

# facebook

# 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: <u>https://www.facebook.</u> <u>com/pages/create/</u>

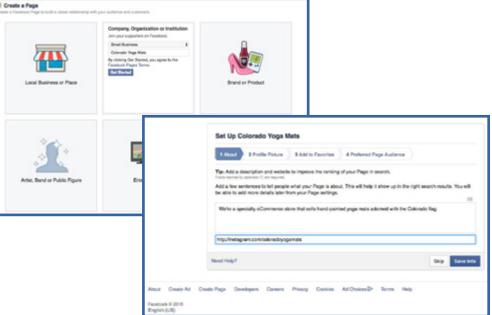
### Step 1: Determine Your Business Type

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.

1 About	2 Profile Picture	3 Add to Favorites	4 Prefer	red Page Audience	
		Upload Compt		Import From Website	

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.



# 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.

1 About	2 Profile Picture	3 Add to 1	Favorites 4 Preferred Page Audience	
E ¢	VORITES News Feed Messages Events	2	Add your Page to your favorites to easily access it anytime.	

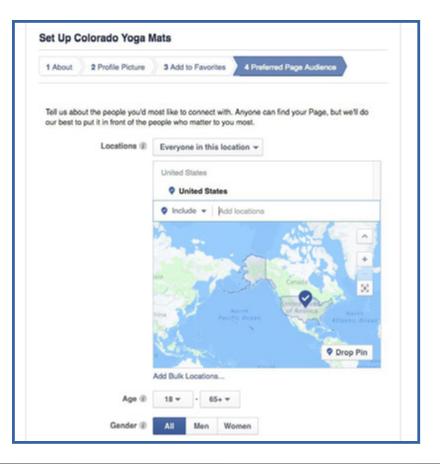
# Step 5: Selecting Your Audience

#### 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.* 

Interests @	Additional Entries		
	asana yoga		
	Ashtanga vinyasa yoga		
	Bikram Yoga		
	Chakra		
	Hatha yoga		
	Hot yoga		
	lyengar Yoga		
	Kundalini yoga		
	Pilates		
	Prana		
	Vinyāsa		
	Yoga as exercise or alter	native medicine	
	Yoga Journal		
	Yoga Sutras of Patanjali		
	Yogi		
	Fitness and wellness		
	Yoga		
	Search interests	Suggestions	Browse
	Jivamukti Yoga	-	+
Languages 🛞	Kundalini		+
	Mantra		+

#### 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.

anguages 🕧	English (All)	×
	Enter a language	

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

Look at you! You're practically a pro already. Now let's explore the items l'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<sup>\*</sup> 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**

<u>Phases Design Studio offers a Facebook Photoshop template</u> 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.

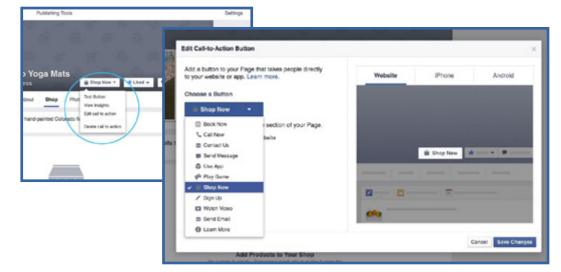
This whole section acts as a control panel of sorts to drive your page. Add a button will give you the chance to put a Call to Action on your page – something like "Buy Now" or "Learn More."

#### 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.



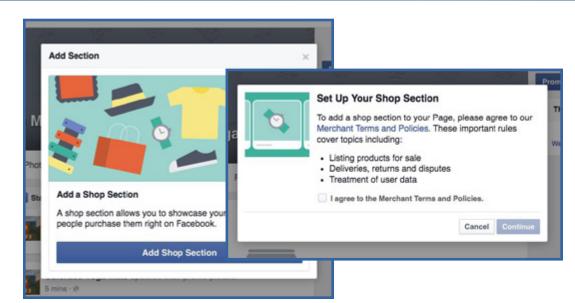
# **Creating a Shop**

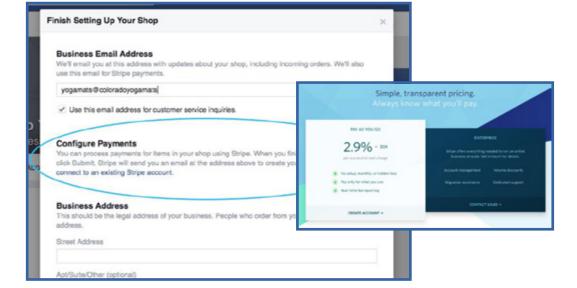
You are about to be unstoppable! Let's get that shop up and running so you can start seeing some ROI on your time.

### 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 <u>Stripe</u> 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.

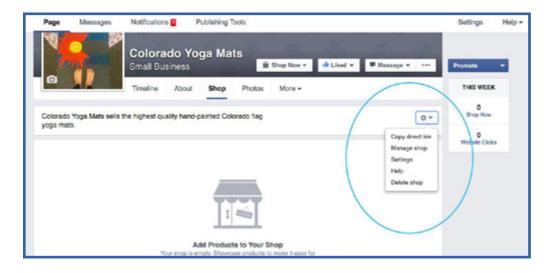
### Step 3: Tell the World Who You Are

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.

Page	Messages	Notifications	Publishing Tools		Settings	Help +
		Colorado Small Busines	Yoga Mats	151ge ¥	Promote THIS WEEK	
		Timeline Abo	ut Shop Photos More -		0 Shop Now	
+ Descri	be what Colorado	Yoga Mats sells	$\geq$	0.	0 Websile Clicks	
		Your sheep	Add Products to Your Shop Research Shownase products to make 8 easy for people to browse and buy.			

**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.

Add Product	Advanced Options		$\mathbf{X}$		
Add Photos		ur recommended photo guidelines ng your product images look good on			
Name Name			Shipping	Options Edit Default Shippi	ing Options
Price			Customer		ping fee per order, even if they order mor
\$ 1			Shipping	method name	\$ 0
Product is	on Sale 🕡		Add Ship	ping Method	
Description Description					Cancel
	ally Share 🛞				
1000		Product Category			
Variants (2)		Visibility			
Edit Variants	1	Public -			

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.

Custom Pro	Advanced Options		1
Location	Tax Rate	Apply tax to shipping cost?	
	0%	No No	Confir

Yc

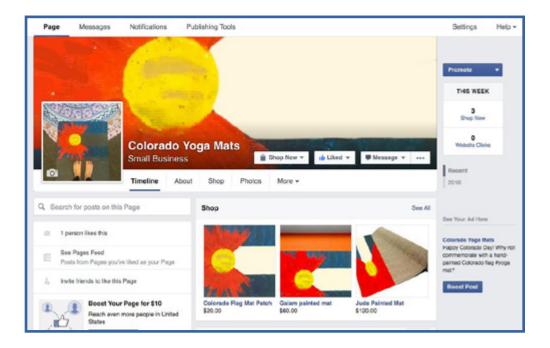
pout

hand

Add Ph	otos	romo
	!	THE
Name		
Splatter Flag Mat		Sh
Price		
\$ 100		Web
Product is on Sale @		
Description		
agent to ensure no mat sticking	ainted with acrylic paints and treated with a special ness is compromised.	
Automatically Share  Inventory	Product Category @	
1	Sports and Recreation *	
Variants @	Visibility	
Edit Variants	Unpublished 👻	
Shipping Options Edit Defa Customers will only be charged than one of this item.	ult Shipping Options i one shipping fee per order, even if they order more	
USPS	\$ 8	
0010		

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.

Notifications Publishing Tools Help -Page Messages Settings mote THIS WEEK 3 Shop Now Colorado Yoga Mats 0 🖆 Liked 🔻 ₩ Message + Small Business B Shop Now + Website Clicks Shop Photos Mone + Timeline About Shop > All Products Dee Your Ad Here All Products A Share Collection Colorado Yega Mats We're a speciality eComm store that sells hand painted yogs mats adorned with the Color. C Like Page - 1 person this page Promote Page Add Product Colorado Flag Mat Parch Galam painted mat Jude Painted Mat \$20.00 \$60.00 \$120.00 Edit Share Edit Share Edit Share



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.

Messages Notifications P	Aublishing Tools
O General	Everyone who works on your Page can have a different role depending on what they need to work on.
dll Messaging	Learn more about the different roles people can have on your Page.
= Post Attribution	
4 Notifications	Sera Adrian Adrian Sum can manage all aspocts of the Page including sending messages and publishing as the Page,
1 Page Roles	creating ads, seeing which admin created a post or comment, viewing insights and assigning Page roles.
1. People and Other Pages	kny ×
1º Preferred Page Audience	Editor - Admin . Send myssages and publish as the Page, create ads, see which admin pomment, and view insights.
@ Apps	Add Anoth Moderator
🔁 Instagram Ads	Cilick 'Se Adverteer aur changes
* Featured	Sava Canoul
Page Support	
Shop	

Messages Notifications	Publishing	1 1000	Setting	Help
O General		Favorites	Page is not added to Faverites	Edt
(* Messaging		Page Visibility	Page published	Edit
= Post Attribution		Visitor Posts	Anyone can publish to the Page Anyone can add photos and videos to the Page	Edit
Notifications		Nows Foed Audience and Visibility for Poeta	The ability to narrow the potential sudience for News Feed and limit visibility on your posts is turned off	Edt
L Page Roles		Messages	People can contact my Page privately.	Edt
1º People and Other Pages		Tagging Ability	Only people who help manage my Page can tag photoe peoted on it.	Edit
1. Preferred Page Audience		Others Tagging this Page	People and other Pages can tag my Page.	Edit
© Apps		Country Restrictions	Page is visible to everyone.	50
🕾 Instagram Ads		Age Restrictions	Page is shown to everyone.	Edt
* Featured		Page Moderation	No words are being blocked from the Page.	Edt
E Page Support		Profamily Filter	Turned off	Edt
		Similar Page Suggestions	Choose whether your Page is recommended to others	Edt
Shop		Post in Multiple Languages	Ability to write posts in multiple languages is turned off	Edit
Activity Log	в	Comment Banking	Most recent comments are shown for my Page by default.	Edt
		Download Page	Download Page	Edt
		Merge Pages	Merge duplicate Peges	Edit
		Renoue Page	Delate your Page	Edit

# **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.



	colorado Yoga Ma 5 hrs - ୧୬	ats shared their product.	v
lake you	r practice to a who	ole new level with this hand-pa	ainted Giam mat!
	-		
	100 C		
Gaiar \$60.00	m painted mat		Boost Post
		A Share	Boost Post
\$60.00		≫ Share	Boost Post
\$60.00	Comment Colorado Yoga Ma pril 12 at 3:24pm · @ olorado Day! Why	≫ Share	<b>a</b> •

### **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.

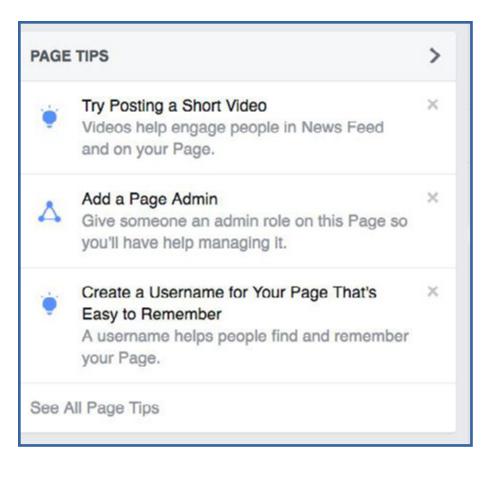
Word-of-mouth marketing can be a game changer for eCommerce shops on Facebook. Make sure the content you're posting is shareworthy, so your fan base *wants to tell others about how great your products are just because they really think so.* 

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.



# **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 <u>get in touch and talk</u> paid social advertising.