



Module 15

Omnichannel

Module 15: Omnichannel

□ Introduction

Omnichannel is more than simply listing products and uploading logos to multiple channels. This journey can take many forms such as a brick and mortar retailer building their brand online, a fashion designer uploading their lookbook for followers to purchase early, an Amazon seller streamlining multi-channel order fulfillment or an enterprise online retailer utilizing in-house tools to manage a product catalog.

Using integrations with top marketplaces, you can list your products across multiple channels, centralized within a single platform, reducing overselling and time spent creating and managing listings across platforms, and increasing overall selling potential. Integrations include Google Shopping, Amazon, Facebook, eBay and many point of sale providers.

In this module you will explore the built-in features to integrate BigCommerce with marketplaces, social media, and brick and mortar stores.

□ Learning Objectives

After completing this module, you should be able to:

- Install the Google Shopping by Sales and Orders app
- Modify the products in the shopping feed
- Remove a product from the feed
- Map categories to Google Shopping categories
- Locate the pages describing the requirements of using the Amazon and eBay marketplace integrations
- Describe how to integrate eBay and/or Amazon
- Describe how products are listed from BigCommerce to eBay and/or Amazon using the built-in integration
- Describe how products and listings can be imported from eBay to BigCommerce
- Describe the differences between the page found at *Products > View* before and after enabling the eBay and/or Amazon integrations
- Identify the originating channel of an order
- Locate the pages that describe the requirements of using the Facebook and Pinterest social media integrations
- Describe how to integrate Facebook and/or Pinterest including the additional requirements for using Facebook Checkout
- Describe the differences between Pins, Rich Pins, and Buyable Pins on Pinterest
- Differentiate between orders that originated from the online store and from Facebook
- Describe the process of tagging products in Instagram posts
- Describe how products and stock levels are synced between Square and BigCommerce
- Locate errors generated while syncing products or stock levels between Square and BigCommerce
- Identify the benefits of integrating with each marketplace and social media channel
- Identify the requirements to integrate each marketplace and social media channel

□ Lessons

This module includes the following lessons:

Lessons
Lesson 1: Google Shopping Integration
Lesson 2: Channel Manager Marketplace Integrations
Lesson 3: Channel Manager Social Integrations
Lesson 4: Square Catalog Sync
Lesson 5: Buy Buttons

Omnichannel Lesson 01:

Google Shopping Integration

❑ Introduction

Google Shopping is a pay-per-click product ad campaign service that displays your product ads in Google search results. They feature rich product data like reviews and promotions and can be promoted directly to your market's target audience on the world's largest search engine, letting you leverage your existing BigCommerce catalog for Google Shopping.

In this lesson you will use the Google Shopping by Sales & Orders app to create and submit a Google Shopping feed.

❑ Learning Objectives

After completing this lesson, you should be able to:

- Install the Google Shopping by Sales and Orders app
- Modify the products in the shopping feed
- Remove a product from the feed
- Map categories to Google Shopping categories

❑ Content

This lesson includes the following content:

Content
Lab Activity: Google Shopping Integration

❑ Reference

This lesson may reference the following content

Reference
Article: How important is Google Shopping for retailers? https://searchengineland.com/important-google-shopping-retailers-280548
Article: Google Shopping sees huge growth in first quarter of 2016 http://www.businessinsider.com/google-shopping-sees-huge-growth-in-first-quarter-of-2016-2016-4
KB Article: Selling on Google Shopping https://support.bigcommerce.com/articles/Public/Google-Shopping/

Build-A-Store: Google Shopping Integration

Duration: 30 minutes

In this lab you will...

- Install the Google Shopping by Sales and Orders app
- Modify the products in the shopping feed
- Remove a product from the feed
- Map categories to Google Shopping categories

Prerequisites

2. A Google account
3. A Store on a Custom Domain
4. Build-A-Store: Add Products part 1
5. Build-A-Store: Introduction to Apps
6. Build-A-Store: Launch the Store
7. Build-A-Store: Submit a Sitemap to Google

Background

Google Shopping is a pay-per-click product ad campaign service that displays your products' ads in Google search results.

Complete These Steps




1. **Install** the *Google Shopping by Sales & Orders* app

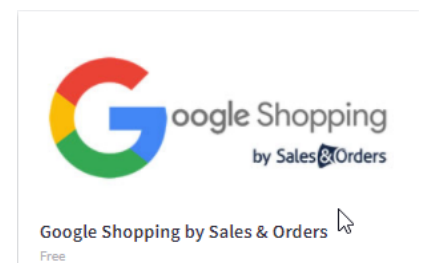
- a. **Navigate** to bigcommerce.com/apps



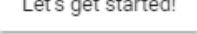
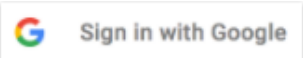
The store owner user account is the only account that can install apps. For more information on store owner permissions, review this article in the Help Center:

<https://support.bigcommerce.com/articles/Public/Store-Owner/>

- b. **Locate and click** the *Google Shopping by Sales & Orders* app listing
- c. **Click** the  button
- d. **Log into** your existing store
- e. **Click** the  button
- f. **Click** the  button



If your store is still on a *.mybigcommerce.com domain, you will be unable to continue until you move your store to a custom domain.

- g. **Review** the text on Step 1 of the setup process, then **click** the  button
- h. **Click** the  button and **log in** with your Google account

i. Click the **ALLOW** button to grant permissions to salesandorders.com

i. Wait 5 seconds for the *Authorization Successful* window to close



If you already have a Google Merchant Center account and have claimed your website in the past, at this point you will be brought to Step 5: Finish. If this is the case, click the **Take me to my Dashboard** button and skip ahead to part 2 of this activity.

j. If you do not already have a Merchant Center account, **wait** about 30 seconds for Sales and Orders to create one for you.



Did you skip ahead before waiting? If you get stuck on *Step 4 Claim Website* and are **not** provided a meta tag, please wait an additional 30 seconds and then simply refresh your browser.



If you are setting a Merchant Center account for the first time, you will need to configure Tax and Shipping settings for Merchant Center before any ads will display on Google Shopping. You can configure these settings from your Merchant Center account, or from the Google Shopping by Sales & Orders app. More information on these settings can be found here:

- <https://support.google.com/merchants/answer/6069284>
- <https://support.google.com/merchants/answer/160162>

k. If you have not already claimed and verified your website with Google:

i. Copy the <meta> tag presented on *Step 4: Claim Website*

CLAIM WEBSITE

Please add the following meta tag to your Web Analytics:

```
<meta name="google-site-verification" content="..." />
```

Not sure how? Follow [this easy guide](#) and then come back and click below:

Claim & Verify

ii. In the control panel, **navigate** to *Advanced Settings > Web Analytics*

iii. If it is not already checked, **check** the *Google Analytics* Box and **click** the **Save** button

<input type="checkbox"/>	Facebook Pixel
<input checked="" type="checkbox"/>	Google Analytics
<input type="checkbox"/>	Visual Website Optimizer

iv. **Click** the Google Analytics tab and **paste** the <meta> tag into the *Tracking Code:* field

General Settings

Google Analytics

The box below can be used for analytics and verification scripts. [Learn more about setting up Google Analytics.](#)

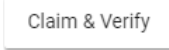
Settings

Tracking Code:

```
<meta name="google-site-verification" content="..." />
```

v. **Click** the **Save** button

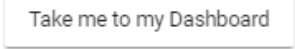
l. **Navigate** back to *Apps > Google Shopping by Sales & Orders*

- m. Click the  button



If your store is not yet launched or is down for maintenance, the site verification will fail. Make sure the store is launched and not down for maintenance, then try again. For more information on launching the store or using the down for maintenance setting, see these articles in the Help Center:

<https://support.bigcommerce.com/articles/Public/Launching-Your-Store/>
<https://support.bigcommerce.com/articles/Public/Maintenance-Mode/>

- n. Click the  button

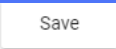
2. Modify the products in the shopping feed



Gender and Age Group attributes are required for all Apparel & Accessory products in Google Shopping. Check out Google's support articles for more information on attribute requirements by category. For more information on mapping Gender and Age Group attributes in Google Shopping by Sales & Orders, check out this article in their help center:

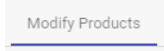
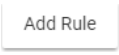
<http://support.salesandorders.com/feed-tool/modify-products/modify-products-gender-apparel-accessories-only>
<http://support.salesandorders.com/feed-tool/modify-products/modify-products-age-group-apparel-accessories-only>

These steps will set the *Age Group* attribute for all products without a value in the *Age Group* field to *Adult*.

However, these steps are simply an example. If you do not wish to make this change, do not click the  button.

Take some time here to explore the different attribute and filter settings available in the Modify Products menu. *Note:* Modifying product titles in bulk can be a powerful tool to optimize Product Listing Ads (PLAs) and is available through Sales and Orders for \$20 per month. More information on this feature can be found in the Sales and Orders Help Center here:

<http://support.salesandorders.com/feed-tool/modify-products/advanced-modify-products-paid-version>

- a. In the Google Shopping by Sales and Orders app, click the  tab
- b. In the *Select Google Attribute* field, **select** *Age Group*
- c. In the *Modifier Rules* section, click the  button
- d. In the *Edit Rule* section:
- Select *Adult (Typically teens or older)* for the *Set Attribute Value To:** field
 - Select *Age Group* for the *Field ** field
 - Select *Is Empty* for the *Type ** field

Edit Rule

Set Attribute Value To: *

Adult(Typically teens or ... ▼

Filter Products

Field *

Age Group ▼

Type *

Is Empty ▼



Value (Press Enter to add multiple)



+ Add Filter

Save

iv. Click the  button

1. *Note: If you clicked the  button but do not wish to make this change in your feed, simply delete this rule with the  button before sending the feed to Merchant Center*

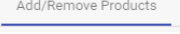


What about attributes like color and size? By default, the app will attempt to automatically map specific attributes such as color, gender, material, pattern, and size. For more advanced users or those familiar with Custom Labels in Google Shopping, the Source/Target Mapping can be used to map unique attributes from your store to Custom Label options in feeds.


More information on Source/Target Mapping can be found in the Sales and Orders Help Center here:

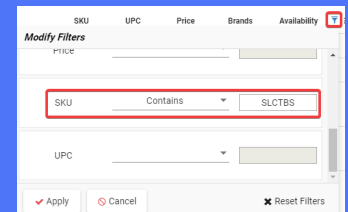
<http://support.salesandorders.com/feed-tool/category-mapping/mapping-google-categories>

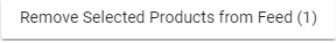
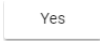
3. Remove a product from the feed

- a. In the Google Shopping by Sales and Orders app, **click** the  tab
- b. **Locate** a product to remove from the feed.



You can use the  button in the header of the table of products to filter products by name, SKU, UPC, or any other field visible on this page:



- c. **Check** the checkbox next to the product in the table of products
- d. **Click** the  button, then **click** the  button

4. Map categories to Google Shopping categories




Mapping BigCommerce categories to Google Product Categories can make products easier to find in some cases, but is not always required. Apparel, media, and video game products usually require mapping, but most others don't. For more information on Category Mapping and when it is appropriate, check out the Sales and Orders Help Center here:

<http://support.salesandorders.com/feed-tool/category-mapping/mapping-google-categories>

- a. In the Google Shopping by Sales and Orders app, **click** the  tab

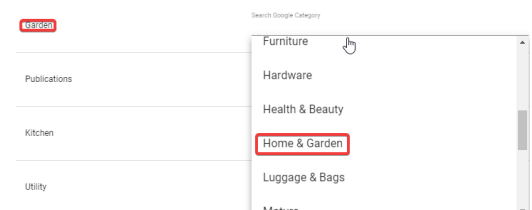


You can map categories one at a time, or all at once. This example will show you how to map categories one at a time.

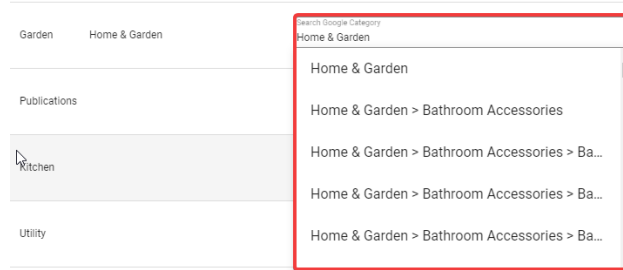
- b. In the list of categories, **click** the  field for a category you would like to map.
- c. **Select** an appropriate category from the list
- d. **Click** into a blank area of the page to remove focus from the

 field

- e. **Click** the Google product category you selected in the previous steps



- i. *Note: The first time you clicked the **Search Google Category**, Google's top-level categories were available for selection. The second time, more specific categories should be available:*



- f. **Choose** the most appropriate category for your products
- g. **Click** the **Save Changes (2)** button



This activity covers the basics of creating and managing a data feed to submit products from BigCommerce to Google Merchant Center. When you are ready, you can use the **Send Feed to Merchant Center** button to send the feed to Merchant Center.

Basic feed management is available for free using the Google Shopping by Sales & Orders app, but Sales & Orders can offer many more features such as campaign and CPC bid management, remarketing, setting up RLSA, negative keyword management, and more.

Live chat and contact information for Sales & Orders can be found in the--- app. For more information or to request a demo of some of the premium features, check out <https://www.salesandorders.com/>.

Omnichannel Lesson 02:

Channel Manager Marketplace Integrations

Introduction

If you’re seeking more opportunities to uncover and optimize your revenue streams, you’ll want to consider using BigCommerce Channel Manager. Channel Manager lets you connect to marketplace sales channels like eBay and Amazon while using the same processes to fulfill orders from a centralized location.

In this lesson you will explore the features in Channel Manager that allow merchants to list products to marketplaces and manage orders from marketplaces.

Learning Objectives

After completing this lesson, you should be able to:

- Locate the pages that describe the requirements of using the Amazon and eBay marketplace integrations
- Describe how to integrate eBay and/or Amazon
- Describe how products are listed from BigCommerce to eBay and/or Amazon using the built-in integration
- Describe the differences between the page found at *Products > View* before and after enabling the eBay and/or Amazon integrations
- Differentiate between orders that originated from the online store and from eBay or Amazon

Content

This lesson includes the following content:

Content
Video: Getting Started with eBay
Q&A Activity: Channel Manager Marketplace Integrations

Reference

This lesson may reference the following content

Reference
KB Article: Selling Everywhere with Channel Manager https://support.bigcommerce.com/articles/Public/Selling-Everywhere-with-Channel-Manager/
KB Article: Sell on eBay https://support.bigcommerce.com/articles/Public/Selling-On-eBay
KB Article: Sell on Amazon https://support.bigcommerce.com/articles/Public/Sell-on-Amazon

Video: Getting Started with eBay

Video

Watch the *Getting Started with eBay* video on YouTube:
<https://youtu.be/jXxf3m87DA0>

Notes

Use the area below for writing down any notes or key takeaways from the video:

Q&A: Channel Manager Marketplace Integrations

Duration: 5 minutes

Instructions

Use your test store and the BigCommerce KB to answer the following questions.

1. Which marketplaces can be integrated from Channel Manager?
2. Once a marketplace integration is enabled from Channel Manager, the page found by navigating to *Products > View* changes. Using the New Product List, how can you list products to eBay or Amazon?
3. How can a merchant tell which orders originated from a marketplace when viewing their orders in the BigCommerce control panel?

Omnichannel Lesson 03:

Channel Manager Social Media Integrations

❏ Introduction

In addition to the marketplace channels you explored in the previous lesson, Channel Manager allows merchants to integrate their stores with social media channels like Facebook and Pinterest. BigCommerce merchants can allow customers to browse their store's catalog and inventory with accuracy, and even checkout from their favorite social networks.

In this lesson you will explore the features in Channel Manager that allow merchants to list products to social media channels and manage orders from social media channels.

❏ Learning Objectives

After completing this lesson, you should be able to:

- Locate the pages that describe the requirements of using the Facebook and Pinterest social media integrations
- Describe how to integrate Facebook and/or Pinterest, including the additional requirements for using Facebook Checkout
- Describe the differences between Pins, Rich Pins, and Buyable Pins on Pinterest
- Differentiate between orders that originated from the online store and from Facebook
- Describe the process of tagging products in Instagram posts

❏ Content

This lesson includes the following content:

Content
Q&A Activity: Channel Manage Social Media Integrations

❏ Reference

This lesson may reference the following content

Reference
KB Article: Selling Everywhere with Channel Manager https://support.bigcommerce.com/articles/Public/Selling-Everywhere-with-Channel-Manager/
KB Article: Sell on Facebook > Requirements https://support.bigcommerce.com/articles/Public/Selling-on-Facebook-Shop-Pages#issues
KB Article: Sell on Facebook https://support.bigcommerce.com/articles/Public/Selling-on-Facebook-Shop-Pages/
KB Article: Selling on Pinterest > Requirements for Pinterest Buyable Pins https://support.bigcommerce.com/articles/Public/Pinterest#intro-requirements-for-pinterest-buyable-pins
KB Article: Sell on Pinterest https://support.bigcommerce.com/articles/Public/Selling-on-Pinterest
KB Article: https://support.bigcommerce.com/articles/Public/Sell-on-Instagram/

Q&A: Channel Manager Social Media Integrations

Duration: 5 minutes

Instructions

Use your test store and the BigCommerce KB to answer the following questions.

1. Which social media channels can be integrated from Channel Manager?
2. What is the source of the product catalog used by each social media channel (Hint: not all of them pull products directly from BigCommerce)?
3. BigCommerce enables merchants to let customers pin their products to boards on Pinterest. These may be Pins, Rich Pins, or Buyable Pins. Briefly describe the differences between these types of pins and where the settings for each are found in the BigCommerce control panel.
4. Facebook collections are automatically created for each of your top-level categories in BigCommerce when products are exported from BigCommerce to Facebook using the integration in Channel Manager. Can a merchant create new collections and manage the visibility of products on Facebook independently of the categories and visibility settings in BigCommerce?
5. Once a store's catalog is approved, Instagram allows merchants to tag up to five products in a single post. Merchants do not tag Instagram posts through the BigCommerce control panel or Instagram's website. What must a merchant use to tag products in Instagram posts?

Omnichannel Lesson 04:

Square Catalog Sync

Introduction

Our Square Point of Sale integration allows you to import Square products into BigCommerce, export BigCommerce products into Square, and utilize automatic two-way syncing to keep accurate inventory.

While this module will focus on the Square feature in the Point of Sale manager portion of the BigCommerce control panel, many other best-in-class POS solutions such as Shopkeep, Springboard Retail, and Hike POS integrate with BigCommerce using apps available in the App Marketplace.

In this lesson you will start a trial store and get acquainted with the control panel.

Learning Objectives

- After completing this lesson, you should be able to:
- Describe how products and stock levels are synced between Square and BigCommerce
 - Locate errors generated while syncing products or stock levels between Square and BigCommerce

Content

This lesson includes the following content:

Content
Q&A Activity: Square Catalog Sync

Reference

This lesson may reference the following content

Reference
KB Article: Syncing Your Products with Square
https://support.bigcommerce.com/articles/Public/Syncing-Your-Products-with-Square/

Q&A: Square Catalog Sync

Duration: 7 minutes

Instructions

Use your test store and the BigCommerce KB to answer the following questions.

1. Which two Square products integrate with BigCommerce out of the box?

2. Are merchants that integrate with Square Point of Sale required to also integrate with Square Payments?

3. Does BigCommerce support importing products from Square to BigCommerce, exporting products from BigCommerce to Square, or both?

4. After products are initially synced between Square and BigCommerce, most updates to stock levels are synced between Square and BigCommerce. Which of these scenarios will NOT properly sync stock levels?
 - a. An order placed using Square Point of Sale
 - b. An order placed from the BigCommerce store
 - c. A stock level is manually updated in Square
 - d. A stock level is manually updated in BigCommerce

5. Are orders placed using Square Point of Sale visible in BigCommerce?

Omnichannel Lesson 05:

Buy Buttons

Introduction

The Buy Buttons app helps market your brand and grow your business by extending your BigCommerce products and functionality to blogs, social media posts, marketing emails, landing pages, advertisements and anywhere you can add HTML. Buy Buttons can be sized to fit specific dimensions (card types) and can be customized to reflect your business's colors and brand. Advanced users can also integrate Google Analytics to track views and conversions.

In this lesson you will use the Buy Buttons app to create and embed Buy Buttons.

Learning Objectives

After completing this lesson, you should be able to:

- Describe Buy Buttons and some of their uses
- Install the Buy Buttons app
- Create a Buy Button
- Embed a Buy Button on a web page

Content

This lesson includes the following content:

Content
Lab Activity: Create and Embed a Buy Button

Reference

This lesson may reference the following content

Reference
KB Article: Buy Buttons
https://support.bigcommerce.com/articles/Public/Buy-Buttons-app/

Build-A-Store: Create & Embed a Buy Button

Duration: 10 minutes

In this lab you will...

- Install the Buy Buttons app
- Create a Buy Button
- Embed the Buy Button on a web page

Prerequisites

1. *Build-A-Store: Add Products part 1*
2. *Build-A-Store: Offline & Test Payment Methods*
3. *App Marketplace Lesson 01: Introduction to Apps*
4. *Build-A-Store: Web Content Pages*

Background

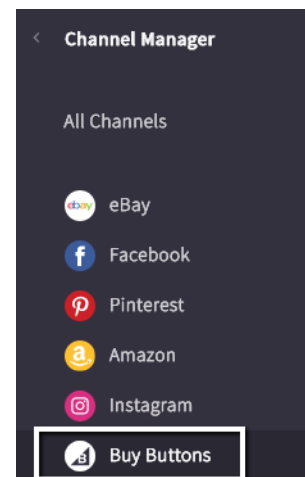
The Buy Buttons app helps market your brand and grow your business by extending your BigCommerce products and functionality to blogs, social media posts, marketing emails, landing pages, advertisements, and anywhere you can add HTML or links.

Complete These Steps

1. **Install** the Buy Buttons app

- a. **Navigate** to *Channel Manager > Buy Buttons*
- b. **Review** the landing page content
- c. **Click** the *Install App* button at the bottom of the page
- d. **Click** the *Confirm* button

2. **Create** a Buy Button



Product Variant

Select a product variant to create a buy button. [Choose](#)

Button Type: Card Theme: Default

Redirect To: Checkout (recommended) Open In: Popup Window (recommended)

Source: i.e. holiday_email Show Advanced Options

No variant selected.

To generate a button, you must first select a product variant.

- a. **Click** the *Choose* button
- b. **Type** a keyword to search for one of your products
- c. **Press** Enter/Return
- d. **Select** the SKU you would like to promote with a Buy Button



If the product you wish to promote has multiple SKUs but you're not sure which one a shopper may want to ultimately purchase, select any SKU belonging to that product at this step. Later, when you select the *Redirect To* destination, you will choose "Product Details Page" instead of "Checkout". This way, after clicking the Buy Button, the shopper will be redirected to the product page where they can select options for the SKU they want to purchase.

- e. **Click** the *Select* button
- f. **Choose** a *Theme*
- g. **Click** the *Get Code* tab above the preview
- h. **Click** the *copy and paste* link above the code

3. **Embed** the Buy Button on a web page

- a. **Navigate** to *Storefront > Web Pages*
- b. **Click** the *Create a Web Page* button
- c. **Ensure** *Contain content created using the WYSIWYG editor below* is selected
- d. **Type** Buy Button Demo in the *Page Name* field
- e. **Click** the HTML button on the WYSIWYG editor
- f. **Click** the *Save & Exit* button



Your Buy Button should now be visible on your storefront when you visit the *Buy Button Demo* page. You can embed the same code on any third party website that allows you to enter HTML with an iframe.

If you to create a similar link in a place that does not accept HTML with iframes, like Facebook status updates or email, you can use the *Link* button type instead of *Card*.