

Facebook Store Integration - User Guide

by CedCommerce Docs - Products User Guides

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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:

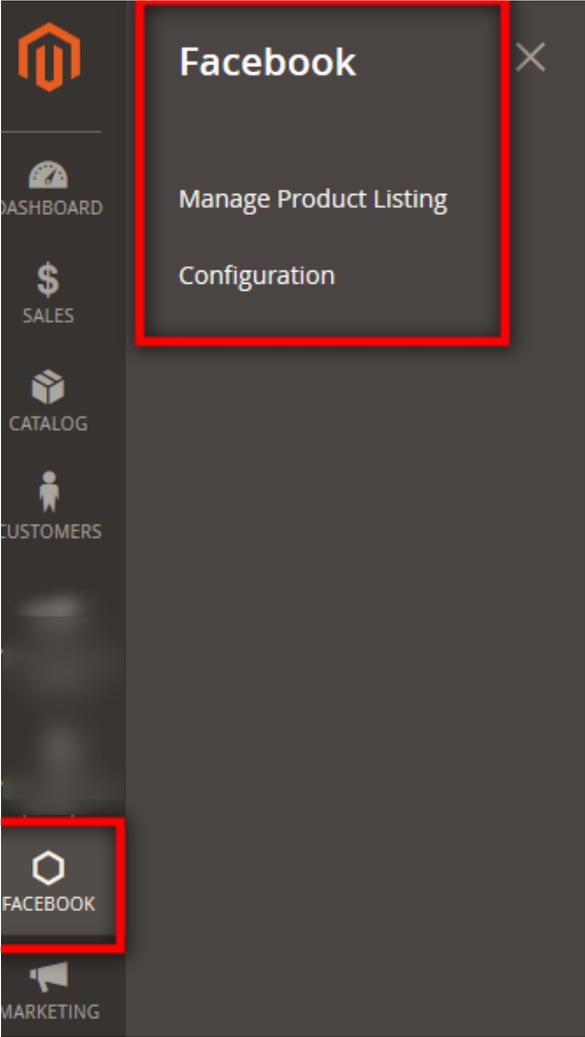
- **Bulk Products Upload:** The store owner has a flexibility to upload any number of products on Facebook Store using the bulk products upload feature.
- **Advertise the Store Products on Facebook at single click:** Enables the store owners to get their products advertised on Facebook.
- **Redirecting 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

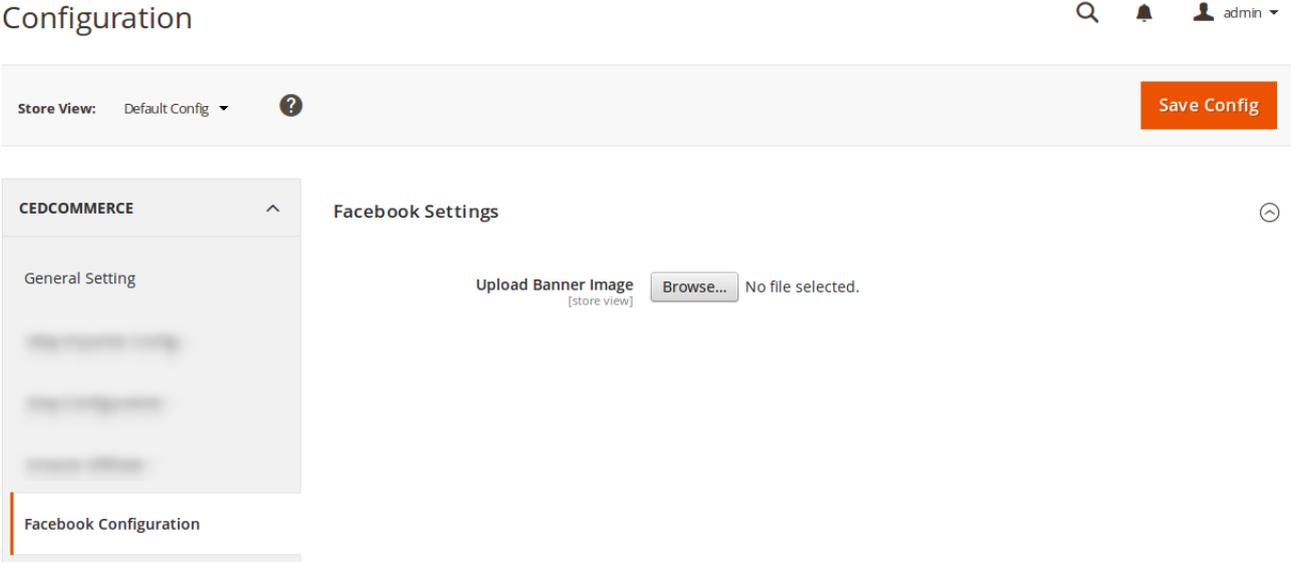
Once the extension is successfully installed in the Magento 2 store, the **FACEBOOK** menu appears on the left navigation bar of the Magento 2 Admin panel. The merchant has to first create a store through their Facebook account. Once the store is created in the Facebook.com website, they receive an **App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

- Go to the **Magento 2 Admin** panel.
- On the left navigation bar, click the **FACEBOOK** menu.
The menu appears as shown in the following figure:



- Click **Configuration**.
The **Configuration** page appears as shown in the following figure:



- In the right panel, under the **Facebook Configuration** section, do the following step:
 - Click the **Browse** button next to the **Upload Banner Image** field to select the banner image if required.
- Click the **Save Config** button.
The configuration settings are saved.

3. Manage Product Listing

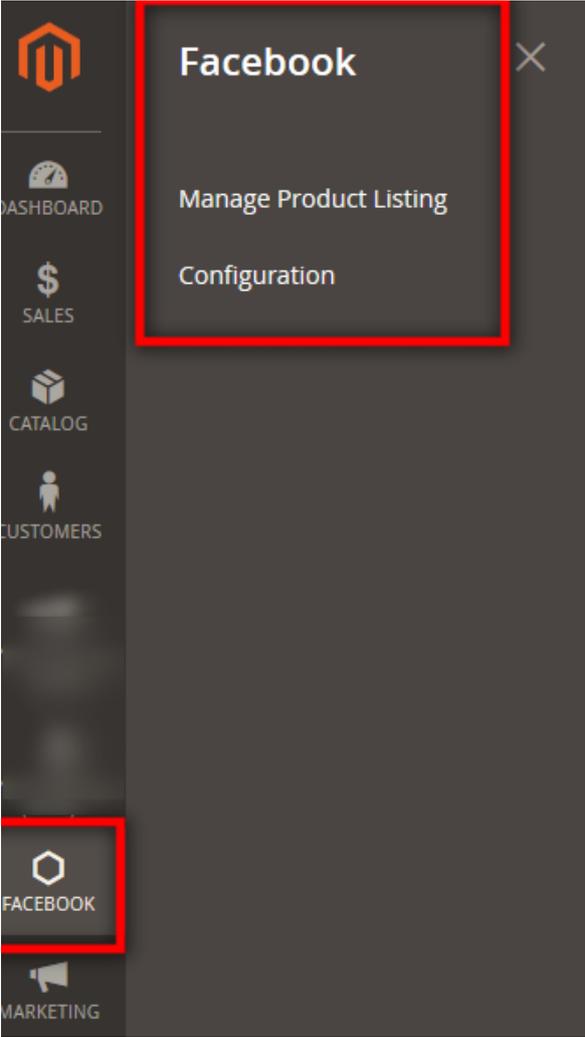
The store owners can easily advertise their products on Facebook.com. This extension enables the admin to process the easy product listing in bulk on Facebook.com by a single click when they are ready to upload.

The admin can perform the following bulk actions:

- **Add Listing on Facebook:** By changing the status of the product from the Magento 2 admin panel, seller may add the listing to be featured on Facebook store front-end.
- **Remove Listing on Facebook:** Seller may remove the listing as well from the Magento 2 admin panel and they won't be seen on Facebook store front-end

To perform the bulk actions on the selected products

- Go to the **Magento 2 Admin** panel.
- On the left navigation bar, click the **FACEBOOK** menu.
The menu appears as shown in the following figure:



- Click **Manage Product Listing**.
The page appears as shown in the following figure:

Facebook 🔍 🔔 👤 admin ▾

[Frontend Listing](#)

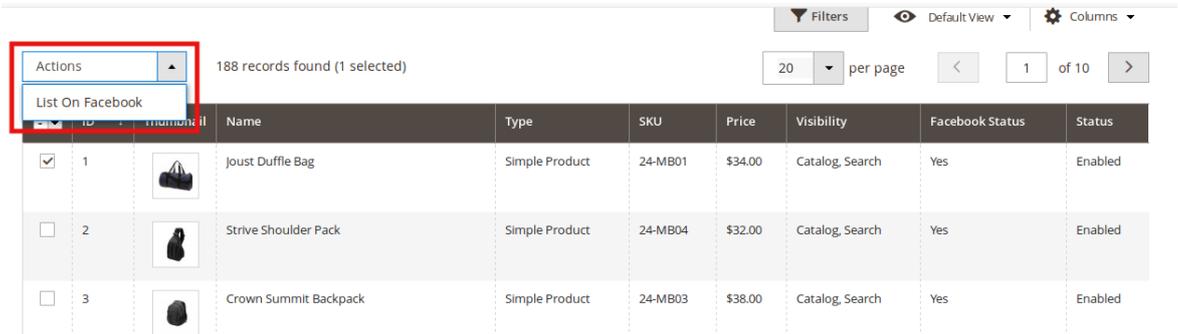
🔽 Filters 👁 Default View ▾ ⚙ Columns ▾

Actions ▾ 188 records found 20 ▾ per page < 1 of 10 >

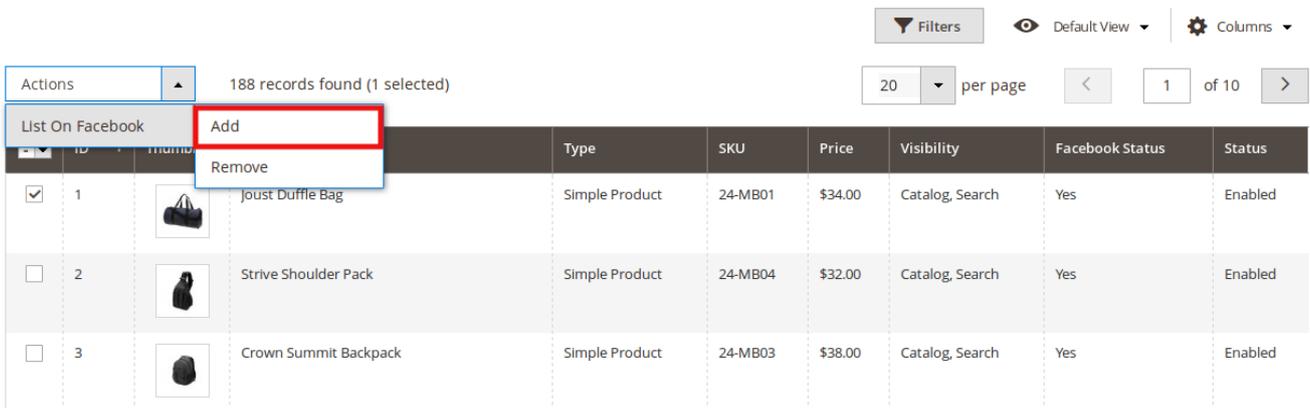
<input type="checkbox"/>	ID	Thumbnail	Name	Type	SKU	Price	Visibility	Facebook Status	Status
<input type="checkbox"/>	1		Joust Duffle Bag	Simple Product	24-MB01	\$34.00	Catalog, Search	Yes	Enabled
<input type="checkbox"/>	2		Strive Shoulder Pack	Simple Product	24-MB04	\$32.00	Catalog, Search	Yes	Enabled
<input type="checkbox"/>	3		Crown Summit Backpack	Simple Product	24-MB03	\$38.00	Catalog, Search	Yes	Enabled

- To add the product listing, do the following steps:
 - Select the checkboxes associated with the required products.
 - Click the **Actions** list Arrow button.

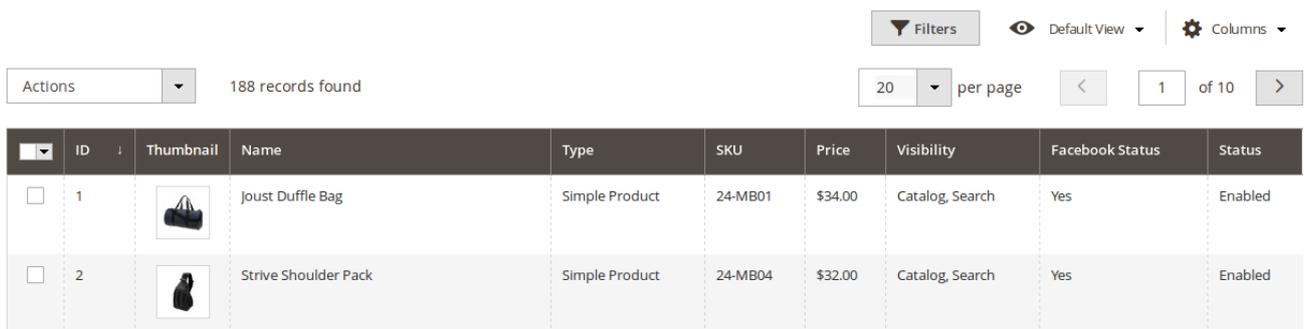
A menu appears as shown in the following figure:



- Click the **List on Facebook** and you'll see options as shown below:

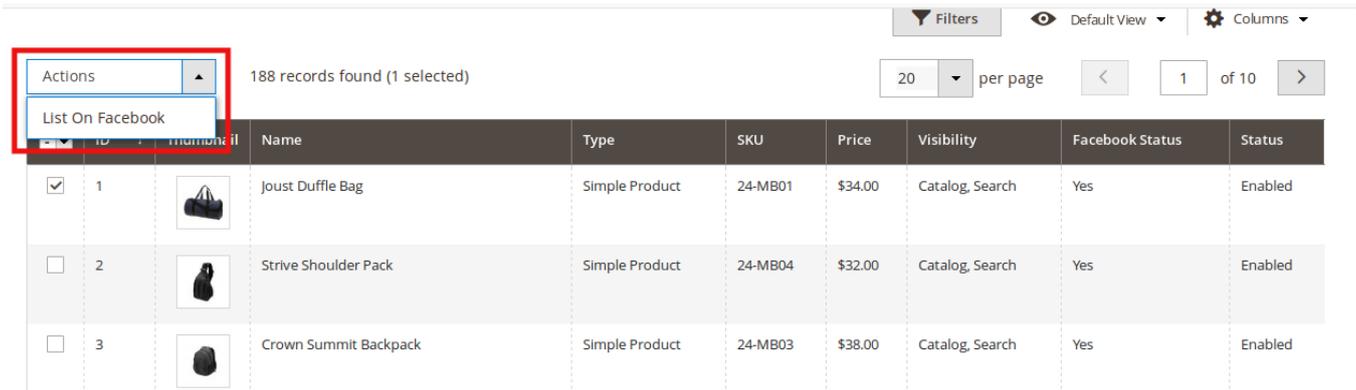


- On clicking add , a message will appears as shown below, and you listing would be added on Facebook front end.

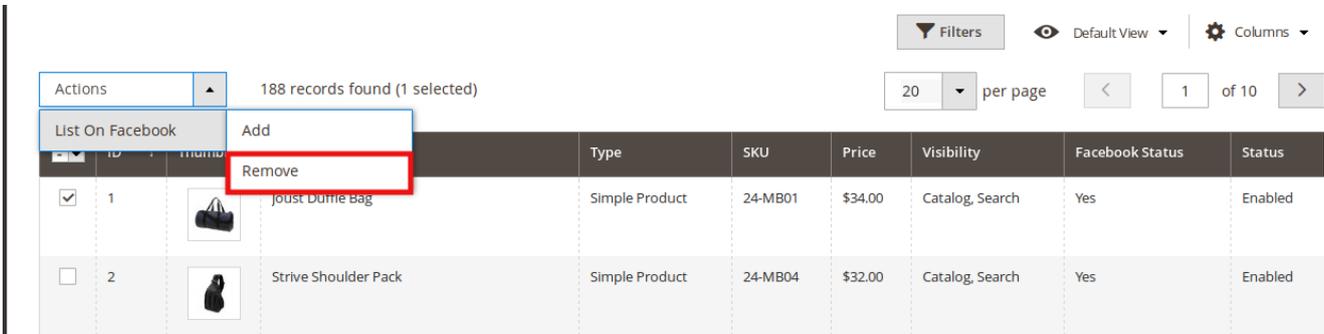


- To remove the product listing, do the following steps:
 - Select the checkboxes associated with the required products.
 - Click the **Actions** list Arrow button.

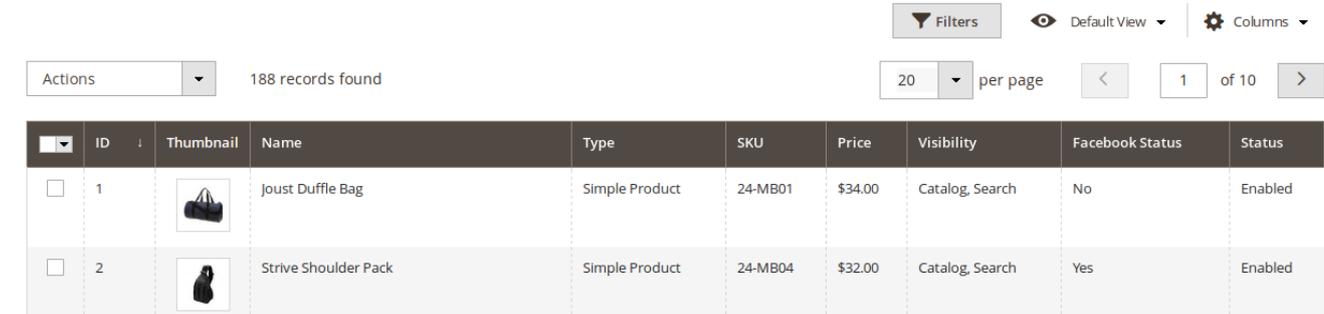
A menu appears as shown in the following figure:



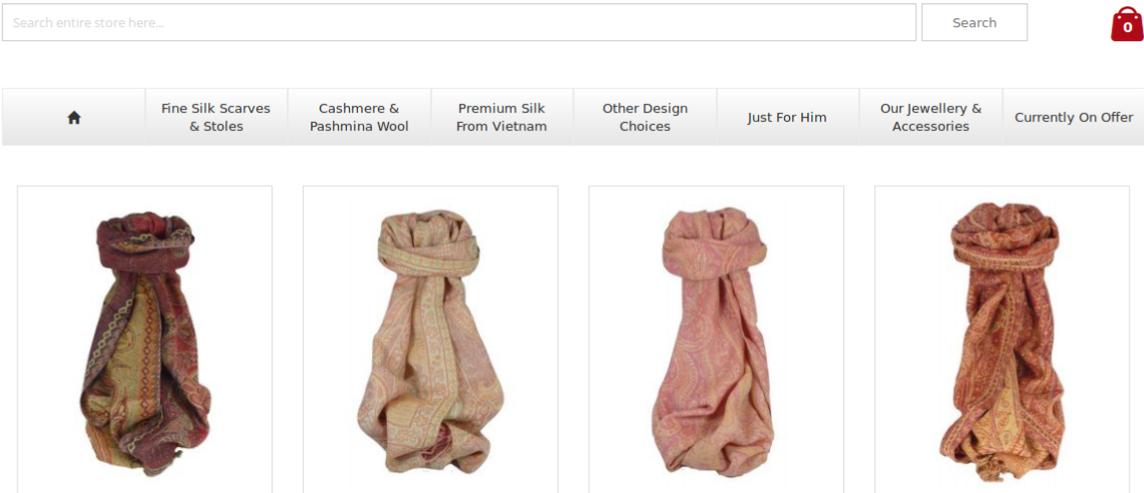
- Click the **List on Facebook** and you'll see options as shown below:



- Click on **Remove** and you will see a message. Your product will be removed.



- To see the front end listing, click on the Frontend Listing on the top right side of the page. You will be navigated to the page as shown below:



- This enables the easy featuring of your product(s) through the **iframe** on the Facebook page and the products will be shown as below:

