Using Facebook Marketplace to Sell Your Products–A New Channel for Growth

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.

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DIVISION OF RESEARCH AND ECONOMIC DEVELOPMENT

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Facebook Marketplace has been available for Consumer to Consumer goods since 2016. In May 2020, Facebook announced it would expand its selling capabilities to Business to Consumer. This opportunity opens up possibilities to have an eCommerce store without needed an eCommerce platform.

Facebook Shops make selling online easy.

Customizable collections showcase your featured products.

A single shop experience works on both Facebook and Instagram.

Design features help bring your brand to life.

Why Sell on Facebook?

- **Facebook users are spending more than 40 minutes a day**
- **You do not need a pre-existing store**

With a Facebook Shop page you can:

- add an unlimited number of products,
- organize your products into collections and categories
- communicate with your customers through the page directly,
- see stats on your sales, visits, and more,
- get your products appearing in Facebook Marketplace, giving you access to a much larger base of potential customers.

What Products Can NOT Be Sold on Facebook?

-Adult Products

-Alcohol

-Animals

-Body Parts and Fluids

-Digital Media and Electronic Devices

-Documents, Currency, and Financial Instruments

Listings may not promote the buying or selling of real or fake documents, currency, financial instruments and virtual currency

-Gambling

Listings may not promote the buying, selling or facilitation of online gambling for money or money's worth, including digital currencies. Online gambling includes gaming, betting, lotteries, raffles, casino, fantasy sports, bingo, poker and sweepstakes in an online environment.

-Hazardous Goods and Materials

-Human Exploitation and Sexual Services

-Ingestible Supplements

-Jobs

con't

-Medical and Healthcare Products

Listings may not promote medical and healthcare products and services, including medical devices, or smoking cessation products containing nicotine.

-Misleading, Deceptive, or Offensive

Prescription Products, Drugs, and Drug Paraphernalia

Listings may not promote the buying or selling of drugs, drug paraphernalia, or prescription products.

-Products with Overtly Sexualized Positioning

-Recalled Products

-Services

ANY services, including but not limited to: main, lawn, electrician, financial services, travel, photography, fitness, veterinary.

-Stolen Goods

-Subscriptions and Digital Products

Listings may not promote the buying or selling of downloadable digital content, digital subscriptions, and digital accounts.

FULL LIST AVAILABLE HERE: https://www.facebook.com/policies/commerce/prohibited_content/adult_products_or_services

Before You Get Started

You will need a Facebook Business page to set up Facebook Shops

Sell physical products (please refer to the list above)

Link to a valid US bank account and Routing numbers

Have a tax identification number (for US-based stores)

Shop Policies: shipping speed, return policy and customer service contact

1. Navigate to your Facebook business page. You need to be logged into the business page and have admin privileges.

2. By default, many Facebook business pages already have the Shop page shown when you're logged in. Your customers don't see it, but you do.

3. In order to get started, locate that Shop tab on the left and click on it.

Shop Set Up

Step by Step Guide to Getting Going

Home

Shop

Posts

Reviews

Photos

Offers

Groups

Community

Videos

Events

About
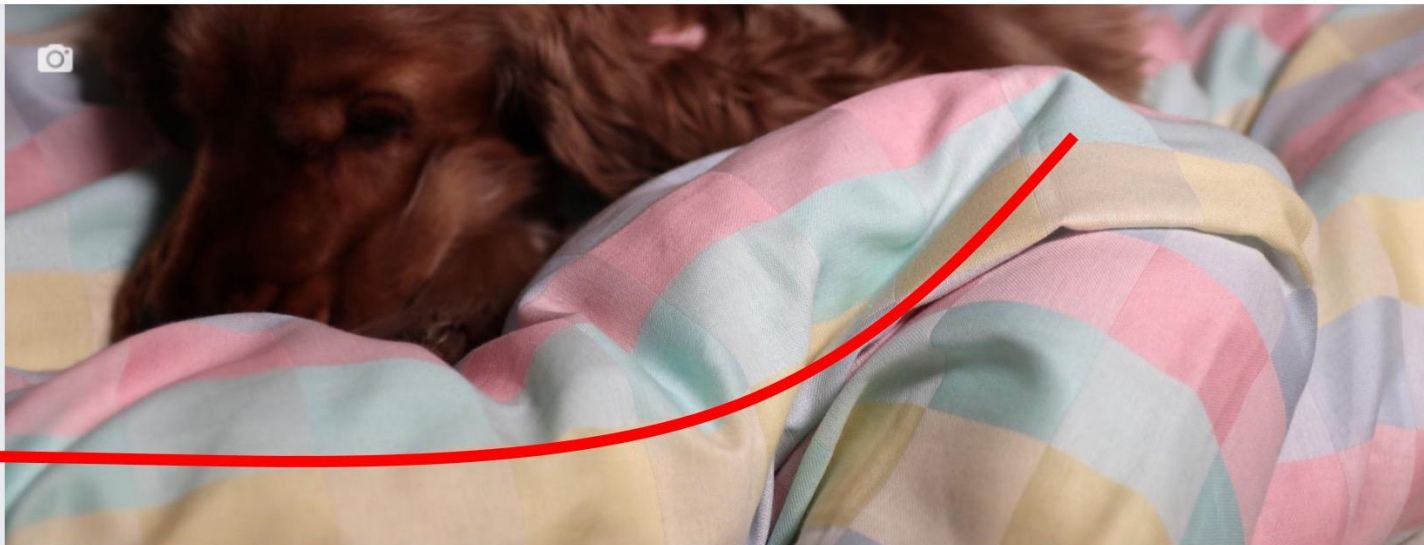
👍 Like   🔊 Follow   ➤ Share   ...

Shop Now ✏

Welcome to Your New Page   ✕

Before you share your Page with others, try these tips that help you describe your business, brand or organization. We'll give you more tips later.
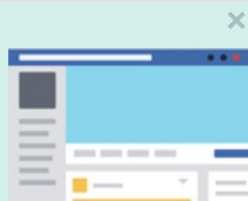
💡 **Add a Short Description**
Your Page's short description helps people know what you're about, and it appears in search results when people look for you online.

Know friends who might like your Page?
Help more people discover your Page by inviting friends to like it.

🔍 Search for friends to invite

Start Setting Up Your Shop

Add a shop to your accounts, feature items and view insights. You can direct customers to your website, allow them to message you or enable checkout directly on Facebook and Instagram.

Choose where you want customers to complete their purchase:

○ **Your Website**

● **Checkout on Facebook or Instagram**

> 🛡 **Customers will be directed to in-app checkout from your item's details page.**
>
> Customers will be able to browse your shop and checkout directly on Facebook or Instagram with Facebook Pay. They won't be directed to your website.
>
> Your business will manage orders here in Commerce Manager or on a partner platform, such as Shopify. You'll need to provide details about your business for payouts and taxation.

○ **Direct Message**

[Get Started]

Or, set up your shop for a partner platform or API:

Use a Partner Platform

You can set up your shop using a partner platform like Shopify, BigCommerce, Feedonomics and others.

[Get Started]

About Your Shop

Customers will see a shop with your business, like on your Facebook Page or Instagram profile.

Customize Your Shop

Feature collections and customize fonts and colors to create a unique in-app shopping experience.

Choose Where to Convert

Customers can convert when they view an item. Choose whether customers are directed to your website, in-app checkout or a direct message with your business.

Selecting the **Shop** tab reveals a pop-up explaining the setup you're about to walk through.

Feel free to read it and then click on the **Get Started** button or **Commerce Manager** button.

*the Facebook interface changes frequently

Set Up Shop

⭐ **Showcase Your Products**
Once you add inventory, you'll be able to group your products by theme to make them easy to shop at a glance.

🛍 **Make It Easy to Buy From You**
Your customers can browse your products and check out right on Facebook, then easily track the purchases they make.

💲 **Get Paid**
Your sales will be sent to your preferred bank account and your payment info is stored securely.

You'll be taken to Commerce Manager to set up your shop.

Go to Commerce Manager

Create Your Commerce Account

1 ### Business Information
Answer a few questions about your business on the Facebook family of apps.

Set Up

2 ### Products and Settings
Add your products, shipping options and customer service information.

Get Started

3 ### Payouts
Link a bank account and provide the required information to receive payouts. You won't be able to edit this later, so it's important to add accurate information. Learn more.

Get Started

Step 4

Connect Your Facebook Page

Connect your Commerce Account to an existing Facebook Page or create a new one.

You will only see the Pages you have admin access to.

Name Your Commerce Account

This should match the public name of your business. It will be visible to customers in their order details, emails and notifications. It can't contain special characters.

You can always change this name later.

Commerce Account Name

Commerce Account Name

Go Back   Next

Connect Your Business Manager Account

Link your commerce account to a Business Manager account. Any accounts you've already created on Business Manager will appear here.

You can only see the Businesses you are currently an admin for.

Create Your Commerce Account

1 **Business Information** ✅
Answer a few questions about your business on the Facebook family of apps.

2 **Products and Settings**
Add your products, shipping options and customer service information.

Get Started

3 **Payouts**
Link a bank account and provide the required information to receive payouts. You won't be able to edit this later, so it's important to add accurate information. Learn more.

Get Started

Add Your Products

Select a Product Catalog

Choose an existing product catalog or create a new one. You'll add products to your catalog after you finish setting up.

You can only link one catalog to your Commerce Account.

Create a New Catalog
You'll add products to your catalog after you finish setting up.

Go Back   Next

Set Your Shipping Options

These are the shipping options you'll offer for all items in your shop. You're responsible for shipping items within 3 business days from when an order is placed.

Standard Shipping	Add

Expedited Shipping	Add

Rush Shipping	Add

You can always change your shipping options later.

Go Back   Next

Set Your Shipping Options

These are the shipping options you'll offer for all items in your shop. You're responsible for shipping items within 3 business days from when an order is placed.

Standard Shipping

Expedited Shipping

Rush Shipping

You can always change your ship

Add Standard Shipping

Estimated Days to Delivery
You're responsible for shipping items within 3 business days from when an order was placed.

| Min | Max |

Price
This is the base price of this shipping option.

$0.00

Price per Additional Item
This is the amount added for every additional item in the order when this shipping option is selected.

$0.00

Cart Minimum for Free Shipping
This is the minimum cart amount eligible for free shipping

Cancel   Save

Your Return Policy

Return Window

Detail how long your customers have to return items to you. We require a minimum window of 30 days. The number of days is calculated from the day your item is delivered to the customer.

You can always edit your policy in the future. Learn more.

Number of Days

30

Customer Service Email

Enter an email customers can use to reach you for support. For details, see Facebook's customer service policy.

You can always change this to a different email.

Customer service email

support@businesspage.com

Go Back   Save

3 Payouts

Link a bank account and provide the required information to receive payouts. You won't be able to edit this later, so it's important to add accurate information. Learn more.

Get Started

Set Up Payouts

Business Address

This must be the address associated with the bank account you'll use for payouts. Any applicable tax documents will be sent to this address, so this can't be a PO box.

Street address

100 Sample Adress

Apt/Suite/Unit number · Optional

City

Providence

State

Rhode Island

ZIP code

02905

Email Address

This email address will receive all payment and order notifications.

Email address

payments@businesssample.com

Go Back   Next

What do you sell?

Select the Merchant Category Code (MCC) that best describes your business. This code is used to classify businesses by the type of services or goods they sell.

Business Category

Select ▼

Select 🔍

○ Bicycle Shops-Sales and Service

○ Boat Dealers

○ Boat Rentals and Leasing

○ Book Stores

○ Business and Secretarial Schools

○ Business Services

○ Bus Lines

Tax & Representation

Tax Information

By US law, Facebook collects tax information from anyone receiving payments for sales. This information will be used for tax and compliance purposes and is subject to our Data Policy.

Business type

Sole Proprietorship ▾

Representative Information

To keep Facebook as secure as possible, your representative should be a person with a significant role in managing your business. Our payment processors use this information to confirm your business identity, and you may need to submit additional documents for this representative at a later time.

Representative's first name

Amy

Middle name • Optional

Representative's last name

Sample-Account

Representative's Social Security number or ITIN

▓▓▓▓▓▓ 🔒

Representative's date of birth

June ▾	7 ▾	1991 ▾

Go Back   **Next**

Link Your Bank

Your payouts will be sent to your preferred bank account on a rolling basis. Learn More
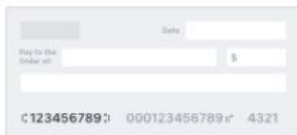
Bank routing number

9-digit routing number

Bank account number

4- to 17-digit account number

Confirm bank account number

4- to 17-digit account number

Name on bank account

Full name on account

You'll be charged a selling fee of 5% per transaction. If a transaction is $8.00 or less, you'll be charged a flat fee of $0.40.

By clicking Finish Setup, you agree to our Merchant Terms. Payment processors' terms apply, as described in the Merchant Terms. We'll store your business information and share it with payment processors to support commerce features on Facebook.

Go Back   Finish Setup

Adding Products to Your Shop

anage Shop

Add Product   ✕

Add Photos   Add Videos   ⓘ Check out our **recommended photo guidelines** for tips on making your product images look good on Facebook.

Pro...

A

Invento

Name

Price

$0.00

◯ This product is on sale ⓘ

Description

◯ Share this product on your Page ⓘ

Inventory   **Options** ⓘ

100   Edit Options

Visibility

Public ▾

Shipping Options ⚙

Any shipping option you add will be available for all your items. You're responsible for shipping items within 3 days from when an order is placed. Learn more.

- Product photos or videos. Adding at least one picture of your product is a must. It's a lot better to add multiple images. Also, if it's relevant considering the type of products you're selling on Facebook, you can add a video as well. Click on **Add Photos** to insert product images. This works just like any other uploading interface where you can grab an image from your computer and upload it to the Facebook store.
- **Name** and **Description** are pretty self-explanatory. Once again, this all depends on the type of products you're selling, so feel free to get creative and talk about what makes the product special. You can also simply copy the product description you use in your ecommerce shop.
- **Price**. No product listing can live without this crucial detail.
- **Inventory**. Tracking your inventory helps you get a grasp on the volume of sales you're having and make sure that everything is by the book.
- **Shipping Options**. Select from the set of shipping options you've configured during setup and fill out the details for this specific product.
- **Share this product on your Page**. You might want to tick this box in order to have the product shared on your page as soon as you approve it.
- **Visibility**. Set this to "Public."

Click on **Save** to finalize the process

With that done, you'll see your product live on your Shop page.

All Products

Pillows, retro style
$80.00

When a customer clicks on it, they'll see a more detailed view, along with a button letting them "Check Out on Website" – this leads them to the product page in your ecommerce store., or they can check out on Facebook

Pillows, retro style

×

Pillows, retro style

▆▆▆▆▆▆

$80

Check Out on Website →]

This will take you to ▆▆▆▆▆▆▆▆▆▆

Product Details

▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆▆

Show More   ⓘ Report Product

1 Share

How to Add More Products

How to Create a Collection

Managing your products

Once you've uploaded a certain number of products, you'll see each of them placed on a list inside your shop management panel. To get to it, just click on the **Publishing Tools** link in the top bar:
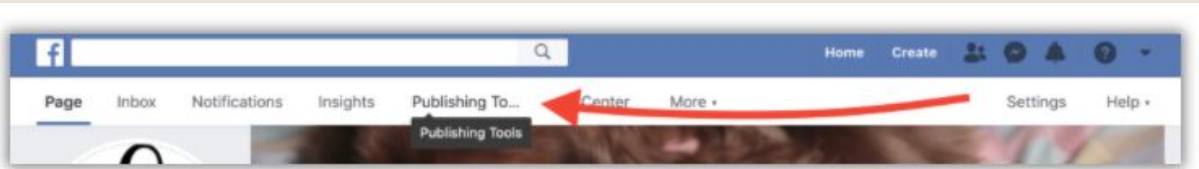
When there, from the sidebar, click on **Products**. You'll see a screen like this:
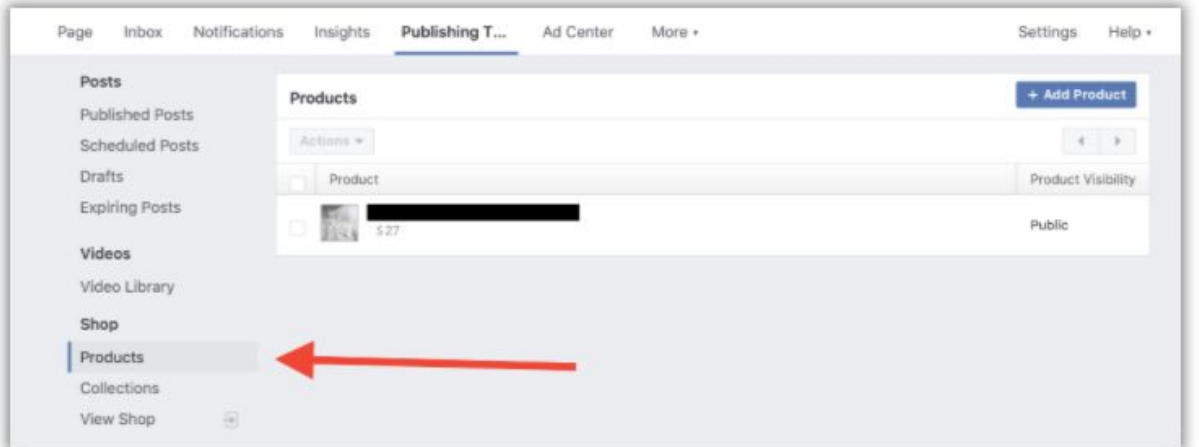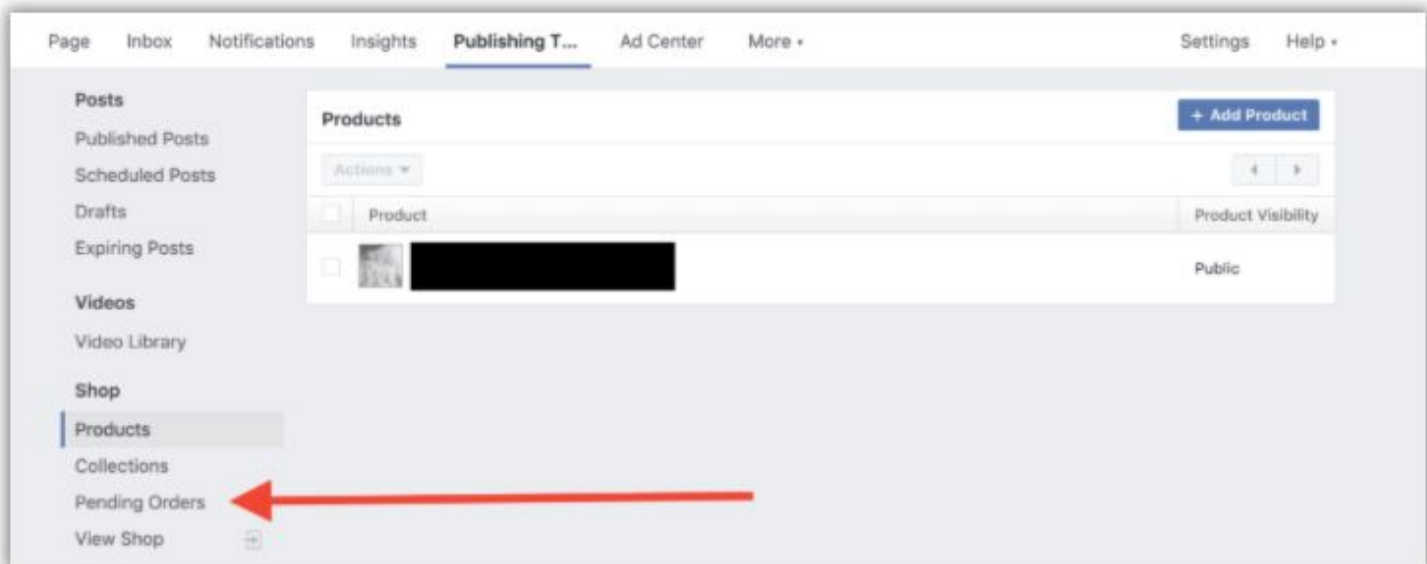
Order Management
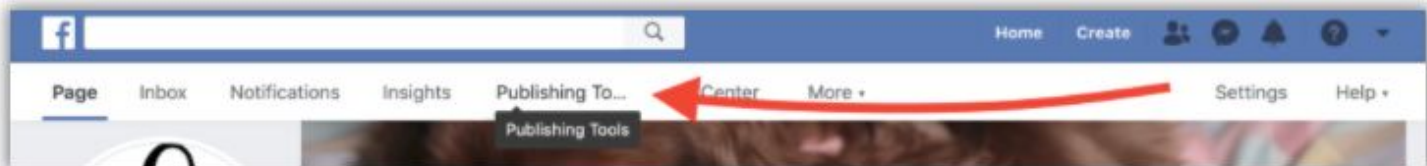
Look for the **Pending Orders** link in the sidebar. If it's there, you have order management!

Best Practices

Tagging Your Products

1. You Can Tag Your Products in Facebook Posts to Boost Sales

Once you have a Facebook shop set up, you'll be able to start tagging any of your products featured in your images.

This ensures that everyone who views your posts will become aware of the products you have available.

In the example below from Nike, you can see product listing thumbnails under the heading "Products shown."

Tagging Example

Notice how each product in the image has a price tag icon? When users hover their mouse over the icon, product information is displayed.

Here's the best part: Once you've set up your Facebook shop, tagging products in posts is quick and easy.

Use Social Engagement

Remember, the average daily user spends nearly an hour on the platform every day.

By using Facebook Shops or adding a Facebook Shop tab to your page, you can capitalize on the way users engage on Facebook.

Unlike your website, when people view your products on your Facebook store, they can Like them, save them for later, share them with friends, or leave a comment asking a question or sharing their thoughts.

Reduce Sales Friction

You want to make it as easy as possible for people to purchase your products.

The more hoops you make customers jump through, the more likely they'll give up or get distracted and not complete their purchase.

Simply put, a Facebook store makes life easier for Facebook users.

They can browse your products in the same window they're using to chat with friends. Plus, they can add products to their cart and then check out on the platform, or head to your website to finish purchasing your products.

Summary

1. People are spending about an hour a day on Facebook

2. You do not need an eCommerce platform to have a Facebook Shop

3. You do not need a developer to code anything for you to create a Facebook Shop

4. Easily integrates with all eCommerce platforms

5. Becomes a makeshift website and builds credibility

6. Easily share your products on your newsfeed through tagging

7. Easily update your product catalog

Resources:

Commerce Product Merchant Agreement

Create a Facebook Shop

All About Commerce Manager

Facebook Shops Inventory Management

Adding Product Variants

Apparel and Accessories Tax Codes

Facebook Shops Fees

Questions?

Type your question to the chat box

Contact Us:

401-874-7232

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susandavis@uri.edu