

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.

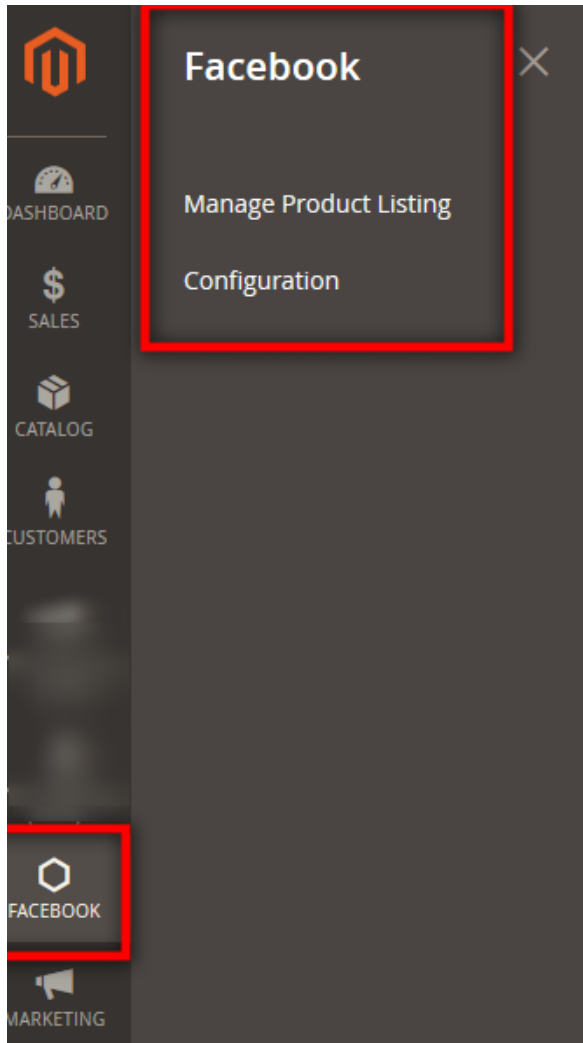
Note – *It doesn't support Facebook Mobile APP.(<https://developers.facebook.com/docs/pages/tabs/>)

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:

The screenshot shows the 'Configuration' page for a store. At the top right, there are icons for search, notifications (1), and a user profile labeled 'admin'. Below this is a 'Store View: Default Config' dropdown with a help icon and a 'Save Config' button. The main content area is titled 'Facebook Settings' and contains several fields: 'Enabled' (a dropdown menu currently set to 'No'), 'Upload Banner Image' (a file upload button labeled 'Choose file' with the text 'No file chosen'), 'App Id' (a text input field), and 'Debug Mode' (a dropdown menu currently set to 'No'). A 'Validate Id' button is located below the 'App Id' field. On the left side, there is a sidebar menu with 'CEDCOMMERCE' at the top, followed by 'General Setting', 'Facebook Configuration' (which is highlighted with an orange bar), and 'Installed Extensions'.

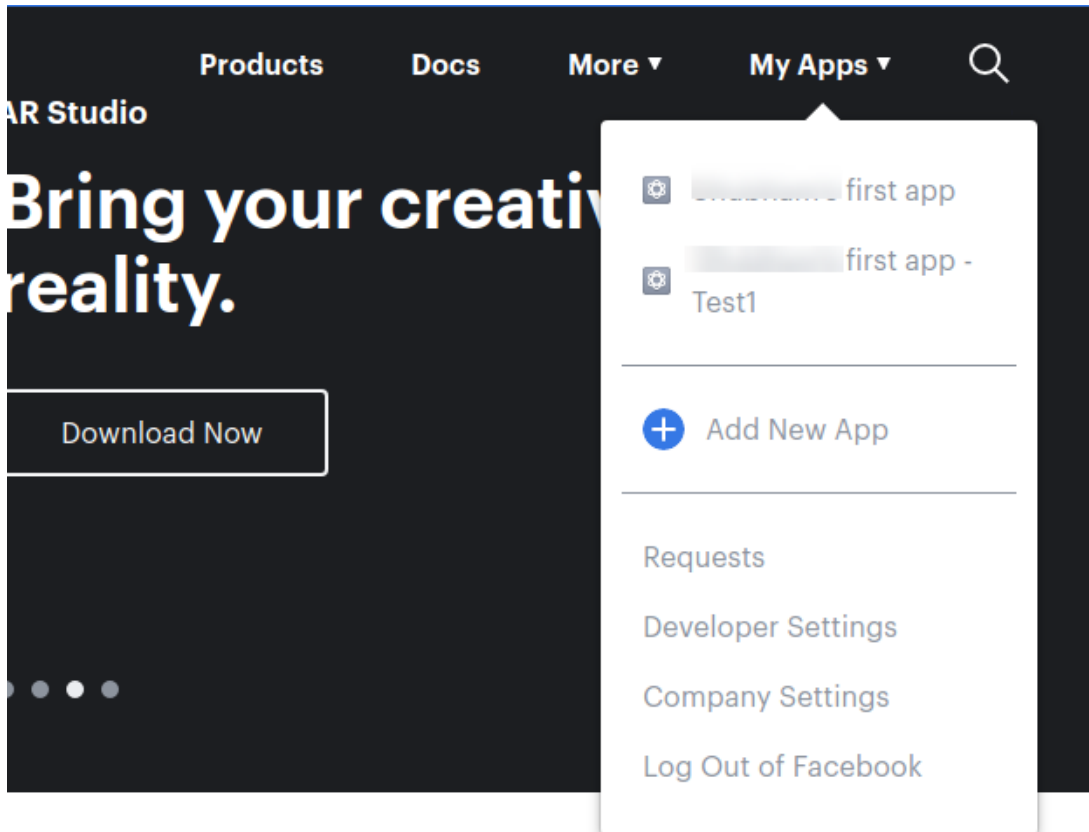
- Click on the **Enabled**,
 - Select **Yes** to Enable the extension
 - Select **No** to disable the extension.

In **Upload Banner Image**, Upload the Banner Image for the background of your shop.

In **App Id**, Enter the Id fetch from your seller panel.

*How to get the **Facebook App Id**?*

- Go to developer.facebook.com
- Click on the **Log In** Icon to Login your Account.
- After login click on the **My Apps** Icon to Create an App.
- Click on **Add new Apps**, as you can see in the following image.



A page will be displayed to enter the App name and your email Id as given in the below figure.

- In **Display Name**, Enter the name of your App Id which you want to create.
- In **Contact Email**, Enter your Email Id.
- After Entering the details click on the button **Create App ID**

After submitting the form, you can see your **App ID** in the given below figure.

The screenshot shows the Facebook for developers dashboard. At the top, there is a navigation bar with 'facebook for developers', 'Docs', 'Tools', 'Support', and 'My Apps'. A search bar contains 'Search developers.facebook.com'. Below the navigation bar, the app name 'My first app' is displayed. To its right, the 'APP ID: 741787462835931' is highlighted with a red box and a red arrow pointing to it. Further right, there is a toggle switch for 'OFF', the status 'Status: In Development', and a 'View Analytics' button. The main content area is titled 'Add a Product' and features a grid of product cards: 'Account Kit', 'Facebook Login', and 'Audience Network'. Each card includes a description and a 'Set Up' button.

- Copy the App ID and paste it, in the configuration setting of the Facebook Store as given in the following figure.

The screenshot shows the 'Configuration' page for the Facebook Store. The page title is 'Configuration'. On the right side, there are icons for search, a notification bell with '1', and a user profile labeled 'admin'. Below the title, there is a 'Store View: Default Config' dropdown and a 'Save Config' button. The main content area is titled 'Facebook Settings' and contains several configuration options:

- Enabled** [store view]: A dropdown menu set to 'No'.
- Upload Banner Image** [store view]: A 'Choose file' button with the text 'No file chosen'.
- App Id** [store view]: A text input field containing a blurred value.
- Debug Mode** [store view]: A dropdown menu set to 'No'.
- A **Validate Id** button is located below the Debug Mode dropdown.

 On the left side, there is a sidebar menu with 'CEDCOMMERCE' at the top, followed by 'General Setting', 'Facebook Configuration' (which is highlighted with an orange bar), and 'Installed Extensions'.

- **In Debug Mode**
 - Select **Yes**, To identify the error
 - Select **No**, To disable the debug mode
- Click on the **Validate Id** button to validate the credentials.

Now, Click on the **save config** to save the configuration.

3. Manage Product Listing

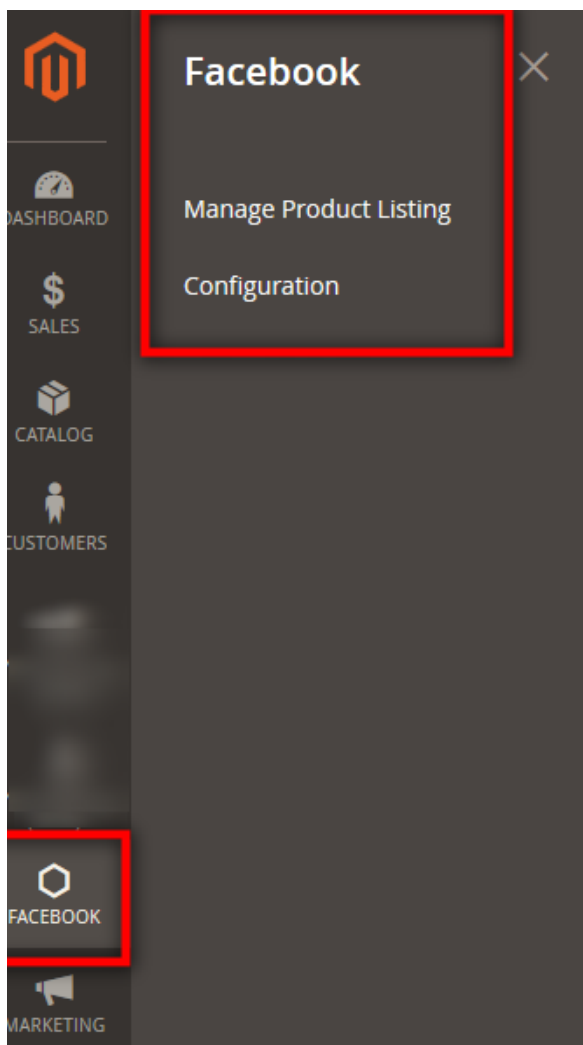
The store owners can easily advertise their products on Facebook.com. This extension enables the admin to process the easy product listing in bulk on Facebook.com by a single click when they are ready to upload.

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

Frontend Listing

Filters | Default View | Columns

Actions 188 records found | 20 per page | 1 of 10

ID	Thumbnail	Name	Type	SKU	Price	Visibility	Facebook Status	Status
1		Joust Duffle Bag	Simple Product	24-MB01	\$34.00	Catalog, Search	Yes	Enabled
2		Strive Shoulder Pack	Simple Product	24-MB04	\$32.00	Catalog, Search	Yes	Enabled
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:

Filters | Default View | Columns

Actions 188 records found (1 selected) | 20 per page | 1 of 10

List On Facebook

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

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

Filters | Default View | Columns

Actions 188 records found (1 selected) | 20 per page | 1 of 10

List On Facebook

Add

Remove

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

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

✔ A total of 1 record(s) have been Added on facebook

Filters Default View Columns

Actions 188 records found 20 per page 1 of 10

ID	Thumbnail	Name	Type	SKU	Price	Visibility	Facebook Status	Status
1		Joust Duffle Bag	Simple Product	24-MB01	\$34.00	Catalog, Search	Yes	Enabled
2		Strive Shoulder Pack	Simple Product	24-MB04	\$32.00	Catalog, Search	Yes	Enabled

- 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:

Filters Default View Columns

Actions 188 records found (1 selected) 20 per page 1 of 10

List On Facebook

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

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

Filters Default View Columns

Actions 188 records found (1 selected) 20 per page 1 of 10

List On Facebook

Add

Remove



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

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

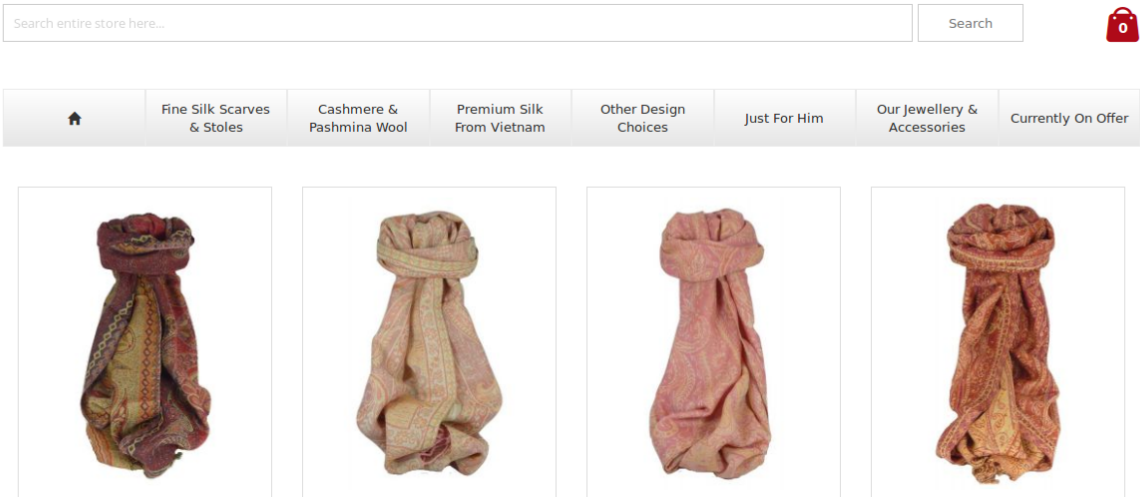
✔ A total of 1 record(s) have been Removed on facebook

Filters Default View Columns

Actions 188 records found 20 per page 1 of 10

ID	Thumbnail	Name	Type	SKU	Price	Visibility	Facebook Status	Status
1		Joust Duffle Bag	Simple Product	24-MB01	\$34.00	Catalog, Search	No	Enabled
2		Strive Shoulder Pack	Simple Product	24-MB04	\$32.00	Catalog, Search	Yes	Enabled

- To see the frond 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:

The screenshot displays a Facebook page for a store. At the top, there is a header with a search bar, navigation icons, and a 'Home' button. Below the header is a large image of a colorful scarf. Underneath the image are buttons for 'Like', 'Follow', 'Share', and 'Send Message', along with a 'Shop Now' button. A search bar is located below the image. The main content area features a grid of product categories: 'Fine Silk Scarves & Stoles', 'Cashmere & Pashmina Wool', 'Premium Silk From Vietnam', 'Other Design Choices', 'Just For Him', 'Our Jewellery & Accessories', and 'Currently On Offer'. Below the categories is a grid of three product listings, each with an image of a scarf, a title, a price of £29.99, and an 'ADD TO CART' button.

Product Name	Price	Action
Muffler Scarf 0103 in Fine Pashmina Wool Heritage	£29.99	ADD TO CART
Muffler Scarf 3433 in Fine Pashmina Wool Heritage	£29.99	ADD TO CART
Muffler Scarf 3723 in Fine Pashmina Wool Heritage	£29.99	ADD TO CART