



# SELL YOUR PRODUCTS ON FACEBOOK & INSTAGRAM

Selling your experiences on your Facebook Business Page and Instagram Account.



With more and more consumers finding products on platforms other than your own website, it is becoming more important than ever to show your experiences in a place where your customers ‘hang-out’. This is no different to social media, but what most operators that I chat with don’t realise, is that you can add your experiences to a Facebook business page and Instagram account.

With this 5-minute workshop, I want you to follow the guide I have provided within the link in the show notes on how to add your own products to these social media giants.

By adding your products to Facebook and Instagram, this does not mean they become another booking platform for your business. In the US only (at time of writing), Facebook does offer a way to [accept payments over the social platform](#) through a partner like Spotify, but this will not connect to your current reservation system or availability calendar... yet... but you can set this up so that when a consumer clicks on one of these products, they are then taken to the product page on your website to find out more information and potentially complete the direct booking.

If you only have a handful of activities, I will show you how to add these individually, but if you have a large number of them, I will also show you how to bulk upload all your products at once.

We will break this down into 5-minute tasks that you will conduct and complete within the next 1-7 days, depending on how many tours and activities you wish to add.

For me, this is a no brainer as it is giving you the opportunity to promote your tours, activities and whatever other tourism focused products you have... absolutely free.

# CREATING YOUR FACEBOOK & INSTAGRAM SHOP

## Creating Your Shop

To set up a shop, you need a Facebook Business Page and Facebook Business Manager account. If you have these set-up, you then create a shop via [Commerce Manager](#). You can set up just Facebook, Instagram or both.

Create your shop

×

**Get started**

- Choose checkout method
- Choose sales channels
- Add products
- Preview

**Start selling on Facebook, Instagram or both**  
Setting up a shop is free and only takes a few minutes. Once it's approved and you've added products to your catalog, customers will be able to browse your shop and make purchases.

**One shop, more ways to get discovered**  
Design and manage your shop on Facebook and Instagram from one place.

Instagram Facebook

**Fast and secure checkout**  
Customers can browse and buy products directly in the app or be redirected to your website's checkout.

**Zero subscription fees**  
It's free to set up and maintain your shop on Facebook and Instagram.

**Simple inventory management**  
Connect an existing catalog or create a new one to add, promote and sell your products.

**Do you already sell online?**

**Get set up with your partner platform**  
If you're selling on Shopify, BigCommerce or another partner platform, create your shop by importing and syncing your products.  
You'll be directed to complete setup based on the platform you use.  
[Sync a partner platform](#)

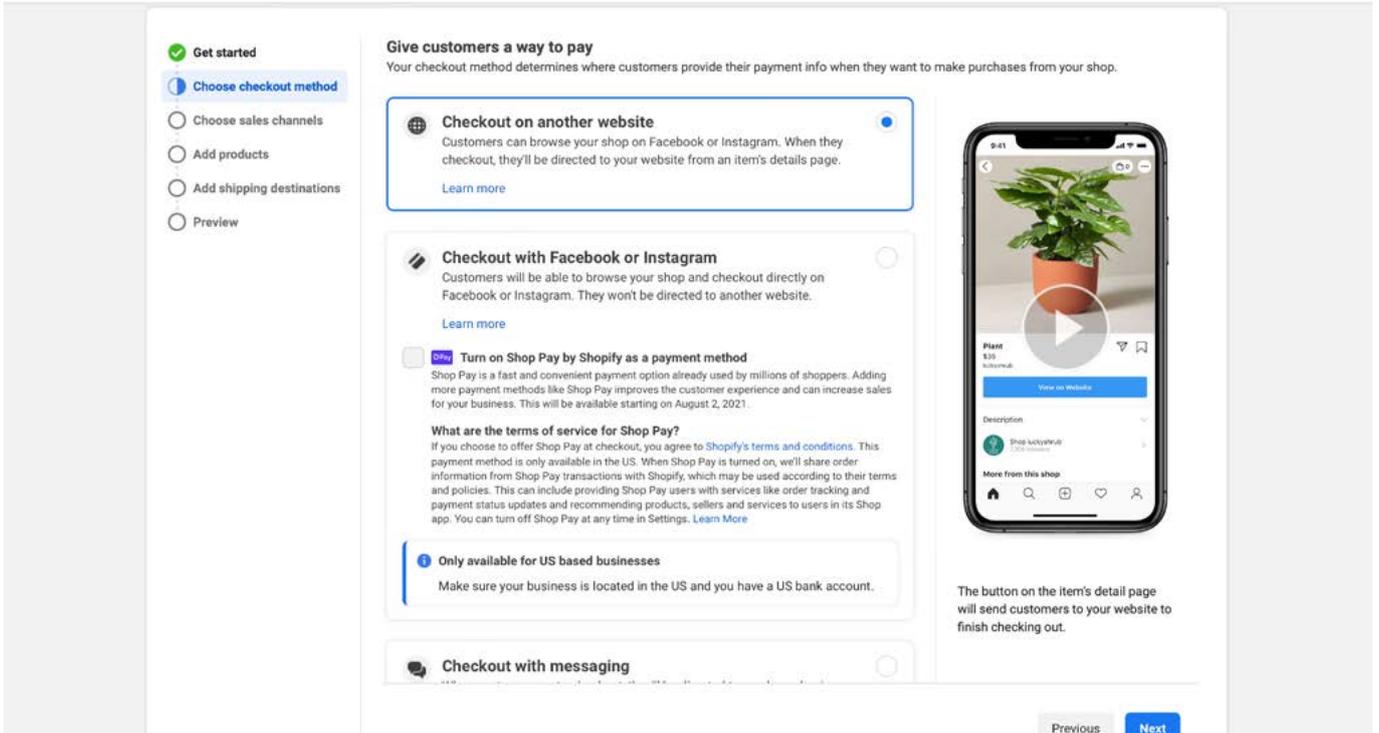
**Test your API integration**  
Create a test shop to try out your integration and preview the customer purchase experience.  
[Create a test shop](#)

Next

Next, choose your checkout method. You can select...

1. Checkout on another website
2. Checkout with Facebook or Instagram (US Only - with a preferred partner like Shopify)
3. Checkout with Messenger

Create your shop

**Give customers a way to pay**  
Your checkout method determines where customers provide their payment info when they want to make purchases from your shop.

- Checkout on another website**  
Customers can browse your shop on Facebook or Instagram. When they checkout, they'll be directed to your website from an item's details page. [Learn more](#)
- Checkout with Facebook or Instagram**  
Customers will be able to browse your shop and checkout directly on Facebook or Instagram. They won't be directed to another website. [Learn more](#)
- Turn on Shop Pay by Shopify as a payment method**  
Shop Pay is a fast and convenient payment option already used by millions of shoppers. Adding more payment methods like Shop Pay improves the customer experience and can increase sales for your business. This will be available starting on August 2, 2021.  
**What are the terms of service for Shop Pay?**  
If you choose to offer Shop Pay at checkout, you agree to [Shopify's terms and conditions](#). This payment method is only available in the US. When Shop Pay is turned on, we'll share order information from Shop Pay transactions with Shopify, which may be used according to their terms and policies. This can include providing Shop Pay users with services like order tracking and payment status updates and recommending products, sellers and services to users in its Shop app. You can turn off Shop Pay at any time in Settings. [Learn More](#)

**Only available for US based businesses**  
Make sure your business is located in the US and you have a US bank account.

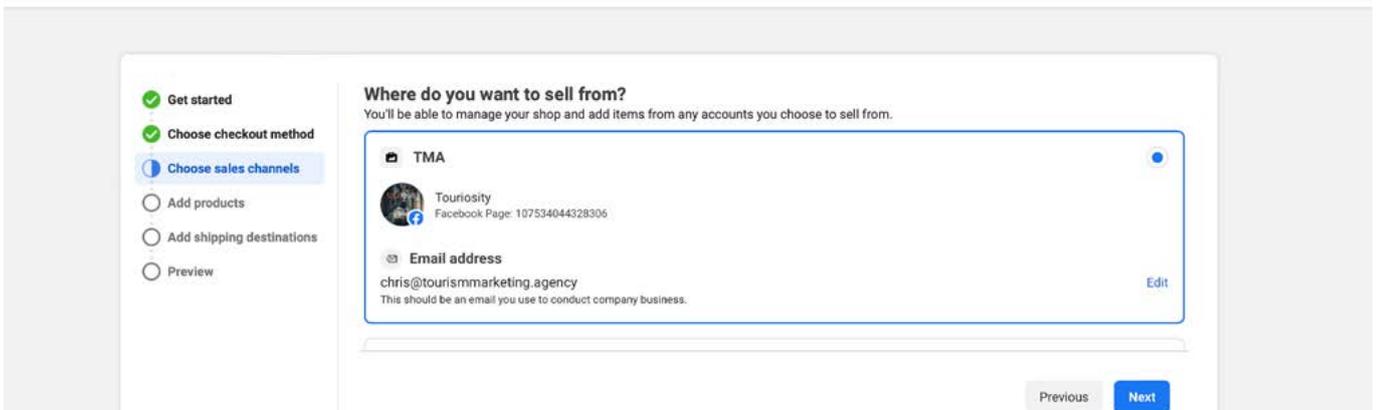
**Checkout with messaging**

The button on the Item's detail page will send customers to your website to finish checking out.

Previous **Next**

Now choose your sales channel (the social account you wish to sell from)...

Create your shop

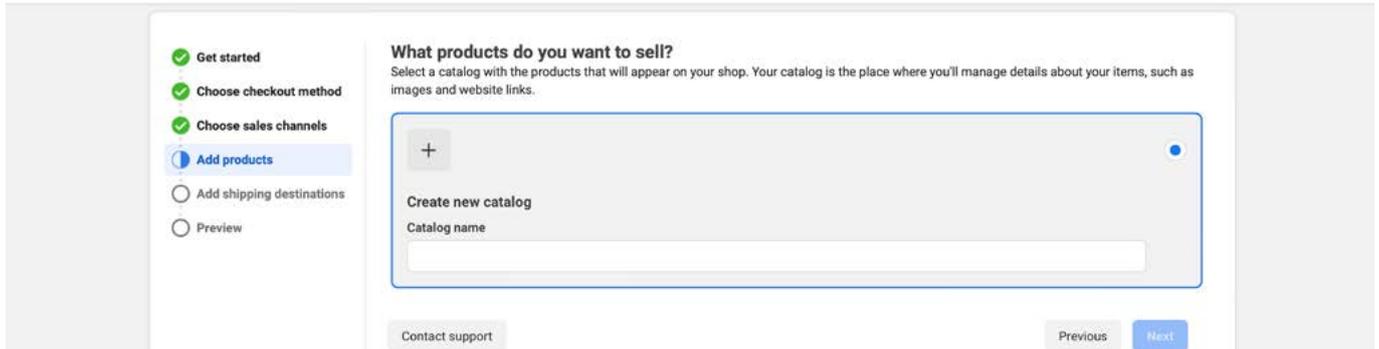
**Where do you want to sell from?**  
You'll be able to manage your shop and add items from any accounts you choose to sell from.

- TMA**  
Touriosity  
Facebook Page: 107534044328306
- Email address**  
chris@tourismmarketing.agency  
This should be an email you use to conduct company business. [Edit](#)

Previous **Next**

Under 'add products' create a catalogue name. This will eventually contain your collection of experiences/products (you will not actually add products at this stage).

## Create your shop

Autosave progress  X


**What products do you want to sell?**  
Select a catalog with the products that will appear on your shop. Your catalog is the place where you'll manage details about your items, such as images and website links.

Get started  
 Choose checkout method  
 Choose sales channels  
 **Add products**  
 Add shipping destinations  
 Preview

+

Create new catalog

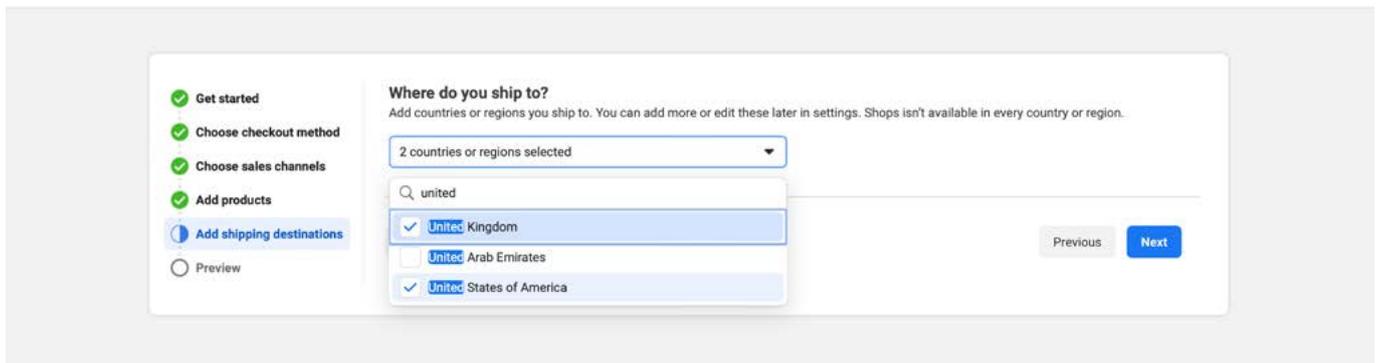
Catalog name

Contact support Previous **Next**

Select the destinations you wish to 'ship to'. As you will probably not be shipping to a destination, select the destinations where your target demographic come from, as well as your own destination.

## Create your shop

X



**Where do you ship to?**  
Add countries or regions you ship to. You can add more or edit these later in settings. Shops isn't available in every country or region.

2 countries or regions selected

Q united

United Kingdom  
 United Arab Emirates  
 United States of America

Previous **Next**

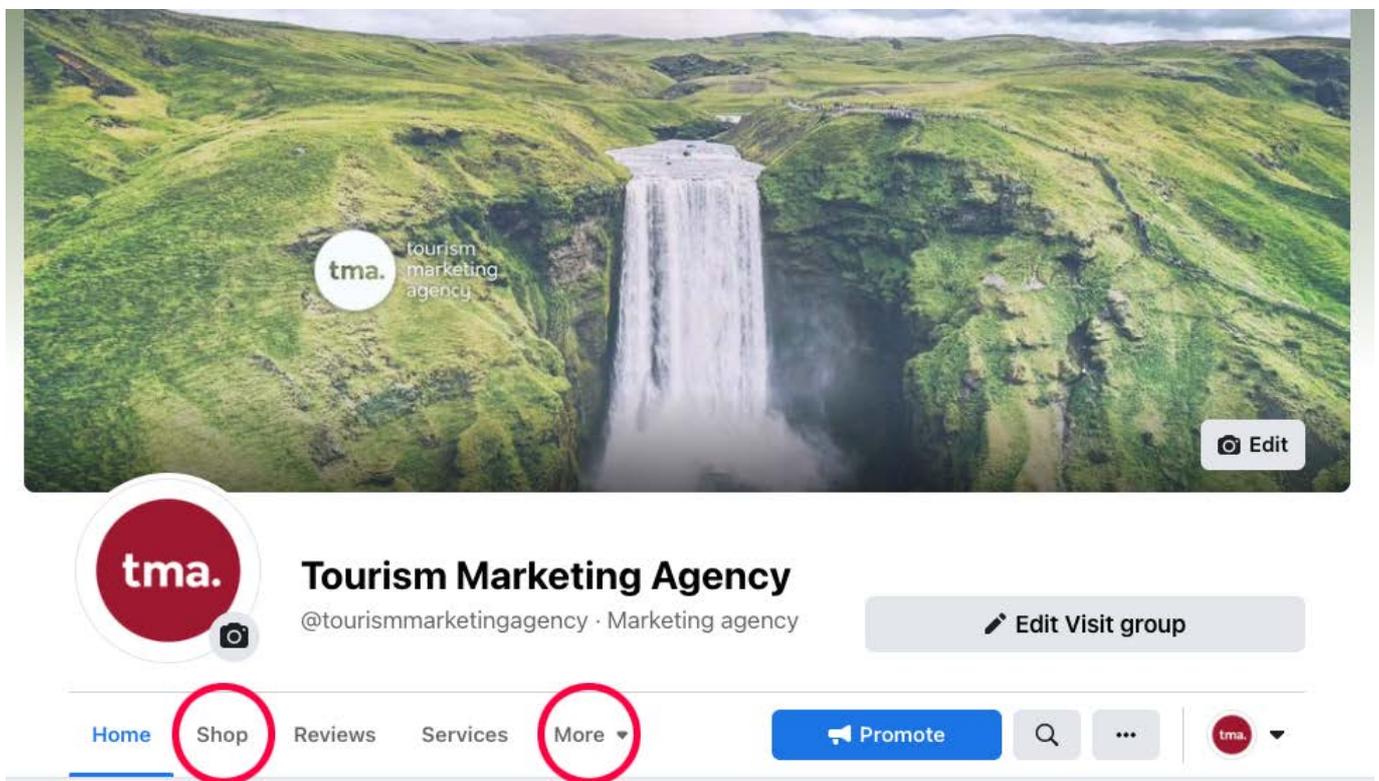
Once you click 'next' you will see a preview of the shop and if happy, click 'Finish Setup'. Your shop will go to Facebook for approval.

# ADDING A SINGLE PRODUCT

We will now detail how you can add in your first product. If you are only adding a handful of products, then these steps will be suitable for you. If adding a lot, then check out the bulk up-loader option on page 8.

## Step One

Once your shop has been approved, on your Facebook Business Page you may see a menu item called 'shop'. This may also be under the 'more' drop-down. If you see 'view all products' then click this.



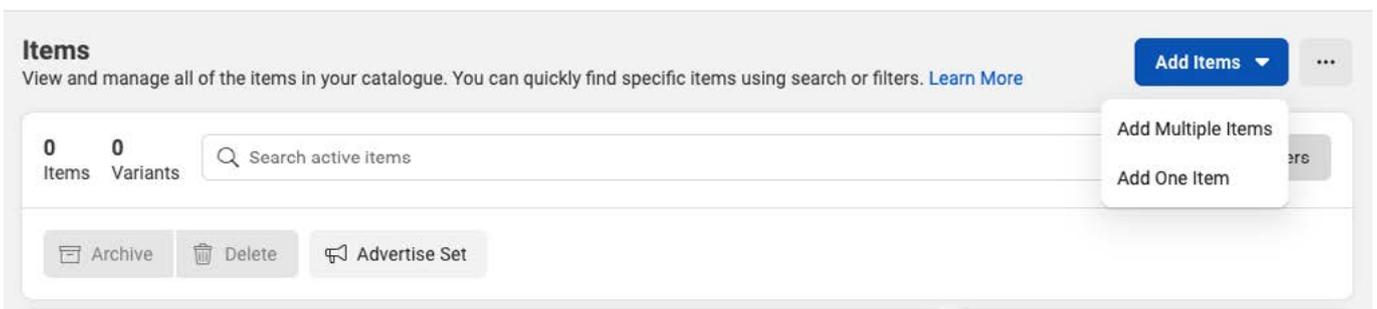
If you don't, head back to the [Commerce Manager](#).

## Step Two

Click 'Add Products'...



Then click 'Add Items', and select 'Add One Item'...



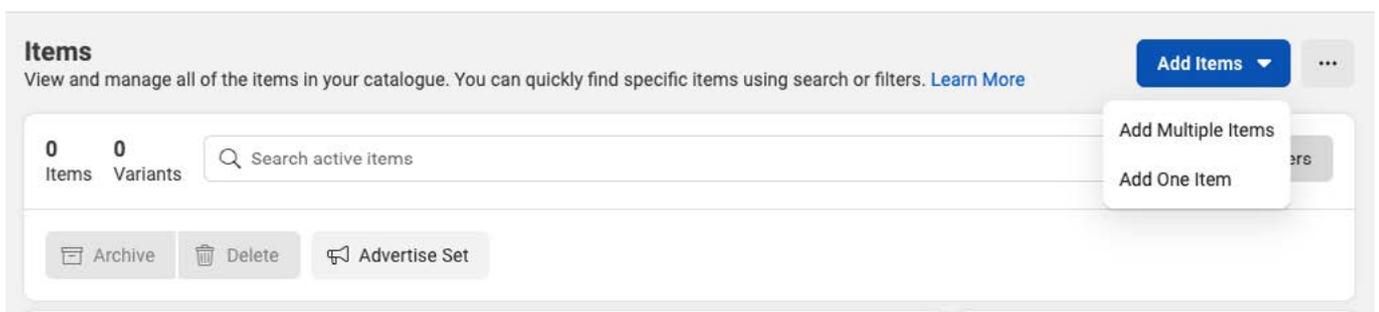
Once selected, add the product information, price, images, currency etc.

Click 'finish' and it will go to Facebook for approval. Done.

Please note, you can not sell anything that contains alcohol or drug related (like weed tours).

# ADD MULTIPLE PRODUCTS

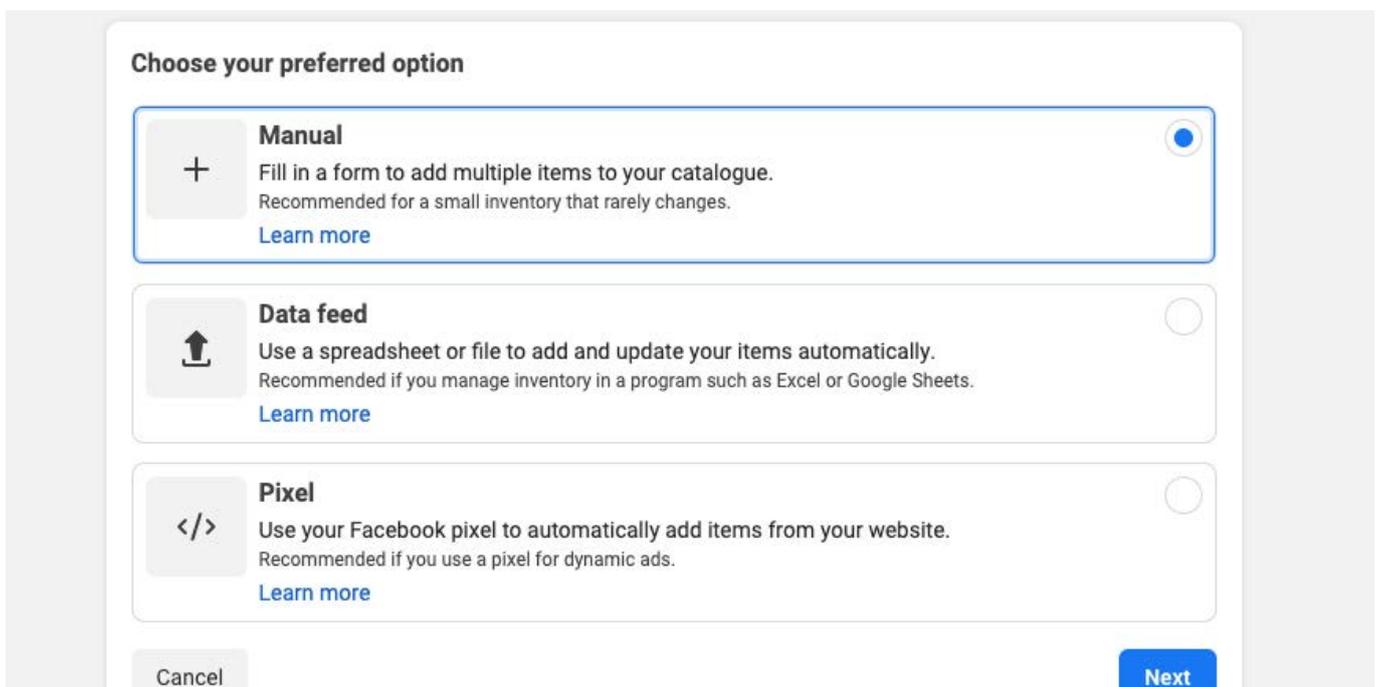
Now we will show you how to add multiple products. Follow all the same steps as the single product until you get to the 'Add Items' step...



Select 'Add Multiple Items'.

## Step One

For this, we will select 'Data Feed'. You can try your Facebook Pixel but this tends to only work for typical ecommerce websites.



## Step Two

Download the excel or CSV file to get a hold of the bulk up-loader template...

The screenshot shows a web interface for choosing an upload option. On the left, there are two tabs: 'Choose upload option' (selected) and 'Complete settings'. The main area is titled 'Choose upload option' and contains three radio button options:

- File upload: Upload a spreadsheet or file to add your inventory.
- Scheduled feed: Use a file hosted on a website to automatically add and update your inventory.
- Google Sheets: Use a Google spreadsheet to automatically add and update your inventory.

Below these options is a section titled 'Need help creating a file?' with a lightbulb icon. It contains the text: 'Build and download a data feed file, then follow our guide to complete it correctly. [See guide](#)'. Below this text is a 'Build Template' button with a dropdown arrow. The dropdown menu is open, showing two options: 'Excel File' and 'CSV File'. At the bottom of the interface, there are 'Cancel' and 'Next' buttons.

## Step Three

Fill out the information into the rows.. The columns you must fill in are...

1. ID - Give the tour a unique ID like, 'foodtour01' or whatever suits
2. Title - The tour title
3. Description - A short Description or overview of the experience
4. Availability - Set to 'in stock'
5. Condition - Set to 'new'
6. Price - Add your price and currency code, for example '50.00 USD'
7. Link - The link to the tour page on your site so consumers can book
8. Image Link - Enter the URL of the hero image from your website
9. Brand - Your business name

Once complete, select 'file upload' on the screen from Step Two and follow the screen prompts. Facebook will then notify you when approved or not. Once Approved, you can then set your products to 'Active' and you're done!

# 5 MINUTE A DAY TASK

Day 1: Create the shop on your Facebook Business Page

Day 2-4: Add your product(s) or fill out the bulk up-loader sheet and upload.

Day 5: Once approved, set the products to active.



“My initial experience with digital marketing did not go well. I am so glad I widened my search and went with what must be the best Travel Marketing Company on Earth.

Thank you to all at Tourism Marketing Agency, for all that you have done for me and the business. I know we are only at the beginning of the marketing journey, but the journey to date has been incredible. – Thank you!”

**Damien Stewart, Poland At War Tours**



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