



Facebook Marketplace

USER MANUAL

FACEBOOK MARKETPLACE CONNECTOR

FOR SHOPIFY

Table of Content

1. [Overview](#)
 - [About Facebook Marketplace](#)
 - [About the Facebook Marketplace Connector App](#)
2. [How to Install the App](#)
3. [Requirements to use the App](#)
4. [App Configuration](#)
 - [Facebook Business Account Connect](#)
 - [Facebook Page Authentication](#)
 - If you already have a Facebook Business Account/Page
 - If you are not registered on Commerce Manager
 - [Setting Up the Commerce Manager](#)
 - [Default Mapping](#)
5. [Import product from Shopify to the App](#)
6. [Upload products from App to Facebook Marketplace](#)
7. [Dashboard of the App](#)
 - [Profile](#)
 - [Product](#)
 - [Order](#)
 - [Configuration](#)
 - [Activities](#)

=====

1. Overview

About Facebook Marketplace

“Facebook Marketplace is a convenient destination for people to discover, buy and sell items. People can find what they’re looking for by filtering their results by location, category, and price. When customers are ready to make a purchase on Marketplace, they can check out directly within Facebook without having to leave the app”

****As of now, Facebook Marketplace is available in the U.S only.**

With Facebook Marketplace, eCommerce retailers can now sell new B2C inventory and offer deals to shoppers where they already are.

The key benefits of extending your presence on Facebook Marketplace include:

Extended Reach: eCommerce merchants get to present their products in front of a wider audience base.

Personalized Customer Experience: Facebook Marketplace surfaces products relevant to consumers, helping your business find the right customers.

About the Facebook Marketplace Connector App

Being the official listing partner of Facebook, CedCommerce presents the Facebook Integration for Shopify.

Facebook Marketplace Connector helps Shopify merchants to increase their product's discoverability through seamless listings and automated order management.

The App facilitates the Shopify merchants to connect their stores with Facebook Marketplace, reducing their manual work complemented with 24*7 end-to-end support from CedCommerce. The prominent features of the App are:

Checkout on Facebook: Leverage checkout on Facebook with customers making purchases directly within Facebook without having to leave the app.

Catalog and Inventory management: The solution syncs price, stock, and other updates at regular intervals along with syncing your Shopify products with Facebook Marketplace catalog and categorizing the products appropriately to Facebook's specs.

Order Management: Orders received on Facebook Marketplace will be adequately synced with the Shopify store. The solution enables you to centrally manage cancellations, orders, and all other updates from one place. All of your Facebook Marketplace orders will be shown in one dashboard and synced to your Shopify store.

=====

2. How to Install the App

The Facebook Marketplace Connector for Shopify can be downloaded from the Shopify App store.

Here is the step by step procedure to install the App.

1. Go to the <https://apps.shopify.com/>

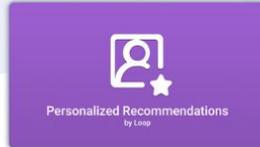
Every business is unique.
Find the app that's right for yours.



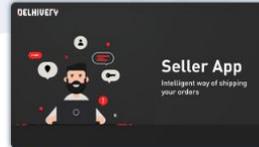
Featured apps



by CedCommerce
Manage Google Shopping Actions, Google Ads & Shopping Feed



by LoopClub
Personalized Recommendations, Related Product, Bought Together



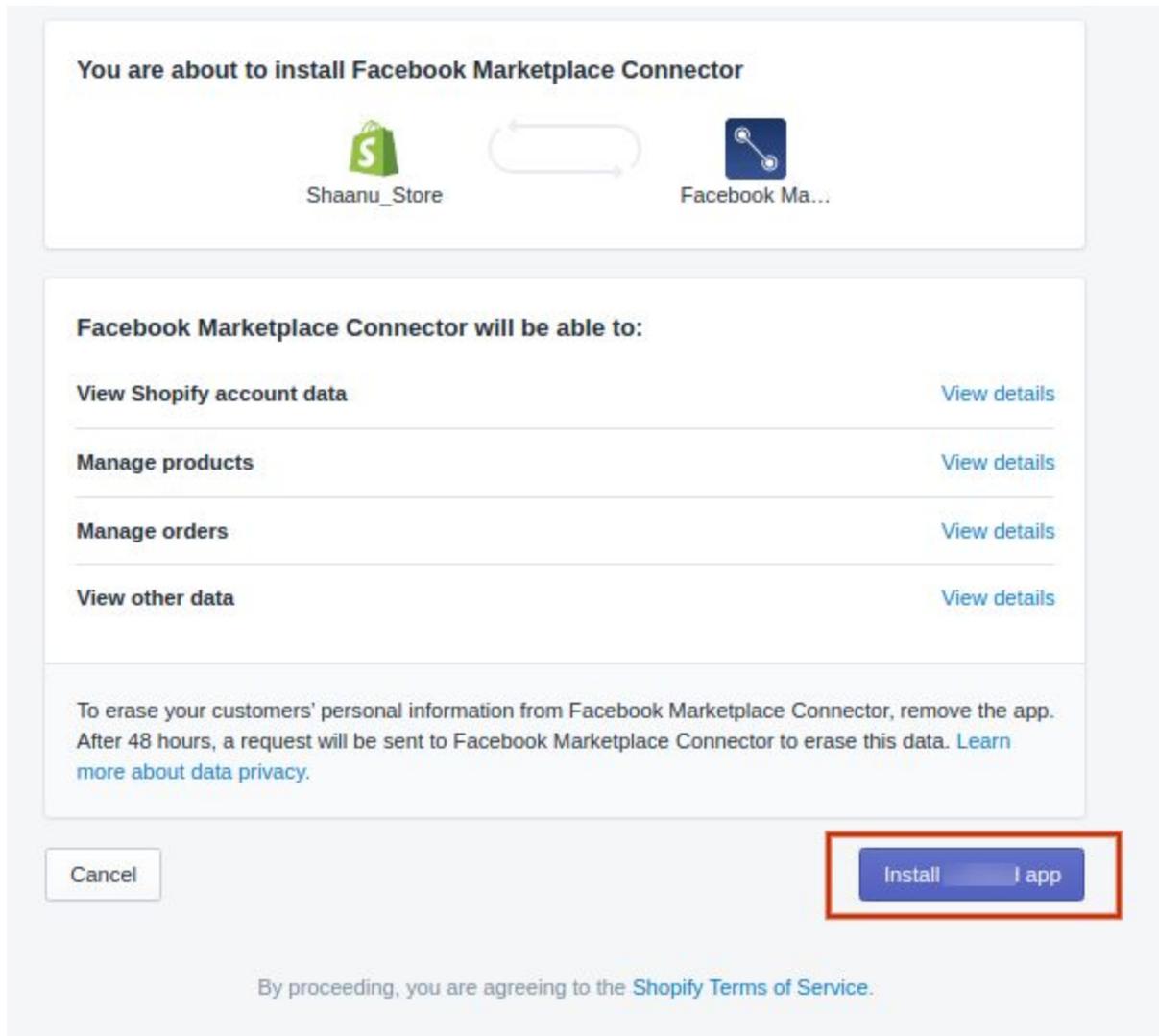
by Delhivery Pvt. Ltd.
Ship Seamlessly with India's largest 3PL Network : Delhivery



by AppMixo®
Unsaturated Drop Shipping product that get Sales! (AliExpress)

2. Search for the App “Facebook Marketplace Connector” in the search bar and click on the icon.
3. Alternatively, you can click on this link to directly get to the App:
<https://apps.shopify.com/facebook-marketplace-connector>

A window will appear, prompting you to install the App.



4. Click on “**Install the App**” to install the App.

*The Facebook Marketplace Connector comes free for all the shopify merchants.

=====

3. Requirements to Sell on Facebook Marketplace

To be eligible to sell on the Facebook Marketplace, you need to have an account on the Commerce Manager, the commerce platform of Facebook.

Commerce Manager, is a tool that enables e-commerce merchants to manage their catalog, order and payment system.

The basic requirement to sell on Facebook Marketplace are:

- A Facebook Business Account.

- Your business is registered in the US
- You have a US Tax ID (EIN)
- You have a US bank account
- You can ship to US addresses



4. App Configuration

As soon as you install the App from the store, you need to configure the Facebook Marketplace Connector to your existing Shopify store. To configure the App, follow the steps:

Facebook Business Account Connect

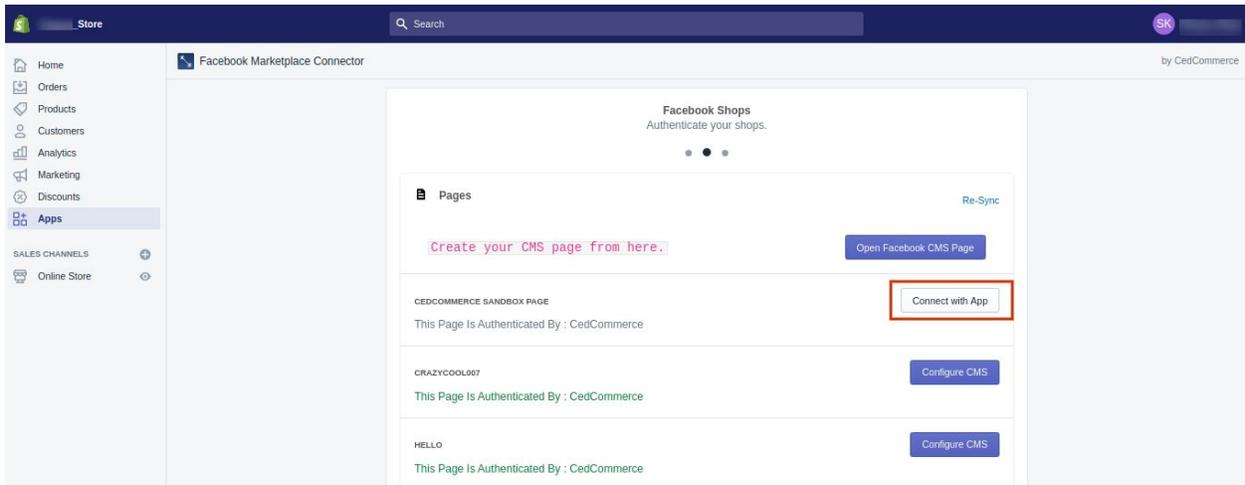
If you have an existing Facebook Business Account, it will show up, Click **“Connect”**. The page will connect to your existing Facebook Business Account and redirect to the App.

Page Authentication/ Facebook Onboarding

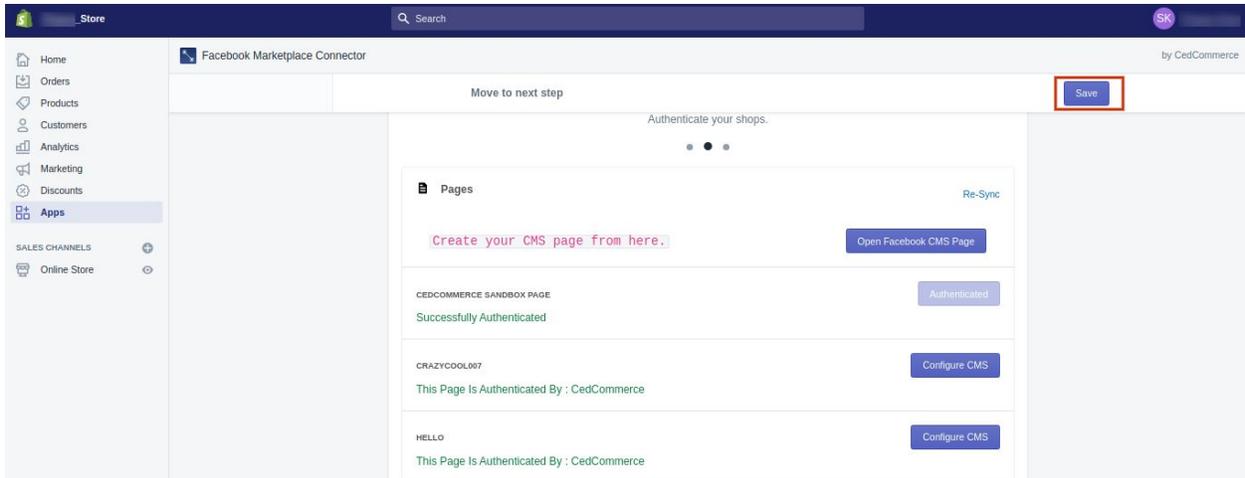
You can authenticate existing pages or create a new Facebook Page for Onboarding.

If you have a Facebook Page:

1. To add an existing Facebook page, Tick-mark the existing pages, and click **“Authenticate”**. (Merchant should select at least one store/page)

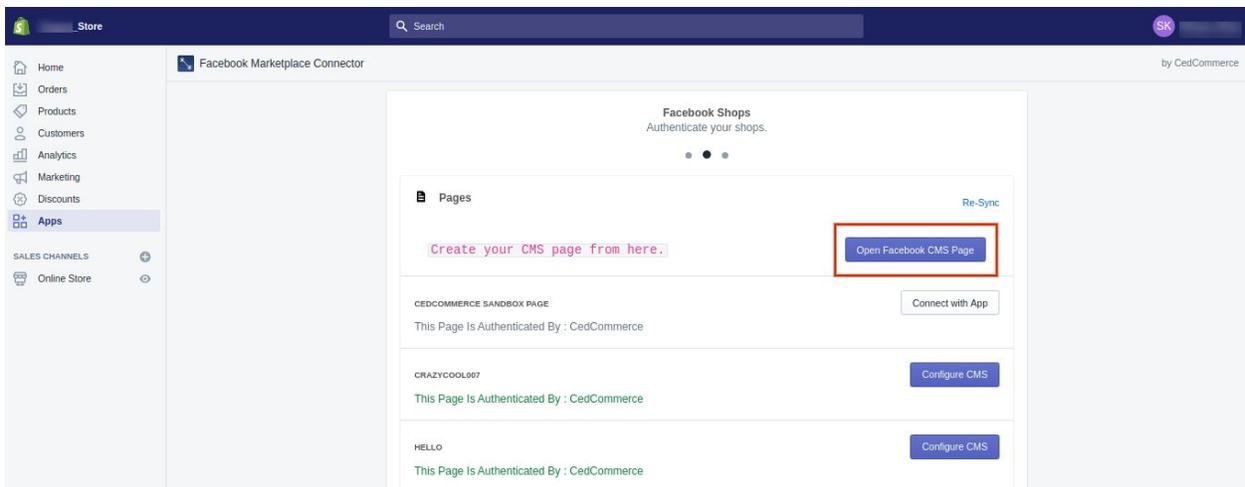


2. After successfully authenticating the page, move to the next step. Click the **“Save”** option above.



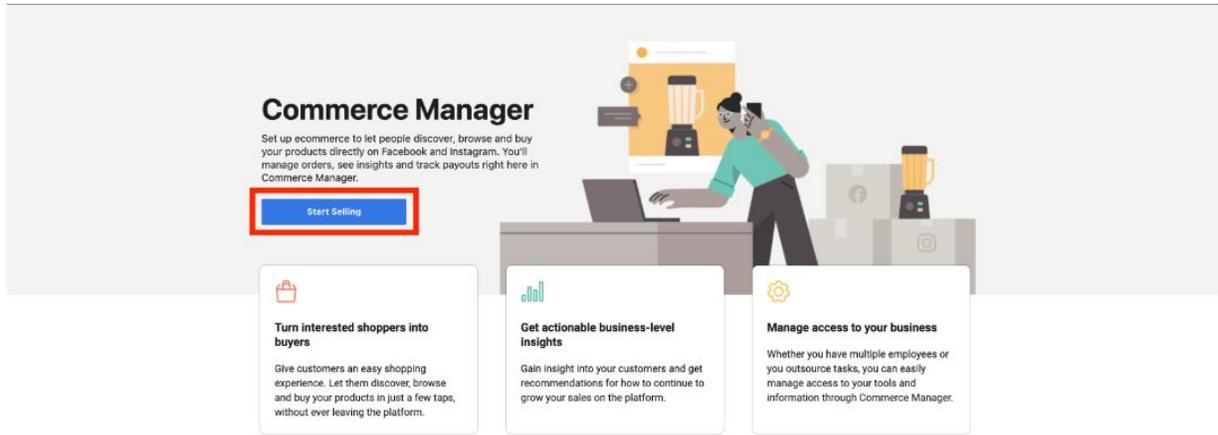
If you do not have a Facebook Page:

To create a new CMS Page, Click **“Open Facebook CMS Page”** the App redirect to the **Commerce Manager**.

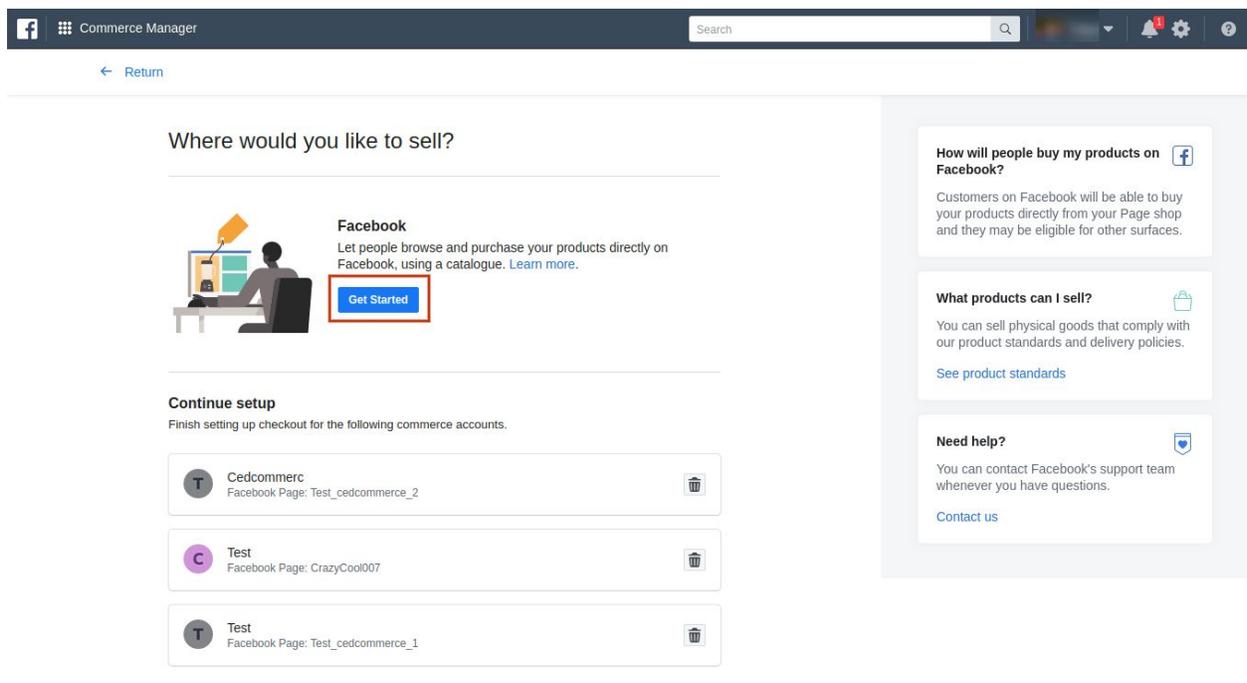


Setting-up the Commerce Manager

1. On the Commerce Manager Page, Click on the **“Start Selling”** button.



2. The following window will ask you, where to sell. From the window, select Facebook.
3. In the Facebook section, click “Get Started”



4. The next window will show a 3-step onboarding process namely Link Business Account, Set your Preferences, Set Up Payouts, which you will complete one by one to set-up the Commerce Manager Account.
5. Click the “Set Up” button in the **Link Business Account** section.

Sell on Facebook

- 1 Link Business Accounts**
You'll answer a few questions about your business and link your Page, so that customers can buy from you.
[Set Up](#)
- 2 Set Your Preferences**
Select the shipping options you offer, set your return policy and enter an email address where customers can reach you.
[Set Preferences](#)
- 3 Set Up Payouts**
Your payouts will be sent to the bank account you link in this step. You'll need to have your bank routing number and account number on hand. [Learn more.](#)
[Set Up Payouts](#)

- This step will ask if you have a bank account in the US. Select **“Yes”**, and click **“Next”**

Enter Basic Information: Step 1 of 4

Do you have a bank account in the US?

Currently, Commerce Manager can only be used by merchants who have a bank account in the United States. Customers can only purchase in the US and pay in US dollars (USD).

- Yes, I have a bank account in the US.
- No, I don't have a bank account in the US.

[Go Back](#)

[Next](#)

- In the next step, Link your existing Facebook Page and Click **“Next”**

Link a Page

First, you'll need to link your business account to your business' Facebook Page. Customers will be able to discover, browse and buy your products directly from your Page shop.

 Prod_Shop_Page
Page ID: 102861741064597

 Test_Shop_Page
Page ID: 1016868917850101

You can also create a new Page.

[Go Back](#) [Next](#)

- After that, Link your Page to Business on Facebook, to do so, mention the **“Account Name”** and Select the Page, you want to associate with it. When you are done, click **“Next”**

Link a Business

Name Your Commerce Account

This should match the public name of your business since it will be visible to customers. It can't contain special characters.

Account name

You can always change this later.

Link a Business

Link your commerce account to a Business Manager account. Any accounts you've already created on Business Manager will appear here.

 My Test Business
Business

 Test_Shop
Business

Don't see the business you're looking for? [Create a new business account.](#)

[Go Back](#) [Next](#)

- The last step enables you to link a Catalog for your shop. You can either select an existing catalog or **“Create a New Catalog”**. After that, Click **“Next”**

Link a Catalog

You'll be able to add, manage and distribute your inventory across platforms, using one catalog. Any existing catalogs you've created will appear here.

 Test_Catalog_Products
Catalog #: 329169931298166

Create a New Catalog
Once you finish setup, you'll be able to create and link a new catalog.

Once you link a catalog, you won't be able to link another.

Go Back

Save

6. The next section is to **Set your Preferences**, which helps you create shipping and return options. Click **“Set Preferences”** to get started.

[← Return](#)

Sell on Facebook

- 1 Link Business Accounts 
You'll answer a few questions about your business and link your Page, so that customers can buy from you.

- 2 Set Your Preferences
Select the shipping options you offer, set your return policy and enter an email address where customers can reach you.

Set Preferences

- 3 Set Up Payouts
Your payouts will be sent to the bank account you link in this step. You'll need to have your bank routing number and account number on hand. [Learn more.](#)

Set Up Payouts

- Set up your Shipping Option, Choose among the Standard, Expedited or Rush Shipping and click **“Next”**

Shipping

Set Your Shipping Options

These are the shipping options you'll offer for all of your products. You're responsible for shipping items within 3 business days from when an order is placed.

Standard Shipping	Add
Expedited Shipping	Add
Rush Shipping	Add

You can always change these options later.

Go Back Next

- The next option, let you enter **Return & Customer Service policy**, you shall enter the **number of days** you will be accepting returns and a valid **email address** for customer service conversation.

Return Policy & Customer Service

Return Policy

Items must be returned to you within the time period you choose below, calculated from the day your item is delivered to the customer. [Learn more.](#)

Number of Days
30

You can always change this later.

Customer Service Contact

Enter an email that you check regularly so your customers can reach you and get the help they need. For details, see [Facebook's customer service policy.](#)

Email Address
customer_support@myshop.com

You can always change this later.

Go Back Save

- Click **“Save”** once you are done with the process.
7. The last section deals with **Setting up the Payouts**, where you need to enter the tax and bank related information. Click **“Set Up Payouts”** to go further.

Sell on Facebook

1 Link Business Accounts 
You'll answer a few questions about your business and link your Page, so that customers can buy from you.

2 Set Your Preferences 
Select the shipping options you offer, set your return policy and enter an email address where customers can reach you.

[Edit](#)

3 Set Up Payouts
Your payouts will be sent to the bank account you link in this step. You'll need to have your bank routing number and account number on hand. [Learn more.](#)

[Set Up Payouts](#)

- In the next window, enter the **complete address** of your business and the email address (which you cannot modify again) and click **“Next”**

Set Up Payouts

Business Address

This must be the business address associated with the bank account you'll use for payouts. Any applicable tax documents will be sent to this address, so this can't be an address for a PO box.

Street address

Apt/Suite/Unit number - Optional

City

State

Zip code

Email Address

This email address will receive all payment and order notifications.

Email address

[Go Back](#)

[Next](#)

- Next, select the **product category** that you sell from the drop-down menu and click **“Next”**

What do you sell?

Select the Merchant Category Code (MCC) that best describes your business. This code is used to classify businesses by the type of services or goods they sell.

Business Category

Select

What will my Merchant Category Code be used for?

When customers buy your products, they may earn credit card points for their purchases. Credit card companies use the code you provide to determine the number of points your customers earn.

Your Merchant Category Code won't affect your product ranking on Facebook.

- Enter your **State Tax Registration Number** and Click “Next”

Where do you do business?

If you have a physical presence in certain states, this is considered sales tax nexus. Add your state tax registration number for every state where you have a physical business presence. [Learn more.](#)

State

California

State Tax Registration Number

This isn't your SSN or EIN. Why do we need this?

What qualifies as a physical business presence?

For state tax registration, a physical business presence can be a home office, a corporate office, a factory, and so on.

Don't have your registration number on hand?

If you don't have your state tax registration number available, you can always add this information later in your Commerce Manager settings.

- After that, fill in the **Tax and Business Representation** form. To represent your business on financial matters, you need to enter, Business type, Business representative name, address, and date of birth. After you are done, click “Next”

Tax & Business Representation

Tax Information
By US law, Facebook collects tax information from anyone receiving payments for sales. This information will be used for tax and compliance purposes and is subject to our Data Policy.

Business type

Business Representative Information
To keep Facebook as secure as possible, we collect this information from people representing a business on Facebook.

Business representative's first name

Middle name - Optional

Business representative's last name

Business representative's date of birth
Month Date Year

- Lastly, link your bank account information to collect the payment, for that you need to enter the details: **Name of the Account holder, Bank routing number, and Bank account number.**

Link Your Bank

Your payouts will be sent to your preferred bank account on a rolling basis. [Learn More](#)

Routing Number: (123456789) 0001234567890 4321

Bank routing number
9-digit routing number

Bank account number
4- to 17-digit account number

Name on bank account
Full name on account

You'll be charged a selling fee of 5% per transaction. If a transaction is \$8.00 or less, you'll be charged a flat fee of \$0.40.

By clicking Finish, you agree to our [Merchant Terms](#). Payment processors' terms apply, as described in the Merchant Terms. We'll store your business information and share it with payment processors to support commerce features on Facebook.

[Go Back](#) [Finish Setup](#)

- As soon as you are done with all the detail, Click **“Finish the Setup”**.
8. After the complete setup, you now have your Commerce Manager account on Facebook.

[← Return](#)

Sell on Facebook

 **You've Completed Setup!**
Please review your business information in the right-hand column. If everything looks right, you can go to Commerce Manager to set up your product catalog, learn how to use our selling tools and assign permissions.

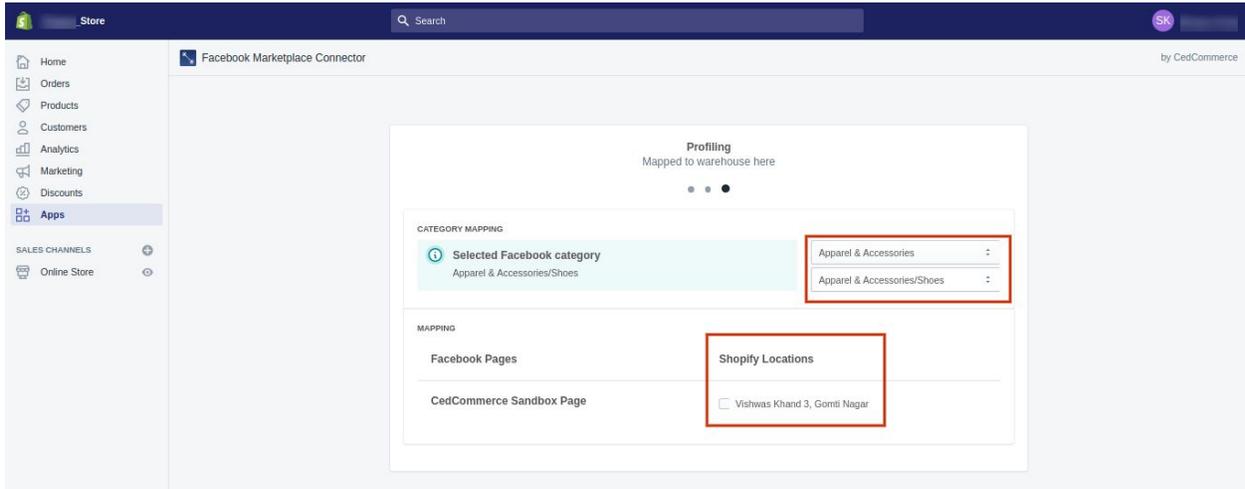
[Go to Commerce Manager](#)

- 1 Link Business Accounts** 
You'll answer a few questions about your business and link your Page, so that customers can buy from you.
- 2 Set Your Preferences** 
Select the shipping options you offer, set your return policy and enter an email address where customers can reach you.
[Edit](#)
- 3 Set Up Payouts** 
Your payouts will be sent to the bank account you link in this step. You'll need to have your bank routing number and account number on hand. [Learn more](#).
[Edit](#)

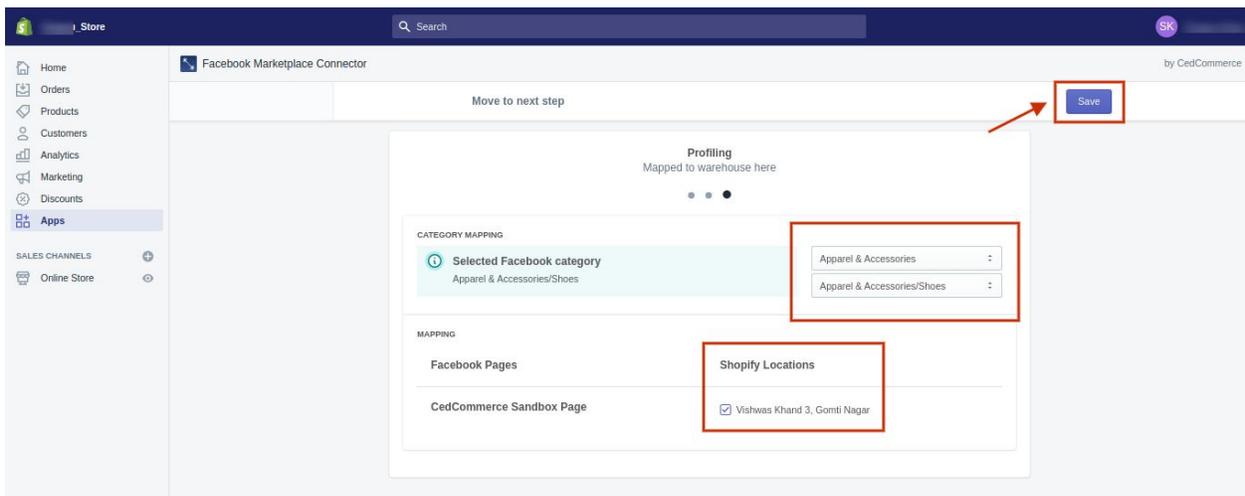
Default Mapping (Category Selection and Location Mapping)

This process helps you select the product category and map the location of the store with the Facebook Business Page.

1. In the next window, select the **“Product Category”** from the drop-down menu.



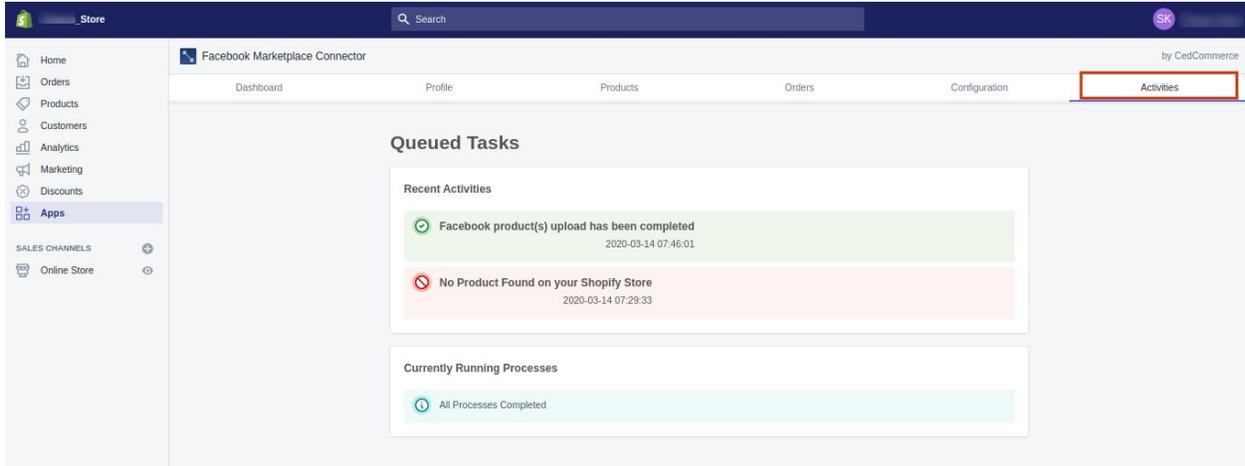
2. A Sub-category can also be assigned under the major category tab. Select the applicable **sub-category** from the drop-down menu.
3. For each page, you can **map the Shopify location** and assign it to each of the pages.. To do so, **Select** the page and **tick-mark** the location for the same.
4. Click on the **“Save”** button to save the default mapping information.



5. Import Products from Shopify to App

As soon as you authenticate the store:

- ★ The app will automatically start importing all the products from the Shopify store.
- ★ The current status of the products will be available on the Dashboard under the **“Activities”** section.



6. Product Upload to Facebook Marketplace

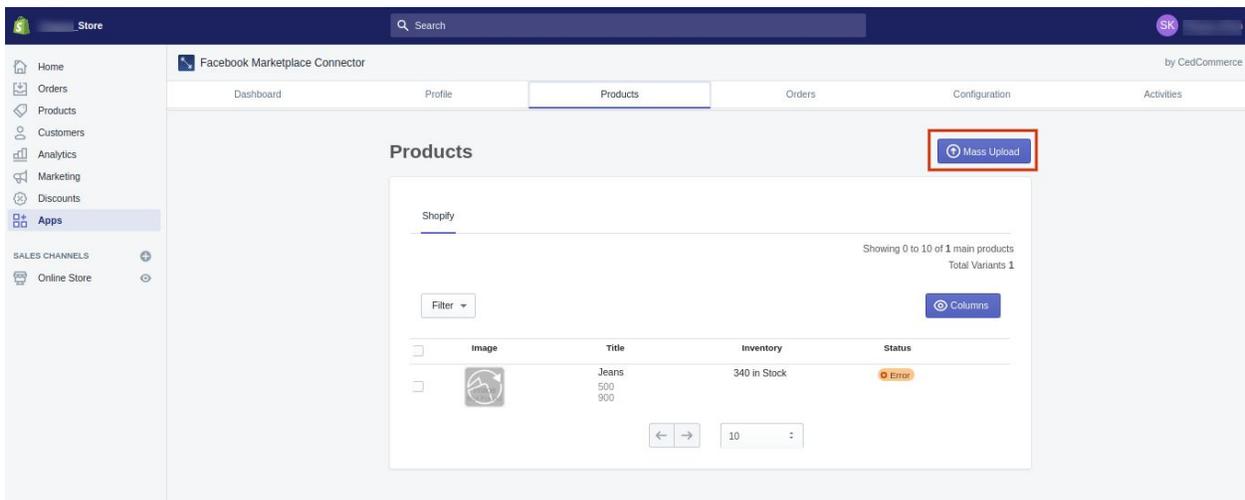
After all your products gets imported on the App, you can upload the products on Facebook Marketplace in three forms:

☐ Mass Upload

Mass Upload of products let you upload all the products on the Facebook Marketplace in a single go.

To Upload the products:

1. Click on **“Mass upload”**



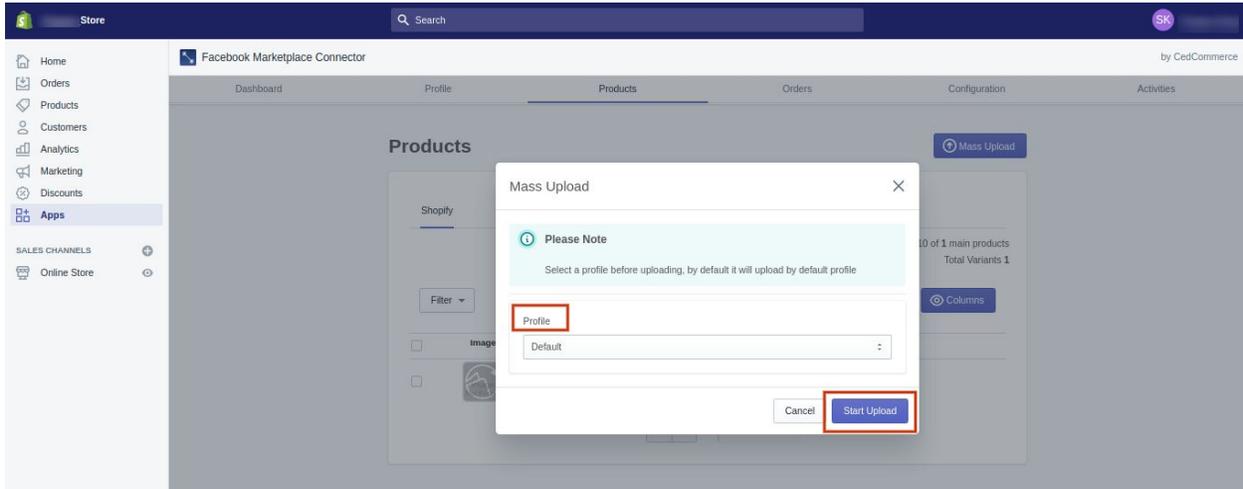
****This is the “By default” setting of the App.**

☐ Mass Profile Upload

You can also upload the specific set of products, by categorizing them under profiles.

To Upload the products under profiles:

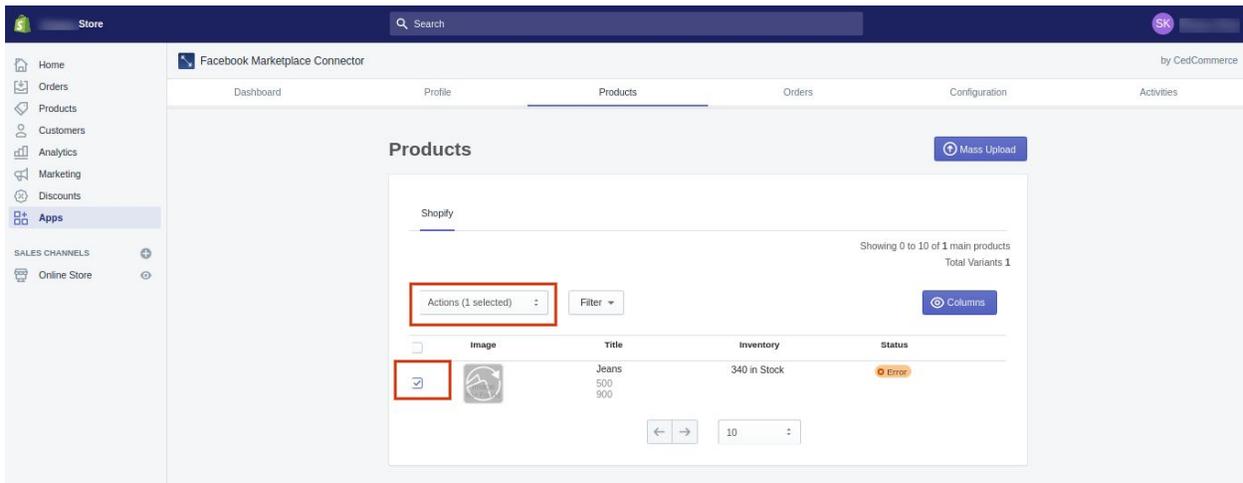
1. Select the required **“Profile”** while uploading and Click **“Mass Upload”**



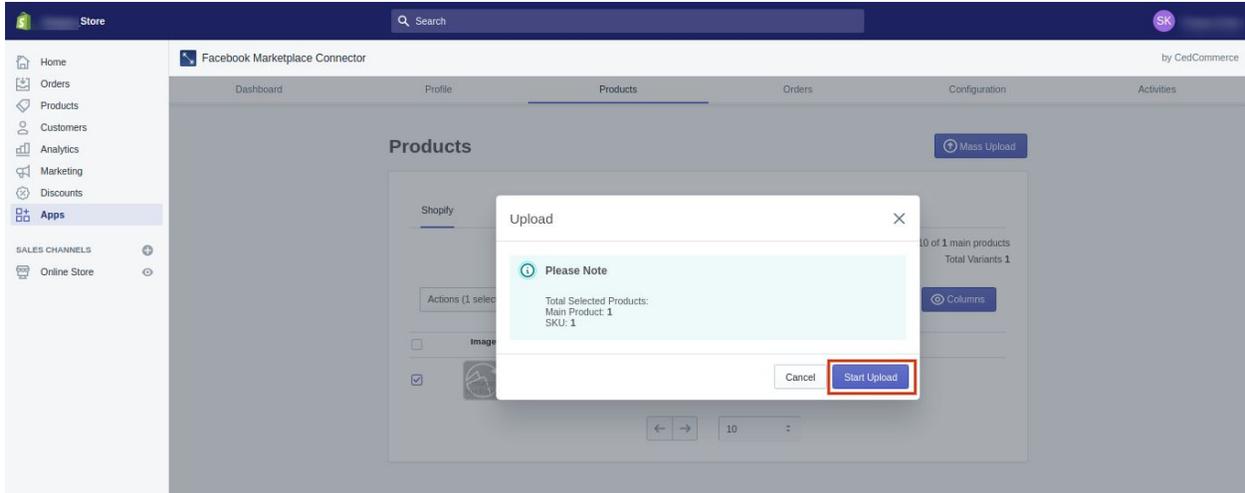
☐ Selected Upload

The App also lets you upload the products on the basis of manual selection. To do so:

1. Tick mark the required products and Click the **“Action Required”** button. Select **“Upload”**.



2. A window will show the selected product information namely, number of products, Main Product and SKU. Click **“Start Upload”** to start uploading the products.



7. Dashboard of the App

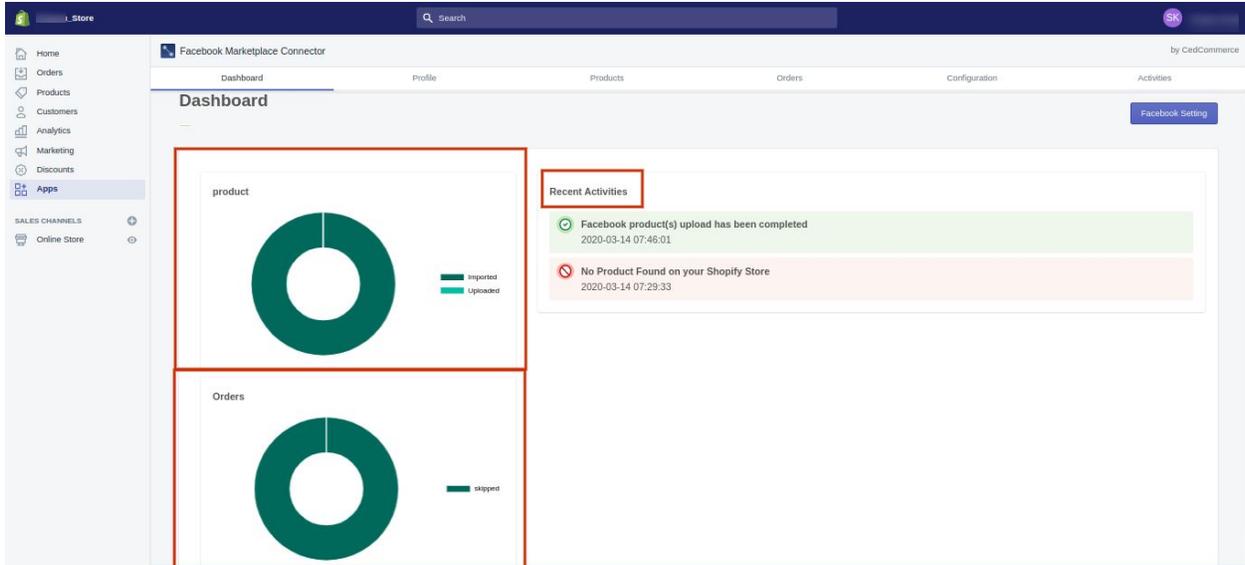
The App interface is divided into 6 major sections that help merchants to keep a track of the shop from a single dedicated platform. The sections consist of:

1. **Dashboard:** Keep records of all the products and orders, also shows recent activities.
2. **Profile:** Keep a record of the configured account details and details of profiles created.
3. **Products:** Keep a real-time record of all the products, its status, and notifications
4. **Order:** Keep a real-time record of the orders received, sync it between Shopify and Facebook Marketplace
5. **Configuration:** Keep the tabs for an account, location or profile configuration.
6. **Activities:** Keep a real-time record of recent activities and to-do actions.

❑ Dashboard

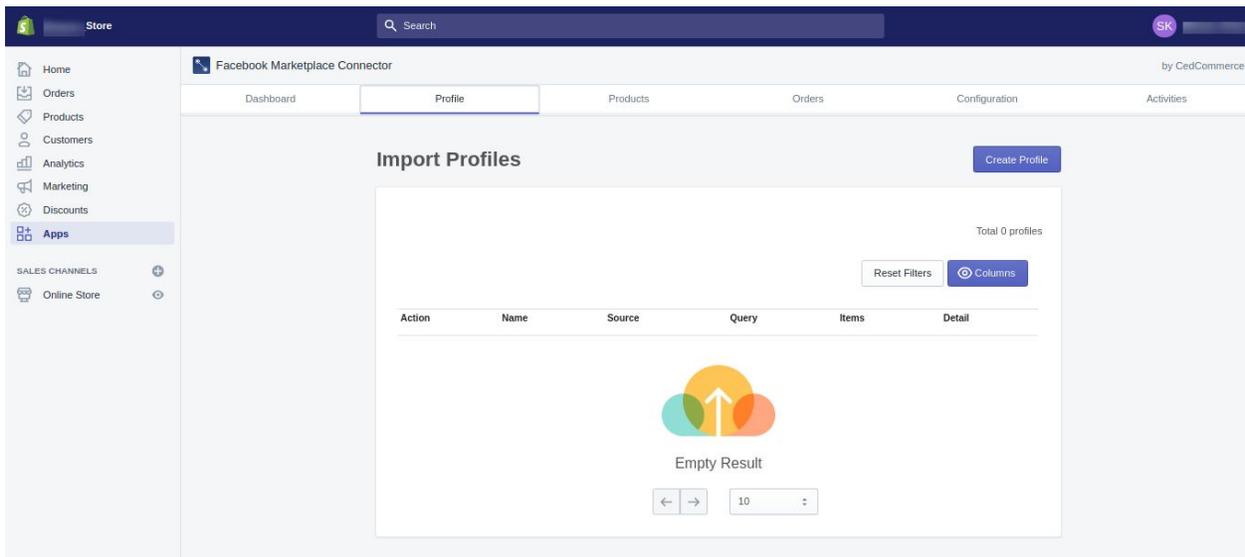
The Dashboard of the app is divided into two major sections:

1. The first section shows the current status of the products and orders that have been imported and uploaded.
2. The second section shows the most recent actions performed on the app.



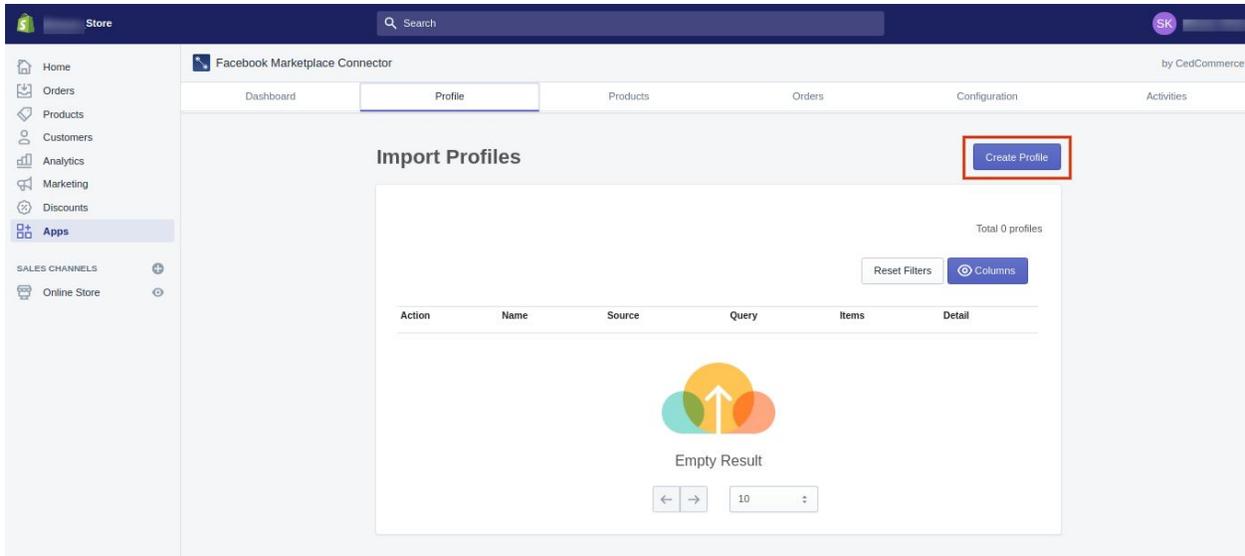
Profile

Profiling helps in the categorization of products. In case you wish to set a particular template or conditions for several products, you can set a profile for the same. It will save your time of assigning the values and uploading them individually.

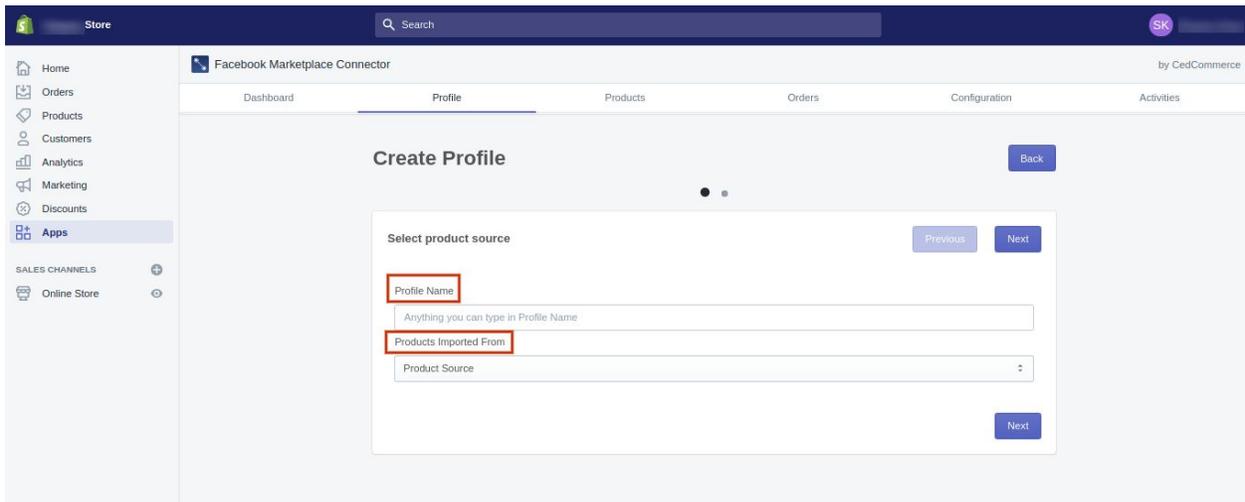


To create a profile:

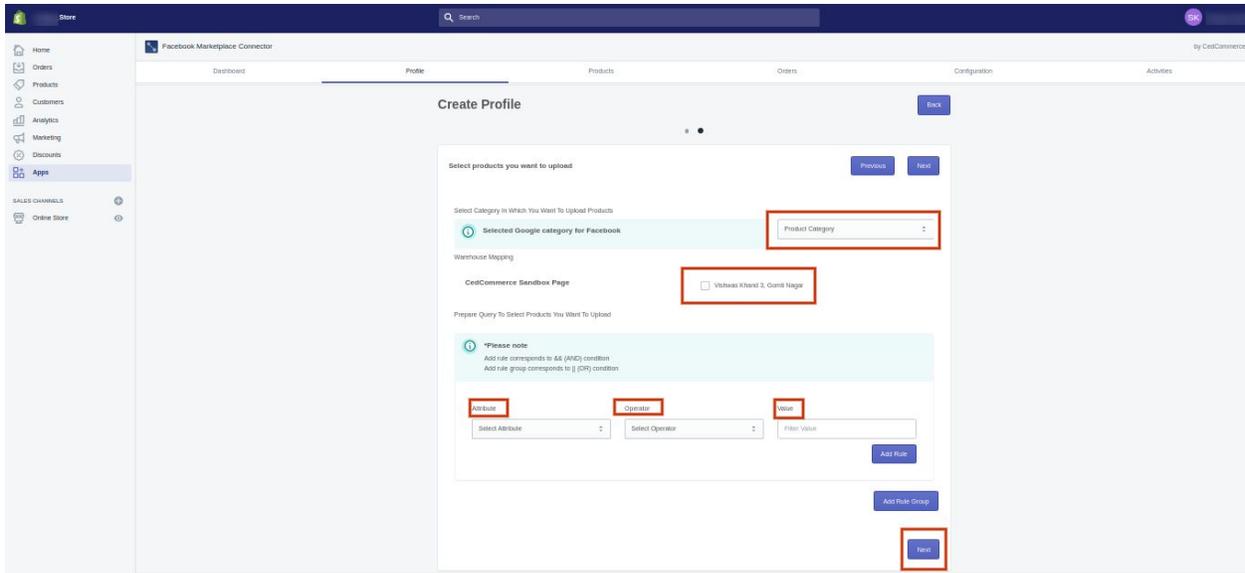
1. Click on the **“Create Profile”** option.



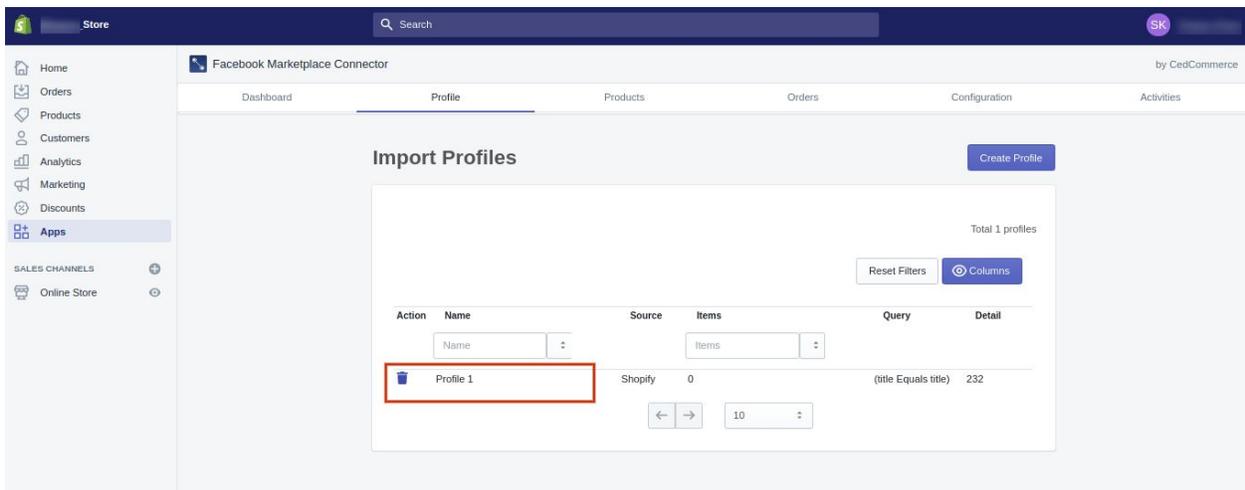
2. Enter the **“Name”** for the current profile and **“Product Source”**.



3. Select the **“Product Category”** and the **“Location”** for the product.
4. Set the required condition for the profile, Enter the **“Attributes”**, the **“Operation”** and the assigned **“Value”** condition for the profile.

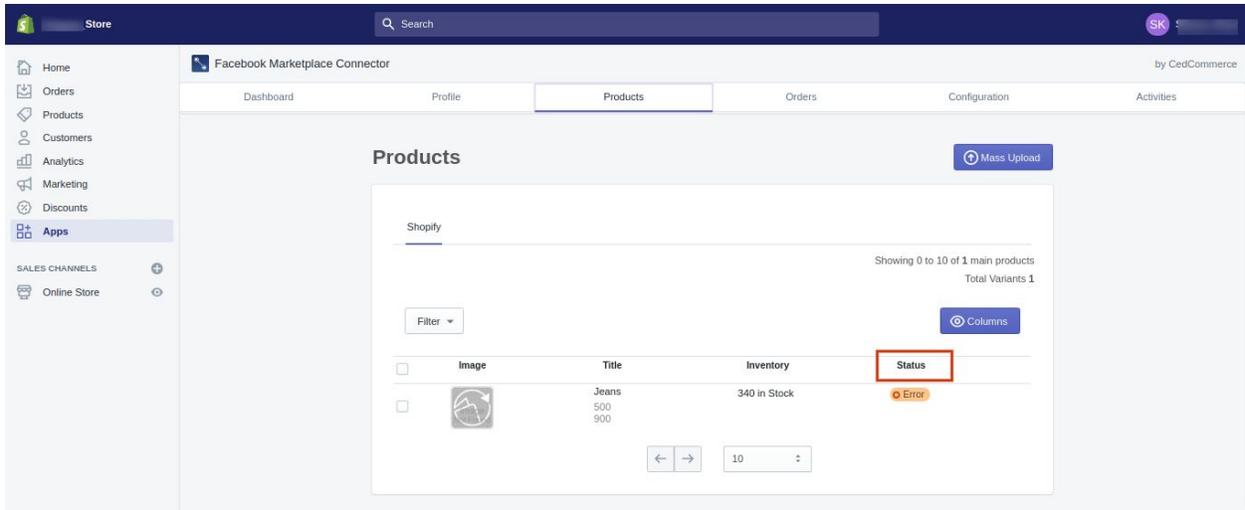


5. Click “Next” to save the Profile. The available profiles will reflect on the Profile tab of the app.



❑ Products

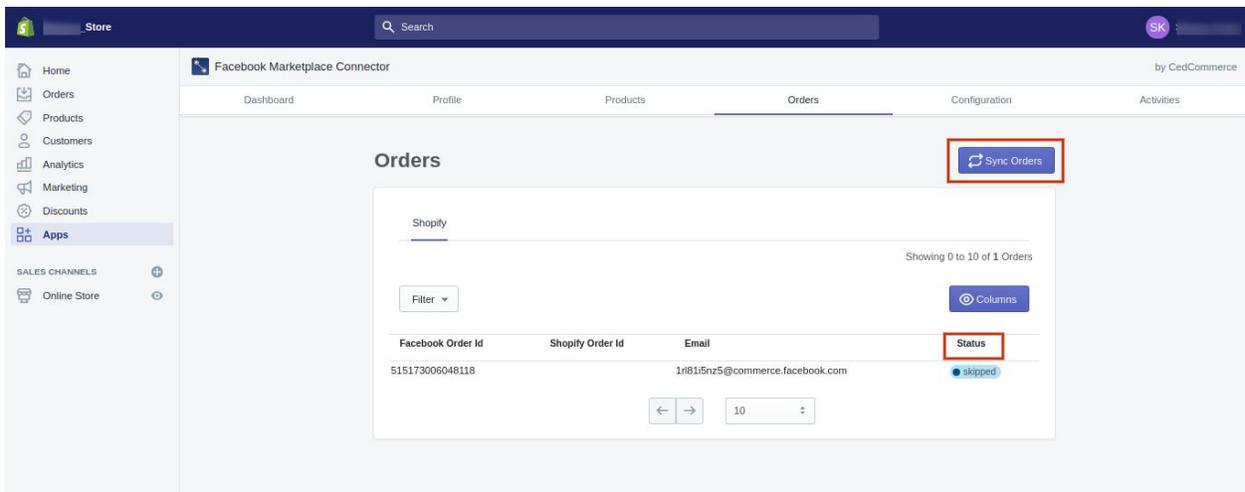
The product section of the App will feature the status of your products. You can track the imported products from this section.



Order

The App comes with auto-synchronization; so every order that is received on Facebook Marketplace, will be fetched to the app and then will be placed on Shopify, and the order status of the same will be reflected on Facebook Marketplace. So that you can easily manage them and fulfill the same accordingly.

The Order section looks like this:



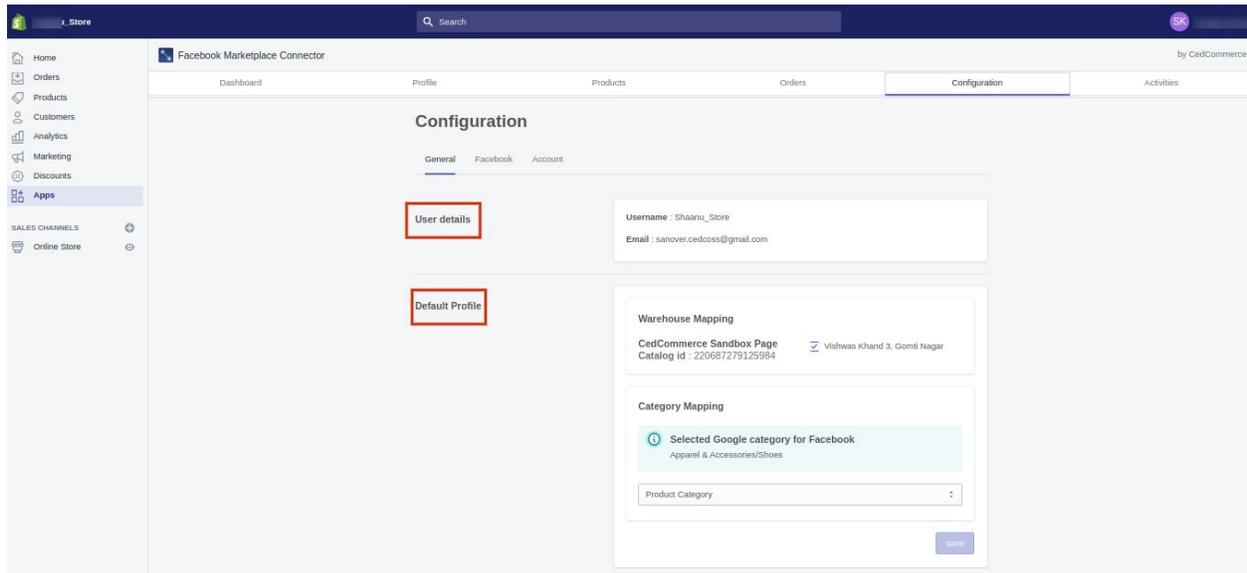
Configuration

This section of the App shows the current account setting of your app, all settings related to user detail, default profile and Facebook account are reflected here.

The configuration tab shows these options: **General, Facebook, and Account**

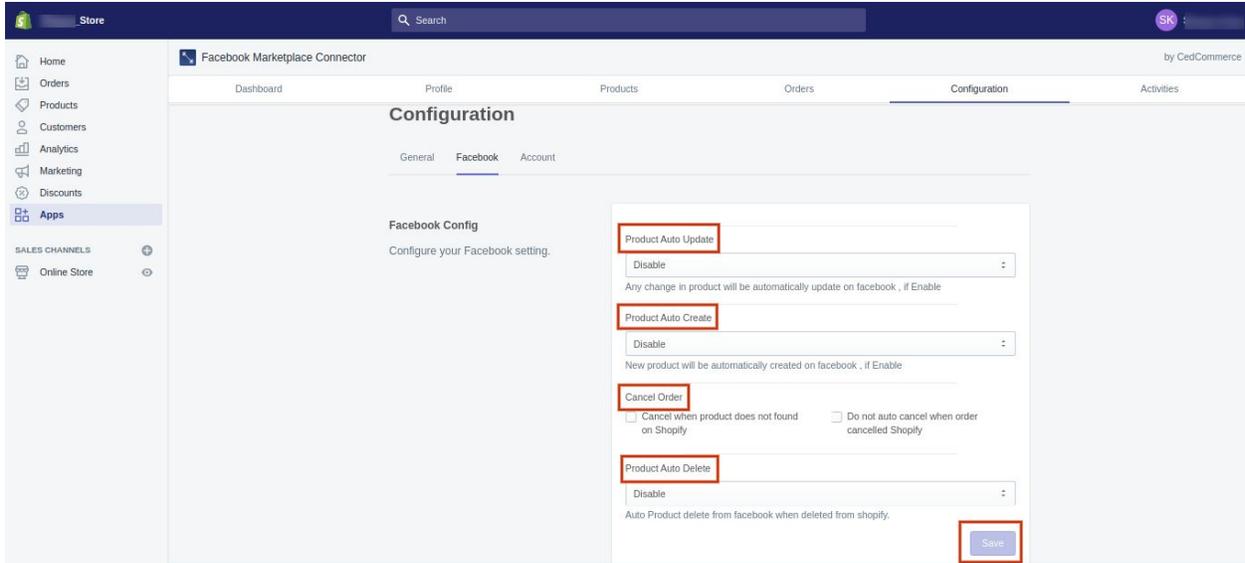
❑ General

1. This tab shows the “**User Details**” that include the Username and the email address that you used while connecting to the app.
2. Also, the later section reflects your “**Default Profile**” that includes your location mapping and category mapping.



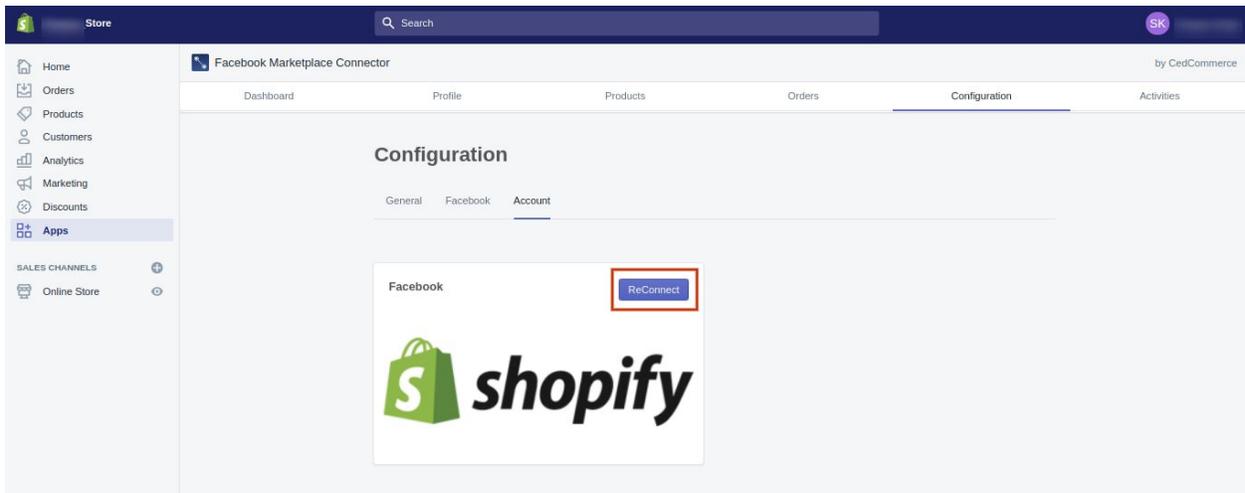
❑ Facebook

1. This tab shows the Facebook settings that you can configure for the app.
2. You can “**Enable or Disable**” the following setting related to the following functions:
 - **Product Auto Update:** Any change in the product on Shopify will be automatically updated on Facebook Marketplace. (if enabled)
 - **Product Auto Create:** New products created on Shopify will be automatically created on Facebook Marketplace. (if enabled)
 - **Cancel Order:** Cancel the order when a product SKU is not found on Shopify. (This happens when you delete a product from Shopify and product auto-update setting is disabled)
 - **Product Auto Delete:** Auto delete the product from Facebook when deleted from Shopify.



Account

This tab shows the Shopify store connected with the app. You have the option to **“Reconnect”** the account.



Activities

The last section on your dashboard is the Activities section, that keeps track of all the recent activities that took place on your app.

The Activities tab shows this option:

1. Queued Tasks: All the tasks that have been queued on the app.
2. Currently Running Process: All the tasks running in progress.

Store Search SK

Facebook Marketplace Connector by CedCommerce

Dashboard Profile Products Orders Configuration **Activities**

Queued Tasks

Recent Activities

- Facebook product(s) upload has been completed
2020-03-14 07:56:26
- Facebook product(s) upload has been completed
2020-03-14 07:46:01
- No Product Found on your Shopify Store
2020-03-14 07:29:33

Currently Running Processes

- All Processes Completed

Home
Orders
Products
Customers
Analytics
Marketing
Discounts
Apps

SALES CHANNELS
Online Store

