

FACEBOOK SHOP INTEGRATION

USER GUIDE

Version 1.0.0

Welcome to Facebook Shop Integration Extension for Magento 2 developed by Sparsh.

This extension allows the store admin to showcase their products on Facebook Shop by synchronizing their online Magento 2 store products with the Facebook store.

KEY FEATURES:

- ❖ Easily promote products on the Facebook shop page
- ❖ Synchronize products with Facebook
- ❖ Bulk product upload via CSV
- ❖ Create mappings to Facebook fields
- ❖ Schedule feed generation
- ❖ Browse feed generation logs
- ❖ Filter out of stock products
- ❖ Choose to apply catalog price rules or not
- ❖ Allow setting the Google category for the Facebook products
- ❖ Bulk update the Facebook product status

1. DEFINE PRODUCT TO BE SHOWN ON FACEBOOK

You need to define which products need to be shown on the Facebook shop.


Go to Magento 2 Admin > Login > Catalog > Products > Add/Edit > Facebook Shop Integration.

- **Show Product On Facebook:** Select “Yes” to display this product on the Facebook shop.
- **Facebook Product Condition:** Select the condition of the product on the Facebook shop. You can choose from: “New”, “Refurbished”, “Used (Fair)”, “Used (Good)”, “Used (Like New)”.

- **Google Product Category:** Specify product category on Facebook as either the string representation or the numeric representation based on standard taxonomy defined by Google.

Reference: <https://support.google.com/merchants/answer/6324436>.

If left blank, it will take from the “Google Product Category” field of categories assigned to the given product as in Step 3 below.



The screenshot shows the 'Facebook Shop Integration' settings panel. It contains three main sections:

- Show Product On Facebook:** A toggle switch is set to 'Yes'. A red box highlights this section with the annotation: "Select Yes if you want to display the product on facebook shop."
- Facebook Product Condition:** A dropdown menu is set to 'New'. A red box highlights this section with the annotation: "This field is used to select the product condition for product in the facebook shop."
- Google Product Category:** A text input field contains the value '499979'. A red box highlights this section with the annotation: "This field is used to set the product item category based on standard taxonomy defined by Google." Below the input field, there is a small text block: "Set product item category based on standard taxonomy defined by Google: <https://support.google.com/merchants/answer/6324436>. You can specify either the string representation or the numeric representation of your category."

2. MASS UPDATE PRODUCTS TO BE SHOWN ON FACEBOOK

You can update products in mass which need to be shown on the Facebook shop as below.

Go to Magento 2 Admin > Login > Catalog > Products.

1. Mark the products to be updated
2. Set the Actions control to “Update Attributes” and tap Submit.
3. Mark the “Change” checkbox next to attribute “Show Product On Facebook” and choose “Yes”
4. Mark the “Change” checkbox next to attribute “Facebook Product Condition” and choose the appropriate product condition for all selected products.
5. Mark the “Change” checkbox next to attribute “Google Product Category” and either the string representation or the numeric representation based on standard taxonomy defined by Google for all selected products.

Show Product On Facebook
[global]

▼

Change

Select yes to display product on facebook shop.

You can bulk update these 3 Facebook attribute values using mass action.

Facebook Product Condition
[global]

▼

Change

Product condition for product in facebook shop

Google Product Category
[global]

Change

Set product item category based on standard taxonomy defined by Google:
<https://support.google.com/merchants/answer/6324436>. You can specify either the string representation or the numeric representation of your category.

You can also filter and find Facebook products from Catalog > Products by applying filter “Show Product On Facebook” as “Yes”.

You can filter Facebook products.

Filters
Default View
Columns

ID from <input type="text"/> to <input type="text"/>	Price from <input type="text"/> to <input type="text"/>	Quantity from <input type="text"/> to <input type="text"/>	Store View <input type="text" value="All Store Views"/> ▼
Name <input type="text"/>	Type <input type="text"/> ▼	Attribute Set <input type="text"/> ▼	SKU <input type="text"/>
Visibility <input type="text"/> ▼	Status <input type="text"/> ▼	Is Featured <input type="text"/> ▼	Show Product On Facebook <input type="text"/> ▼
Facebook Product Condition <input type="text"/> ▼	Google Product Category <input type="text"/>		

Cancel Apply Filters

3. DEFINE RELATED FACEBOOK CATEGORY FOR SHOP CATEGORIES

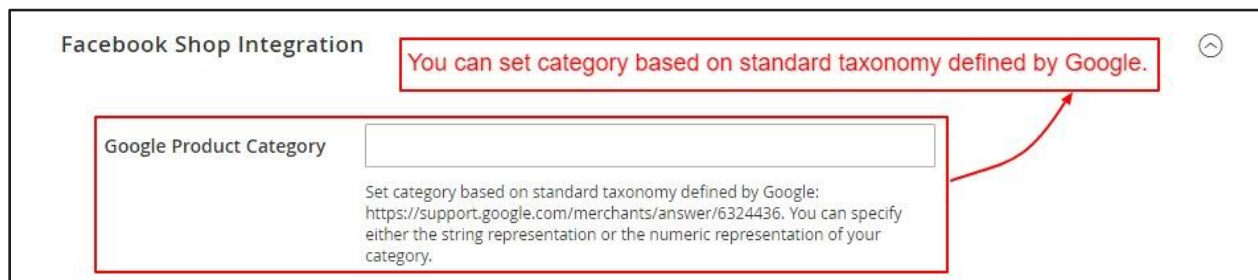
You can define “Google Product Category” for Magento categories and assign products to these categories.

If “Google Product Category” is not defined for individual products then it will be taken from here.

Go to Magento 2 Admin > Login > Catalog > Categories > Click on Category from Left Tree menu > Facebook Shop Integration.

- > **Google Product Category:** Specify product category on Facebook as either the string representation or the numeric representation based on standard taxonomy defined by Google.

Reference: <https://support.google.com/merchants/answer/6324436>.



4. MAP FACEBOOK ATTRIBUTES WITH MAGENTO ATTRIBUTES

This extension has already mapped some default and mandatory attributes like SKU, name, description, stock availability, image, product condition, etc. However, you can also map additional attributes as per your business requirements.

Go to Magento 2 Admin > Login > Facebook Shop Integration > Attribute Mapping.

Here you can find all the Facebook attributes mapped with Magento attributes.

Facebook Shop Attribute Mapping

Admin can find all the default mappings between the product attributes and the Facebook fields from here.

Create New Attribute Mapping

Search Reset Filter

Actions 8 records found 20 per page 1 of 1

	Facebook Attribute	Magento Attribute
Any		
<input type="checkbox"/>	id	sku
<input type="checkbox"/>	title	name
<input type="checkbox"/>	description	description
<input type="checkbox"/>	availability	quantity_and_stock_status
<input type="checkbox"/>	condition	fb_product_condition
<input type="checkbox"/>	image_link	image
<input type="checkbox"/>	google_product_category	google_product_category
<input type="checkbox"/>	brand	country_of_manufacture

To map, additional attribute, click the “Create New Attribute Mapping” button.

- Select Facebook Attribute to be mapped.
- Selected Related Magento Attribute to be mapped
- Click the Save button.

Facebook Shop Attribute Mapping

← Back Reset Save and Continue Edit Save

Facebook Attribute * id

Magento Attribute * activity

You can select the Facebook attribute from here.

You can select the magento attribute from the dropdown for the selected Facebook attribute.

Reference: <https://developers.facebook.com/docs/marketing-api/catalog/reference>

5. GENERATE PRODUCTS CSV TO SYNCHRONIZE WITH FACEBOOK SHOP FROM THE BACKEND

Go to Magento 2 Admin > Login > Facebook Shop Integration > Configurations.

Expand the **General Configuration** section, and do the following:

Either you can manually generate a CSV file and upload it on the Facebook shop or you can set to generate automatically at a predefined time and frequency and auto synchronize with the Facebook shop.

If you want to manually generate a CSV file, click on the “Generate CSV” button.



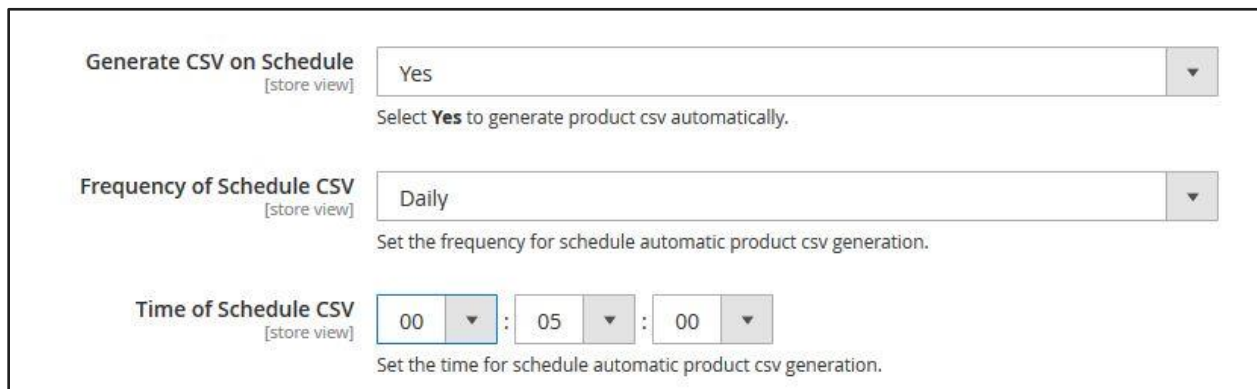
General Configuration

Generate Csv for Facebook Shop

Manually generate products csv to upload on facebook shop.

If you want to generate CSV on schedule at predefined time and frequency.

- **Generate CSV on Schedule:** Select “Yes” from the dropdown.
- **Frequency of Schedule CSV:** Choose to generate on a Daily/Weekly/Monthly basis.
- **Time of Schedule CSV:** Select the time on which CSV will be generated.



Generate CSV on Schedule [store view]
Select **Yes** to generate product csv automatically.

Frequency of Schedule CSV [store view]
Set the frequency for schedule automatic product csv generation.

Time of Schedule CSV : : [store view]
Set the time for schedule automatic product csv generation.

A Cron job needs to be set up properly as part of the Magento setup.

You can find more details on <https://devdocs.magento.com/guides/v2.3/config-guide/cli/config-cli-subcommands-cron.html>

You can also filter products as below for generated CSV.

- **Apply Catalog Price Rules:** Choose “Yes” to apply catalog price rules for product prices on Facebook.
- **Add Out Of Stock Products to CSV:** Choose “Yes” to display out of stock products on Facebook.

Apply Catalog Price Rules [store view] ▼
Select **Yes** to apply catalog price rules for product prices on facebook.

Add Out Of Stock Products to CSV [store view] ▼
Select **Yes** to display out of stock products on facebook.

Clear cache from System > Tools > Cache Management if required.

6. GENERATE PRODUCTS CSV LOG

You can check, download and verify all CSV generated either manually or automatically from Magento 2 Admin > Login > Facebook Shop Integration > CSV Log

Facebook Shop CSV Log						Q	4	admin
Generated From	Status	Message	Started At	Finished At	Download			
admin	Success	CSV generated successfully at pub/export/sparsh/facebook_shop/productUpload.csv	Mar 20, 2020, 5:41:53 AM	Mar 20, 2020, 5:41:53 AM	Download			

7. SYNCHRONIZE PRODUCTS ON FACEBOOK

To synchronize products to Facebook, you need to 1) Create a catalogue 2) Upload products to a catalogue and 3) Create a Facebook page and 4) Link the catalogue to the Facebook page.

7.1 HOW TO CRATE A CATALOGUE

- Log in to a Facebook business account from <https://business.facebook.com>.
- Go to “Catalogue Manager”.
- Click on “Create Catalogue” button.
- Choose Category “E-commerce > products” and click next.
- Choose “Upload product info”, “Catalogue owner account” and enter the name of the catalogue. E.g. Sparsh Facebook Shop Integration and click on “Create”.

After following above the steps, your catalogue is created successfully as shown below.

Catalogue Manager
Build and manage your inventory to unlock the power of ads on Facebook and Instagram.

[All catalogues](#) Create Catalogue

Search catalogues: Delete catalogues

	Name ↑↓	Number of items ↑↓	Your access ⓘ	Owned by ↑↓	Diagnostics	Recommendations
<input type="checkbox"/>	Sparsh Facebook Shop Integra <small>Catalogue ID: 907869842966810</small>	0	Create ads, Manage catalogue	PrakashTest RajputTest	✔ No issues	Set up dynamic ads

7.2 HOW TO UPLOAD PRODUCTS TO A CATALOGUE

- Go to “Catalogue Manager”.
- Click on catalogue name e.g. Sparsh Facebook Shop Integration
- Click on Products > Add Products
- Choose “Use Data Feeds” and click next.

Follow the below steps if CSV is generated manually by clicking on the “Generate CSV” button as shown in step 5 above.

- Choose “File upload” and click next.
- Browse and upload the file and click next.
- Enter “Name of your data source”, choose default currency and click next.

Overview

Details and updates about this data feed

Number of products in this data feed: ⓘ

4

Upload sessions

See a breakdown of the products that were added, updated or rejected in each upload session

NEXT UPLOAD
Not a scheduled upload Upload Now



Last upload session









START TIME	RESULT
20 Mar at 13:28 GMT+05:30 Manual upload (file) facebook_shop_products.csv	<ul style="list-style-type: none"> 4 products found in the file ✓ 4 products updated or added ⓘ 0 products rejected due to errors ⓘ 0 products removed ⓘ

Find and verify uploaded products as shown below.

Overview **Products** Settings

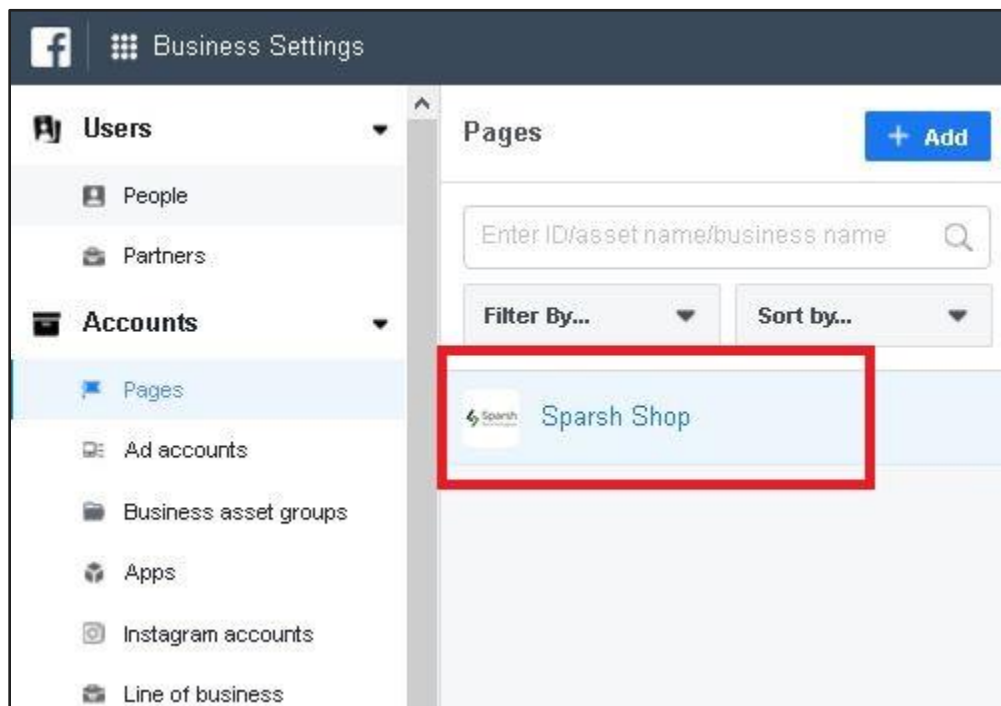
8
Products

Search products View ▾ Sort: Default ▾  

 <p>Lando Gym Jacket \$99.00 Stock availability: in stock Condition: new</p>	 <p>Quest Lumaflex Band \$19.00 Stock availability: in stock Condition: refurbished</p>	 <p>Orion Two-Tone Fitted Jacket \$72.00 Stock availability: in stock Condition: used_fair</p>	 <p>Zing Jump Rope \$12.00 Stock availability: out of stock Condition: new</p>
			

7.3 HOW TO CREATE A FACEBOOK PAGE

- Go to “Business Settings”.
- Go to Accounts > Pages.
- Click on the “Add” button and then click “Create a New Page”.
- Choose the appropriate category. E.g. Brand Or Product
- Enter “Page name” and choose “category”
- Click on the “Create Page” button.

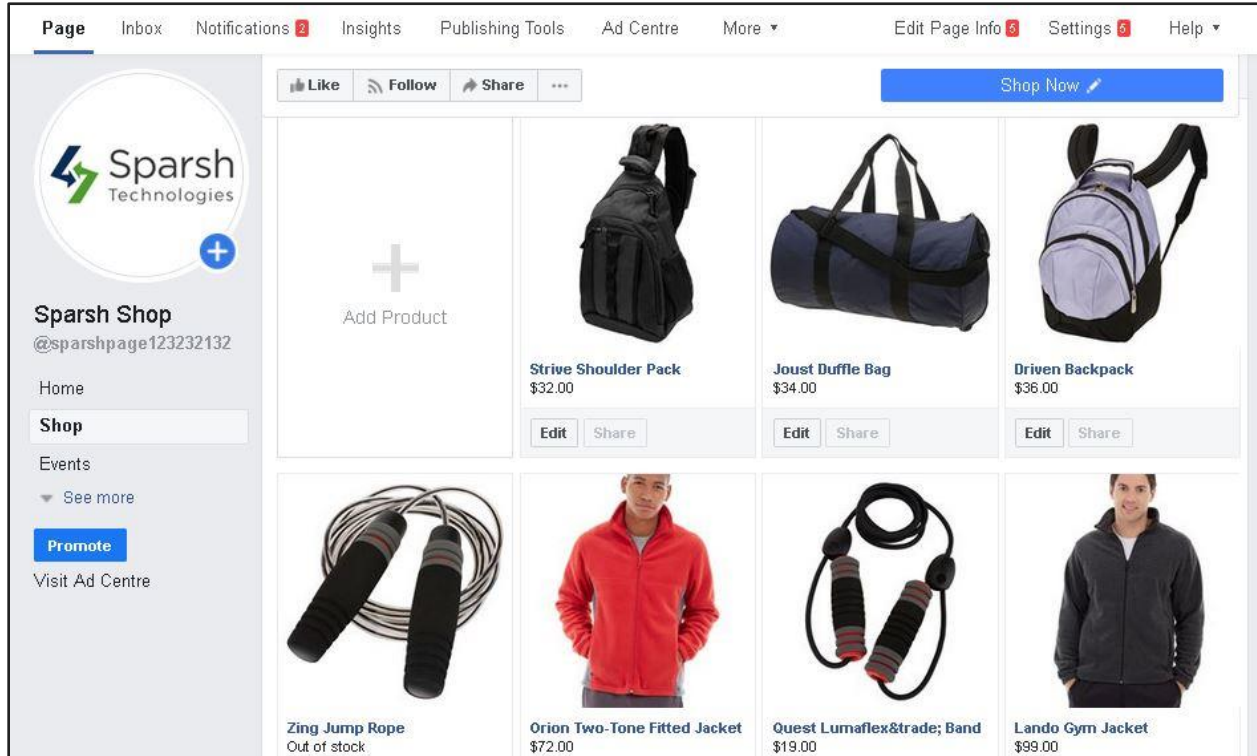


7.4 HOW TO LINK THE CATALOGUE TO THE FACEBOOK SHOP PAGE

- Go to “Catalogue Manager”.
- Click on catalogue name e.g. Sparsh Facebook Shop Integration
- Click on Use Cases.
- Connect a Facebook page > click on “Connect Page” button
- Choose the page created in Step 7.3 above and click next.
- Choose “on an external website” option and click next.
- Choose default currency and click “Create shop”.

8 VISIT YOUR FACEBOOK SHOP PAGE

Visit your Facebook page created above and click on the “Shop” tab. You will find all your products there as shown below.

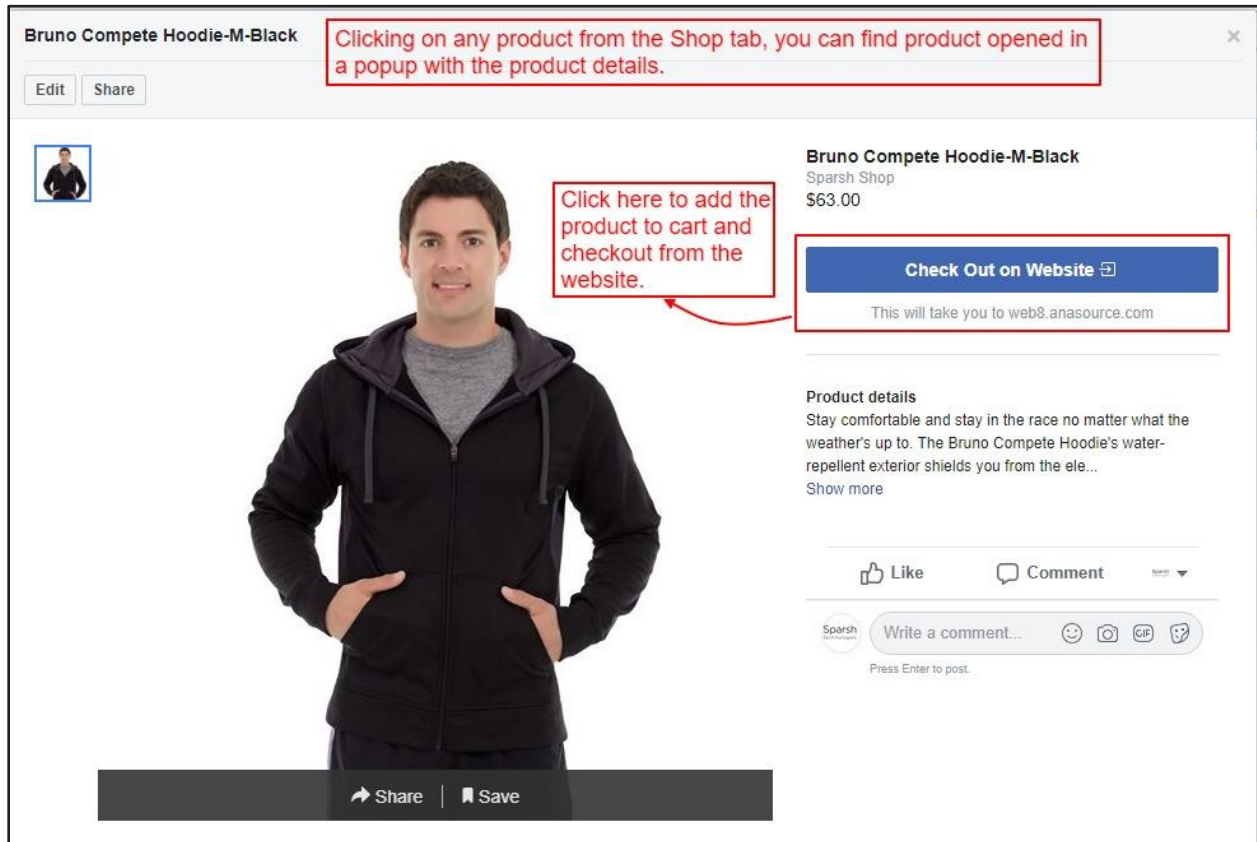


The screenshot displays a Facebook Shop page for Sparsh Technologies. The page layout includes a top navigation bar with options like Page, Inbox, Notifications, Insights, Publishing Tools, Ad Centre, and More. Below this is a row of social interaction buttons (Like, Follow, Share) and a 'Shop Now' button. The main content area is a grid of product listings. Each listing features a product image, a title, a price, and 'Edit' and 'Share' buttons. The products shown are:

- Strive Shoulder Pack**: \$32.00
- Joust Duffle Bag**: \$34.00
- Driven Backpack**: \$36.00
- Zing Jump Rope**: Out of stock
- Orion Two-Tone Fitted Jacket**: \$72.00
- Quest Lumaflex Band**: \$19.00
- Lando Gym Jacket**: \$99.00

The left sidebar contains the Sparsh Technologies profile picture, the shop name 'Sparsh Shop' with the handle '@sparshpage123232132', and navigation options for Home, Shop, Events, and Promote.


Click on any of the products to view the product details as shown below.



Bruno Compete Hoodie-M-Black


Clicking on any product from the Shop tab, you can find product opened in a popup with the product details.

Edit Share







Bruno Compete Hoodie-M-Black
Sparsh Shop
\$63.00

Click here to add the product to cart and checkout from the website.

Check Out on Website 
This will take you to web8.anasource.com

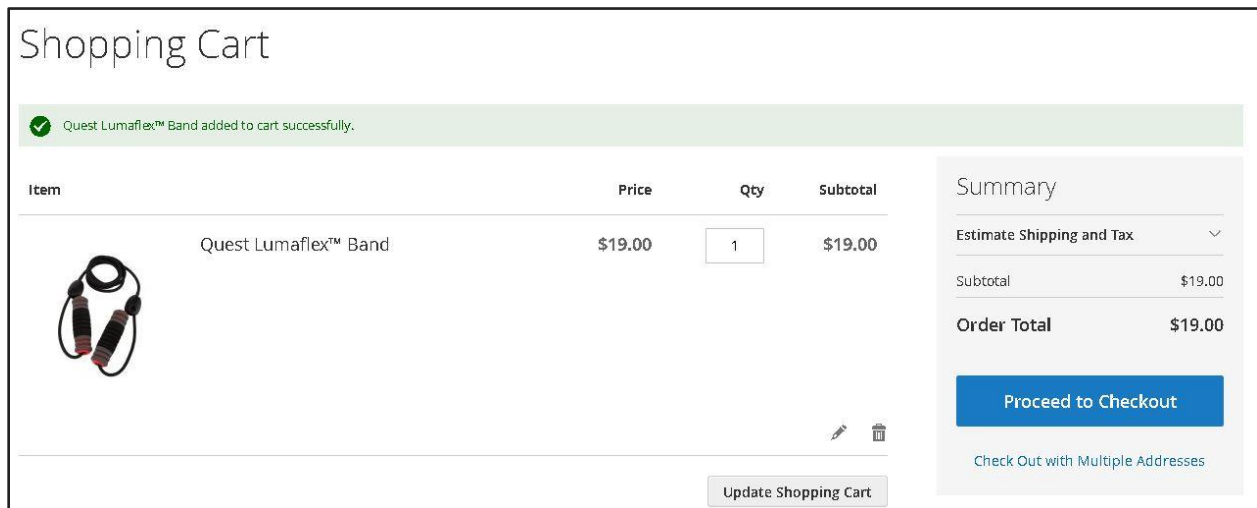
Product details
Stay comfortable and stay in the race no matter what the weather's up to. The Bruno Compete Hoodie's water-repellent exterior shields you from the ele...
Show more

Like Comment


Sparsh Technologies Write a comment...    
Press Enter to post.


Share Save



On clicking of the “Checkout on website”, it will add the product to the cart and redirect the Facebook user to your website.



Shopping Cart


 Quest Lumaflex™ Band added to cart successfully.

Item	Price	Qty	Subtotal
 Quest Lumaflex™ Band	\$19.00	1	\$19.00

Update Shopping Cart

Summary

Estimate Shipping and Tax 

Subtotal \$19.00

Order Total \$19.00

Proceed to Checkout

Check Out with Multiple Addresses