



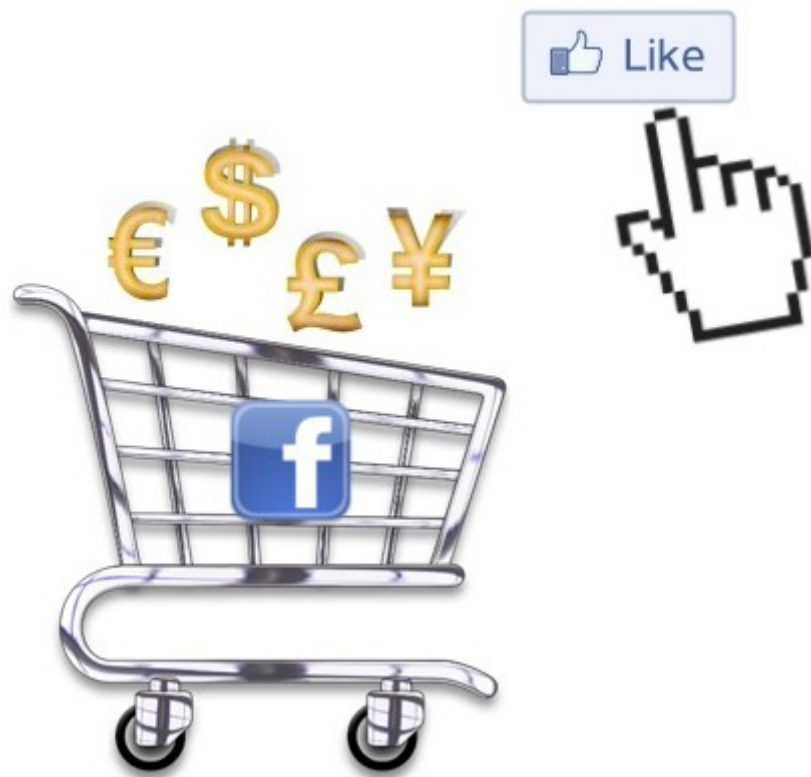
Real Fresh TV

www.realfresh.tv

We help businesses achieve sustainable social ROI

How To Sell Anything on Facebook

The Absolute Beginner's Guide to F-commerce






A step-by-step guide to setting up a profitable shop
on the world's largest social network
(Includes case study featuring a major UK retail brand)

“Please print this out before you read it, and use the worksheets included to guide you.

Putting just one idea from this eBook into practice will launch you ahead of the competition,
implement a few and you'll be leading from the front.”

- Chi-chi Ekweozor, Director, Real Fresh TV

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WELCOME TO THE BEGINNING OF YOUR PROFITABLE SOCIAL COMMERCE EXPERIENCE

Hello. Let's get you set up for selling on Facebook.

15 minutes, that's all it takes. Let me walk you step-by-step through the process of setting up a profitable shop on the largest social network in the world.

Are you are sceptical about seeing a return on all your investment into social media marketing?

Well, a storefront (or an ecommerce store) on Facebook is a simple way of finding out whether your social media efforts are resonating with the buying public. Welcome to the world of F-commerce (social commerce on Facebook). What's to gain? **Social recommendations that supercharge sales in real pounds, euros, dollars** or whatever currency you choose.

To put it simply, **whenever someone buys a product from you** via your Facebook shop, **their friends automatically receive a recommendation to buy from you**. And it works, Facebook recently reported that every time a user posted that they bought a ticket from TicketMaster, friends spent an additional \$5.30 on TicketMaster¹.

With **up to 25% of a shopper's online time spent on Facebook**² and **67% of shoppers spending more** when they have received a recommendation from their online community of friends³, shouldn't you be selling on Facebook? It's time to join retailers like **ASOS, JD Sports** and **Wynsors World Of Shoes** who now sell directly to shoppers online through a Facebook shop. The number of social shoppers is already too large to ignore: Facebook now boasts 750 million users worldwide.

The worksheets and checklists included in this workbook will guide you through the steps I took to set up the Facebook shop that I created to sell this workbook! There are no technical skills required, **all you need is something to sell, a Facebook Page and a willingness to communicate what you're selling**. What's more, your shop can be up and running in 15 minutes!

I also lay out a tried and tested engagement strategy that will drive sales and enthusiastic fans to your Facebook store within days, provided you follow my instructions. Also included is a real-life business case study of a major UK retail brand generating daily profits through Facebook.

I run a social media agency called **Real Fresh TV** and this is what I do for a living: **I help businesses achieve sustainable social media return on investment (ROI)**.

I founded Real Fresh TV in Manchester, UK in 2005 and our clients include **Arts Council England, T-Mobile** and **PUMA**. I also run the **Social Media Surgery** in Manchester, a free monthly event supported by **Manchester City Council's** Manchester Digital Development Agency (MDDA) aimed at people who want to learn more about social media.

Over the last two years I've advised countless individuals from small businesses, PR and marketing agencies, public sector organisations and charities and non-profits. One thing unites us all: a strong desire to see a return on all the time we are pouring into promoting our businesses through social media. Thankfully, with the advent of social commerce this just got a lot easier. So, without further ado, let's get selling on Facebook.

*(If you haven't printed this eBook yet, **do it now** so you're more likely to take notes, take action and start making sales.)*

INTRODUCTION: HOW IT ALL COMES TOGETHER

You'll need to put some effort into starting and growing a shop on Facebook but in reality it's a fairly simple process:

- **Step 1: You set up your shop on Facebook.**
This is actually the easiest part.
- **Step 2: You plan how to communicate what you're selling.**
This is the hardest part, but the most important one.
- **Step 3: You grow sales by keeping your community coming back.**
This is where the real work comes in but I'll show you how.

The idea of setting up a Facebook shop in 15 minutes may alarm you. What about the security and privacy implications? Who's storing your credit card details? Where? In the pages that follow, I will explain how credit card payment processing works on Facebook and how your cards details are protected with the same secure encrypted technology as on trusted payment platforms like PayPal.

STEP #1: YOU SET UP YOUR SHOP ON FACEBOOK

OK, how do you go about setting up a Facebook shop? This step is actually two stages combined into one.

First you need to:

1. Decide what to sell
2. Set up a shop on Facebook to sell it

DECIDING WHAT TO SELL

You can sell anything on Facebook, from physical items like t-shirts and DVDs to dishwashers and fridge freezers. You can also sell digital downloads, PDF documents like the one you're reading, or MP3 recordings like the audio book included with this workbook.

In that sense, Facebook shops are no different to stores on eBay.

The key is deciding how to manage order fulfilment: once you receive notification of a new order, will you ship items personally or will your inventory and shipping team need to be notified and your company e-commerce database updated? Most Facebook shop applications can handle the former and many make provision for the latter.

Pop-up Shop vs. Regular Shop: You also have the option of trialling f-commerce by running a Pop-up shop on Facebook to sell an exclusive product for just a few hours or a few days.

Once you've decided what to sell and how long for, please ensure you have an image of your product to hand before moving on to setting up your Facebook shop.

Want to read more? [Purchase the full 18 page eBook for £58.75](#) incl. audio book and worksheets