

Sell Your Products on Facebook

To set up your store on Facebook, follow the steps below.

Step 1: Install and activate Facebook for WooCommerce plugin

Go to WooCommerce.com and download Facebook for WooCommerce. Then, log in to your WordPress dashboard and head to Plugins > Add new. Click on Upload plugin and select the zip file that you downloaded from WooCommerce website. Click install and then activate the plugin.

Step 2: Connect your store with your team's Facebook page

Once the plugin has been installed, you'll see a notice in your dashboard area asking you to complete the setup process for the plugin. Click the link and then press the Start button as shown in the screenshot below.

You'll then be able to connect your team's Facebook page. Select the appropriate page from the drop-down menu and hit the Next button. You will then be able to sync your products with your Facebook store by clicking the Next button.

Step 3: See your products on your Facebook page

When you have finished setting up the Facebook for WooCommerce plugin, you can see how your products look on your Facebook page. To do that, go to your Facebook page and then click the Shop section in the sidebar menu.

Your fans will also be able to access your shop. Clicking the individual product allows them to see a larger product image and product details. Once they click the button to see the product on your site, the product will instantly be in their cart and they can complete their purchase.

Selling on Instagram

Before you start setting up your store on Instagram, you'll need to convert your existing Instagram account into an Instagram Business Account by following these steps. If you've already done so, then you can proceed with the setup.

Step 1: Connect your Facebook Page Catalog with your Instagram account

Start by logging into your Instagram app on your phone. Go to your profile and press the Edit profile button. Under Business information, choose the page that has your store catalog which was automatically created when you imported the products during the Facebook setup process.

Step 2: Request approval for the Shopping feature

Once your Facebook catalog and your Instagram account have been connected, you need to request approval for the Shopping feature and wait for the approval. The approval process usually takes a few hours or a few days. You will receive a notification in your Instagram app when your catalog has been approved.

Step 3: Start tagging products

Using the Instagram app, you can now select photos of your products, add captions and any filter or hashtag, as you normally would. Tag the products you want by entering their name in the Search box, and then share the post to your feed.