

Facebook Store Integration - User Guide

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1. Overview	3
2. Facebook Configuration Settings	3
3. Manage Product Listing	4

1. Overview

Facebook has around 1,550 million active users. With the help of the Facebook store, the Magento® 2 store owners can make their store products available to their consumers at their fingertips. So there is no need to create a mobile app or a web store that suits the desktop use and the mobile use. Facebook Store lets the store owners to browse a relevancy-sorted feed of things to buy from people who live nearby, and quickly list their own stuff for sale. Integration with Facebook Messenger lets the store owner to arrange a meet-up, and know more about the people they are dealing with than on anonymous sites.

The **Facebook Store Integration for Magento 2** extension provides the complete Integration solution to sell the Magento® 2 store products to the ideal customers of the Facebook store and thus increase the product sale.

This extension eases the process of synchronization of the product listing between the Magento® 2 store and the Facebook Store retailers. Any changes made in the products listed in the Magento® 2 store get updated on the Facebook Store. It provides the Magento® 2 store owner an ability to manage the Facebook.com orders on the Magento® 2 stores without making any significant changes in the operational functionalities.

Key Features are as follows:

- **Bulk Products Upload:** The store owner has a flexibility to upload any number of products on Facebook Store using the bulk products upload feature.
- **Advertise the Store Products on Facebook at single click:** Enables the store owners to get their products advertised on Facebook.
- **Redirecting at checkout:** During the checkout process, order gets redirected to the Magento® 2 store and can be managed from there.
- **Easy Information Upload:** Enables the store owners to upload product information on Facebook store from the Magento 2 store through an easy process.
- **Reach trusted audience:** Enables the store owners to present their products before trusted customers of Facebook store.

2. Facebook Configuration Settings

Once the extension is successfully installed in the Magento 2 store, the **FACEBOOK** menu appears on the left navigation bar of the Magento 2 Admin panel. The merchant has to first create a store through their Facebook account. Once the store is created in the Facebook.com website, they receive an **App Id**, which can be used while setting up the configurations in the Magento 2 Admin panel.

To set up the configuration settings in the Magento 2 Admin panel

1. Go to the **Magento 2 Admin** panel.
2. On the left navigation bar, click the **FACEBOOK** menu.
The menu appears as shown in the following figure:
3. Click **Configuration**.
The **Configuration** page appears as shown in the following figure:
4. In the right panel, under the **Facebook Settings** section, do the following steps:
 - a. In the **Enabled** list, select the **Yes** option.
 - b. Click the **Browse** button next to the **Upload Banner Image** field to select the banner image if required.
 - c. In the **App Id** box, enter the App Id received after creating the store in the Facebook website.
 - d. In the **Debug Log** list, select the **Yes** option.

Note: Choose **Yes** to start Facebook Integration in the debug mode. It captures the log for the debug process.

5. Click the **Save Config** button.
The configuration settings are saved.

3. Manage Product Listing

The store owners can easily advertise their products on Facebook.com. This extension enables the admin to process the easy product listing in bulk on Facebook.com by a single click when they are ready to upload.

The admin can perform the following bulk actions:

- **Manage Product Listing:** Redirects the view to the store (Magento 2 store View and Facebook store View) from the Admin panel.
- **Update Status:** Adds or removes products from the store (Magento 2 store and Facebook store)

To perform the bulk actions on the selected products

1. Go to the **Magento 2 Admin** panel.
2. On the left navigation bar, click the **FACEBOOK** menu.
The menu appears as shown in the following figure:
3. Click **Manage Product Listing**.
The page appears as shown in the following figure:
4. *To manage product listing*, do the following steps:
 - a. Select the checkboxes associated with the required products.
 - b. Click the **Actions** list Arrow button.
A menu appears as shown in the following figure:
 - c. Click the **Manage Product Listing**
The view is redirected to the **Magento 2 store View**.

Same uploaded products appear in the **Facebook Store View** as shown in the following figure:

5. *To update status*, do the following steps:
 - a. Select the checkboxes associated with the required products.
 - b. Click the **Actions** list Arrow button.
A menu appears as shown in the following figure:
 - c. Click the **Update Status**
The selected product status is updated and a success message appears on the page.