



# Selling Online Made Easier with Automation

**YES E-Book Vol. 4**

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## 02

# Turn Facebook into Your Personal Webstore



Did you know that 94% of Malaysians discover new things on Facebook, and 3 out of 5 Malaysians make a purchase after seeing an ad on Facebook?

E-commerce on social media platforms is a vibrant place. But for those new to the industry, it might be overwhelming.

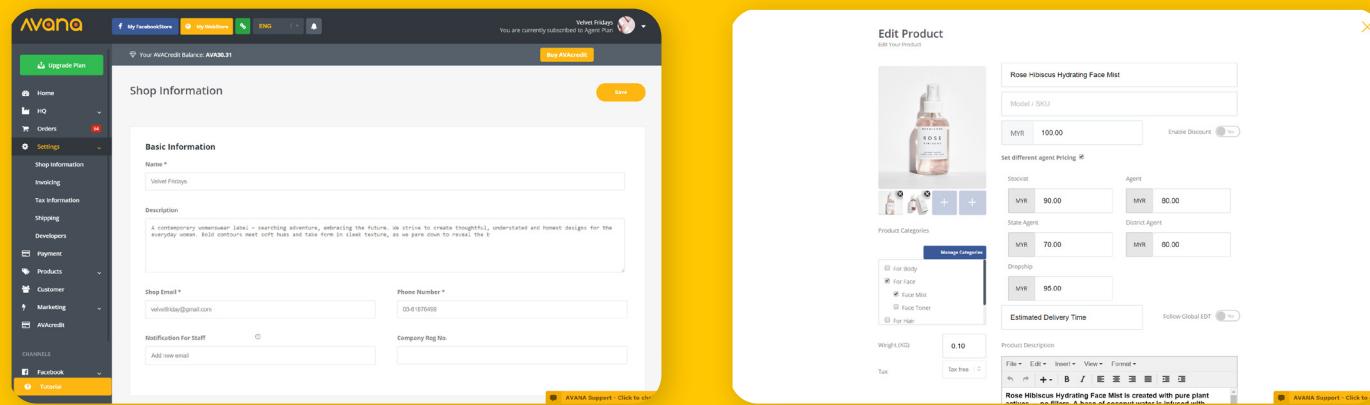
To help manage your online business better, AVANA has a whole suite of automation and management tools.



# 03

## Create your personal webstore connect it to your Facebook page.

From the intuitive and user-friendly dashboard, you can:



Create a name and description for your webstore

Add products and insert important information for your product description

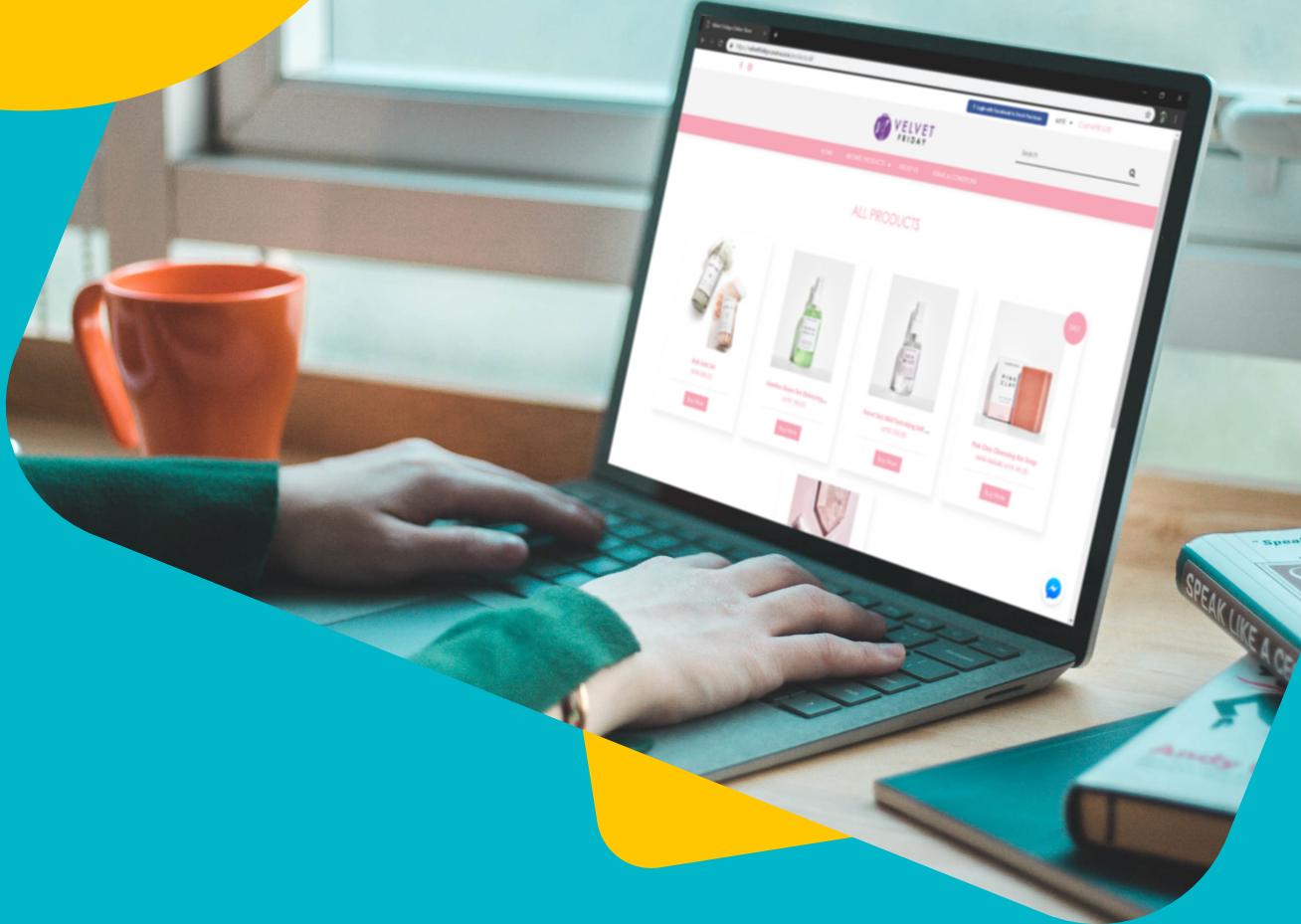
Through AVANA's dashboard, you will be able to view and track shipping tracking information, multiple payment choices, auto-PM capabilities, auto-invoicing features, and so many more.

# 04

## Manage and Design an Easy-to-Use Store

Creating and designing a custom-made webstore can cost thousands and take months to be completed. Instead, there's actually a simpler, cheaper alternative - AVANA.

Improve your customer's experience by using AVANA's pre-built webstore templates.



**Add Product**  
Add New Product To Your Shop

## 1. Add Product

**Pink Clay Cleansing Bar Soap**

## 2. Insert Description

**Edit Product**  
Edit Your Product

## 3. Drag & Drop images

Easily add products, insert product descriptions and drag-and-drop images to your products. Once you're done, hit publish and it will be automatically synced to your webstore and Facebook store.



# 05

## Increase Conversions through Remarketing

Remarketing on Facebook is one of the most powerful ways to increase conversions and improve sales in e-commerce. It's made possible by the Facebook pixel feature.

It's incredibly useful but can be cumbersome to install and manage. Which is why using AVANA can be a great help, as it can automatically install your webstore's Facebook pixel for you.



# 06

## Auto-Respond to Your Customers



When you first start your webstore, you might not get a lot of messages or queries. But what if it grows and you get flooded with non-stop messages from customers?

**AVANA has...** an auto-respond feature to help automate your customer relationship management (CRM). With this option, you'll be able to respond to every message, no matter how busy you get.

# 07



## Automatically Create Invoices

When you're selling online, you need to run your business professionally and legitimately. And this is why it's important to create invoices for every sale that you successfully make.

While creating invoices manually can be time-consuming, you can instead use AVANA's auto-invoicing feature. Not only will you save time but you'll have immediate access to all your invoices for future use (especially when you're doing your business accounting for tax filing).

# 08

## Manage Shipping with an Automated System

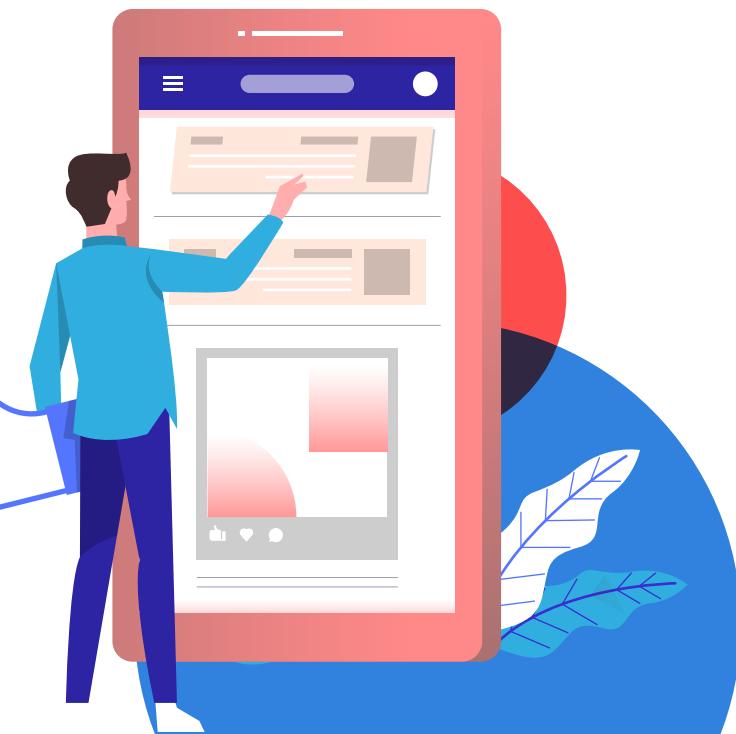
Fulfillment and shipping is perhaps the most crucial part of e-commerce. A lot of customer happiness experience depends on how well you manage the last mile delivery aspect of your business. This is why AVANA features a shipping management system that is integrated with Pos Laju.

You'll be able to track your shipments and the status and progress of your customers' orders. And the best part? You can print pre-filled consignment notes with a click of a button and schedule for pickup by Pos Laju.



# Your AVANA webstore setup checklist:

- Setup shop information
- Setup payment method
- Upload products
- Setup marketing
- Channel setup: Facebook
- Channel setup: Webstore



Let's  
Go.

Now that you have an idea on how to make your own online shop using AVANA, let's do it.



[www.avana.asia](http://www.avana.asia)