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## Creating Products on your Facebook Shop

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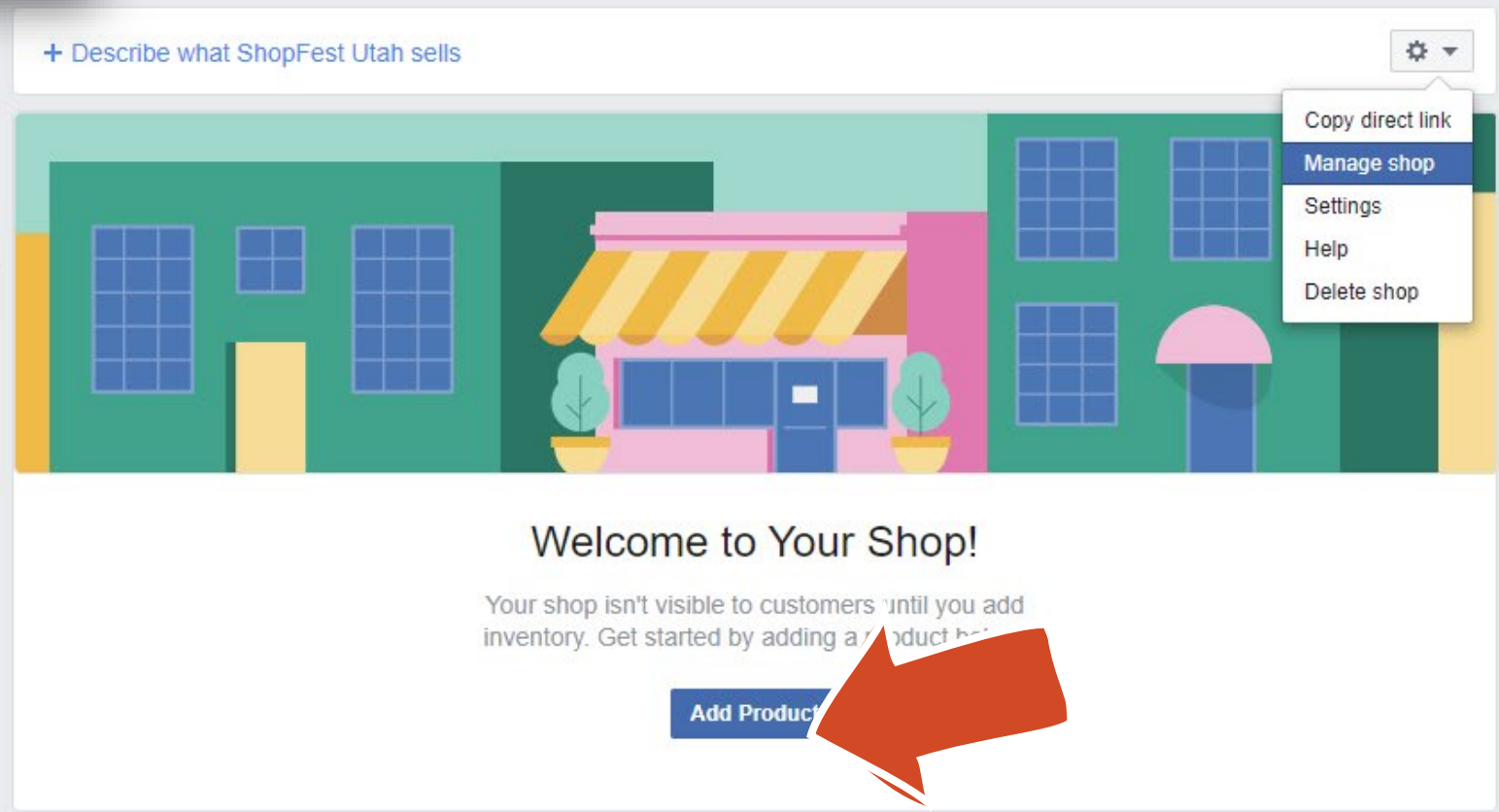
For assistance, call Evan at 801-789-6645 or send an email to [eberrett@emcity.org](mailto:eberrett@emcity.org)

# Step 1

Click on the Gear button on your Shop Page and then click “Manage Shop”.




- Home
- Events
- Posts
- Reviews
- Photos
- Shop**
- Offers
- Groups
- Community
- Videos
- About
- Jobs
- Promote**
- Visit Ad Center




# Step 2

Click on the “Set Up” button on the Commerce Manager page that appears.

 Payouts


 Tax

 Settings


 Disputes

 Permissions

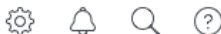
Review

 Insights

 Account Health

 Education

 ShopFest Utah



## Your commerce account is almost ready.

You're almost ready to start selling.



### Set Up Your Catalog Required


You'll be taken to Catalog Manager to set up your catalog and add inventory to your sales channel: inventory, you'll be able to start selling on Facebook.





[Set Up](#)

### Activity

Once you start selling products, you'll see items that need your attention here.

 0 Orders Waiting to Be Shipped

 0 Return Requests

 0 Open Disputes

### Balance

Once you start selling products, you'll see your payout activity here.

### Sales Channels

 [ShopFest Utah](#)  
Facebook Page

[Manage Channels](#)



### Need Help?

You can contact Facebook's Support team any time you have questions.

[Contact Us](#)

### Recommended For You



#### Make Your Taxes Easier

Let us handle your sales tax. Provide your state tax registration number(s) so that we can calculate, collect and remit your sales tax for you.



#### Set Your Fulfillment Locations

Setting your default shipping locations helps us calculate more accurate sales tax. You can always adjust it by product.

# Step 3

Search business



Click on the “Add Products” button.

Product Sets

Orders

Configure

Product Data Sources

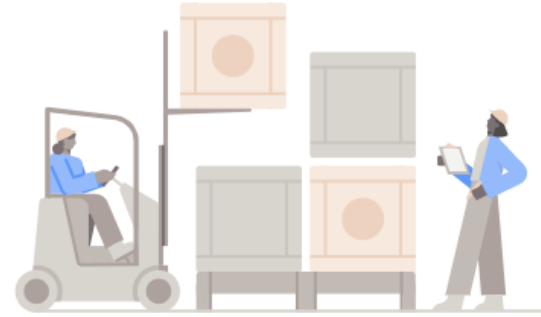
Events Data Sources

Settings

Collapse

Create Ad

## Products



### Add products to your catalog

This catalog doesn't have any products yet. Once you've added your products, you'll be able to group them into sets for more control over what appears in your ads.

Add Products

### Find More Help

[Add items to your catalog](#)

[Create a product set](#)

[Manage items in your catalog](#)

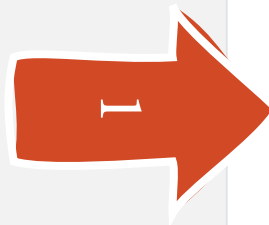


# Step 4

Search business

Click on the “Add Manually” button.

- Product Sets
- Orders
- Configure
  - Product Data Sources**
  - Events Data Sources
  - Settings
  - Collapse
  - Create Ad



*Note about Bulk Upload:*  
This is an option that requires some preparation. See [this document](#) for spreadsheet configuration detail

### Add Products to Your Catalog












- Add Manually**   
Fill in a form to add items to your catalog one at a time.  
Recommended for a small inventory that rarely changes.  
[Learn More](#)
- Use Bulk Upload**   
Upload a file, set up a scheduled feed, or use a Google spreadsheet to add multiple items.  
Recommended for a large inventory that changes regularly.  
[Learn More](#)
- Use a Pixel**   
Use your pixel to automatically update the items in your catalog each time someone visits them.  
Recommended for a large inventory that changes hourly or daily.  
[Learn More](#)

Cancel Next



Current Catalog [View All](#)

Products for ShopFest Ut... ▼


- Manage
-  Use Cases
-  Issues
-  **Products**
-  Product Sets
-  Orders 
- Configure
-  Product Data Sources
-  Events Data Sources
-  Settings
-  Collapse
-  Create Ad

### Add Products Manually

#### Essential Information

Add the title, images and description that best describes this product.


#### Image



**Drag and drop to upload**  
Or [choose files on your device](#)

Your image needs to be at least 600 x 600 pixels.

#### Additional images



Add Images

#### Name

#### Description

#### Content ID · Optional

Add an SKU or other unique identifier you already use for this product, if you want to retarget people who show interest in it. If you want to create different options of your product, you'll need to add an ID for each one in the Variants section.

You can now begin your first product. You will start with images, then names, pricing information, and so forth.

- 1. E
- 2. E
- 3. E
- 4. S
- 5. S
- 6. H
- 7. S
- 8. T
- 9. C
- 10. U
- 11. C
- 12. W
- 13. S
- 14. You
- 15. upl
- 16. fut
- 17. Le
- 18. C
- 19. D
- 20. T
- 21. He
- 22. Re
- 23. Fa

Current Catalog [View All](#)

Products for ShopFest Ut... ▼

Manage

Use Cases

Issues

**Products**

Product Sets

Orders ✎

Configure

Product Data Sources

Events Data Sources

Settings

Collapse

Create Ad

**Product tax category** · Optional

This is used to calculate the amount of sales tax payable on this product.

**Shipping**

Add shipping options and choose a return policy for this product.

Shipping Profile Reference ID · Optional

**Standard Shipping**  
\$0.00 • 3-7 Days

All the shipping options listed are applied to all the items in your catalog. You can add or edit shipping options in your [Commerce Manager Settings](#).

**Return policy days** · Optional

Items must be returned to you within the time period you choose above, calculated from the day your item is delivered to the customer.

**Variants**

Add options to create variants

Color ▼

+ Add Option

Variants

See and edit the variants created from the options selected above

Enable Edits

Options	Price	Sale price	Inventory	Content ID
<input checked="" type="checkbox"/> -	\$0.00 USD	\$0.00 USD	0	

Cancel

Add Product

# Step 6

Towards the bottom of the product creation form, you will find the option modify shipping details and add variants.

Variants allows you to place multiple variations of the same product (such as a shirt sold in multiple colors) under a single listing.

that we don't (fields) in your...  
under Columns, you...  
we don't recommend...  
select Start...

You've uploaded...  
upload. When...  
future, update...

Learn more

- Create a Data...
- Data Feed S...
- Troubleshoo...

[Help Center](#)  
[Report a Problem](#)  
Facebook © 2020

# Step 7



ShopFest Utah

@ShopFestUtah

Home

Events

Posts

Reviews

Photos

**Shop**

Offers

Groups

Community

Videos

About

Jobs

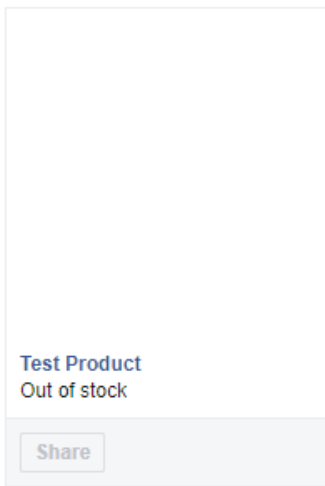
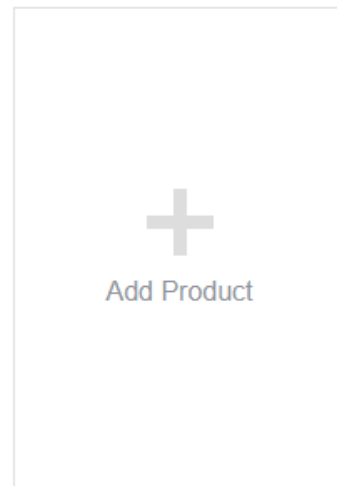
Promote

Visit Ad Center

Like Follow Share ...

+ Add a Button

All Products



**Add collections to organize your products and make it easier for customers to browse.**

[Add Collection](#)

Your product images may not appear right away.

You can also create collections of products on your Shop Page to help guide shoppers through your products.





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You can now continue to setup products. There is no expectation that you put all your inventory on the Facebook Shop. Consider what you want to showcase so that shoppers will want to shop your business again after the event.

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