

## **SETTING UP YOUR VOLUSION FACEBOOK STORE**

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The Volusion **Facebook Store** feature lets you to promote and market products in the growing social commerce market, by setting up a storefront on your Facebook business page – you can display products, promotions, and much more. Customers can add products to their cart in your Facebook store, and then click **Check Out** to go to your Volusion website and complete their purchases there.

The look of your storefront can be customized with graphics, HTML-formatted text, and a selection of color themes to be consistent with your Volusion website, or however you want it.

Note that Facebook requires that websites associated with Facebook apps **must** be SSL certified. If you are not SSL certified and want to use this feature, see our **SSL Certification** documentation online.

There are 4 steps to setting up your store:

- 1. Select and Manage Products**
- 2. Manage Promotions**
- 3. Customize your Store's Appearance**
- 4. Install Social Store**

This document also covers:

**Closing Your Facebook Store**

**Changing the Name of the Link to Your Facebook Store**

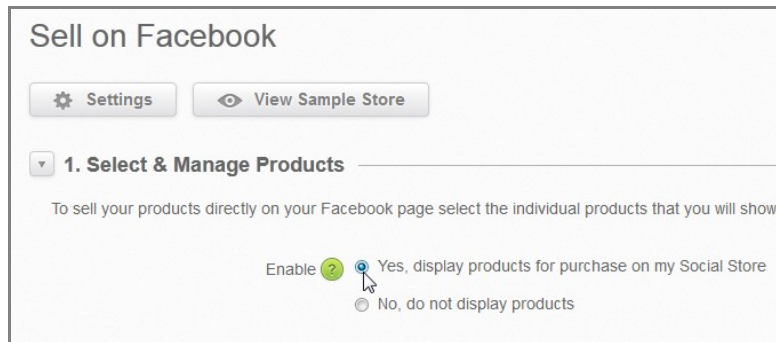
**Product Restrictions**

**How to Create a Facebook Business Page**

## 1. Select and Manage Products

If you want to showcase some of your products on your Facebook store, select the individual products that will appear. We recommend displaying a maximum of 25 products at a time.

1. In the **Select & Manage Products** section, make sure the **Enable** button is set to **Yes**.



2. Select the products to **be** displayed from the **Select Products** menu.



3. In the **Default Sort By** dropdown, select the order in which want these products to be displayed.



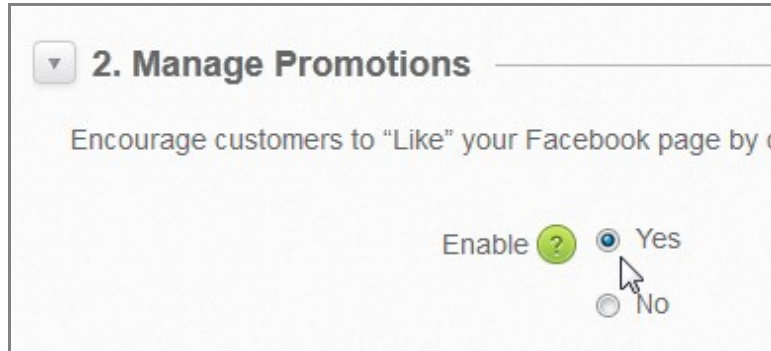
4. Configure your **Deal of the Day** settings if you want to take advantage of this feature.



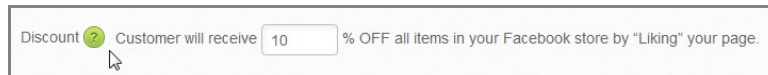
## 2. Manage Promotions

Once you set up your products, you can encourage customers to "Like" your Facebook page by offering them a discount on the products listed on your Facebook store if they do:

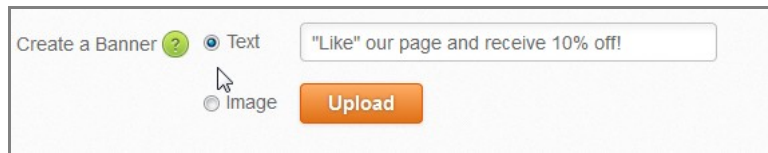
1. Scroll down to **Manage Promotion**.



2. Make sure the **Enable** button is set to **Yes**.
3. Enter the **Discount** they will receive as a percentage to apply to all products.



4. Specify either a **Text** or **Image** banner to promote your **Like** discount.



- If you choose **Text**, enter the text you want to appear alongside the Facebook thumbnail image.
- To upload an **Image** banner, click **Upload New Promotion Banner**, browse to your banner image, and click **Upload**.



5. Click **Save**.

Visitors who click the **Like** button will now receive this discount on all products listed in your Facebook store. Should they later **Unlike** your store, they will no longer be entitled to this discount.

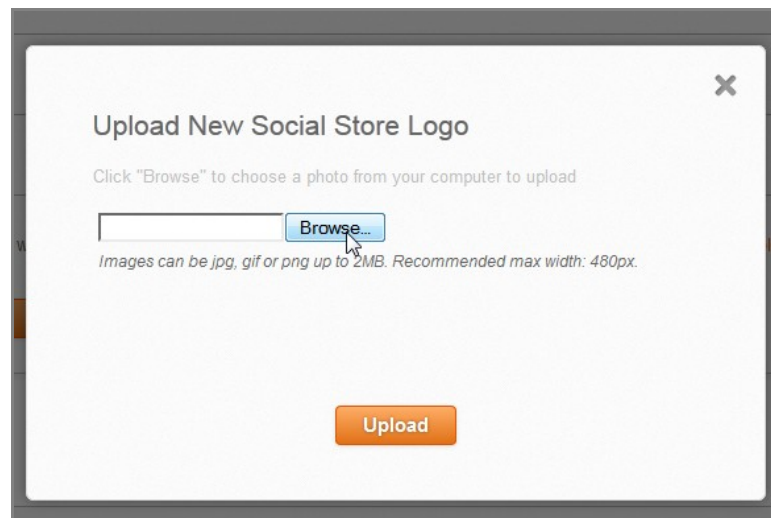
You can disable this feature by clicking **No** in step 1 above.

Currently we do not offer the ability to offer "first-time only" discounts or discounts on specific featured items.

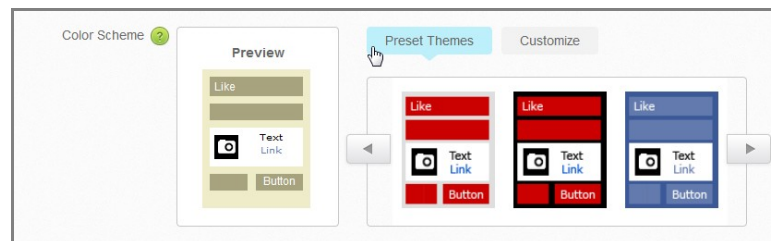
### 3. Customize Your Store's Appearance

Since there are more than 700 million potential customers on Facebook, it's important for your social store to stand out and represent your brand. While we cannot offer advice on design matters in this brief guide, you'll find plenty of tips on our website. And, of course, our design teams are always ready for consultation!

1. Go to **Marketing > Facebook Store** in your **Admin Area**.
2. Click **Upload** next to **Logo/Banner** under **Design your Store**. The **Upload New Social Store Logo** window is opened.
3. **Browse** to your logo file and click **Upload**. The image can be up to 755px wide and 120px high, but we recommend keeping it below 480px wide.



4. Add custom text or HTML to be displayed beneath your logo and banner.
5. Style your social store with a preset color theme. You can also create your own customized theme.



6. Click **Save**.

## 4. Install Social Store

Now you've set up the products to be shown, tailored your promotions and styled your store, we can go ahead and install it.

To get started, you'll need to create a business page (if you don't already have one) and install the **Volusion Social Store** application.

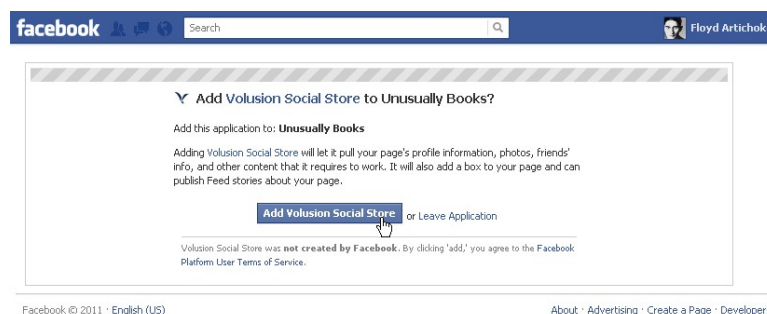
To create a Facebook business page, go to <http://www.facebook.com/pages/create.php>, select the category most closely describing your business, and follow the onscreen instructions. If you don't already have a Facebook account, you will be required to create one during this process. You should refer to Facebook's own help and documentation if you need assistance during this stage.

Once you've created your business page, proceed with the following steps:

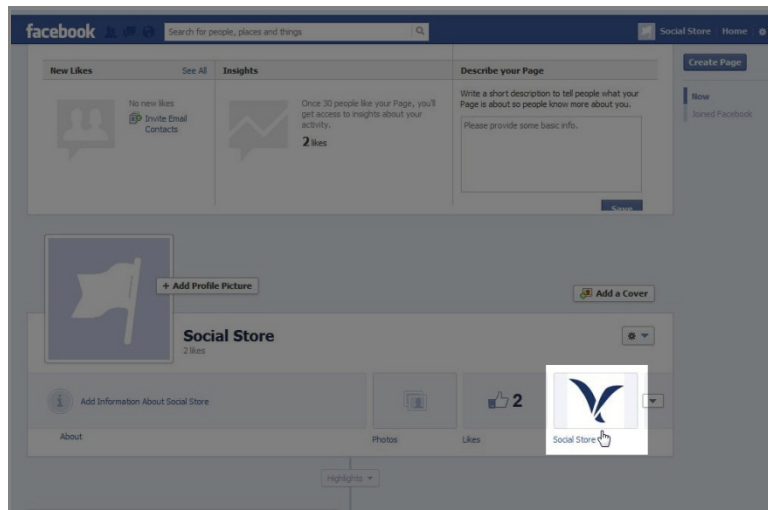
1. Make sure you're logged into your Facebook page in your browser.
2. In another browser tab, open the **Volusion Social Store App** page at <http://apps.facebook.com/socialstoreapp>.
3. Click **Add Our App**.



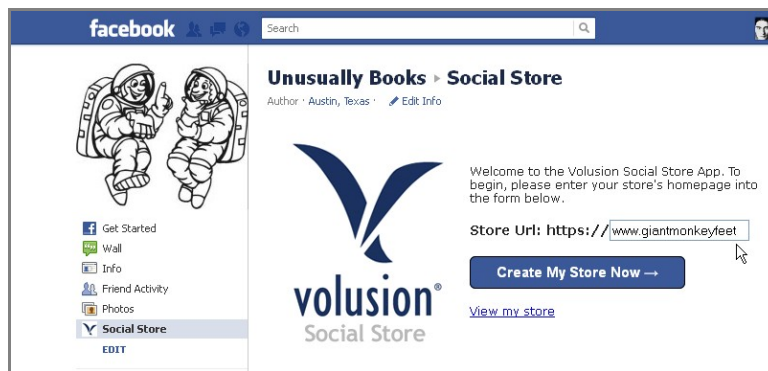
4. A page similar to that shown below should be displayed. Click **Add Volusion Social Store**.



5. Click the **Social Store** button as shown below.



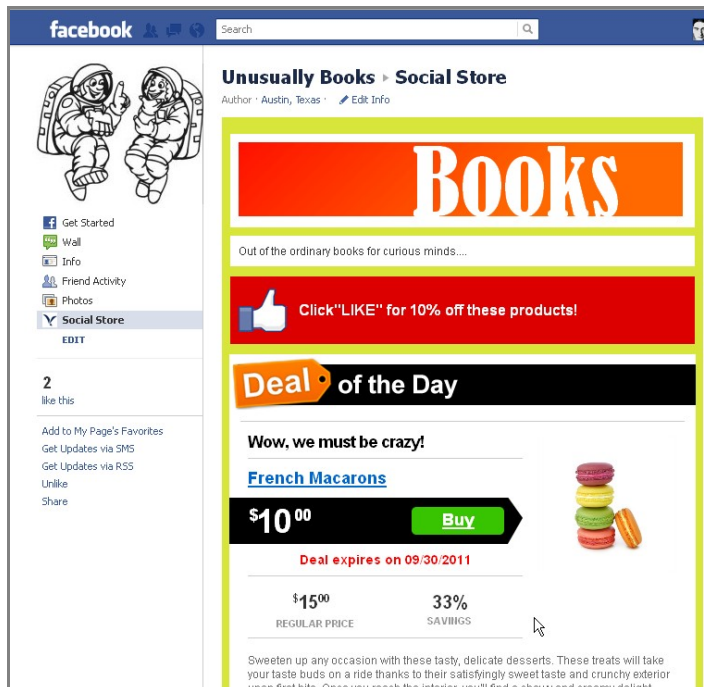
6. Enter the domain name of your store: For example: *www.myvolusionstore.com*.



6. Click **Create My Store Now**.

7. Click **View My Store**.

Your business page will display your social store as configured.



## Closing Your Social Store

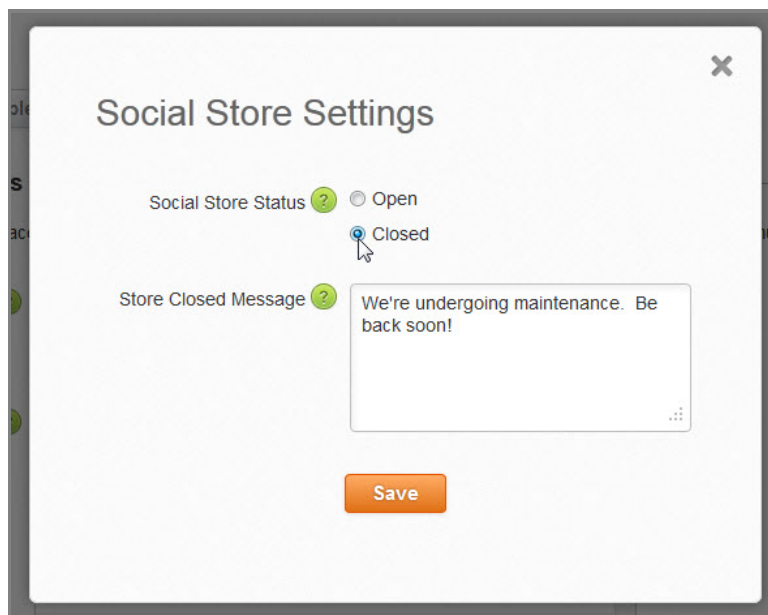
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If you ever need to close your **Social Store** temporarily:

1. Go to **Marketing > Facebook Store** and click **Settings**.



2. Enter a message to be displayed while the store is closed in the **Store Closed Message** field.
3. Click **Closed** next to **Social Store Status**.



4. Click **Save**.

Your Facebook store will now display your **Store Closed Message** when customers navigate to your Facebook business page's **Social Store** tab.

You can reopen the store by clicking **Open** in step 3 above.

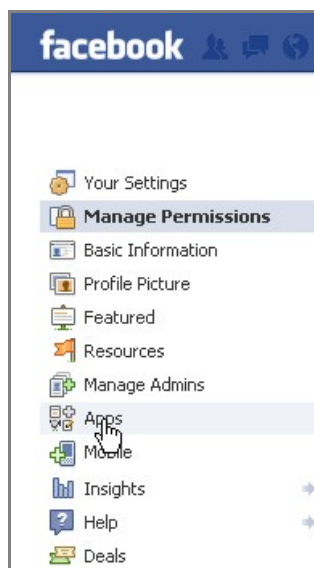
## Changing the Name of the Link to Your Facebook Store

If you want to change the name of the link from your business page to your Facebook store tab from **Social Store** to something more appropriate to the look and feel of your store:

1. Log in to Facebook and go to your business page.
2. Click on the **Edit Page** button.

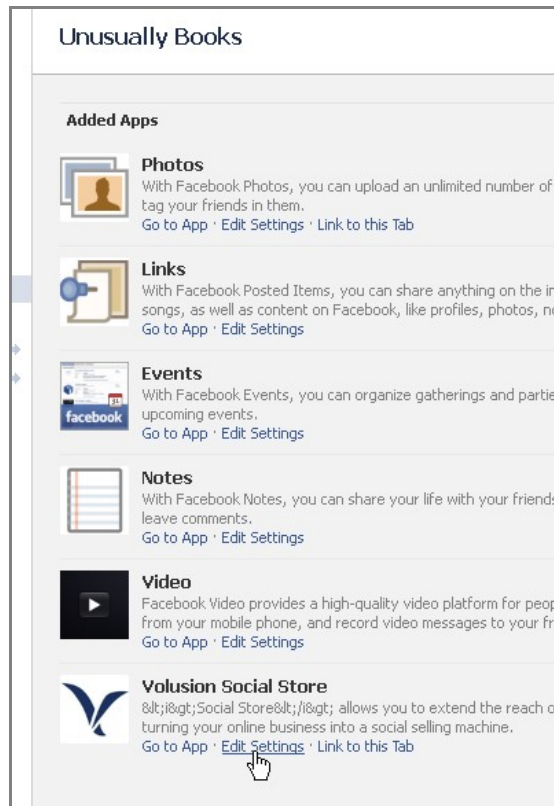


3. Click on **Apps** in the left column, as shown below.

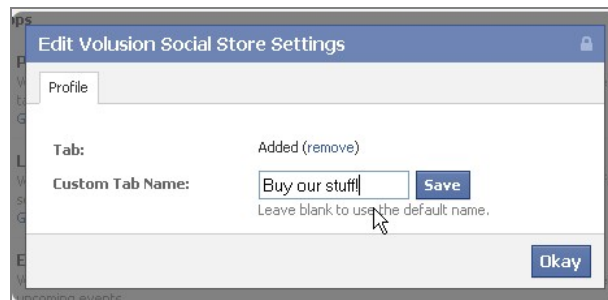


4. Find **Volusion Social Store** in the list of **Added Apps** and click the **Edit Settings** link.





5. In the **Edit Volusion Social Store Settings** window, enter the name you want to give the tab in the **Custom Tab Name** field.



6. Click **Save** and **Okay**, then **View Page**.

The tab's new name is displayed.



## *Product Restrictions*

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Any product from your Volusion store can be displayed in your social store unless:

- It's been deleted or no longer exists
- The **Private Section Customer Only** option checked
- It has a Recurring Price
- The **Hide Product** option is checked
- The **Hide Product When Out Of Stock** option is checked
- The **Allow Price Edit** option is checked
- There is text in the **AddtoCartBtn Replacement Text** field
- It has temporary product criteria that have not been met (**Display Begin/Display End Dates**)
- The **Multi-Child Add to Cart** option is selected

### ***Special Circumstance for Product Restrictions***

If a product's settings become invalid after they have been set to display in the Facebook store, the product will be removed from the **Products** list and will not display in the Facebook store. You will have to go back into your store and change the settings which rendered the product invalid for Facebook store, then manually add the product back to the Facebook store – it will not be reinstated automatically.

However, if a product is set to **Do Not Allow Backorders** and the item goes out of stock, the item will still appear and stay selected in the Facebook store **Products** list with an **Out of Stock** message. However it will not display on the Facebook storefront until the stock quantity is greater than zero.

## *How to Create a Facebook Business Page*

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If you don't have a Facebook page for your business, you'll need to create one. You cannot add the Volusion Social Store App to a personal Facebook page.

Go to <http://www.facebook.com/pages/create.php> and click the button that most closely represents your business. Complete the fields displayed and click the **Get Started** button.

The next page will ask you if you already have a Facebook account or not. Check the appropriate button and follow the instructions on the screen to create a business page.

Since Facebook frequently changes their interface and navigation, you should refer to [Facebook Help](#) for more detailed information

