

FACEBOOK

Digital Commerce - Cross Border Commerce

Let's Get Started



Facebook

Profile



Add Friend

Individuals

Benefit

- ▶ Add friends
- ▶ Updates on Facebook profile
- ▶ Posts can only reach up to 5% of friends

Weakness

- ▶ Limited to 5,000 friends

Group



Interest Groups

Benefit

- ▶ Share thoughts, ideas and activities
- ▶ Interact with group members

Weakness

- ▶ Interest groups are not popular
- ▶ Posts can only reach group members

Page



Businesses or Organizations

Benefit

- ▶ Create content and advertisements on Facebook
- ▶ Targeted advertisement
- ▶ Access to Facebook Insights for statistics

Weakness

- ▶ Irrelevant advertisement will annoy your audience
- ▶ Privacy concerns
- ▶ Posts can only reach followers

Difference Between Organic & Paid Post



Organic

- ▶ The number of people who have seen your post through unpaid distribution.
- ▶ Publish posts for free
- ▶ Keep people coming back to your page, clicking on your posts and sharing your content.
- ▶ Create high quality content and interact with fans



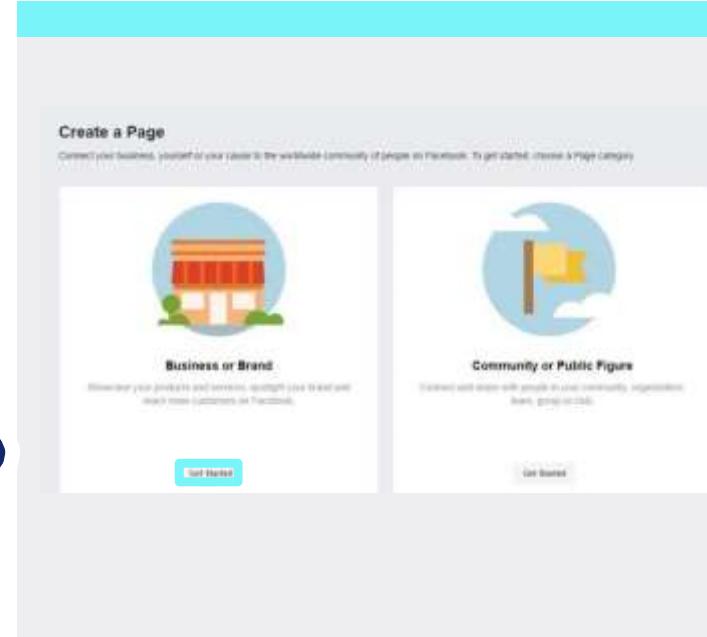
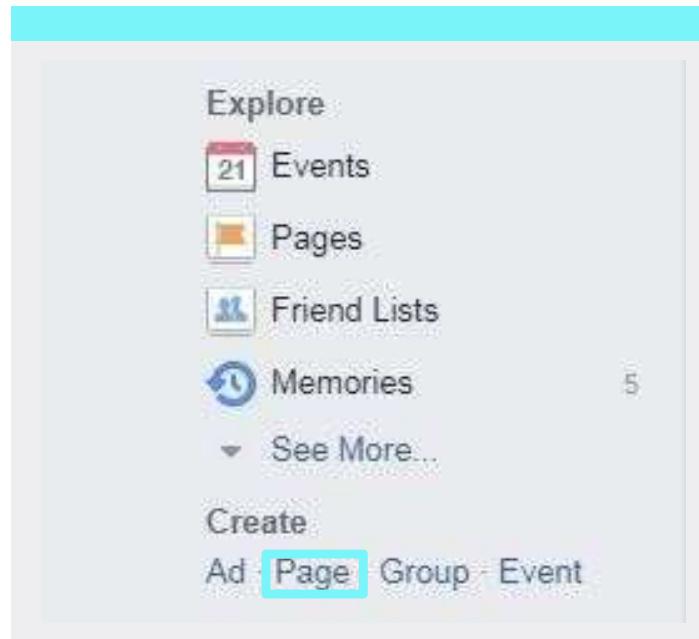
Paid

- ▶ Paid ads allow you to target people who have not liked your page but have similar interests and/or demographics
- ▶ Target your post to the right audience directly aligned with your business outcome

How to Create A Facebook Business Page

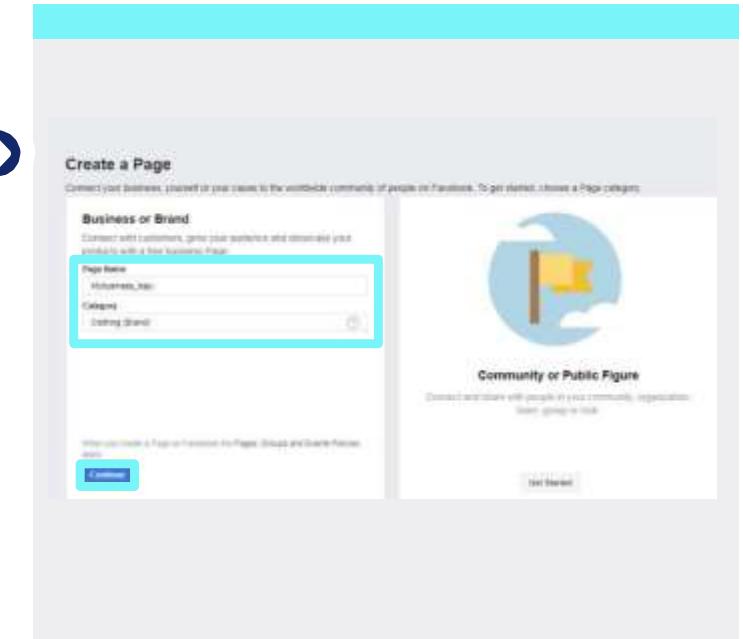
1

Open Facebook Profile
and click
Create Page



2

For a business page, go to
Business
or **Brand** and click **Get
Started**.

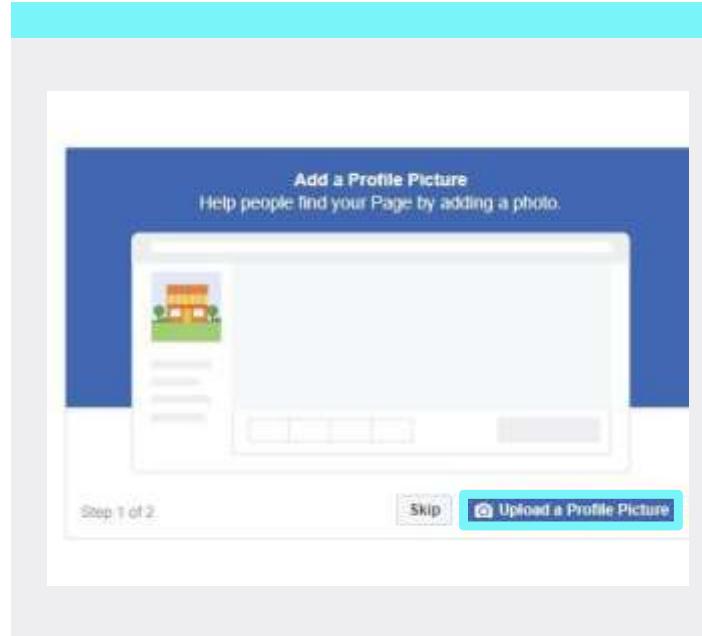


3

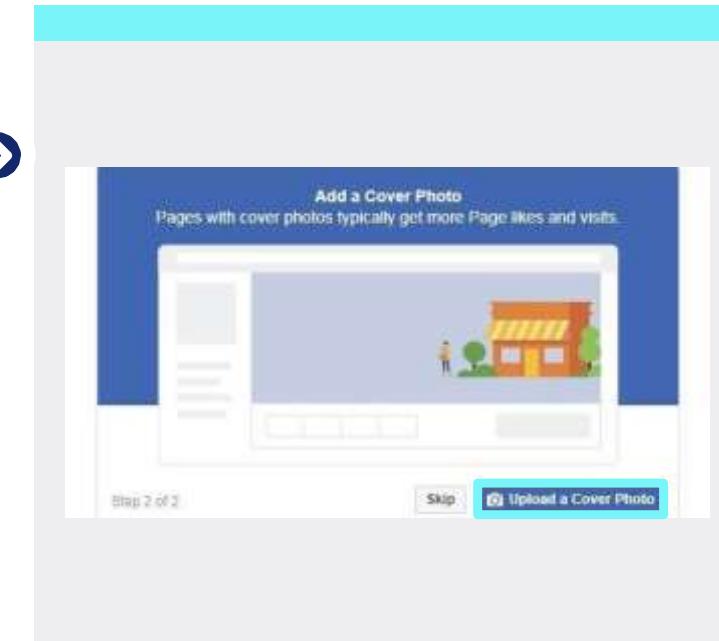
Fill in the business name
and select the business
category. Click **Continue**.

How to Create A Facebook Business Page (Continued)

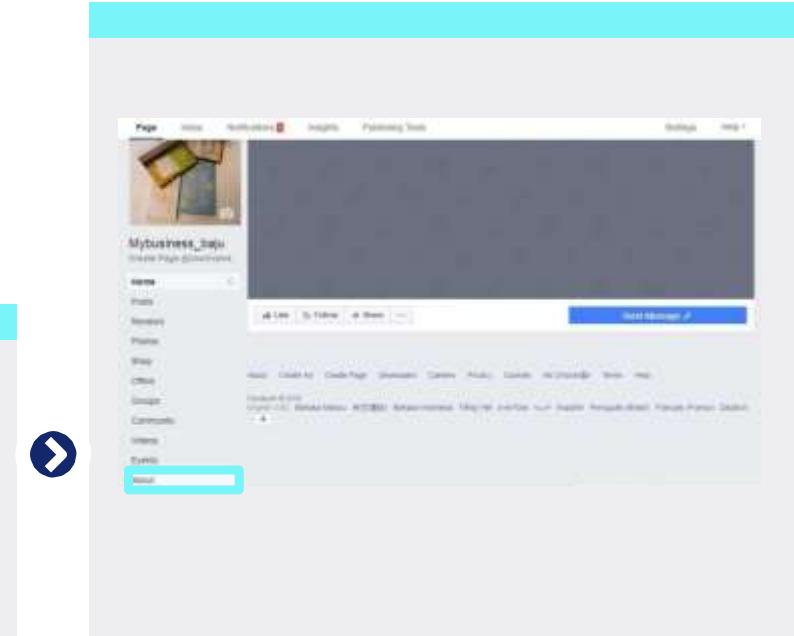
Copyright MDEC



4
Upload a Profile Picture



5
Upload a Cover Photo



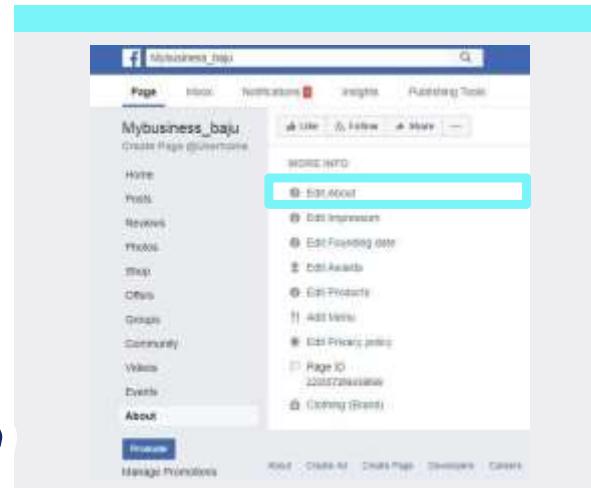
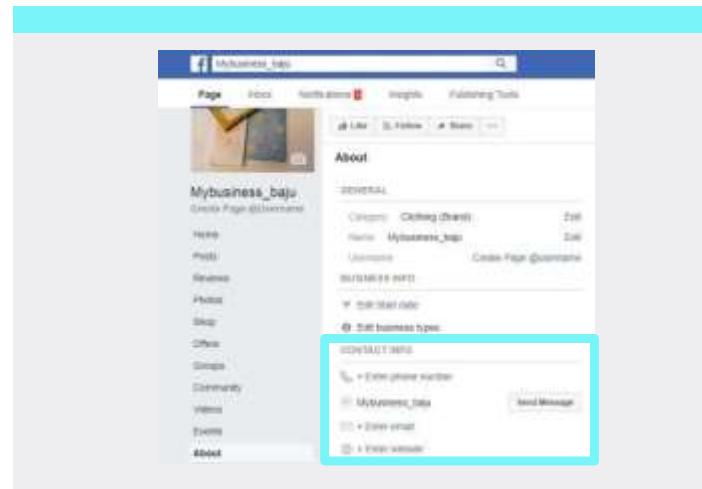
6

Your Facebook Page is ready. Click on **About** to edit information about your business.

How to Create A Facebook Business Page (Continued)

7

Add information such as your **website**, **email** and **phone number**.



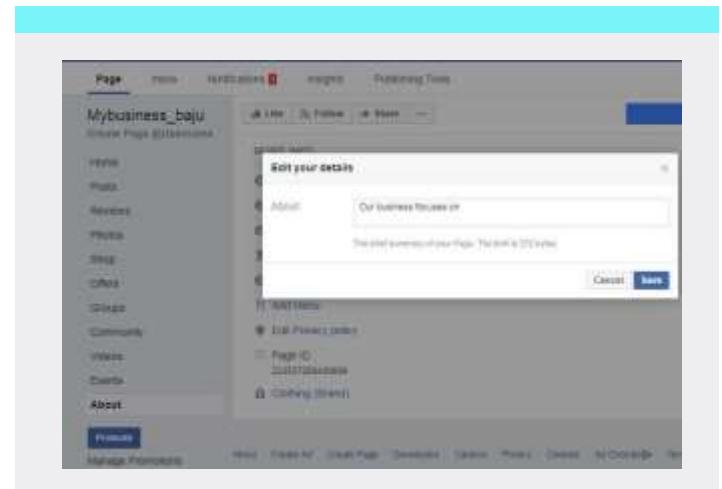
8

Click **Edit About**



9

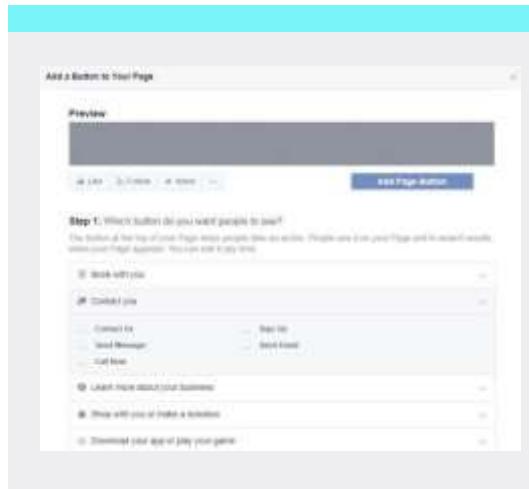
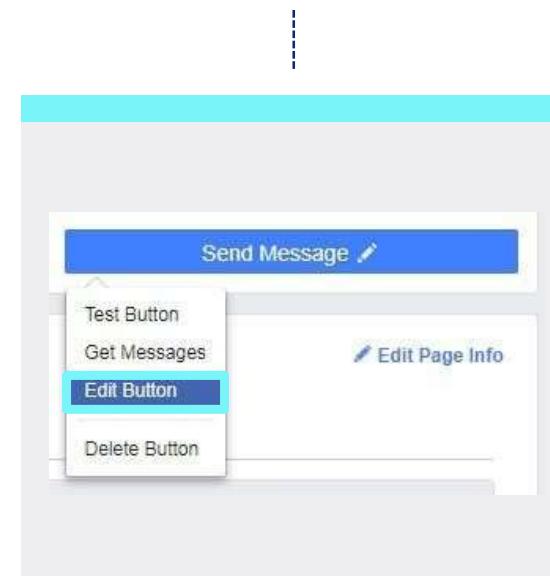
Fill in details to enable prospects to get more information related to your business.



How to Create A Facebook Business Page (Continued)

10

Edit **Call to Action (CTA)** button for prospects to get in touch with you.

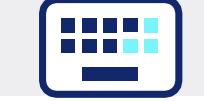


11

You can select **CTA** buttons that suits your business.

Tips on Naming the Facebook Page

Copyright MDEC

-  1 Use company name or brand
-  2 Use a general name: For entrepreneurs who sell other people's products as agents, they can use a general name as branding. Trust will be built over time through purchases. This method provides flexibility to sell other products
-  3 Use product name
-  4 Create a unique URL for your Facebook (www.facebook.com/yourBusinessName) so your audience can access your page easily
-  5 The URL is important for Google SEO. If your URL is maintained at default, it cannot be easily identified and searched through the search engine and it will look unprofessional
-  6 The number of "Likes" must be more than 25 to change the URL

Sample of a Facebook Page



Food & Beverage



Fashion

The image shows a mobile application interface for a fashion store. At the top, there is a large, stylized logo of a person's head and shoulders. Below the logo, the word "Fashion" is displayed in a large, bold, serif font. The main content area of the app is a product listing for a "Tunic" (Topi Pendek). The product image shows five women wearing various styles of light-colored tunics with different patterns and accessories. Below the image, the product name "Tunic" is displayed, along with a "Rp 100,000" price tag and a "5 days ago" timestamp. A "Buy Now" button is visible. The bottom of the screen features a navigation bar with icons for Home, Catalog, Wish List, and Profile. The overall design is clean and modern, with a focus on the product images and details.



Health & Beauty

The image shows two screenshots of a website. The top screenshot is a search results page for 'Sahara Cosmetic' on a site with a pink and white theme. It shows a list of products and a 'View Details' button. The bottom screenshot is a product detail page for 'Sahara Cosmetic' with a large image of a woman's face, product details, and a 'Buy Now' button.



Service

A screenshot of a Facebook page for 'TheLorry.com'. The page header features a blue circular logo with a white truck silhouette. The main content area shows a post from 'TheLorry.com' (Admin) with the caption: 'We're on the road again! 🚚 We're currently en route to a customer in Plymouth. If you're in the area, say hi!'. The post includes a photo of a red delivery van with 'THE LORRY .COM' branding. Below the post, there are several comments from users like 'Dad' and 'Mum', and a reply from 'TheLorry.com' stating 'We're currently en route to a customer in Plymouth. If you're in the area, say hi!'. The page has a 'Book Now' button and a 'Share' button. The sidebar on the left shows the page's stats: 1,040 posts, 11,714 likes, 1,111 photos, and 1,111 videos. The 'About' section describes the page as 'TheLorry.com - Your Local Lorry Booking Website' and provides contact information: 'Call 1 800 111 1111', 'Email: info@thelorry.com', 'Address: 123 Main Street, Anytown, USA', 'Phone: 123 456 7890', and 'Website: www.thelorry.com'. The 'Book Now' button is located at the bottom right of the page.

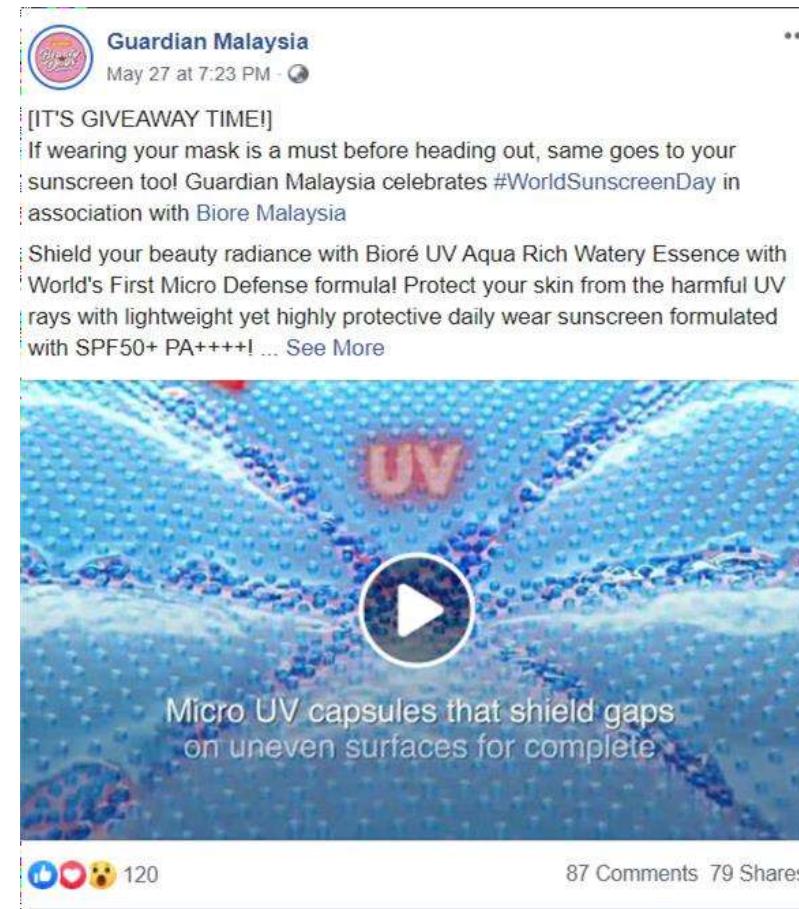
Posting on Facebook Page

Share information about your product, promotion and offers, testimony and motivational quotes to engage with prospects and fans.



Posting on Facebook Page

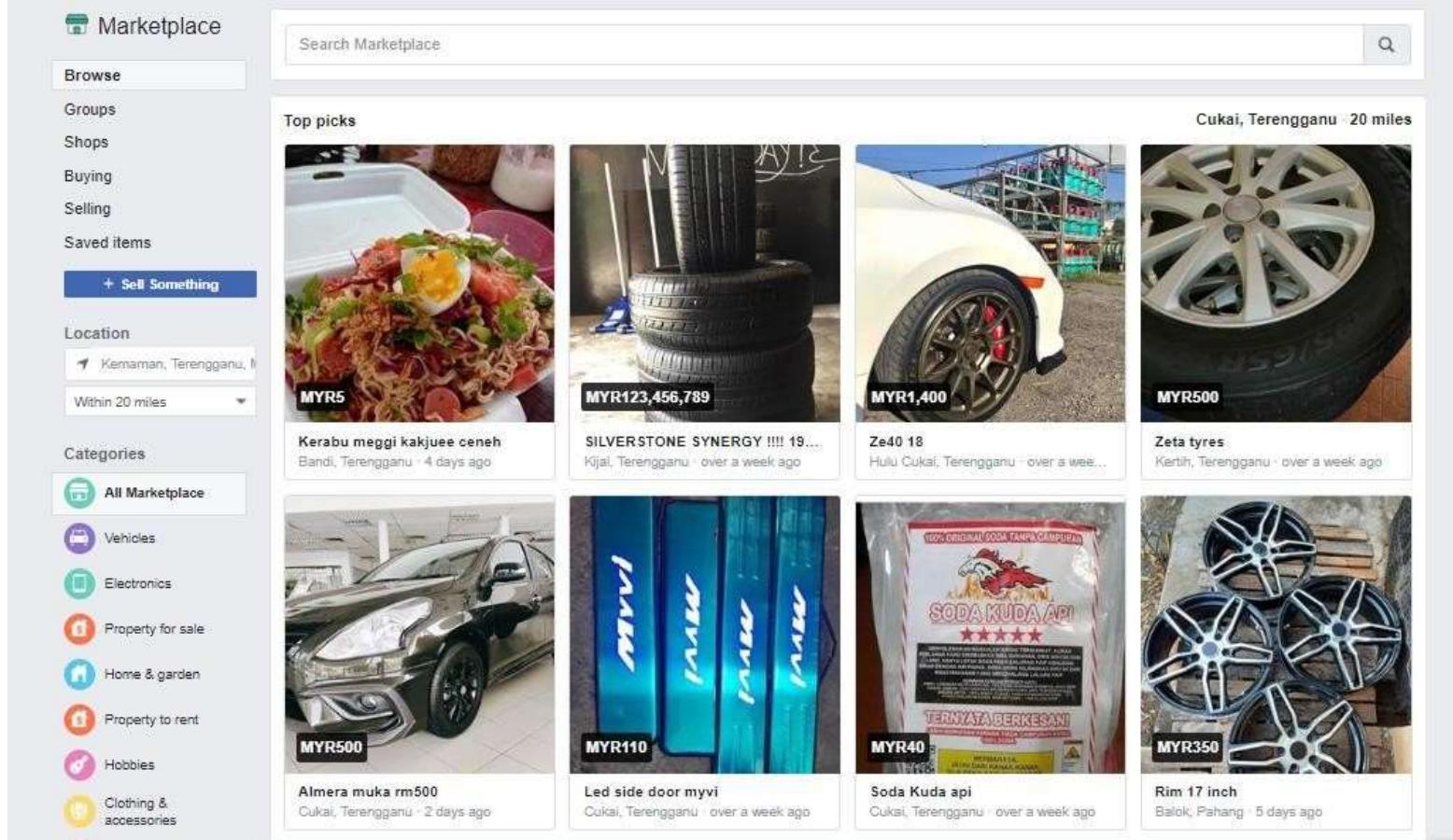
Use combination of photos and videos to attract their attention.



What is Facebook Marketplace?

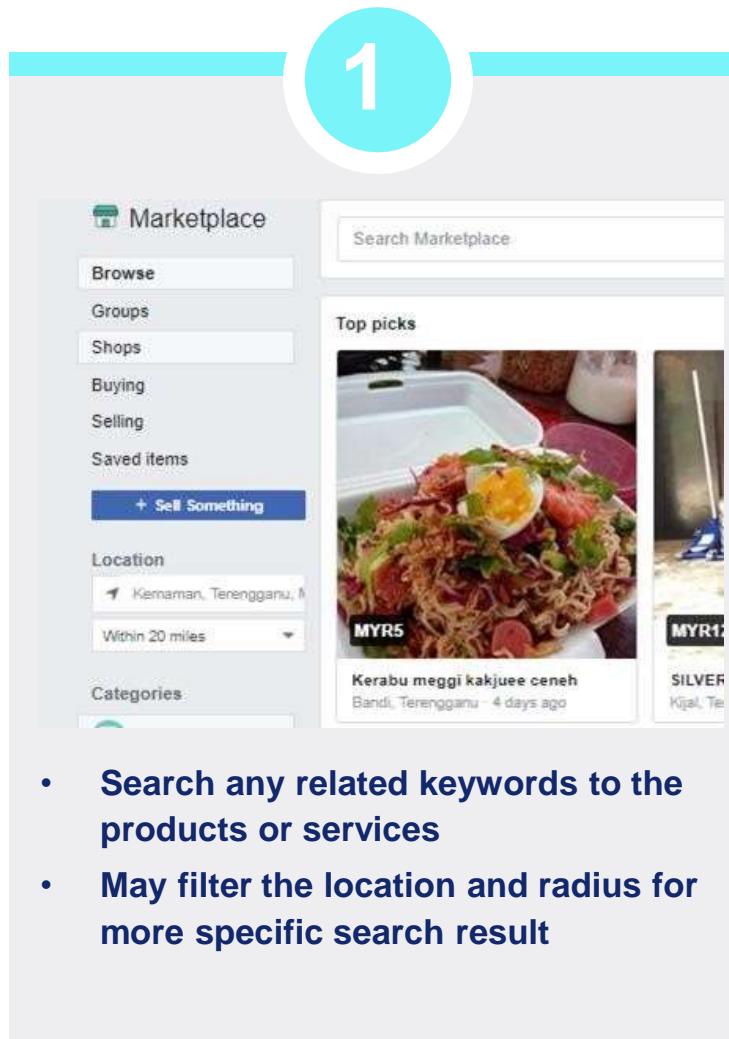
- Online marketplace feature which lets Facebook Users to discover, buy and sell items within community/local area.
- All users get to chat each other by using FB Messenger and also have access to their Facebook Profile.
- Can be accessed by desktop view and also by using Facebook Mobile Apps.

People can find what they are looking for by filtering the category, location, price and radius.

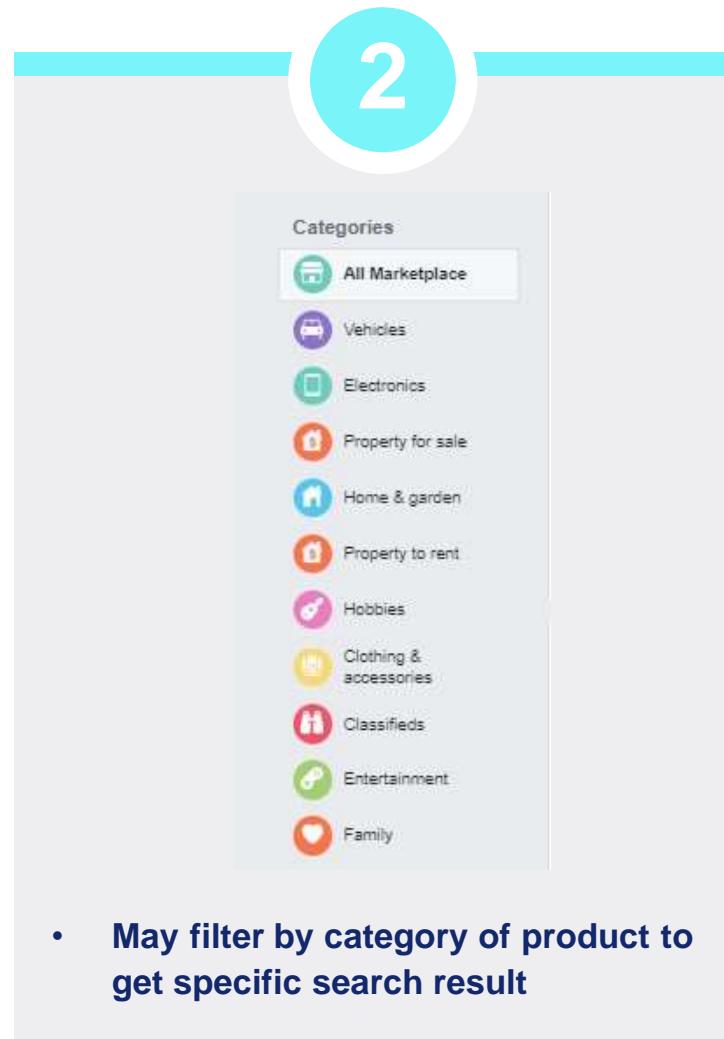


The screenshot shows the Facebook Marketplace interface. On the left, there is a sidebar with navigation links: Marketplace, Browse (Groups, Shops, Buying, Selling, Saved items), + Sell Something, Location (Kemaman, Terengganu, Within 20 miles), and Categories (All Marketplace, Vehicles, Electronics, Property for sale, Home & garden, Property to rent, Hobbies, Clothing & accessories). The main area has a search bar at the top. Below it, there are sections for "Top picks" and "Cukai, Terengganu - 20 miles". The "Top picks" section shows items like a bowl of Kerabu meggii kakjuee ceneh (MYR5), a stack of Silverstone Synergy tires (MYR123,456,789), a white car wheel (MYR1,400), and a Zeta tires wheel (MYR500). The "Cukai, Terengganu - 20 miles" section shows items like an Almera car (MYR500), a set of LED side door myvi lights (MYR110), a bag of Soda Kuda api (MYR40), and a set of Rim 17 inch (MYR350). Each item listing includes a thumbnail image, the price, and a brief description.

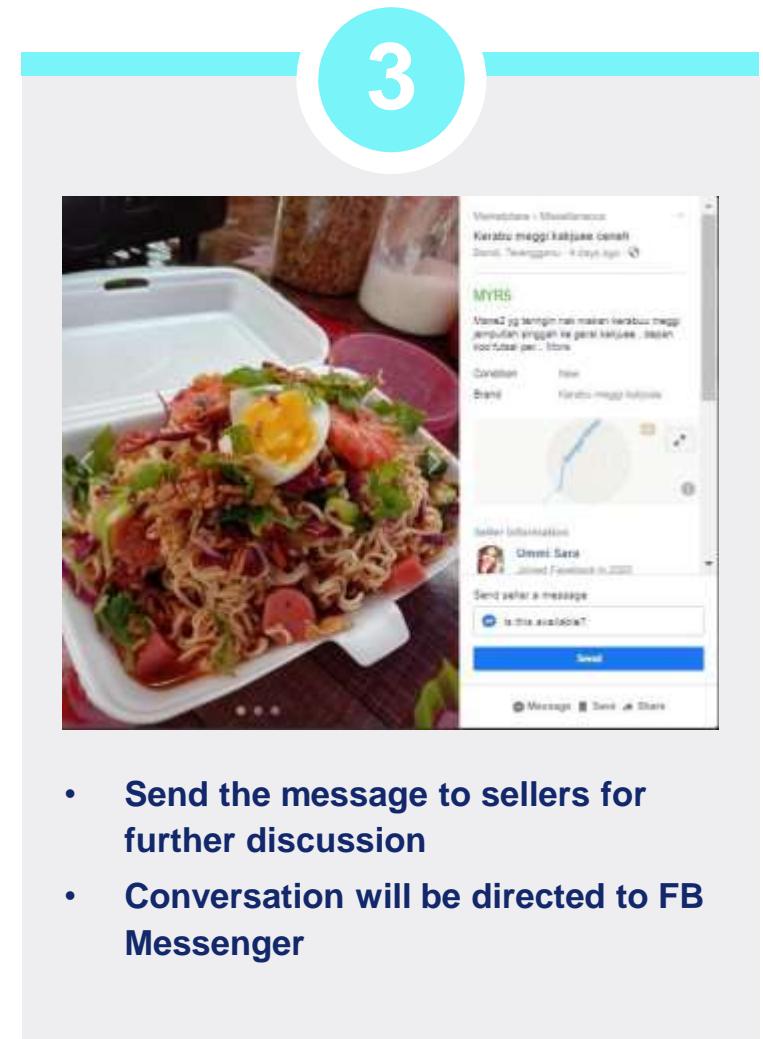
How to buy/search for suppliers?



- Search any related keywords to the products or services
- May filter the location and radius for more specific search result



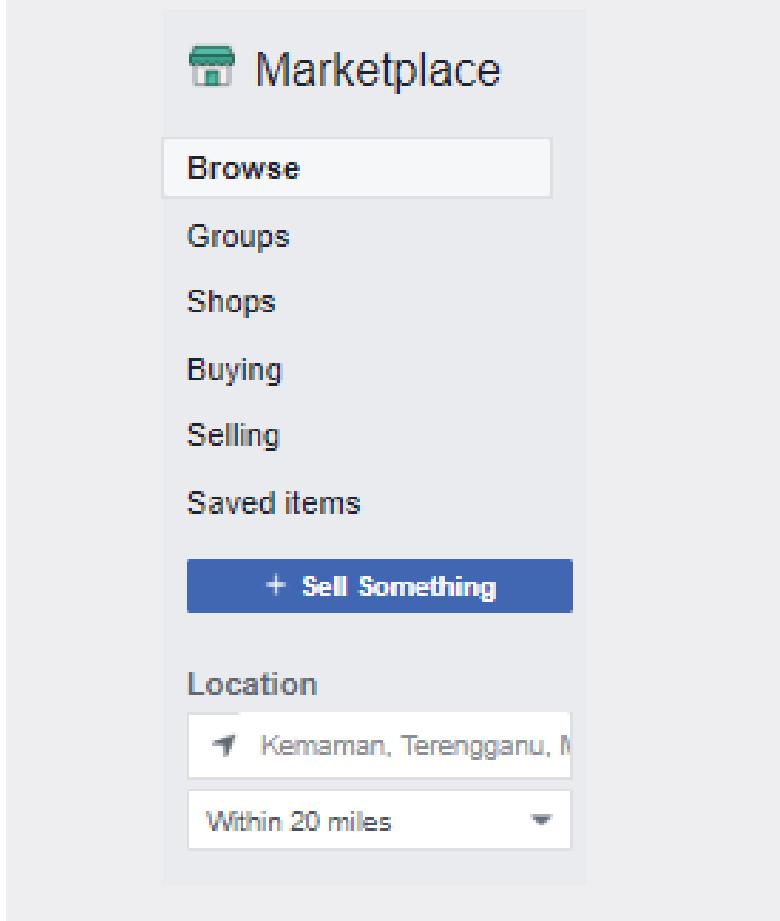
- May filter by category of product to get specific search result



- Send the message to sellers for further discussion
- Conversation will be directed to FB Messenger

Start Selling at Facebook Marketplace

1. Click on “Sell Something”



2. Fill up all required details

The screenshot shows the "Sell something on Marketplace" form. The title bar says "Sell something on Marketplace". The form fields include: "What are you selling?" (with a character limit of 100), "Price", "Location" (set to "Kemaman, Terengganu, Malaysia"), "Select a category", "Describe your item (optional)" (with a text area and a smiley face emoji), and a photo section with a placeholder for "+10 Photos". At the bottom, a note states "By posting, you confirm that this listing complies with Facebook's Commerce Policies and all applicable laws. Learn more". There are "Save Draft" and "Next" buttons at the bottom right.

Start Selling at Facebook Marketplace (Cont.)

3. Select more places for better exposure

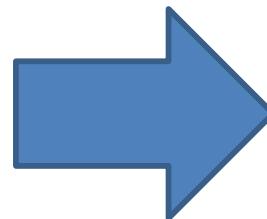
← Select audience

Select Recent Places • Clear

- Marketplace
- News Feed
- Jual Beli Online Negeri Melaka
- Terengganu Myvi Club Trade Centre
- SEMENYIH, KAJANG, PUTRAJAYA & BANGI Business Community

By posting, you confirm that this listing complies with Facebook's Commerce Policies and all applicable laws. [Learn more](#)

[Save Draft](#) [Back](#) [Publish](#)



4. Check product listing at “Selling”

Marketplace

Active

MYR5 · freshcare
Listed on Marketplace

[List in more places](#) [Review \(7 days\)](#)

MYR5 · Freshcare Murah COD Banggol Permai
Listed in Marketplace and 7 other groups
Viewed by 49 people

Noor Azrina
You: ya..cari wangi apa n berapa botol ya?

25/10/2016

[List in more places](#) [Review \(7 days\)](#)

MYR100 · 3 kotak Susu Kambing 15 sachets per kotak. Terbaru di pasaran.
Listed in Marketplace and 8 other groups
Viewed by 46 people

[List in more places](#) [Review \(7 days\)](#)

MYR7 · Safecare Refreshing Oil
Listed in Marketplace and 2 other groups
Viewed by 10 people

[List in more places](#) [Review \(7 days\)](#)

Tips & Tricks in using Facebook Marketplace

Renew Post	Any listing can be renewed to the top search result once in every 7 days. Limited into 5 times only.
Clickable Link	There is no hyperlink (clickable link) to be allowed at product description. It will be hidden.
Telephone Number	Any shown telephone number will be hidden. All conversation will be directed to Facebook Messenger.
Suppliers	Sellers are highly trusted as prospect may see their Facebook Profile and can meet in reality when engaging in Cash On Delivery (COD)
Post to More Places	Choose related places/Facebook Groups to the products and services. (Ex: Group Myvi for car salesman, road tax renewal agent)
Duplicate Items	Do not use the exactly similar picture when duplicating the Ads. May duplicate the Ads but with different picture of product.
Policy	All contents are still need to be comply with Facebook Terms and Conditions. (Ex: No adult products, sexual toys)

FACEBOOK Live



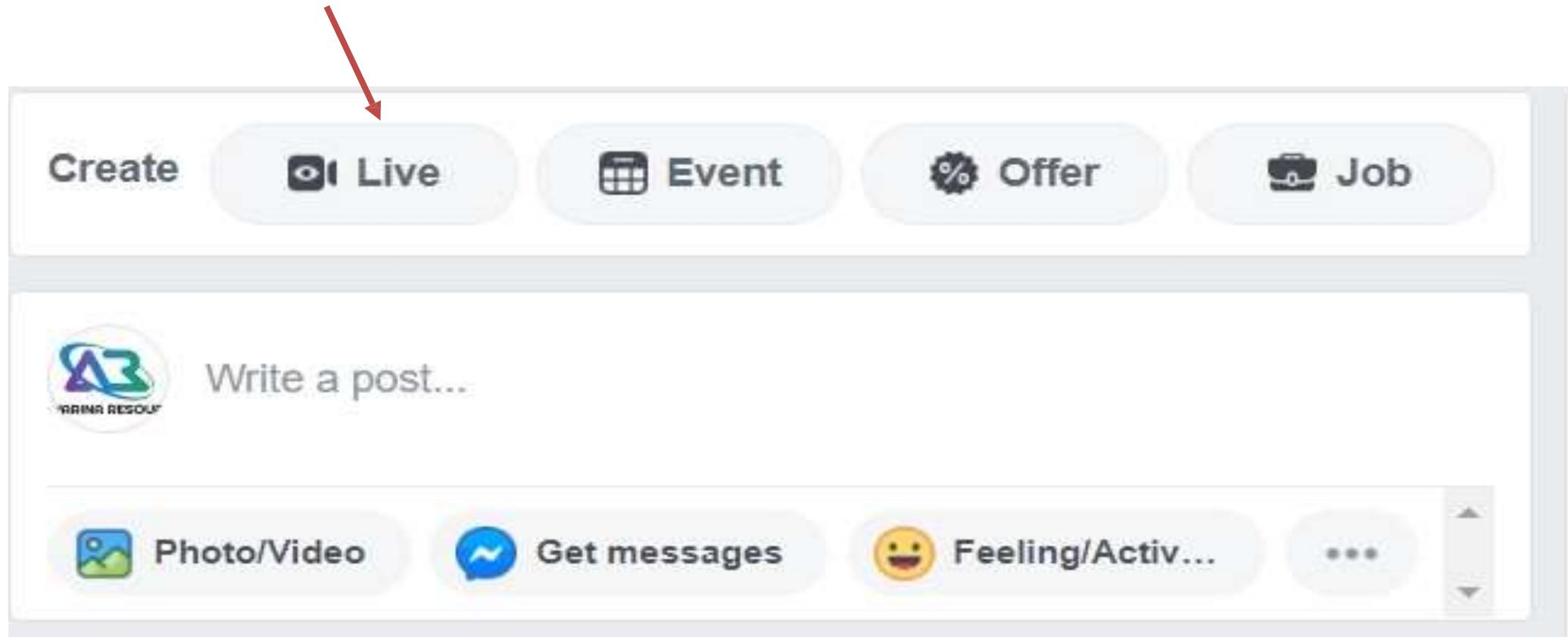
Feature for the live broadcast of user's video from Facebook mobile apps or laptops. As to compete with other providers such as YouTube.

Purpose:

- Grow audience by appearing live
- Welcome live engagement by on live conversation
- Useful for business to do promotional activities such as auctions, seasonal low price and others.
- Get more trust by appearing online to audience.

How to Setup Facebook Live

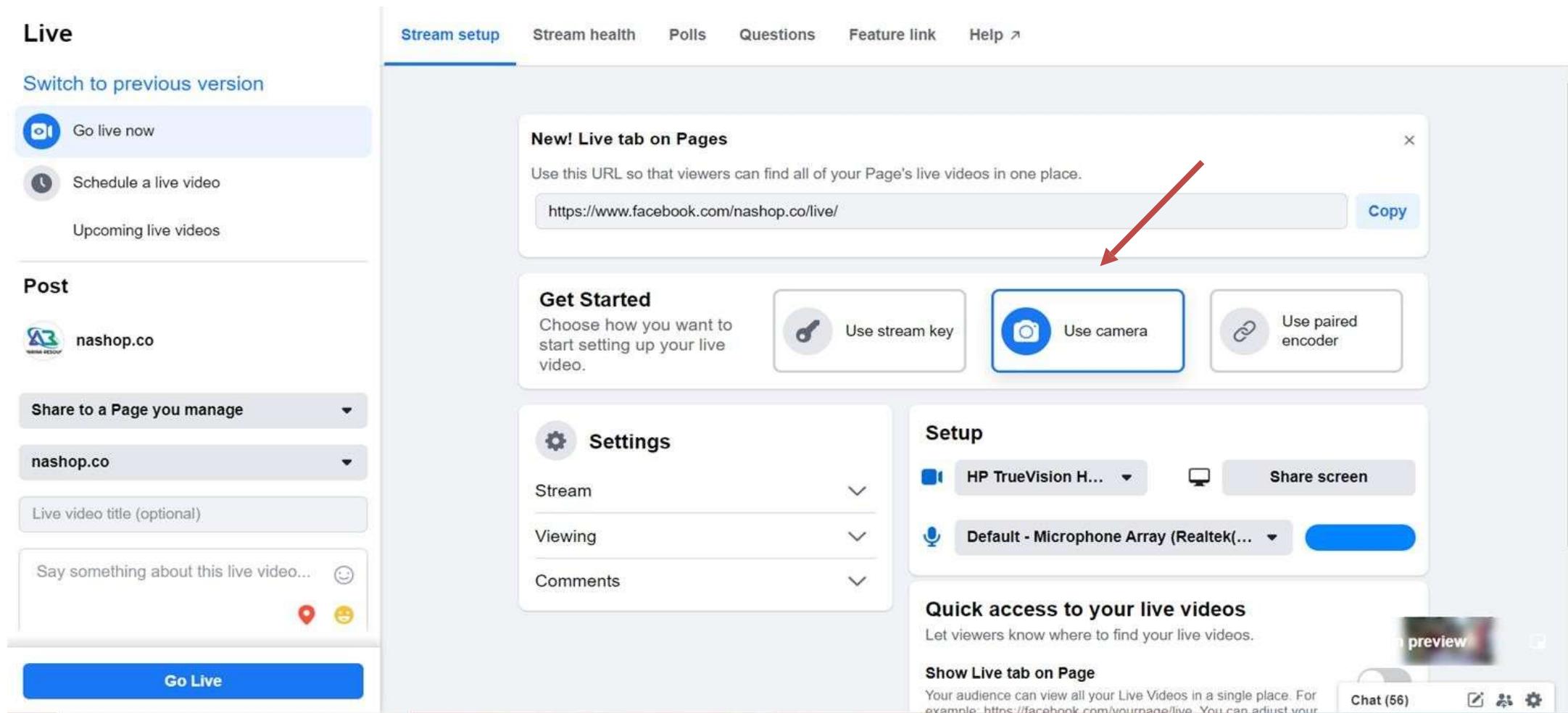
1 Select the **Live** button



How to Setup Facebook Live (Continued)

2

Select the Use Camera

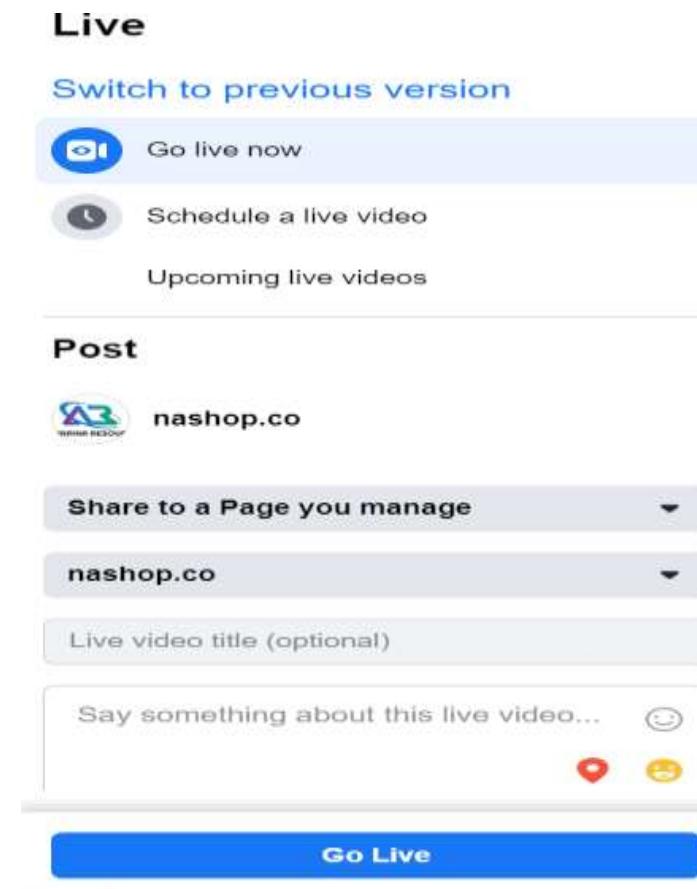


The screenshot shows the Facebook Live Stream setup interface. On the left, there's a sidebar with 'Live' and 'Post' sections. The 'Live' section includes buttons for 'Go live now', 'Schedule a live video', and 'Upcoming live videos'. The 'Post' section shows a profile picture for 'nashop.co' and a dropdown for 'Share to a Page you manage' set to 'nashop.co'. Below these are fields for 'Live video title (optional)' and 'Say something about this live video...' with a text area and emoji icons. At the bottom is a large blue 'Go Live' button. The main content area has a header 'Stream setup' and a sub-header 'New! Live tab on Pages' with a URL 'https://www.facebook.com/nashop.co/live/'. Below this is a 'Get Started' section with three options: 'Use stream key', 'Use camera' (which is highlighted with a red arrow), and 'Use paired encoder'. To the right are 'Settings' and 'Setup' sections, and a 'Quick access to your live videos' summary. At the bottom right are 'Chat (56)', a gear icon, and a 'preview' button.

How to Setup Facebook Live *(Continued)*

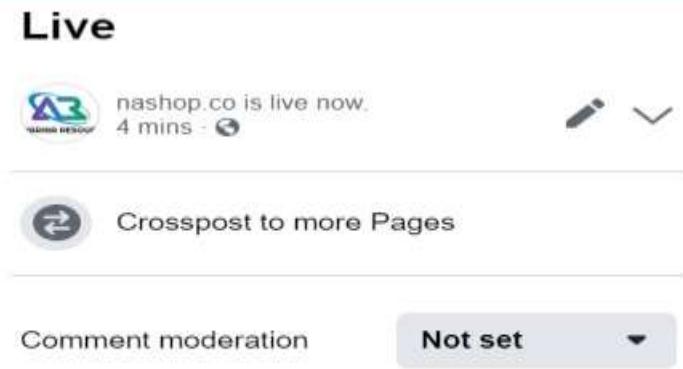
3

Before you Go Live, you can write something at that column. Then click the **Go Live** button



How to Setup Facebook Live (Continued)

- 4 During you Go Live, you can see the comment. To end the live click the **End Live Video** button



Policies

Your advertisement might be banned by Facebook if you do not follow the rules and regulations.

Facebook can even flag or ban your personal account.

These are the rules that you must follow for Facebook Ads:

Advertisement Review Process



Before adverts appear on Facebook or Instagram, they are reviewed within 24 hours to make sure that they meet Facebook's Advertising Policies.

Mentioning or Including 'Facebook' in your Advertisement



There are guidelines on including 'Facebook' in your copywriting

Acceptable

The use of Facebook with a capital F in your post or advertisement.
The use of Facebook with the same size and font with

Not Acceptable

- ▶ Using the Facebook logo instead of text.
- ▶ Edit the Facebook word to make it appear as plural (Facebooks), verb or abbreviation.

Policies (Continued)

Avoid Prohibited Content



- ▶ Illegal product or services.
- ▶ Discriminatory practices.
- ▶ Tobacco products.
- ▶ Drugs and drug related products.
- ▶ Unsafe supplements.
- ▶ Weapons, ammunitions or explosives.
- ▶ Adult product or services.
- ▶ Third-party infringement.
- ▶ Sensational content.
- ▶ Personal attributes.
- ▶ Misleading / false content.
- ▶ Controversial content.
- ▶ Crime related.
- ▶ Content related to MLM (Multi Level Marketing), Ponzi scheme, Pyramid scheme and illegal investments.

Text in Images



The new guide categorizes text in images into 4 categories:

Category	Advertisement Reach
Ok	Normal
Low	Low
Medium	Lower
High	Not Advertised

Your advertisement reach rate depends on the amount of text on your image. More text in the image means lower reachrate.



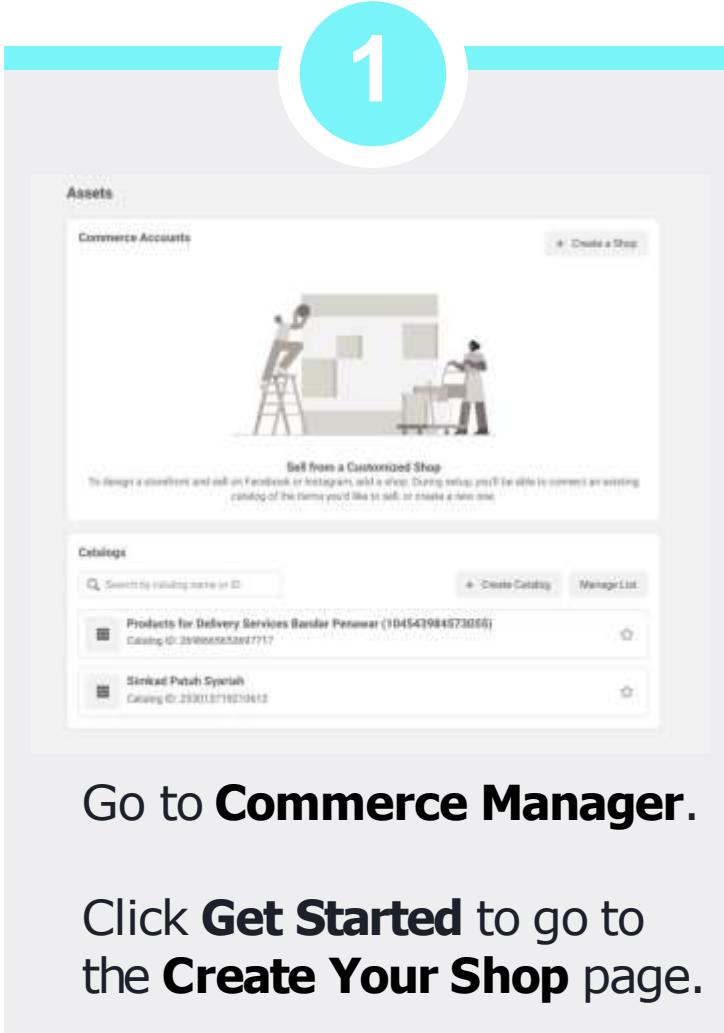
SETUP FACEBOOK SHOP

With Facebook Shop, you can display and sell items on Facebook and Instagram. Anyone who visits your shop will see your items and can browse them. You can customize your shop by adding featured collections.

To set up a shop on Facebook, you must:

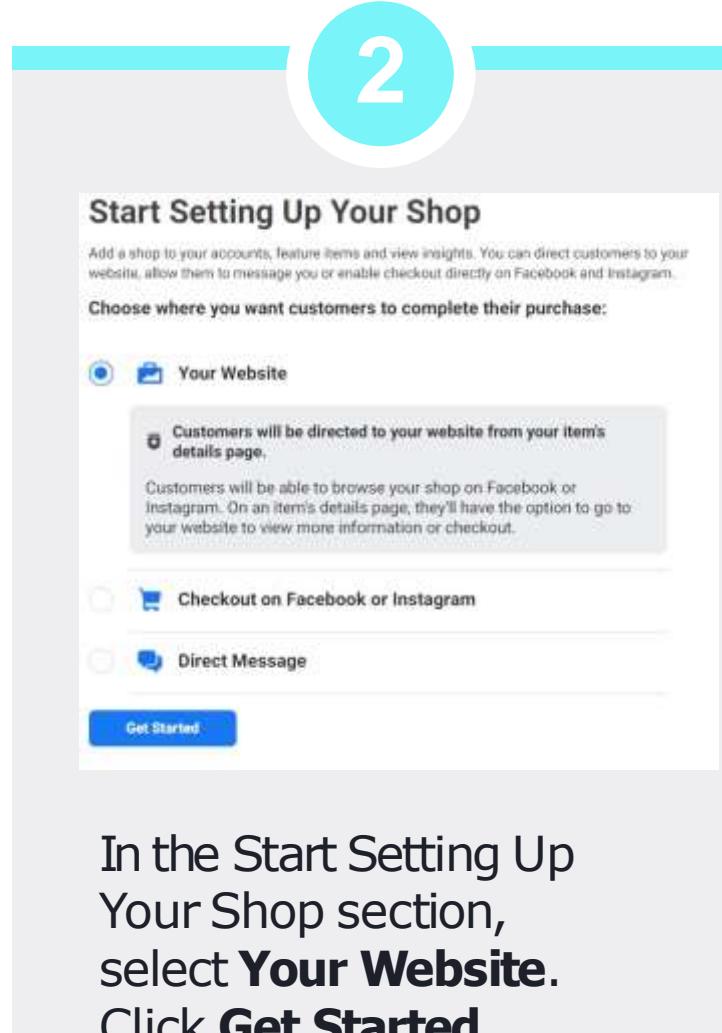
- Be a Business Manager admin
- Own your Facebook Page and catalog in the same Business Manager
- Have **Manage Page** permissions for the Page and **Manage catalog** permissions for the catalog in Business Manager

CREATE SHOP

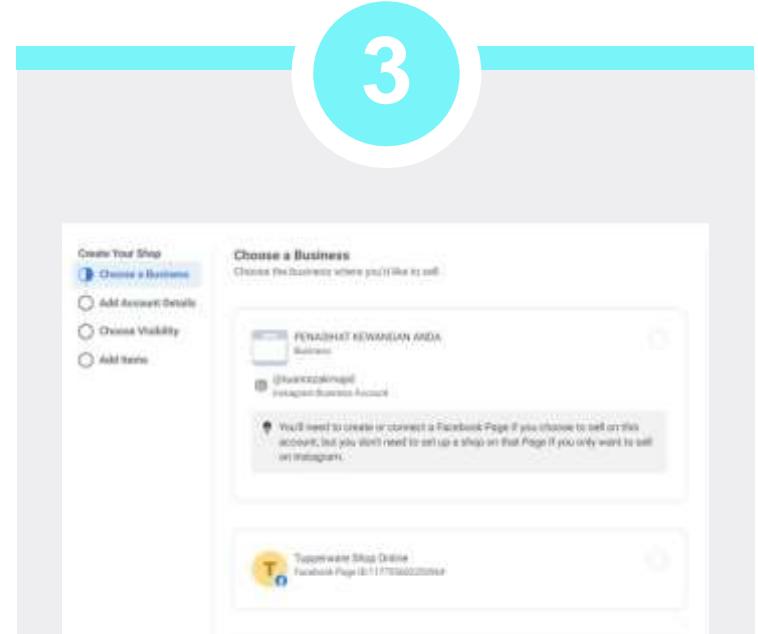


Go to **Commerce Manager**.

Click **Get Started** to go to the **Create Your Shop** page.



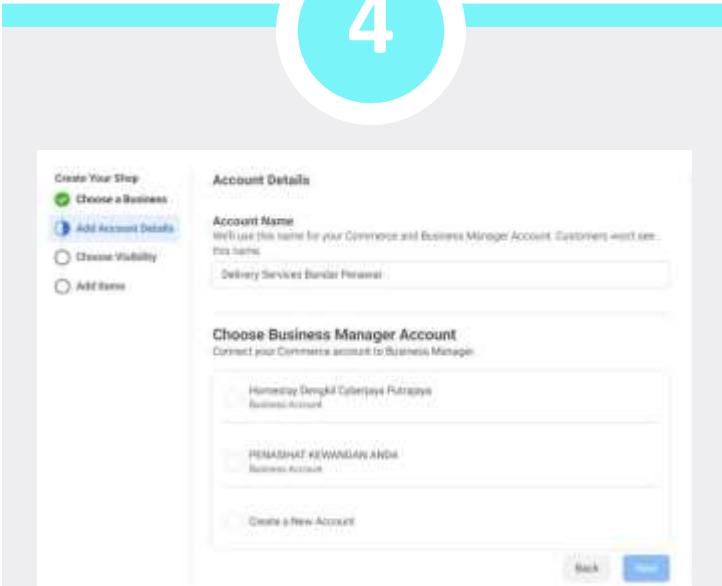
In the Start Setting Up Your Shop section, select **Your Website**. Click **Get Started**.



In the Choose Your Business section, you'll see a list of Facebook Pages you're a Page admin on. Select the business you'd like to add your shop to. Click **Next**.

CREATE SHOP

4



Account Details

Account Name: Delivery Services Bandar Penawar

Choose Business Manager Account: Homesay Dergah Cyberjaya Putrajaya Business Account

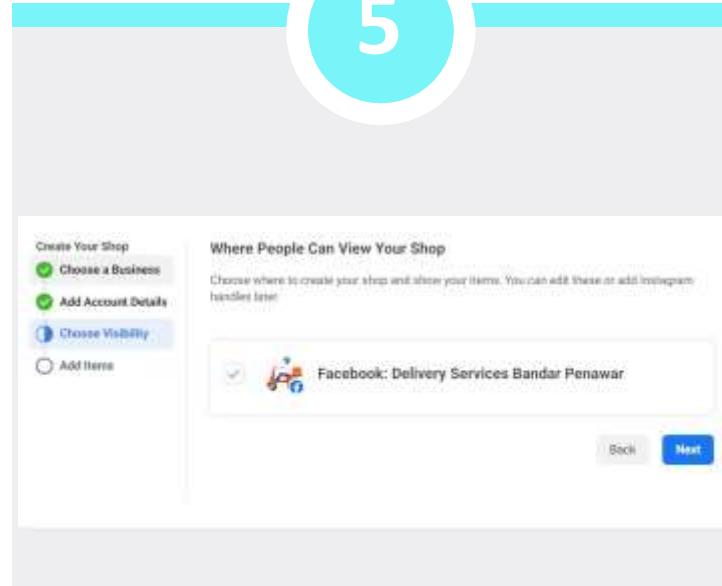
Choose Visibility: Add Items

Choose a Business

Add Account Details

In the Account Details section, provide an Account Name and select a Business Account. Click **Next**.

5



Where People Can View Your Shop

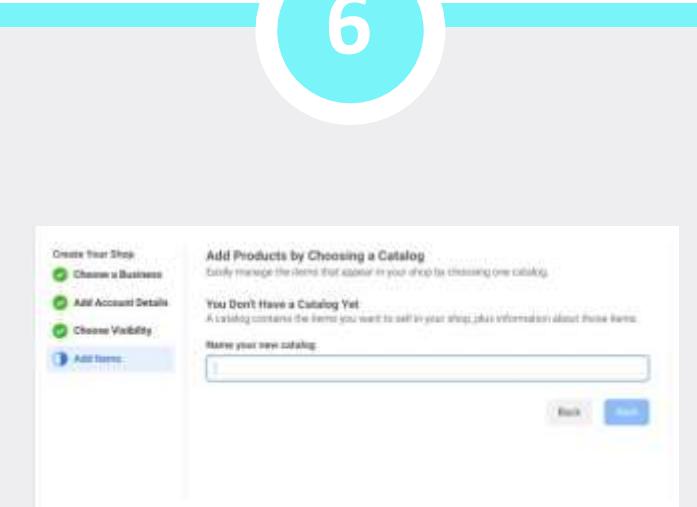
Facebook: Delivery Services Bandar Penawar

Instagram: Delivery Services Bandar Penawar

Back Next

In the **Where People Can View Your Shop** section, select where you'd like to create your shop. If you have an Instagram business profile and a Facebook Page, you can select both.

6



Add Products by Choosing a Catalog

You Don't Have a Catalog Yet

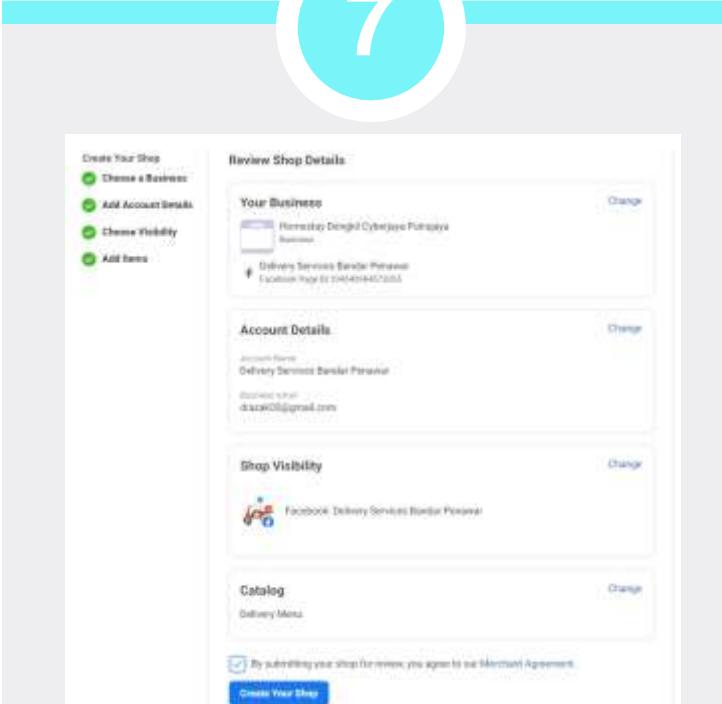
Name your new catalog:

Back Next

In Catalog section, select an existing catalog or create a new one and click **Next**.

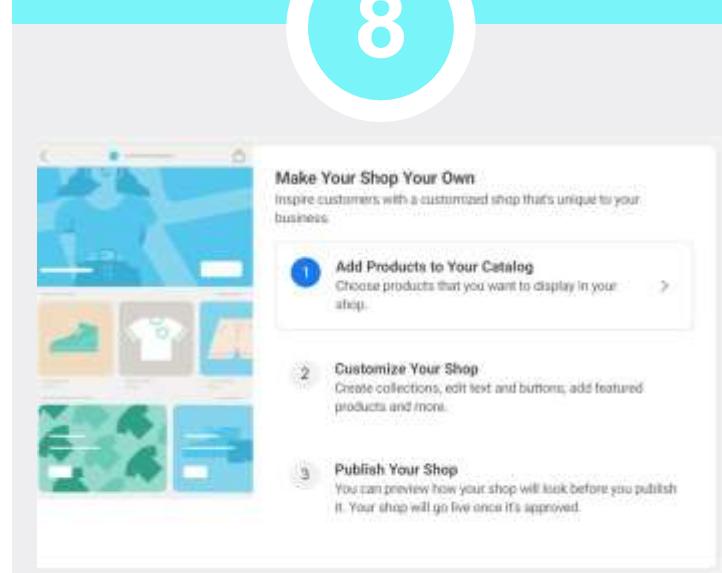
CREATE SHOP

7



Look over your shop details, review and agree to the Seller Performance and Accountability Policies and click **Create Your Shop**.

8



Create a collection. You can create collections of 6 to 30 products
Customize your shop. You'll choose your featured collection and customize the look and feel of your shop.

9

Publish your shop. People can see your shop once we review and approve your collections, typically within 24 hours.

LEARNING MATERIALS

NUM	TITLE	URL / Link
1	How to create Facebook Ads	https://www.youtube.com/watch?v=sxgDwSto3mM
2	How To Design Instagram Images In Canva	https://www.youtube.com/watch?v=Wl_tkLP86yQ
3	Graphic Design For Newbies (Canva Tutorial 2019 - Canva 2.0)	https://www.youtube.com/watch?v=hiBAn1exlmc
4	Sell Products Directly On Facebook with a Facebook Shop	https://www.youtube.com/watch?v=_GPZeo8wkGo
5	Facebook Advertising: Audience Targeting on Facebook	https://www.youtube.com/watch?v=qF_G6VMNxr0