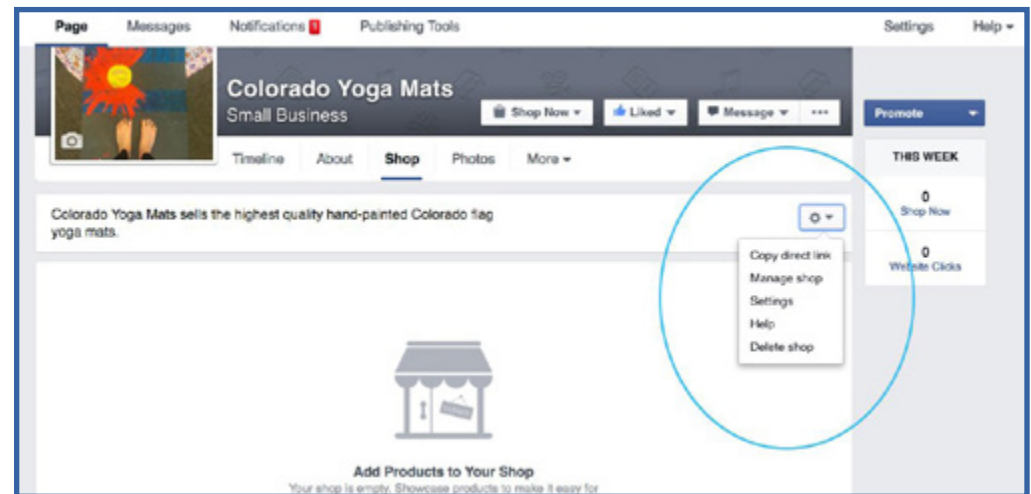
# Adding Products

Below is the basic setup screen to add products to your Facebook Shop. Always pay close attention to the price and quantity of your products so you don't end up in a pinch with a price that is too low that you need to honor or an order that you cannot fulfill.

Here I've added my signature hand-painted mat. I love this for a product picture because it shows the product in use. If this shop was an eCommerce company that I actually owned and operated, I'd show the mats in all their glory with beautiful yogi friends performing all kinds of advanced and inspirational poses on them. That way I could subtly communicate to my audience that a higher level of practice is attainable with my fancy mats.

But, alas, this is just a special example for you.

During my product setup, I've made sure to specify the shipping method and cost. The gray rubber mat is really heavy, so $8 would be a loss on my part.

Under the Advanced Options tab, I would have been able to calculate the taxes for this product. I've elected in my example not to do such.

Here we are with a few more products uploaded to my shop. We'll call it good for now and explore some other features and best practices.
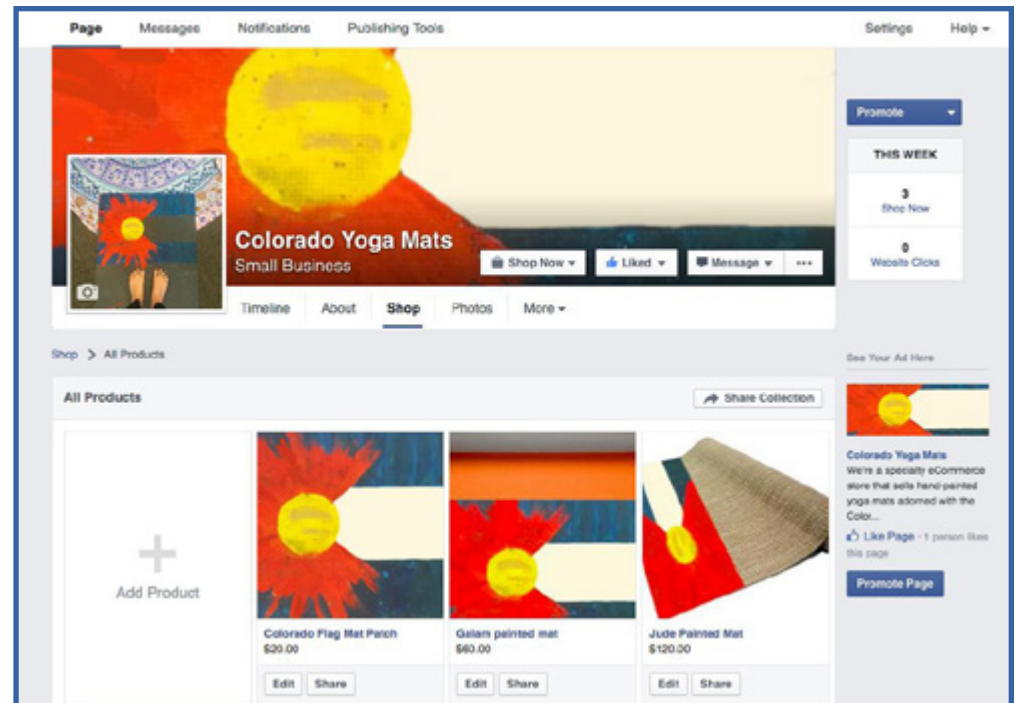


I tossed up a cover photo and my Timeline looks rather nice at this point. I've got my products listed and it's really starting to come together.
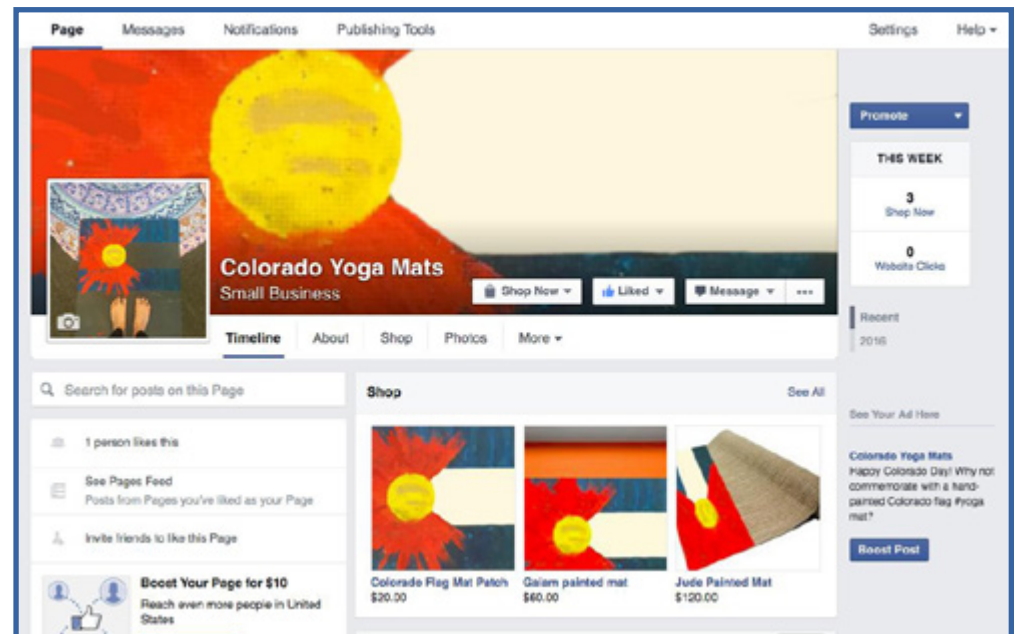
# Page Administration: Permissions and Settings

From the Settings link on the page, I can add some Page Roles. This is how you would add someone to help manage your page. Their task could range from an Admin with full privileges to the page, to an Editor who will be able to post updates, to an Analyst who can crunch the data and numbers.

As the page owner, you can remove them at any time. Depending on their job function, you can determine what level of permission they need for your page.
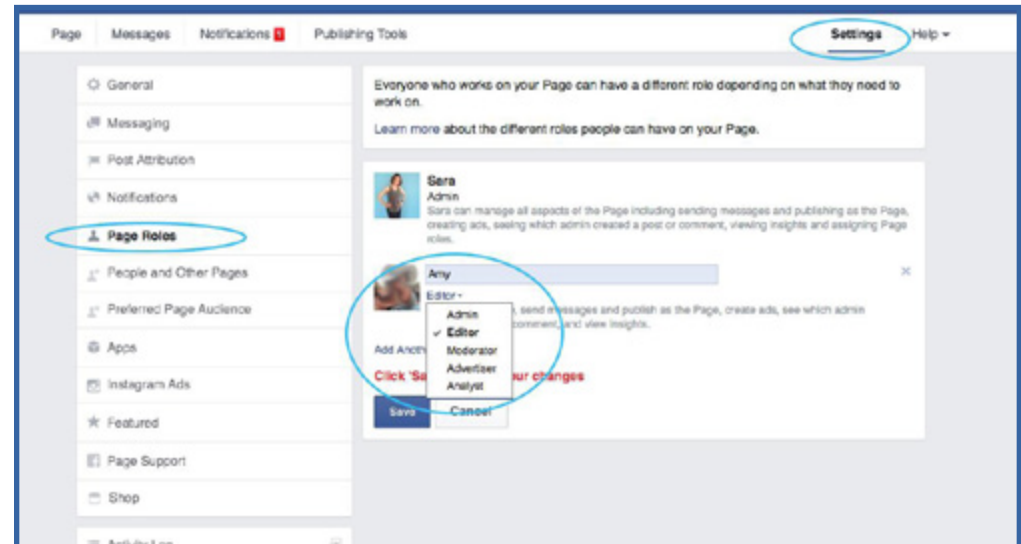


Below is the full menu under Settings > General. There are a lot of options and even ways to keep the page family-friendly if that is a concern for your brand.
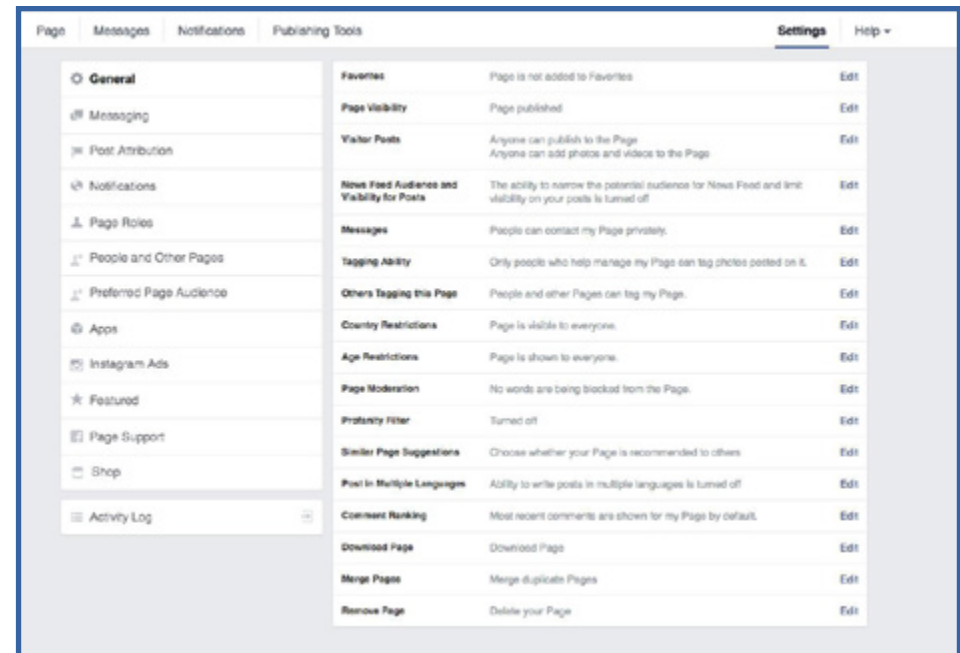
# Communicating With Your Audience

Status updates are critical to create touch points with your audience and stay in their minds. Two of the easiest updates to do regularly are "Status" and "Product."

## Product

Show off those goods! You've worked so hard cultivating your shop selection that you should most definitely show your audience what they could purchase from you. However, don't overdo it with these updates. Pump the breaks if you've posted more than a couple of these in a week.

## Status

Write something that will engage your audience. If you're just starting out, consider 1-2 posts a day and let at least one be a regular status update. In this case, there is so much yoga news to share with my potential audience that 1-2 updates would be very easy.

## Photo and Video

Photos and videos are some of the best updates an eCommerce company can post. Show your audience how they could be enjoying your products, even stray away from your product from time to time and post inspirational quotes if applicable to your audience.

Clearly, you wouldn't post pictures of rainbows and butterflies with lines from Keats poems if your shop targeted hardy men looking for new wrenches.

If you took photo or video of those wrenches in action, now that would be more than appropriate. Photos and videos have the highest likelihood of engagement with your audience. They also take the most work.
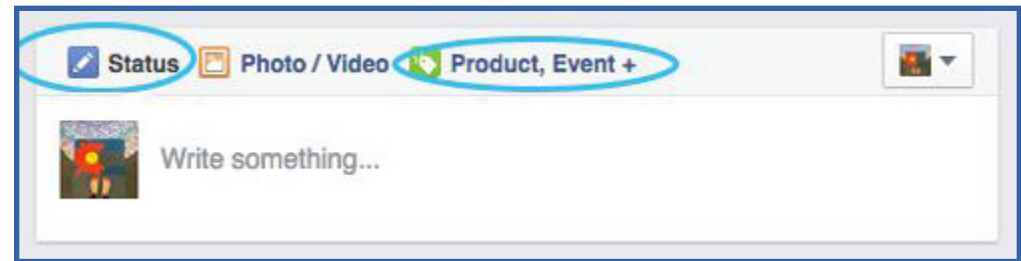
## Other Considerations

Facebook will do its best to nudge you into their idea of best practices for your page. It's fine to explore these things and see what works and may be a good option for you.

## Other Best Practices

Make it to the benefit of a person for liking your page. Reward fan loyalty and shares. If possible, create space in your marketing budget just for your Facebook folks.

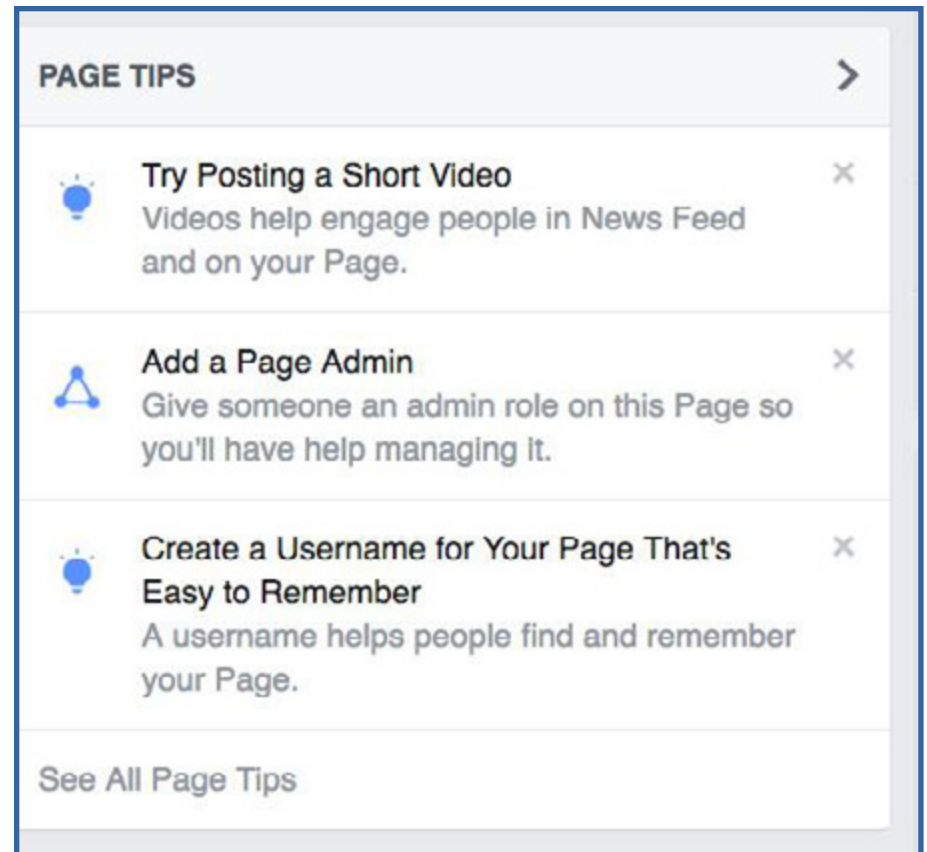Run giveaways to garner shares, likes and build brand loyalty.

Word-of-mouth marketing can be a game changer for eCommerce shops on Facebook. Make sure the content you're posting is share-worthy, so your fan base *wants to tell others about how great your products are just because they really think so.*

*Talk to your fans. If someone comments on a post or other any other content, answer them! Facebook is a great place to bring your brand to life and let your brand's personality shine.*

*Address customer service concerns swiftly and transparently.*

*Even though you have a shop on Facebook, send traffic to your site. Give them a Facebook specific promo code to buy from your site. This can even benefit you by simplifying the payment component.*

*Use* Google Analytics tracking URLs to get a really great understanding of how Facebook is working or not working for your site.

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**PAGE TIPS** ❯

💡 **Try Posting a Short Video** ✕
Videos help engage people in News Feed and on your Page.

△ **Add a Page Admin** ✕
Give someone an admin role on this Page so you'll have help managing it.

💡 **Create a Username for Your Page That's Easy to Remember** ✕
A username helps people find and remember your Page.

See All Page Tips

# Driving Facebook Users to Your Site

Facebook uses an algorithm that has been dubbed EdgeRank, which is similar in theory to Google's PageRank. The more engagement your page and posts get, the more likely it is that your posts and status updates will show up on your fans' timelines.
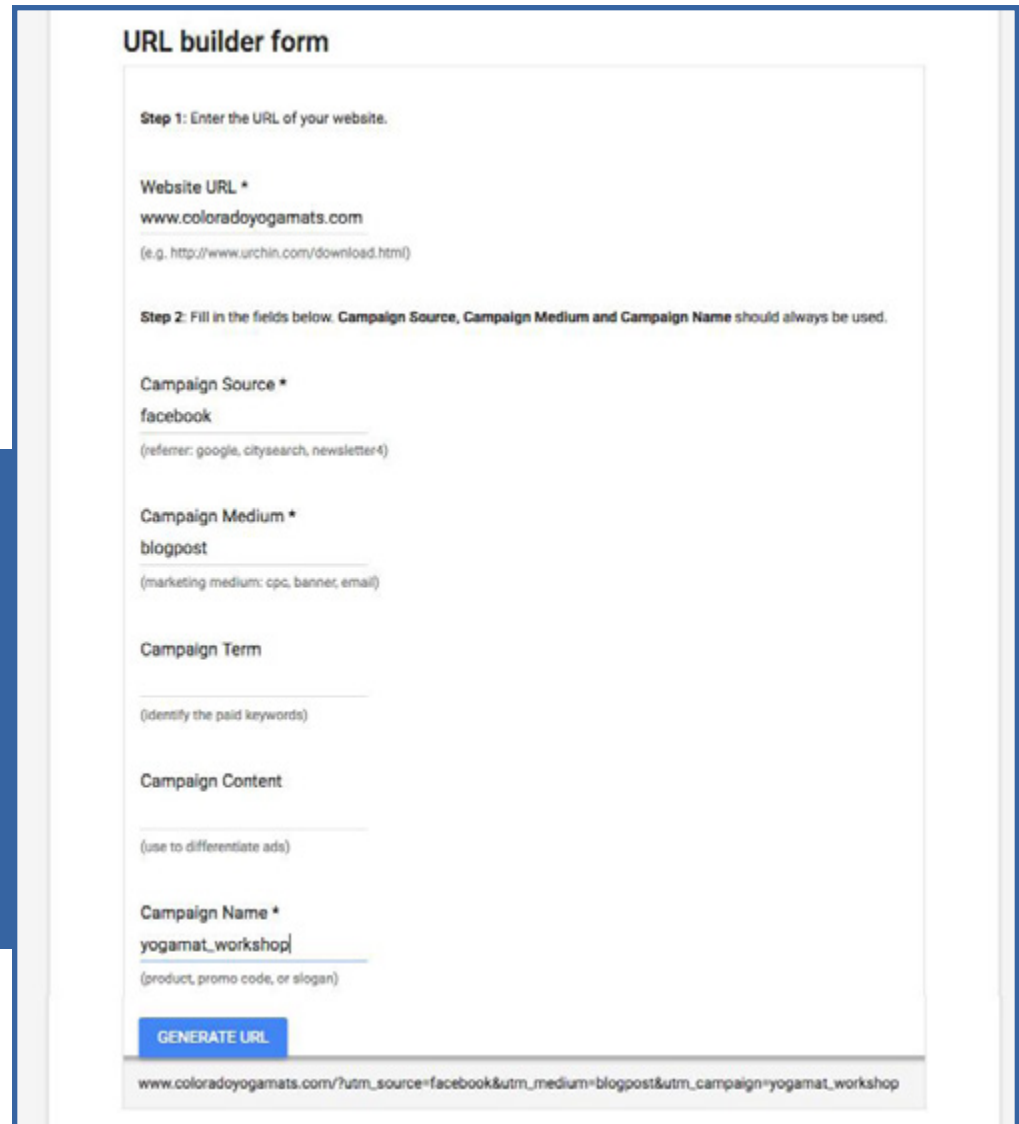
Keep this in mind when you post. Always strive for content that your audience will engage with.

Share blog posts from your eCommerce site, customer stories and pictures that all link back to your site.

## ProTip: Remember to use that URL builder so you can easily track the traffic coming from Facebook to your site.

Just like on Facebook, Google wants this URL builder to be as intuitive as possible so it gets used and helps you better utilize Google Analytics data. Follow the steps as outlined and place the appropriate content in the necessary fields.

Wow! You just leveled up on your Facebook Page management. Look at you go! Congrats on getting this big project up and running.

**URL builder form**

**Step 1:** Enter the URL of your website.

Website URL *
www.coloradoyogamats.com

(e.g. http://www.urchin.com/download.html)

**Step 2:** Fill in the fields below. **Campaign Source, Campaign Medium and Campaign Name** should always be used.

Campaign Source *
facebook

(referrer: google, citysearch, newsletter4)

Campaign Medium *
blogpost

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

(use to differentiate ads)

Campaign Name *
yogamat_workshop

(product, promo code, or slogan)

GENERATE URL

www.coloradoyogamats.com/?utm_source=facebook&utm_medium=blogpost&utm_campaign=yogamat_workshop

# Resources

**GoInflow Social Media Resources**

http://www.goinflow.com/category/social-media/

**Phases Design Studio Templates**

http://www.designfiles.net/branding-resources/facebook-page-photoshop-template/

**Facebook Help Center**

https://www.facebook.com/help/

**Facebook Pages Terms**

https://www.facebook.com/page_guidelines.php

**Facebook Promotion Guidelines**

https://www.facebook.com/page_guidelines.php#promotionsguidelines

**Google Analytics**

http://www.google.com/analytics/

**Google URL Builder**

https://support.google.com/analytics/answer/1033867?hl=en

Keep in mind that if you find yourself ready to advertise on Facebook, that's a service we offer here at Inflow. You can get in touch and talk paid social advertising.