

# **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:*

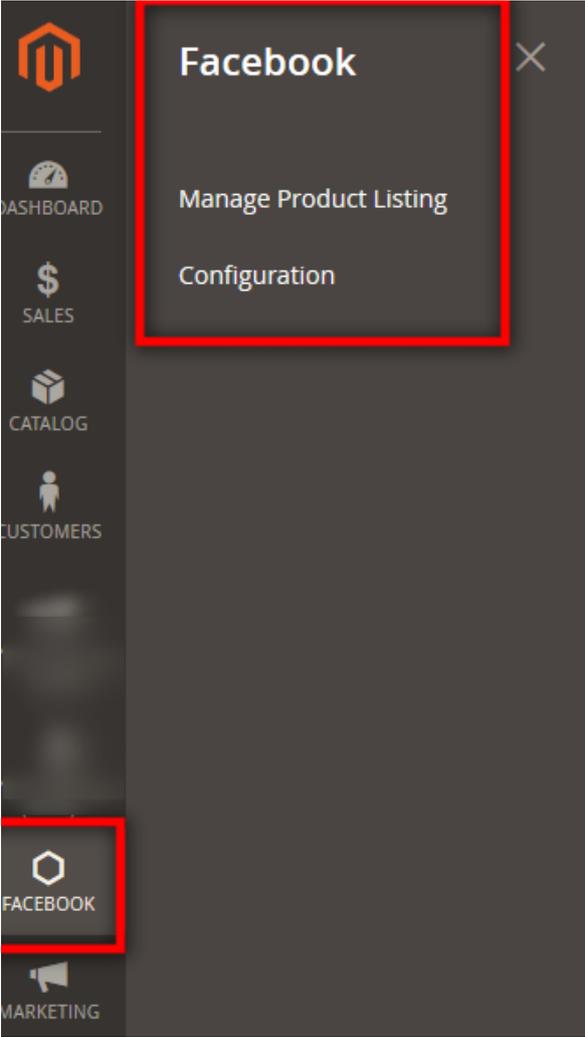
- **Bulk Products Upload:** The store owner has a flexibility to upload any number of products on Facebook Store using the bulk products upload feature.
- **Advertise the Store Products on Facebook at single click:** Enables the store owners to get their products advertised on Facebook.
- **Redirecting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

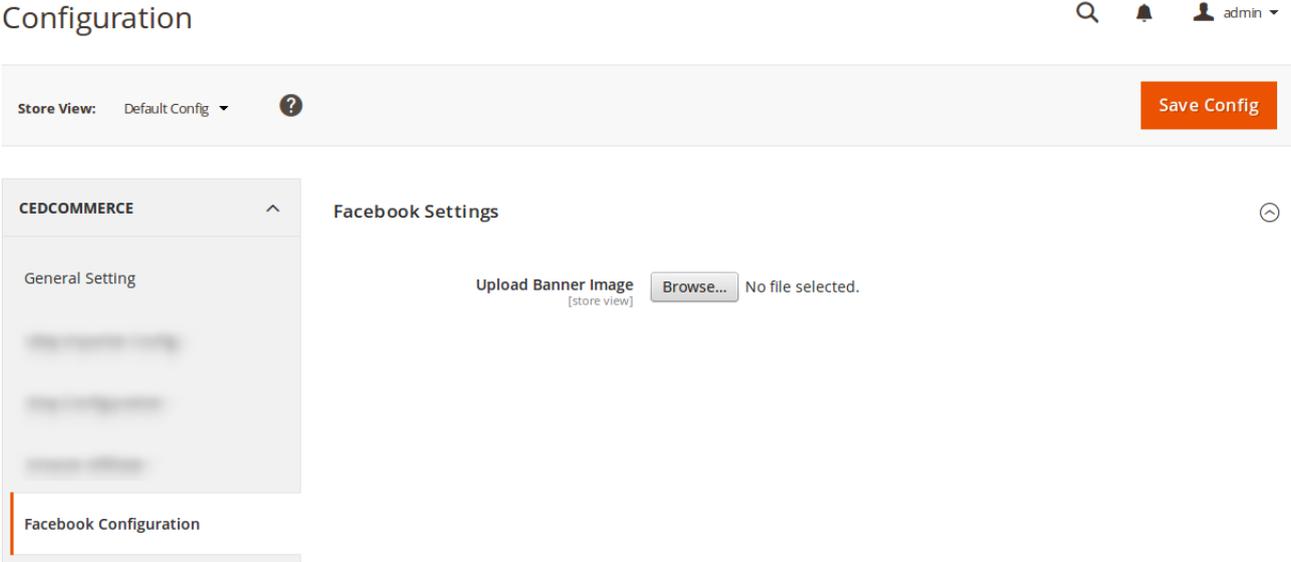
Once the extension is successfully installed in the Magento 2 store, the **FACEBOOK** menu appears on the left navigation bar of the Magento 2 Admin panel. The merchant has to first create a store through their Facebook account. Once the store is created in the Facebook.com website, they receive an **App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

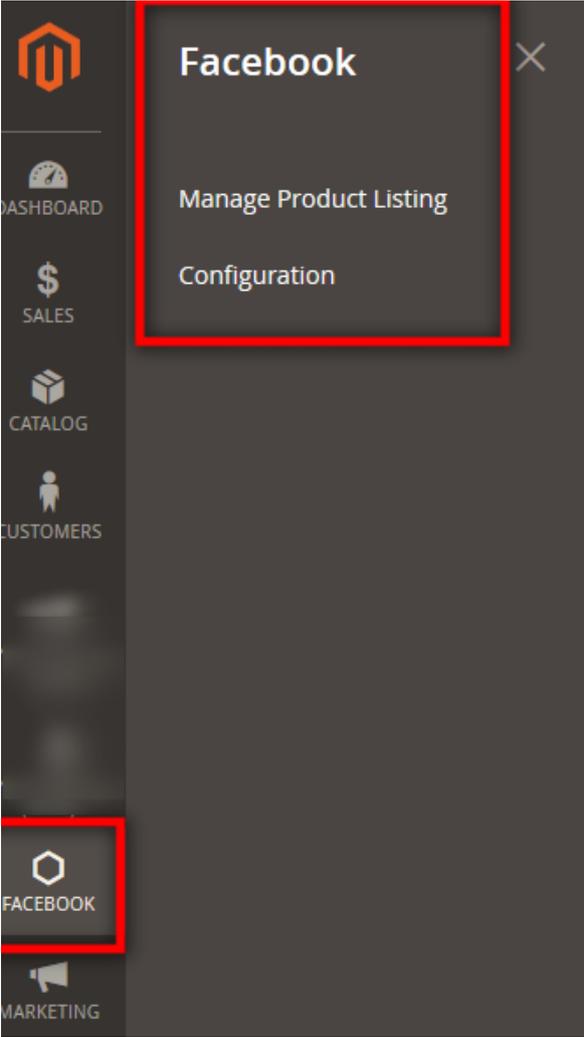
The store owners can easily advertise their products on Facebook.com. This extension enables the admin to process the easy product listing in bulk on Facebook.com by a single click when they are ready to upload.

#### *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 ▾

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[Frontend Listing](#)

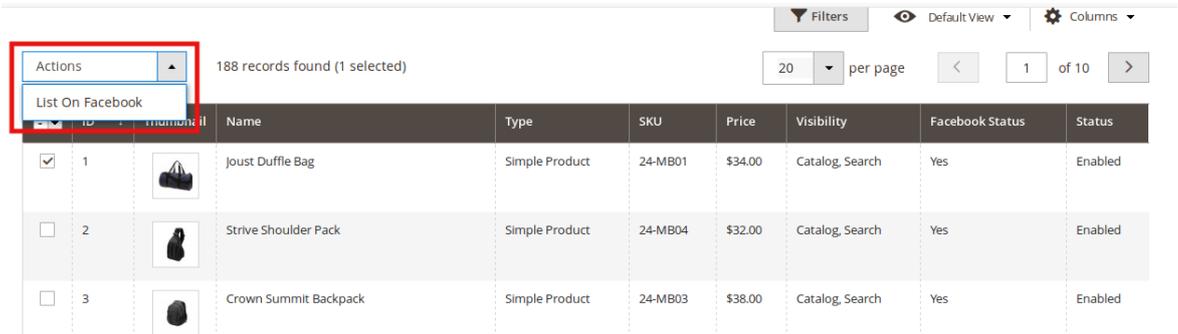
🔽 Filters    👁 Default View ▾    ⚙ Columns ▾

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

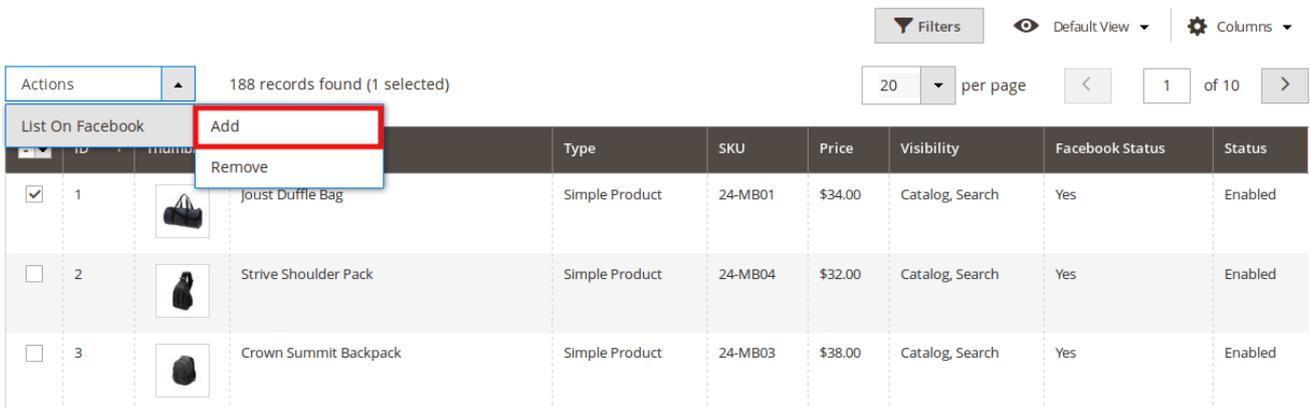
<input type="checkbox"/>	ID	Thumbnail	Name	Type	SKU	Price	Visibility	Facebook Status	Status
<input type="checkbox"/>	1		Joust Duffle Bag	Simple Product	24-MB01	\$34.00	Catalog, Search	Yes	Enabled
<input type="checkbox"/>	2		Strive Shoulder Pack	Simple Product	24-MB04	\$32.00	Catalog, Search	Yes	Enabled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

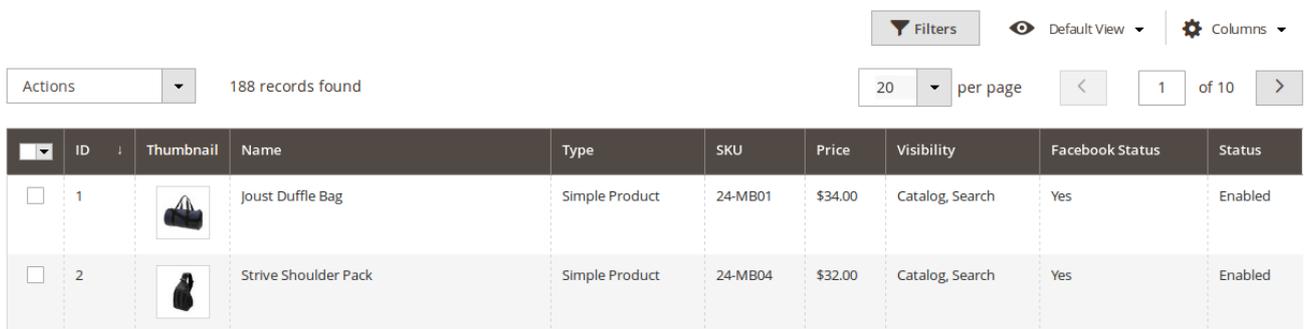
A menu appears as shown in the following figure:



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

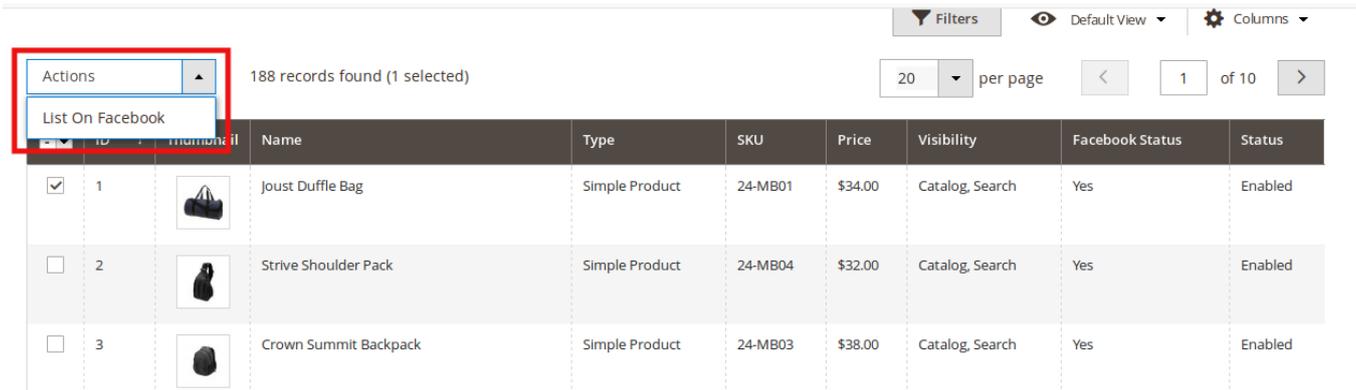


- On clicking add , a message will appears as shown below, and you listing would be added on Facebook front end.

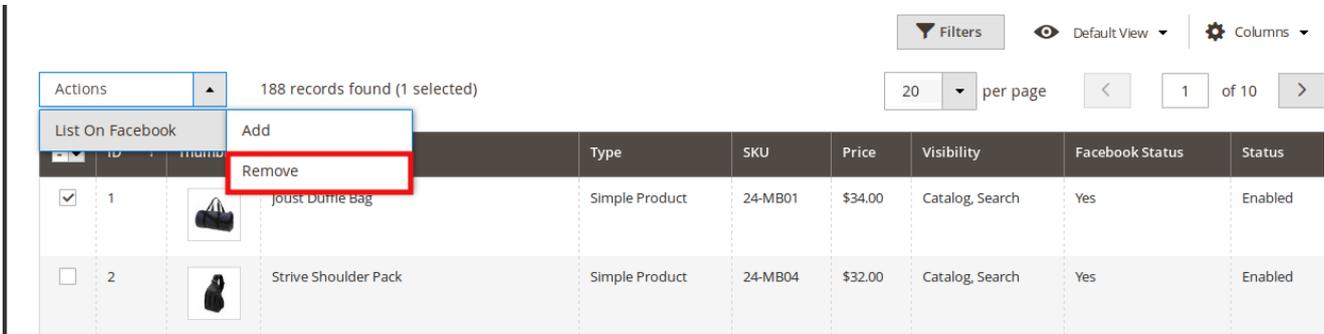


- To remove the product listing, do the following steps:
  - Select the checkboxes associated with the required products.
  - Click the **Actions** list Arrow button.

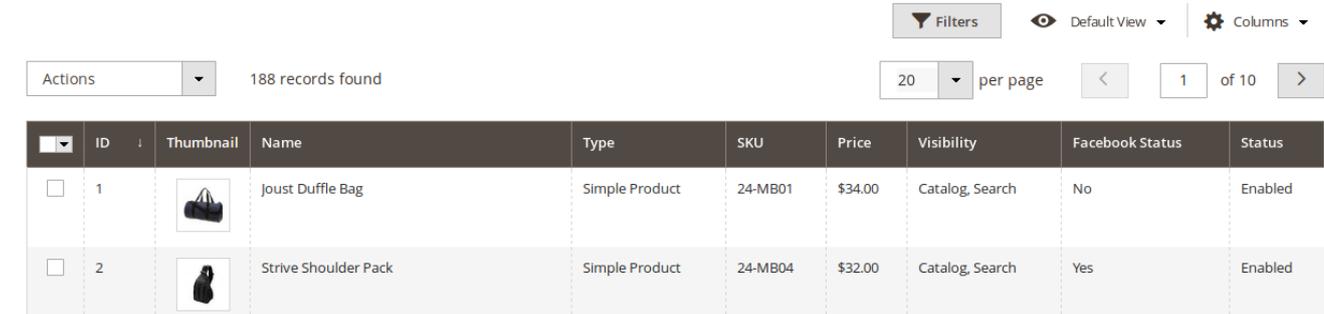
A menu appears as shown in the following figure:



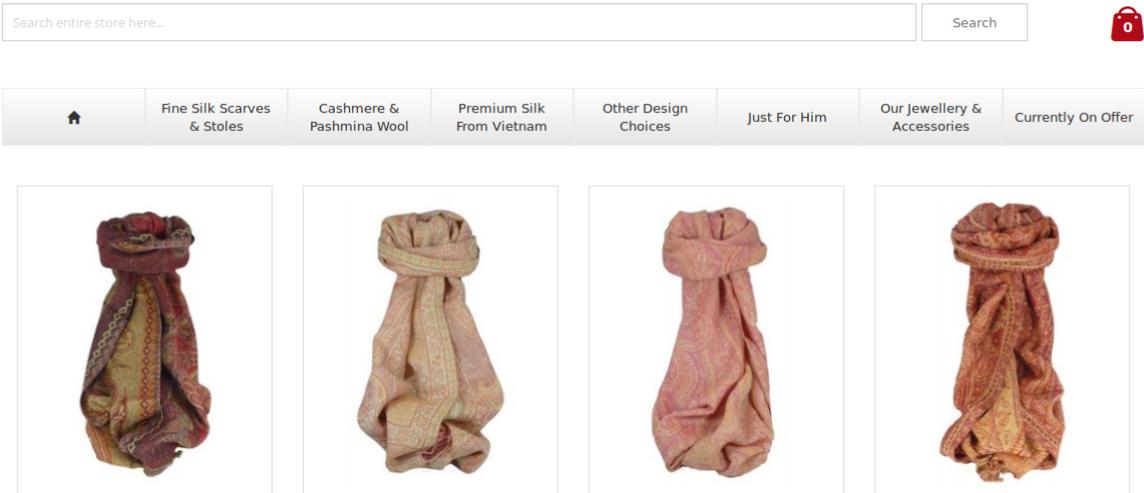
- Click the **List on Facebook** and you'll see options as shown below:



- 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:

