



Beginner's Guide To Sell Online On Facebook

bigly.

Table of Contents

Part 1: Introduction to Facebook

- 1.1 What is Facebook
- 1.2 What does the Facebook do
- 1.3 History of Facebook
- 1.4 Why Facebook is So Popular
- 1.5 Businesses Using Facebook

Part 2: Create Your Facebook Account

- 2.1 Personal Facebook Account
- 2.2 Business Account on Facebook
- 2.3 Personal Account vs. Business Account
- 2.4 Sign Up for a Personal Account

Part 3: Facebook for Business

- 3.1 Facebook Page
- 3.2 How to Create a Facebook Page
- 3.3 Set up Your Shop Section
- 3.4 Select Check out Method
- 3.5 Setting up Your Shop
- 3.6 Add Products to Your Shop

Part 4: Facebook Group

- 4.1 What is Facebook Group
- 4.2 Facebook Pages vs. Facebook Group
- 4.3 How to Set Up a Facebook Group
- 4.4 Privacy Settings for Group

Part 5: Promotion of Business Page

- 5.1 Share and Promote Your Page
- 5.2 Advertise on Facebook
- 5.3 Analyze Your Business

Part 1: Introduction to Facebook

1.1 What is Facebook:

Facebook is a very Popular and Free Social Networking Website. It allows the users to Create Profiles, Send Messages to family and friends, Upload and Sharing of photos and videos. Besides these basic functions, Facebook offers an online platform for small and medium businesses. Facebook is available in 37 different languages across the world.



1.2 What does the Facebook do:

Facebook offers a lot of functions to its customers. Here are some functions listed below:

Groups: A Facebook Group is created for an Organization or Business to promote his activities. Users can also join the Group and can post their Thoughts or Enquiries on the wall. They can take part in the discussion amongst the other members of the Group.

Events: A Facebook Event is a calendar-based facility which can be used to notify users of Upcoming Events. It can be created by an individual or an organization to let the people know about any Upcoming Event. The Admin of Event can invite his friends, other members of the Group or the Followers of the Page.

Pages: A Facebook Page is a Public Profile created by Businesses, Organizations, Celebrities or Individuals who are searching to promote their businesses or themselves in Social Media. Facebook Pages have “Fans”, instead of “Friends” in the case of Personal Profile Pages.

Marketplace: The Facebook has developed a new feature that allows you to buy and sell your products. You can easily setup your online shop on Facebook so that your local neighboring people can have a look for items from you.

1.3 History of Facebook:

- Facebook was launched on February 4, 2004. It was founded by Mark Zuckerberg with his college friend Eduardo Saverin at Harvard University.
- In earlier days, to join Facebook you had to have an Email address at one of the schools in the network.
- It soon expanded beyond Harvard University to other colleges in the Boston area, and then to Ivy League schools.
- A high school version of Facebook launched in September of 2005.
- In October it expanded to include colleges in the U.K., and in December it launched for colleges in Australia and New Zealand.
- Finally, in 2006, Facebook opened to anyone 13 years or older and took off, overtaking MySpace as the most popular social network in the world.
- In 2007, Facebook launched the Facebook Platform, in which developers could to create applications on the network.
- So, Facebook announced that it would set up its international headquarters in Dublin, Ireland in October 2008.
- In 2010, Facebook began to invite users to become beta testers after passing a question-and-answer-based selection process.
- As of October 2011, over 350 million users accessed Facebook through their mobile phones, accounting for 33% of all Facebook traffic.
- As a result, On April 24, 2014, Facebook and Storyful announced a new feature called FB Newswire.

1.4 Why Facebook is So Popular:

As you know that Facebook is very popular in the Social Media Platform. According to Statista, as of the fourth quarter of 2017, Facebook had 2.2 billion monthly active users. But the question arises Why Facebook is so popular? Here are the reasons behind the popularity of Facebook so.

- **User-Friendly Nature:** Facebook has the Simple User Interface which enables even a small 14-year-old to use it easily. Anyone can easily text, comment, like posts of others by just a single click.
- **All Platform Optimised:** Facebook is mobile as well as computer optimised. It supports iPad, iPhone or other mobile devices also. Facebook Lite and Facebook Messenger Apps support all platform which gives a great look.
- **Great Source of Information:** Facebook is also an immense source of information through which the users can read News and Posts about all the incidents that are happening all over the world.
- **Entertainment:** Facebook is the best place to remove your boredom where a person can engage in videos, posts or news. Other than this, one can join a group and start a chat with strangers and make new friends.
- **Best Source to Find Old Friends:** Facebook helps you to find old friends that you went to school with or worked with. Here you can search a lot of friends related to your field.
- **Great Security:** Facebook has a great security where your username and password are secured. If anyone tries to access your account remotely, Facebook sends you an alert message regarding this access.

1.5 Business Using Facebook:

Nowadays, everyone has a Facebook ID and think it is a social messaging service. But Facebook does many more besides it. Do you know, here you can sell your product also? Surprise! Yes, Facebook offers an online selling and buying facilities for your business. Here you can register your shop on the Facebook Page and can list your products. A lot of sellers and buyers are always available on this platform. You can spread your business through globally. Facebook doesn't cost it. It is absolutely Free service. Hence it is definitely beneficial for you, isn't? But the problem is that you may not be known the process of how to sell on Facebook.

Don't worry, be with me, here I will provide you with a complete guide on How to sell your Product on Facebook without purchasing Inventory in easy steps.

Next, you will find step by step process to sell on Facebook in an easy way. Let's start.

Part 2: Create Your Facebook Account

2.1 Personal Facebook Account:

Everyone who joins Facebook first time gets a Profile. This is the Personal Facebook Account. This is the place where anyone can connect with friends, see their posts in News Feed, can post ideas and can share photos. According to the Facebook's Terms & Condition, one is allowed to create one and only one Facebook Profile.

2.2 Business Account on Facebook:

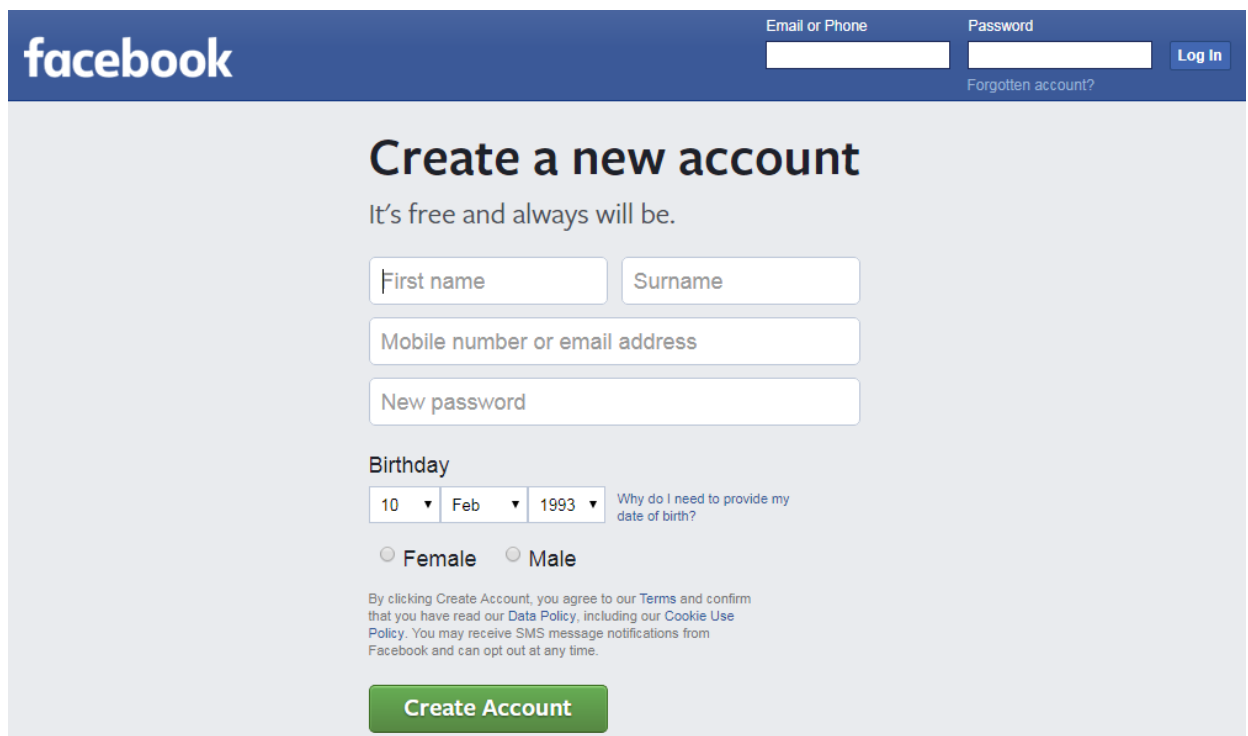
There, Facebook offers a business option. It's carried out by Facebook Business Page or simply Facebook Page. I have explained you this Page already in the previous part.

2.3 Personal Account vs. Business Account:

- Personal Profiles are for Social Networking while Facebook pages are for Business.
- There is an option for Add a friend in Personal Account while in Business Account there is Follow option.
- Facebook Business Page consists of different categories, i.e. Local Business, Brand or Products, Organization or Institution etc.
- A Facebook business Page gives the customers to find a product, to follow your shop, likes to your products, your blogs etc.
- In addition, it offers a huge variety of Advertising Tools to promote your shop automatically.

2.4 Sign Up for a Personal Account:

First of all, You need a Facebook Account to start your business on a large platform.



The image shows the Facebook sign-up interface. At the top, there's a dark blue header with the Facebook logo on the left and login fields on the right. The login fields include 'Email or Phone' and 'Password' with corresponding input boxes, a 'Log In' button, and a link for 'Forgotten account?'. Below the header, the main section is titled 'Create a new account' in bold, followed by the text 'It's free and always will be.' The form contains several input fields: 'First name' and 'Surname' (side-by-side), 'Mobile number or email address', and 'New password'. Below these is the 'Birthday' section with three dropdown menus for day (10), month (Feb), and year (1993), and a link 'Why do I need to provide my date of birth?'. At the bottom of the form are radio buttons for 'Female' and 'Male'. A small disclaimer text is present: 'By clicking Create Account, you agree to our Terms and confirm that you have read our Data Policy, including our Cookie Use Policy. You may receive SMS message notifications from Facebook and can opt out at any time.' At the very bottom is a green 'Create Account' button.

Here are the Steps to create a Facebook Account:

- Open facebook.com in your browser and tap “Sign Up for Facebook”
- You will find “Create New Account” (in Laptop view)
- Tap “Get Started box” (in Mobile App)
- Then Enter Your “Name”
- Enter your “Mobile Number”, or you can use your Email Address
- You must set a strong password and provide your “Gender”
- To finish creating your Account, you need to confirm your “email ID” or Mobile Number

Part 3: Facebook for Business

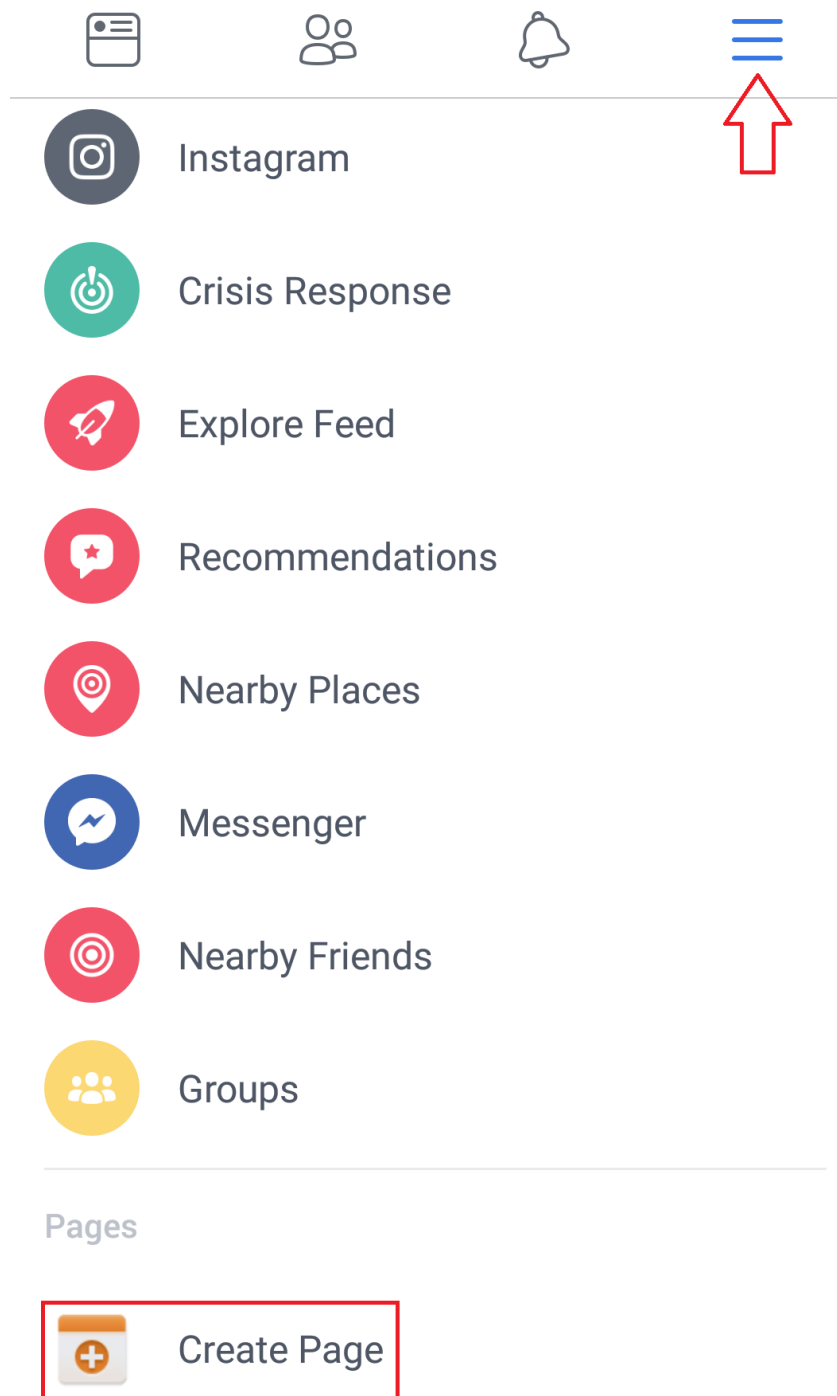
3.1 Facebook Page:

A Facebook Page is a Public Profile created by Businesses, Organizations, Celebrities or Individuals. Facebook pages are excellent places to gather together your customers, prospects, and fans to provide reviews, share opinions, voice concerns and offer feedback.

3.2 How to Create a Facebook Page:

Only creating a Facebook Account is not enough. To Sell on Facebook, you must set up Your Facebook Business Page. You cannot create a Facebook Shop on your Personal Facebook Account. Rather this Facebook Shop feature is only available on Facebook Page. Facebook Business Page offers a lot of Business & marketing advantages over Personal Account almost.

- Open Facebook App on your Mobile.
- Log in to your Personal Account on Facebook
- Go to the Navigation buttons. It will appear on the right top of the header. (Three Lines)
- Here you get the “Create Page” option.



- Click the Create Page box to proceed.
- A new tab will open like this.

← Create Your Page

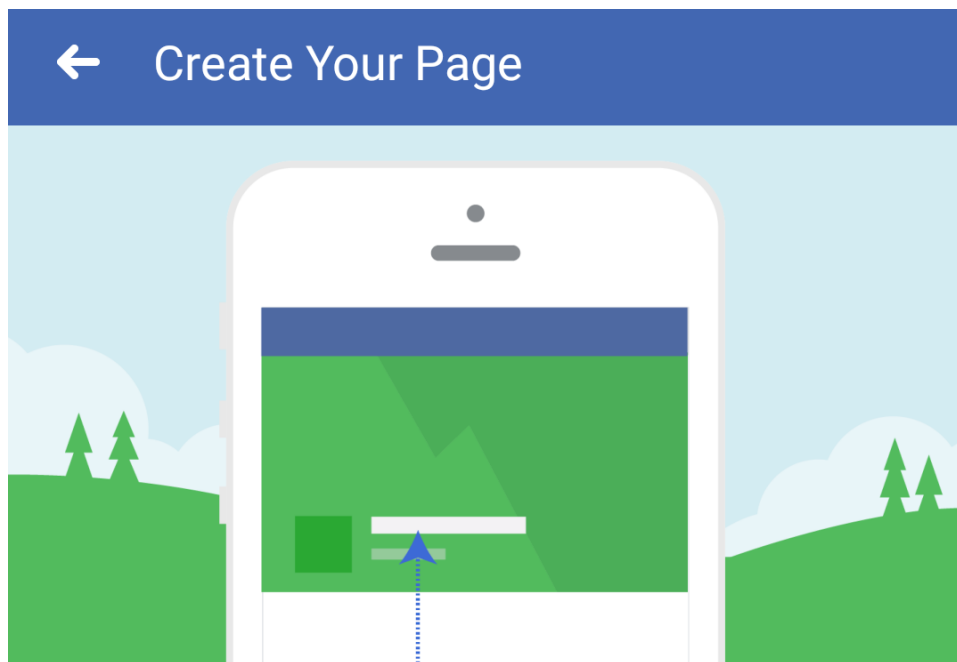
Connect with your audience on Facebook

Businesses, brands and organizations can create a free Page in just a few steps.



GET STARTED

- As you see here is the Get Started option. By clicking Get Started, you agree to the Facebook Pages Terms and Conditions.
- A new page will open to Naming of your Page.




Name your Page

Choose a name that reflects what your Page is about.

NEXT

- Here you have to choose a Name that exactly matches to what your Page is about. This is an important part of page creation. So be sure to choose a Name which can be easy pronounced, easily searchable and short as possible as you can.
- After choosing the Page Name, Click the Next box.
- Again a new page will open which asks you to choose Category and Sub-Category of your business.

← Create Your Page



Choose categories for your Page

Choosing the right category and subcategory helps Pages show up in search results.

Select a Category

or use suggested categories:

CLOTHING (BRAND) PERSONAL BLOG

PRODUCT/SERVICE ART

NEXT

Books & Magazines

Brands & Products

Companies & Organizations

Event Sources

Local Businesses

Movies

Music

Other

People

Sports

Television

Websites & Blogs

CANCEL

NEXT

- After that, a new page will open. It asks you about your Website. If you have any eCommerce website or any personal website, you may enter the link the same here.
- If you don't have any website, in this case, you can simply skip this step.

← Create Your Page Skip



Add your website

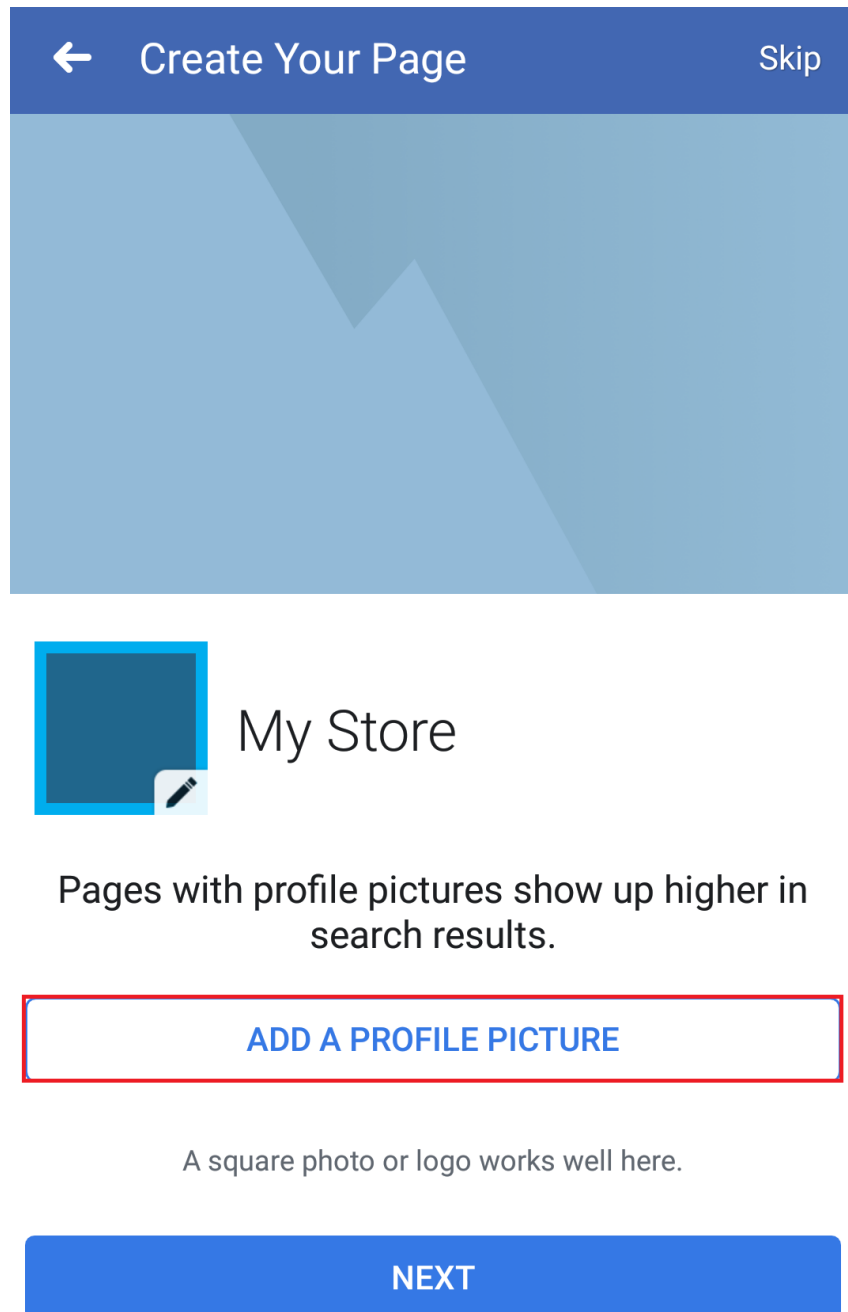
Send people to your website from your Page.

http://

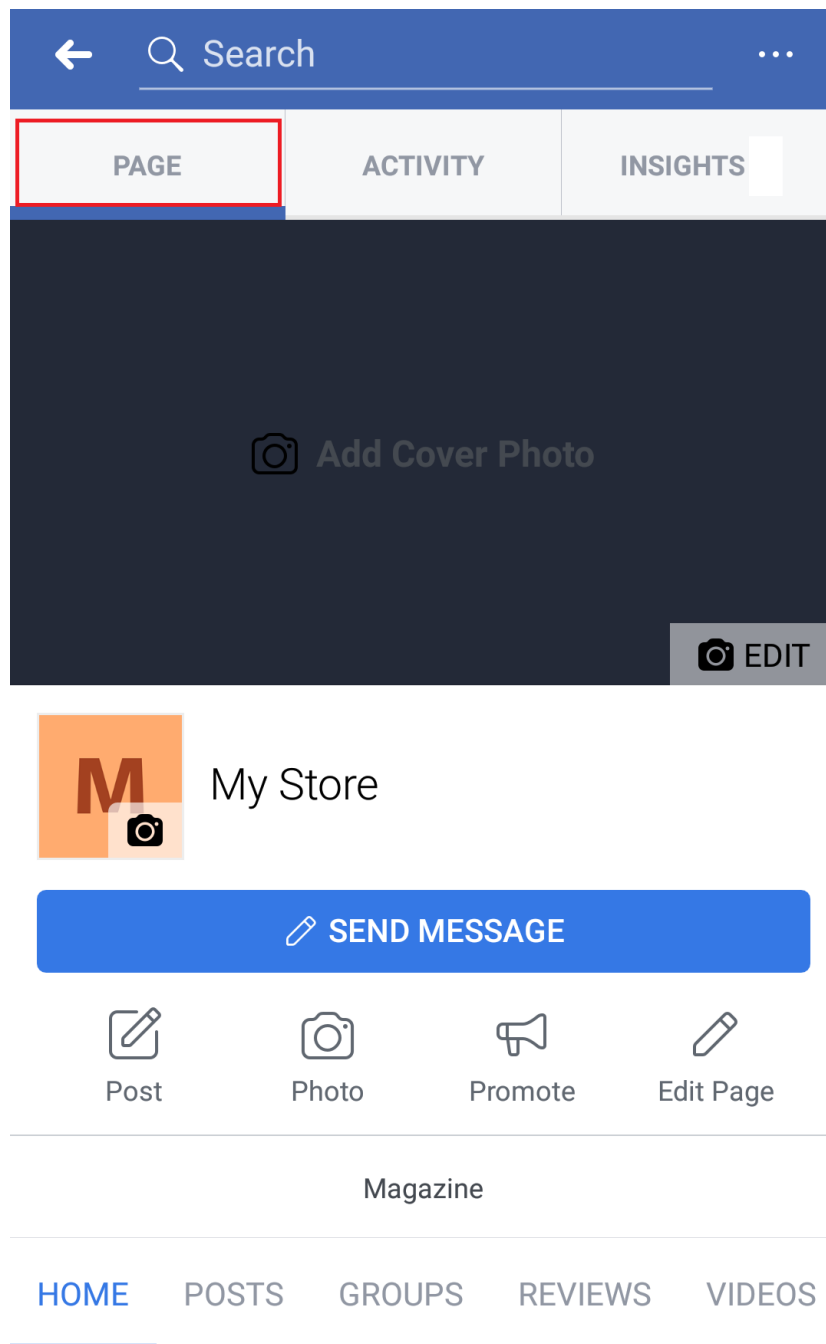
You can skip this step if you don't have a website.

NEXT

- Next Step is now related to pictures. You will ask to add Profile as well as Cover Photo to your Page.
- Giving a Profile Picture will increase the search result of your Page. You should add a Square photo or a Logo of your business also.



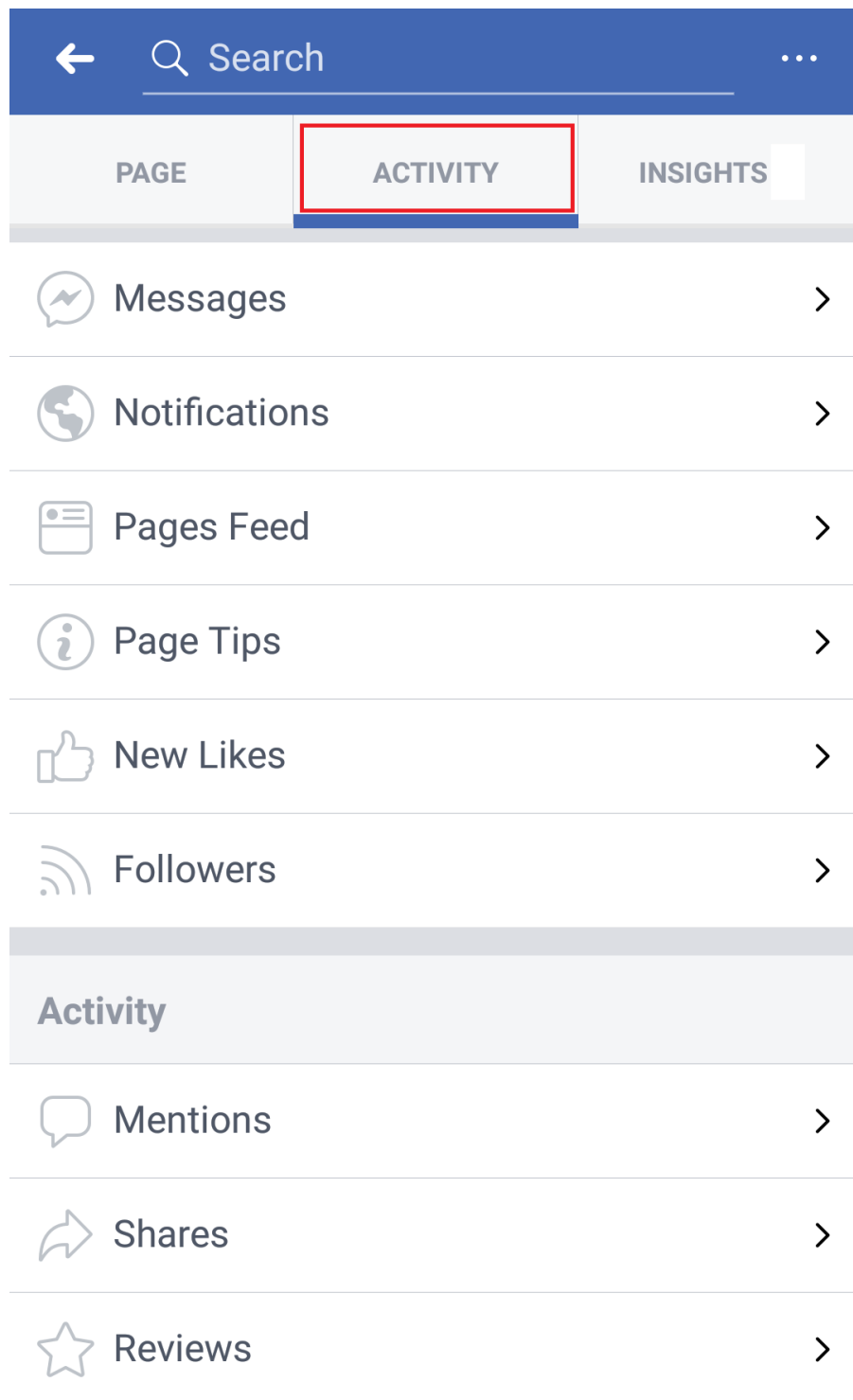
- Now you will redirect to the Page section of your created page. An option of **Page Visit** will appear there.



Here keep these things in mind. You must complete 4 steps to help your Page attract more visitors, show up more often in News Feed and get more page likes. These things are following:

- Add a Profile Picture
- Add a Cover Photo
- Invite Friends to like your Page
- Publish your First Page

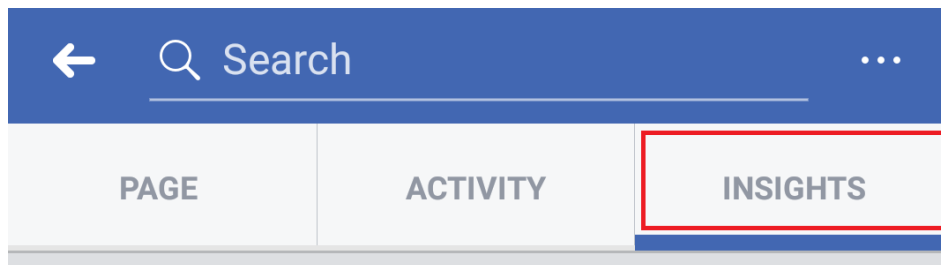
Now jump to the another tab, which is **Activity**.



The Next tab is very important. It is **Insights** tab. Where you can see stats of your Page.

Here you get the following things:

- Tips for your Page
- Action on page
- Page Views
- Page Previews
- Page Likes
- Reach
- Recommendation
- Post Engagement
- Videos
- Page Followers
- Orders



Tips for Your Page

Know Friends Who Might Like Your Page?



My Store is close to 100 likes. Some of your friends don't like your Page yet, so... [More](#)

Invite Friends

See All Page Tips

Actions on Page

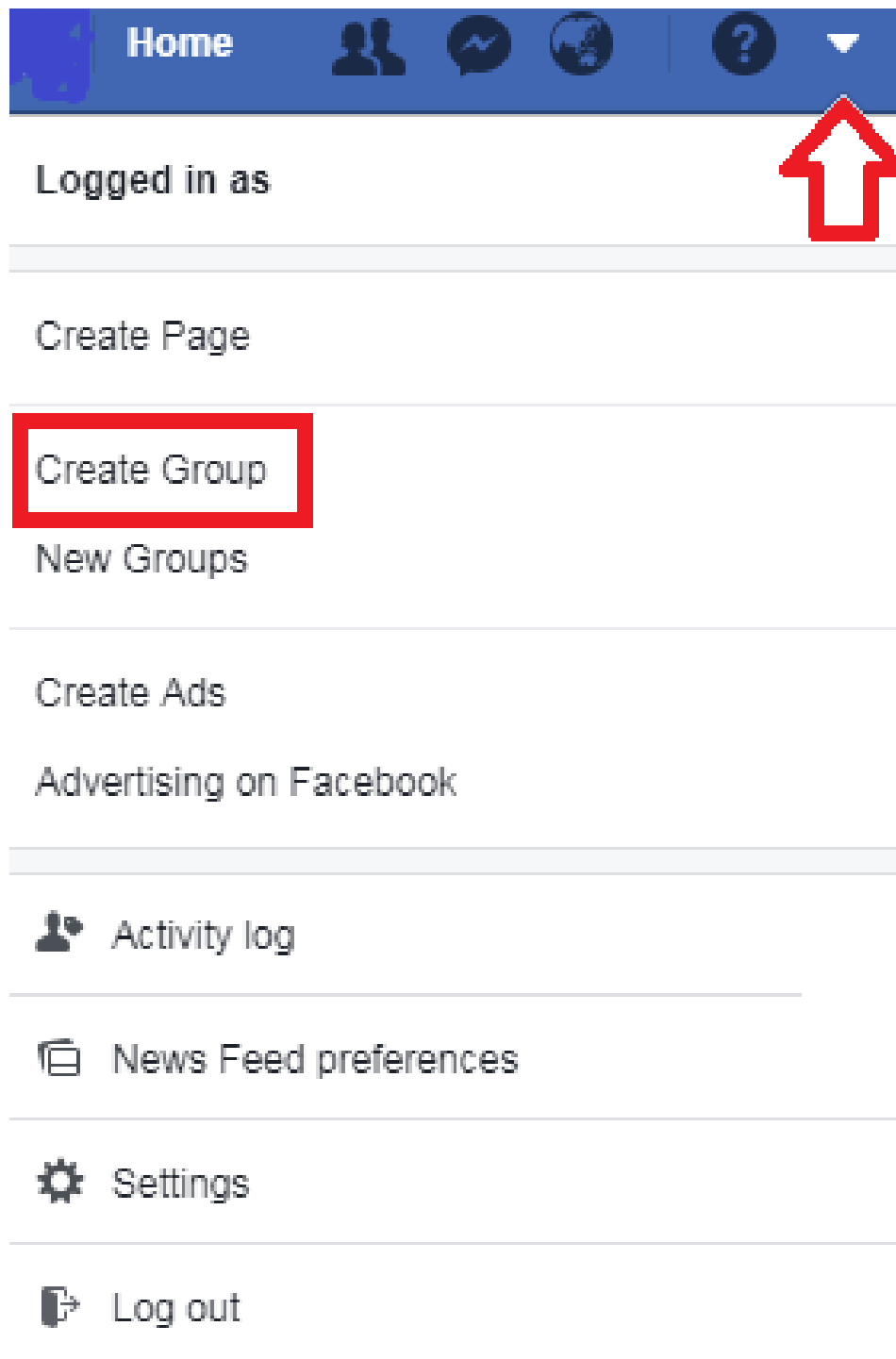
February 7 - February 13



We don't have data to show you this week.

If you are using in Desktop or Laptop, then follow the following steps:

- Login Your Personal Facebook Account.
- Find a Triangular Box in the Right Header.



- Hit the Create Page option. The new window will open as below.

Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.
It's free to set up. Just choose a Page type to get started.



Local business or place



Company, Organisation or Institution



Brand or product



Artist, Band or Public Figure



Entertainment




Cause or Community

- Now choose a page type according to your business needs.
- Fill the details of your business details.
- Then Upload a Profile Picture for your page.

Add a profile picture

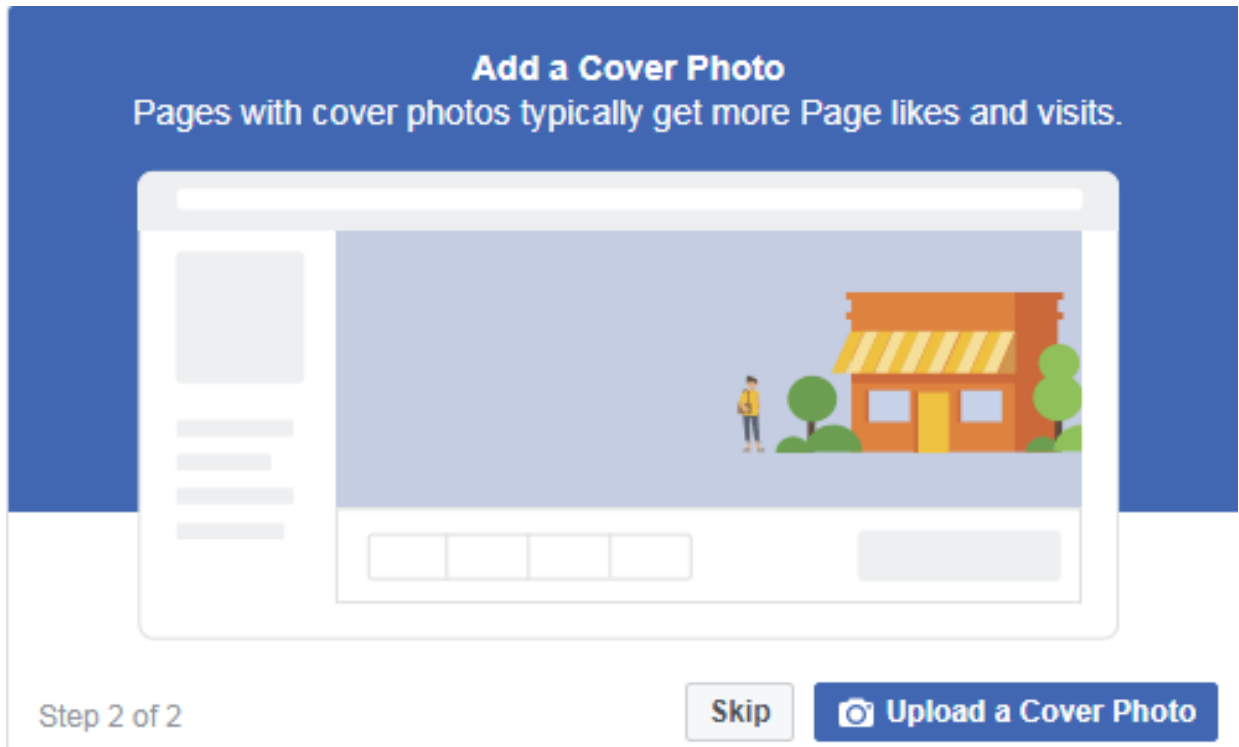
Help people find your Page by adding a photo.



Step 1 of 2

[Skip](#) [Upload a Profile Picture](#)

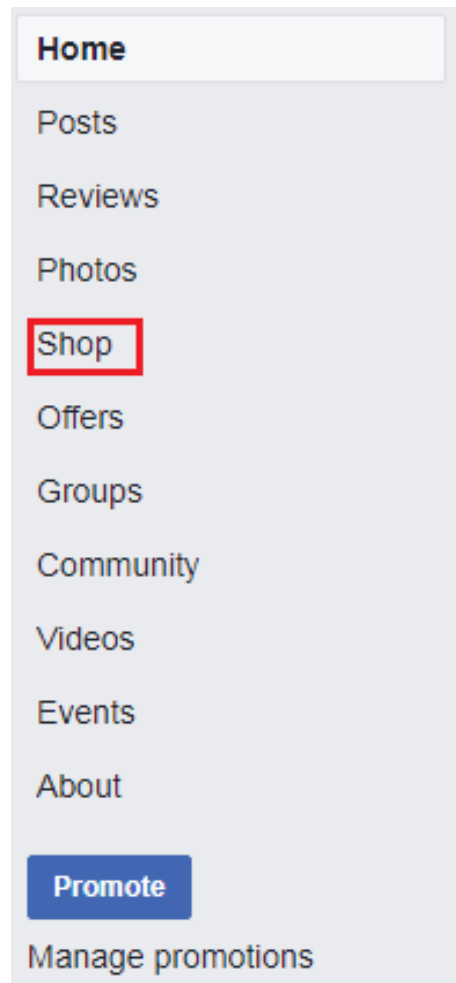
- In the next step, you can add a **Cover Photo**. A Facebook Page with a cover photo gives your page more likes and visits.



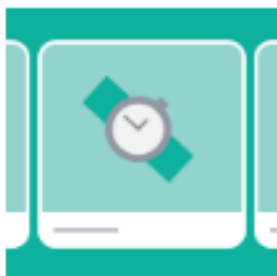
Well done. Your Facebook Business Page has been set up. Hence now proceed to the next step for product listing.

3.3 Set up Your Shop Section:

You will find this in the Home, on the left side of the page.



You have to click on the **Shop** option. In this section, you will be asked about your shop, products, delivery, return policy etc.



Set up your shop section

To add a shop section to your Page, please agree to our [Seller's Terms and Policies](#). These important rules cover topics including:

- Listing products for sale
- Deliveries, returns and disputes
- Treatment of user data

☒ I agree to the Seller's Terms and Policies.

Cancel

Continue

You have to agree the Merchants Terms and Policies box proceed.



A new pop up will appear. It will be Select Check out Method.

3.4 Select Check out Method:

Here you have to choose, by which method a customer can buy products from your shop. There are two methods through which a customer can purchase the product.

Select checkout method

Choose how you want people to buy products from your shop.

- 
☒ **Message to buy**
Let people send you messages to ask questions and arrange purchases.
- 
☐ **Checkout on another website**
Send people to another website to complete their purchases.

Cancel

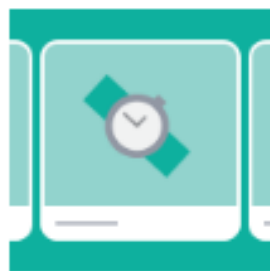
Continue

These methods are:

Message to Buy: Let the customers send you messages directly to your inbox. They can ask questions about products and let you arrange the purchases.

Check Out on another website: Here you can give the option to the customers to go to your own or another website for their purchases.

3.5 Setting up Your Shop:



Setting up your shop

What currency do you use? This will be shown when you add prices to items in your shop.

Indian Rupee ⇅

Cancel

Save

In this section, you have to tell which Currency do you use. This will be shown when you will add prices to your items in your shop. You can select any Currency what you want. Then save this information.

Another, you will be asked to describe your shop. You must describe your shop in brief and about the company you own. Finally hit the Save Changes box and you have completed half work of your task How to sell your Product on Facebook almost.

Now the task starts to Add Products to your shop. This is the very important part of where your sales increase.

3.6 Add Products to Your Shop:

Here you are enabled to add your products to your shop. So that people can browse and make a purchase of your product.



Add products to your shop

Your shop is empty. Add products to make it easy for people to browse and buy. Not sure how to get started? [See tips for getting the most out of your shop](#)

[Add Products](#)

For this, you have to upload some goods images of the product. You can upload a video of the product also.

The following description should mention in the box:

- Name of the product
- Price
- Sale Price (Discount in price)
- Give a short description of product
- Don't forget to share your product visibility in Facebook page

Add product

Add photos

Add Videos

Take a look at our [recommended photo guidelines](#) for tips on making your product images look good on Facebook.

Name

Price

₹0.00

☐ This product is on sale

Description

Add details about your item (optional)

☐ Share this product on your page

Inventory

☒ In stock

Options

Edit options

Visibility

Public

Cancel

Save

- Different Sizes and their respective Prices
- Colors of your products, enable by tapping in stock option
- Inventory option (In stock or Out of stock)
- \



You've just added your first product!

All products are processed before they are visible to your customers. You will receive a notification when this is done, usually within a few minutes.

OK

Great! You have successfully added your first product to your Facebook page. Here you have got succeed in the steps towards How to sell your Product on Facebook.

Part 4: Facebook Group

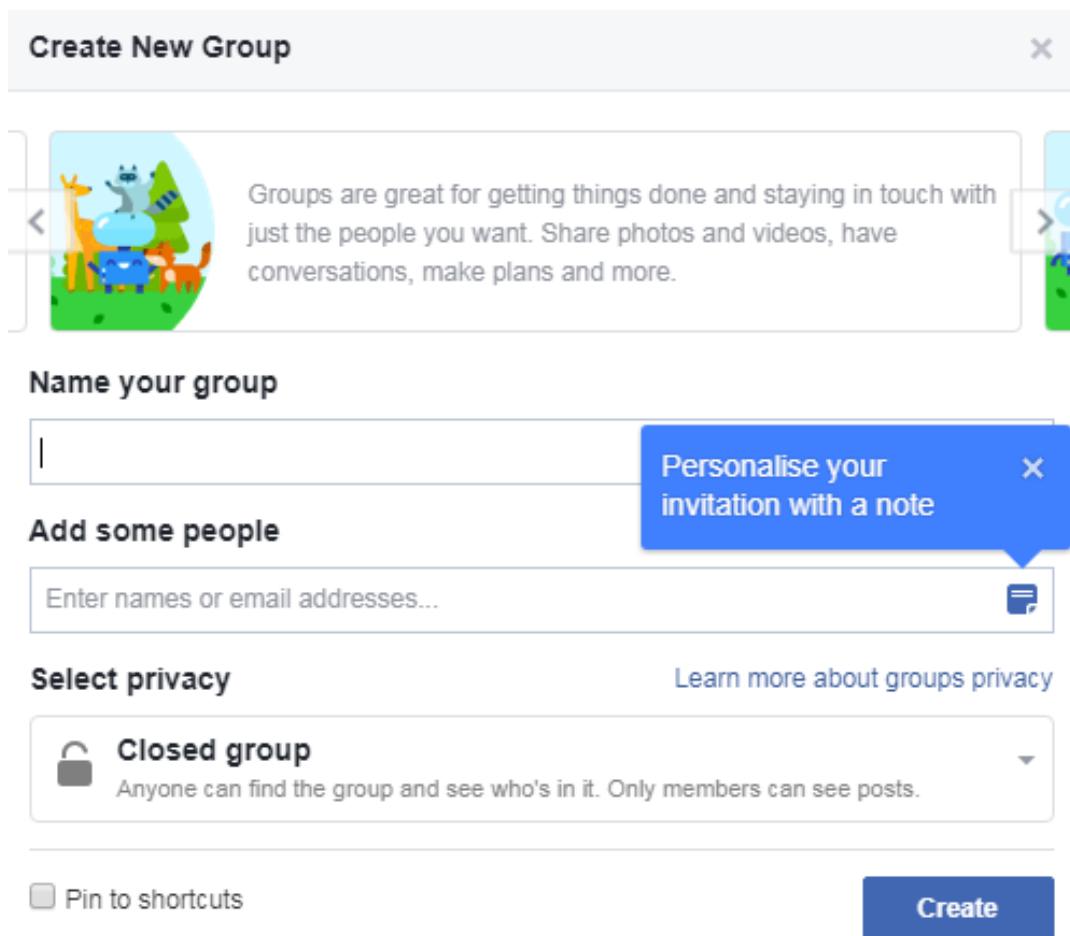
4.1 What is Facebook Group:

A Facebook Group is a page that any Facebook user can create. Others can join the Group, group members can interact with other members based on a common interest. Facebook Groups may be open to anyone or joined by invitation only. A Facebook group allows members to create a Community by promoting, sharing and discussing common topics.

4.2 Facebook Pages vs. Facebook Group:

- Facebook Pages are much easier to update and one can easily add new things.
- Pages have customizable URLs and hence you can better promote your pages.
- It gives an option to create a banner.
- But Pages take a longer time to promote organically.
- Everything in Page is often openly, so one has to control the activities happening on the Page.
- In Groups you can easily communicate with all members via Chat, Email, Wall Posts, Messages, and even create a shared Doc or Pdf.
- A business is allowed to promote an event through Groups in general, whereas a Page doesn't allow this option.
- Making common connections is much easier through a Group Setting, particularly for businesses searching for contacts.
- But for Business Purposes, it is harder to keep track of what one is doing in a group, because Facebook Insights is not available in the Group.

4.3 How to Set Up a Facebook Group:



The screenshot shows the 'Create New Group' interface on Facebook. At the top is a header bar with the text 'Create New Group' and a close button (X). Below this is a carousel of group-related images and text. The first image shows a group of animals (giraffe, lion, zebra, and a small blue creature) in a savanna setting. The text next to it says: 'Groups are great for getting things done and staying in touch with just the people you want. Share photos and videos, have conversations, make plans and more.' Below the carousel is a section titled 'Name your group' with a text input field. To the right of the input field is a blue button that says 'Personalise your invitation with a note' with a close button (X). Below the name field is a section titled 'Add some people' with a text input field that says 'Enter names or email addresses...'. Below this is a section titled 'Select privacy' with a dropdown menu. The dropdown menu is currently set to 'Closed group' and has a description: 'Anyone can find the group and see who's in it. Only members can see posts.' To the right of the dropdown menu is a link that says 'Learn more about groups privacy'. At the bottom left is a checkbox labeled 'Pin to shortcuts'. At the bottom right is a blue button labeled 'Create'.

Here are the steps to create a Facebook Group:

- Find “Add Group”
- Click “Create New Group”
- Name your Group
- Add Members
- Choose Privacy Settings
- Click Create

4.4 Privacy Settings for Group:

Facebook allows 3 Privacy Setting to anyone who create Facebook Group. These settings are: Public, Closed and Secret. All Groups require member approval by either an Admin or Group member depending on the Group’s settings.

Part 5: Promotion of Business Page

5.1 Share and Promote Your Page:

Page Tips to promote your Business Page, so that you can increase your sell on Facebook:

- **Invite more Friends to like your Page:** Try more practices to bring at least 100 likes to your page. You can this by inviting your friends who don't know about your business. Hence more likes bring more customers to your shop. You will find an Invite Friends box there.
- **Create a Common Username for your Business page that's Easy to remember:** A username helps people to find and remember your page. It is so important because when you create a username, it appears in a customised web address for your page. For example, facebook.com/YourCompanyName or facebook.com/YourBrandName
- **Be sure that your username** should definitely match the name of your page as much as possible. You will have a Create Username box there through which a matchable username can be set up.



Promote Send Message

Create an ad that includes the call-to-action button from your Page.



Promote your Website

Create an ad that sends people to your website.

- **Add a Cover Photo:** The cover photo is so important for your page. Hence it helps you to express your Page's Identity. Be always active on your page and try to change Cover Photo seasonally. When new things are happening with your business or organisation then you must upload a new cover photo.

- **Send People to Your Website:** If you are a seller and possess your own business website, then you must add your website to your Facebook Page. By doing this, you can bring more traffic to your own website. As a result, customers can shop directly through your website, can make appointments or can get more information about your shop too.

5.2 Advertise on Facebook:


Here is where you left off

Campaign: Traffic Objective: Traffic

Ad set: IN - 18+

| Targeting | Budget & schedule |
|-----------------|---|
| Location: India | Budget: \$20.00 Daily |
| Age: 18-65+ | Schedule: This ad set will run indefinitely |
| | Bidding: Automatic |

Ad: Default name - Traffic

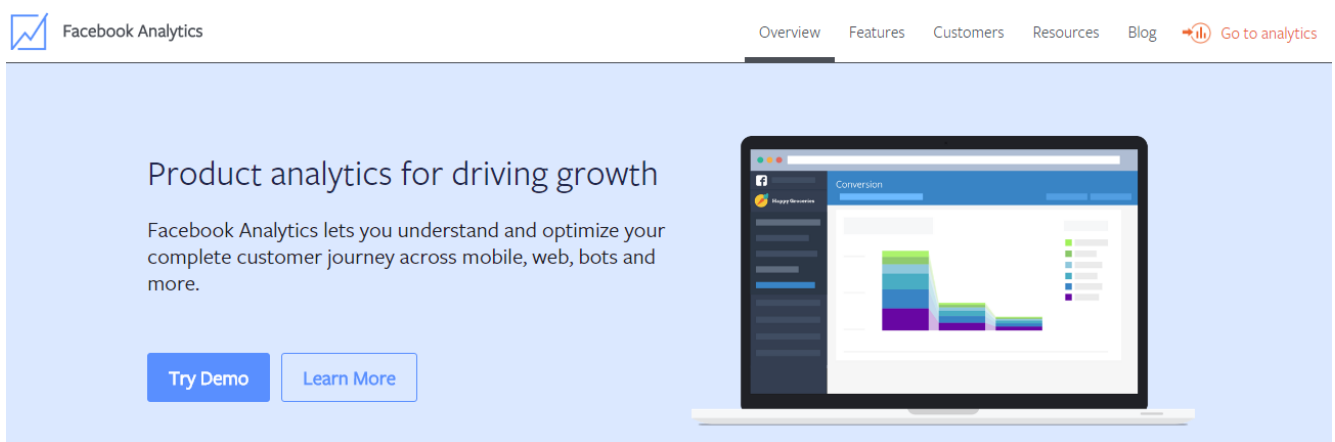
| | |
|---|--|
|  | Text - |
| | Call to Action Learn More |

[Start Again](#) [Continue](#)

Facebook ads allow you to promote your business. Ads bring more traffic to your business page and drive more leads for your sales. Facebook Ads allow you to advertise a website or content that you have managed on Facebook. The Ad creation on Facebook seems like the Google AdWords.

5.3 Analyze Your Business:

Facebook Analytics is a complete analytics solution for your iOS and Android mobile apps, mobile and desktop websites, and your Bots for Messenger. A truly omni-channel solution, Facebook Analytics can help you understand your complete customer journey across all of your channels. Facebook Analytics is completely free to use and easy to integrate.



I have explained all the steps How to sell your Product on Facebook. In a conclusion, I am sure that to sell on Facebook will not be a big deal for you.

Finally, what do you think of this eBook? Further, have any problem in any step?

Hit the box below without any hesitate.