

FACEBOOK

Digital Commerce - Cross Border Commerce

Let's Get Started



Facebook

Profile



Add Friend

Individuals



Benefit

- ▶ Add friends
- ▶ Updates on Facebook profile



Weakness

- ▶ Limited to 5,000 friends
- ▶ Posts can only reach up to 5% of friends

Group



Interest Groups



Benefit

- ▶ Share thoughts, ideas and activities
- ▶ Interact with reach 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



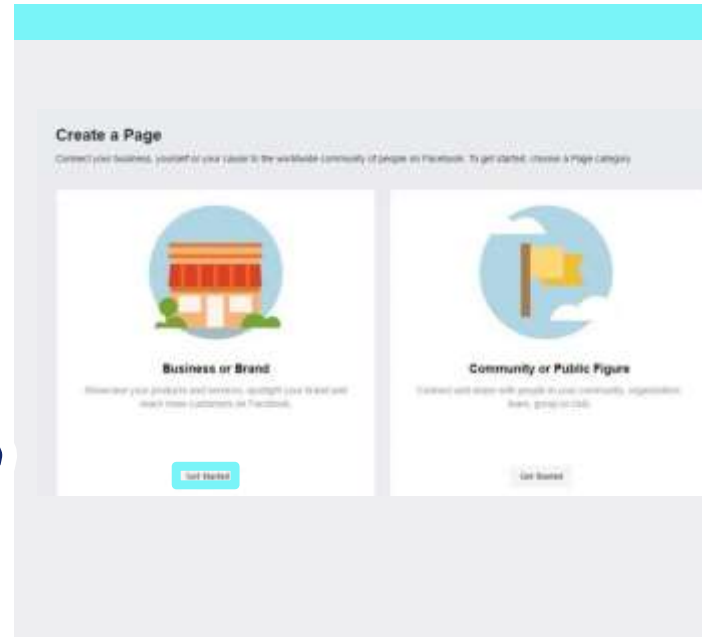
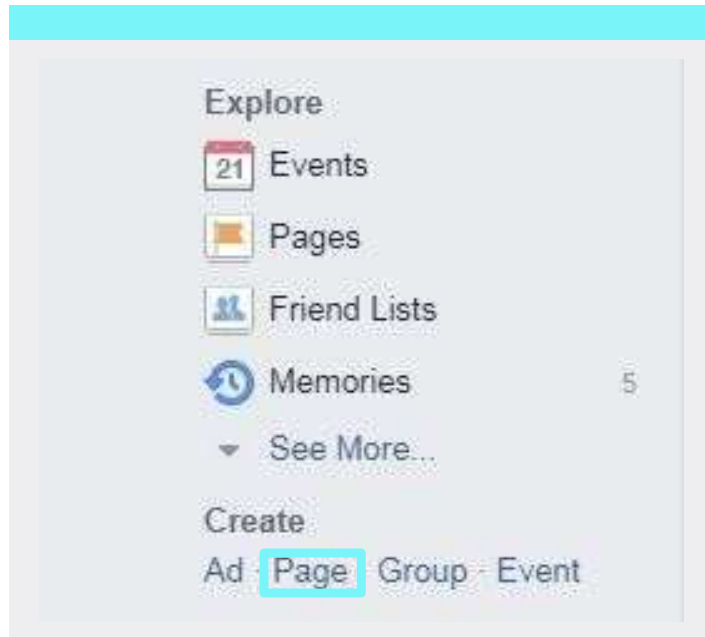
Paid

- ▶ 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

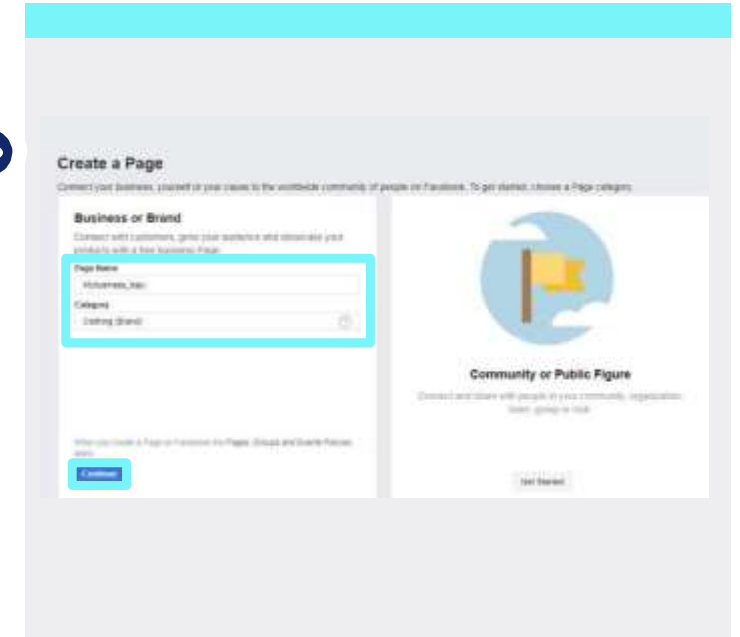


2

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

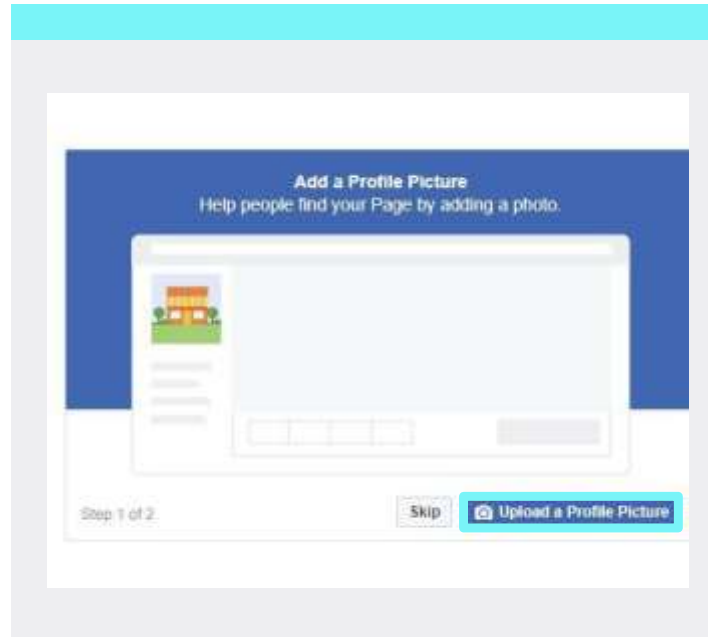
3

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

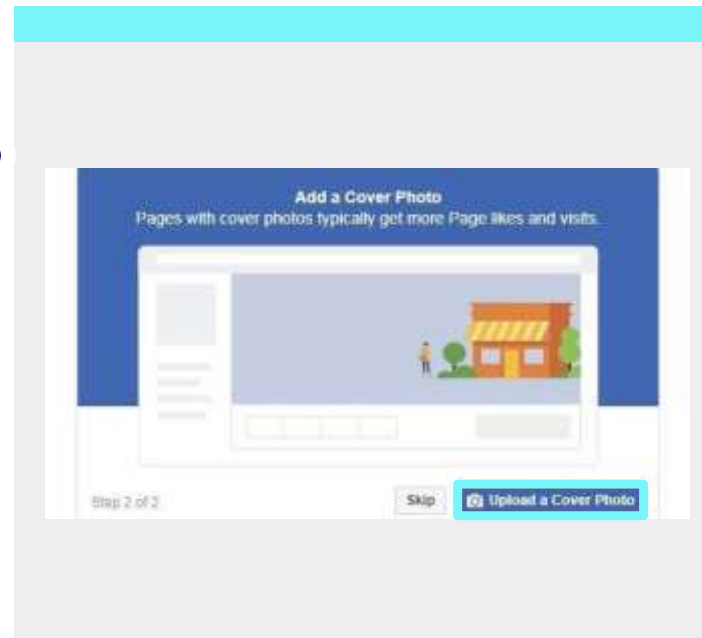


How to Create A Facebook Business Page (Continued)

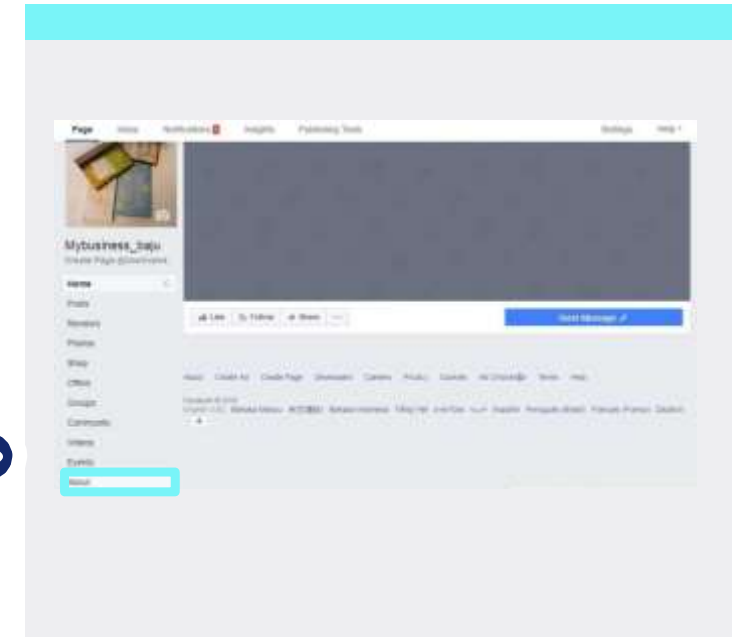
Copyright MDEC



4
Upload a **Profile Picture**



5
Upload a **Cover Photo**

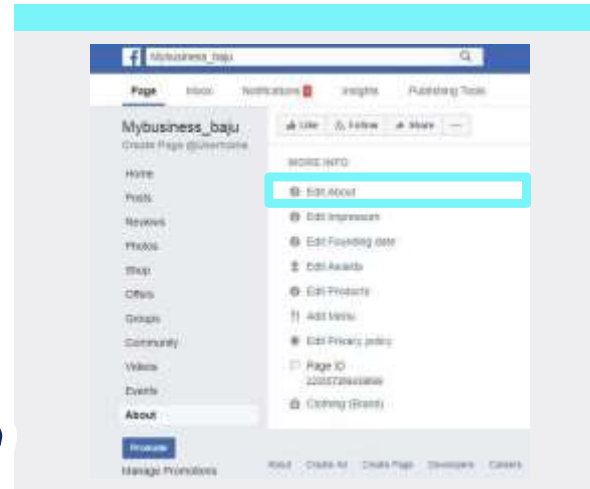
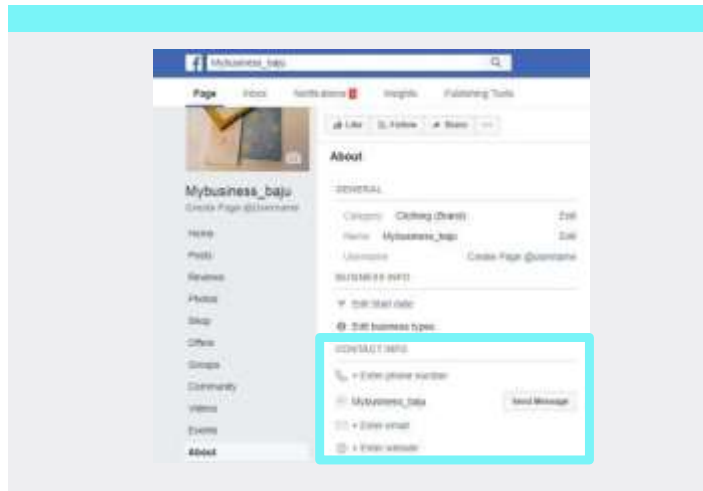


6
Your Facebook Page is ready. Click on **About** to edit information about your business.

How to Create A Facebook Business Page (Continued)

7

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



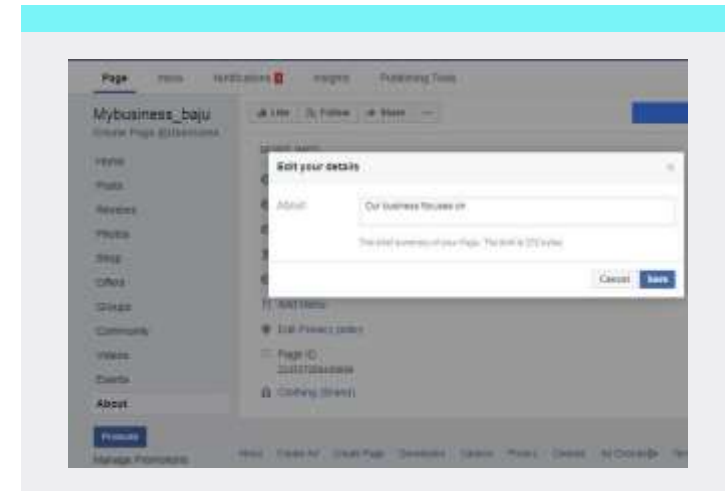
8

Click **Edit About**



9

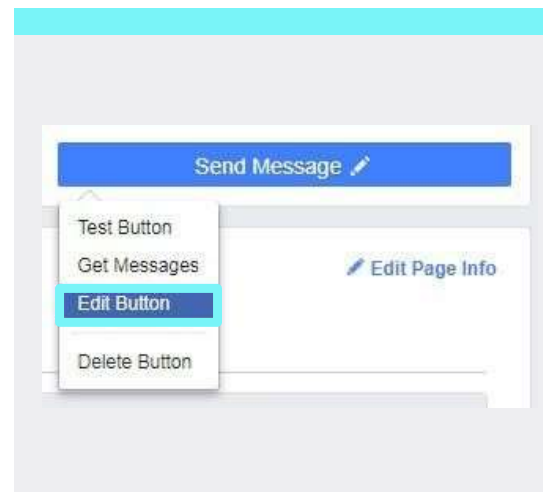
Fill in details to enable prospects to get more information related to your business.



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.

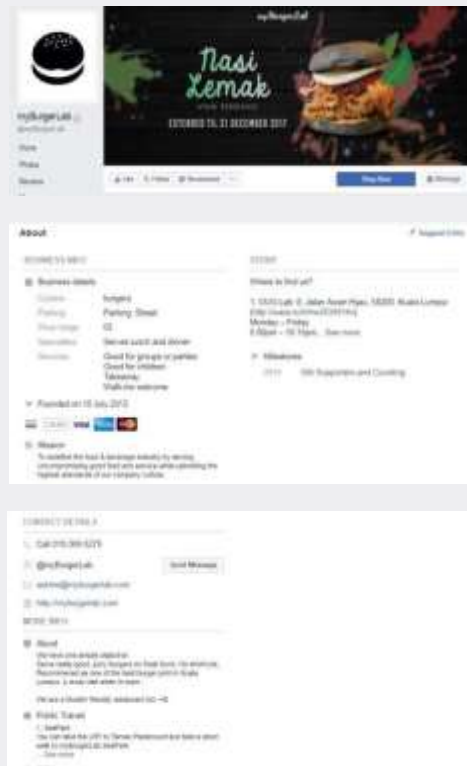
Tips on Naming the Facebook Page

-  **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**

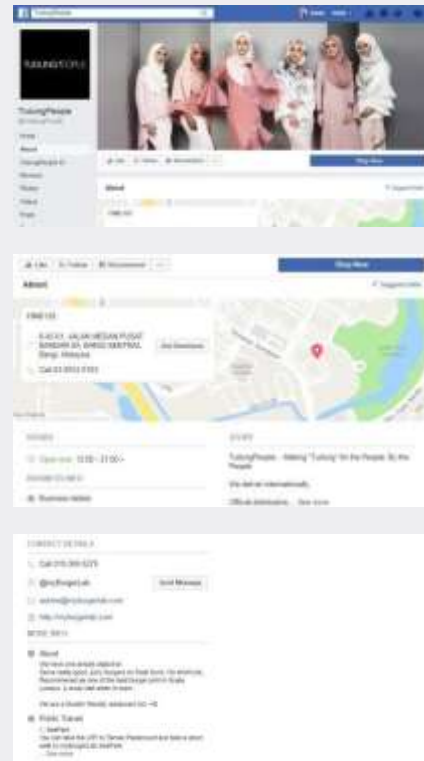
Sample of a Facebook Page



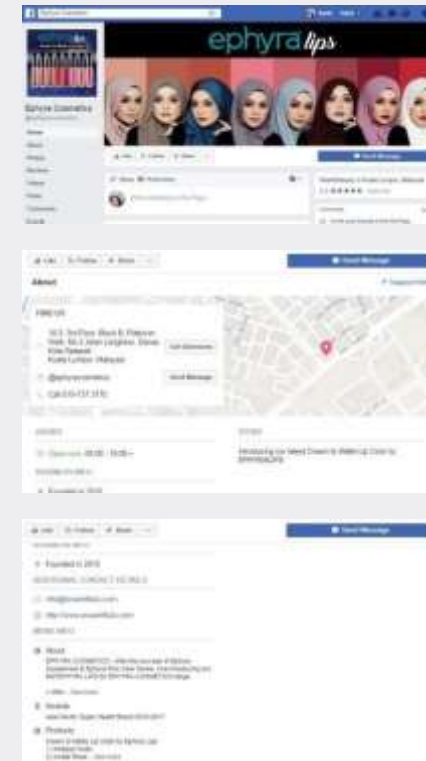
Food & Beverage



Fashion



Health & Beauty



Service



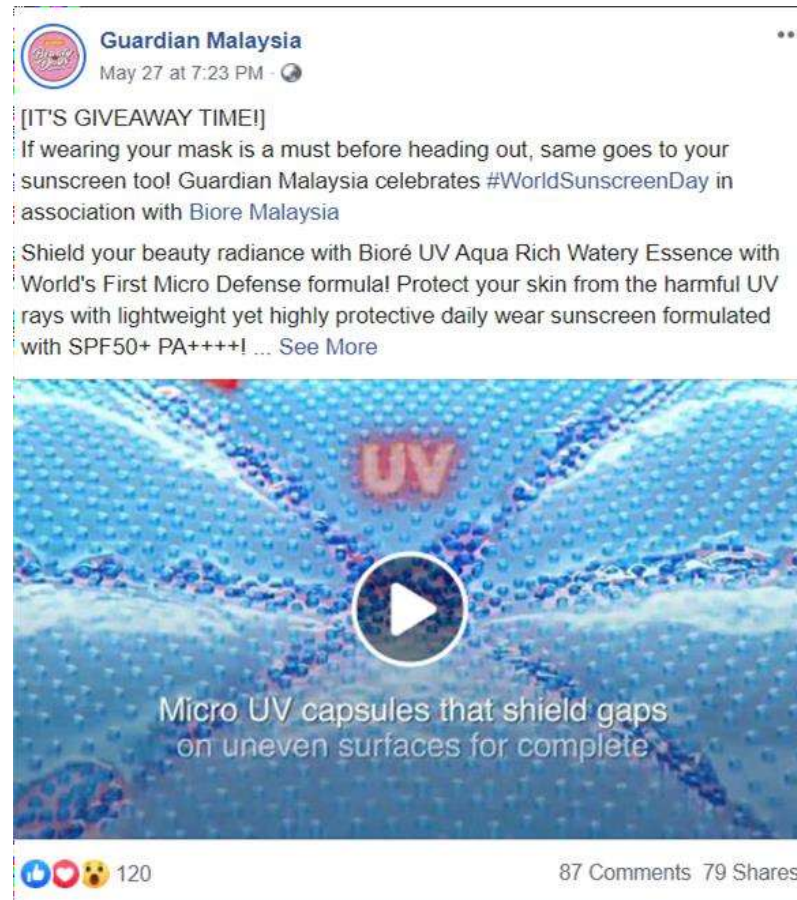
Posting on Facebook Page

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



Posting on Facebook Page

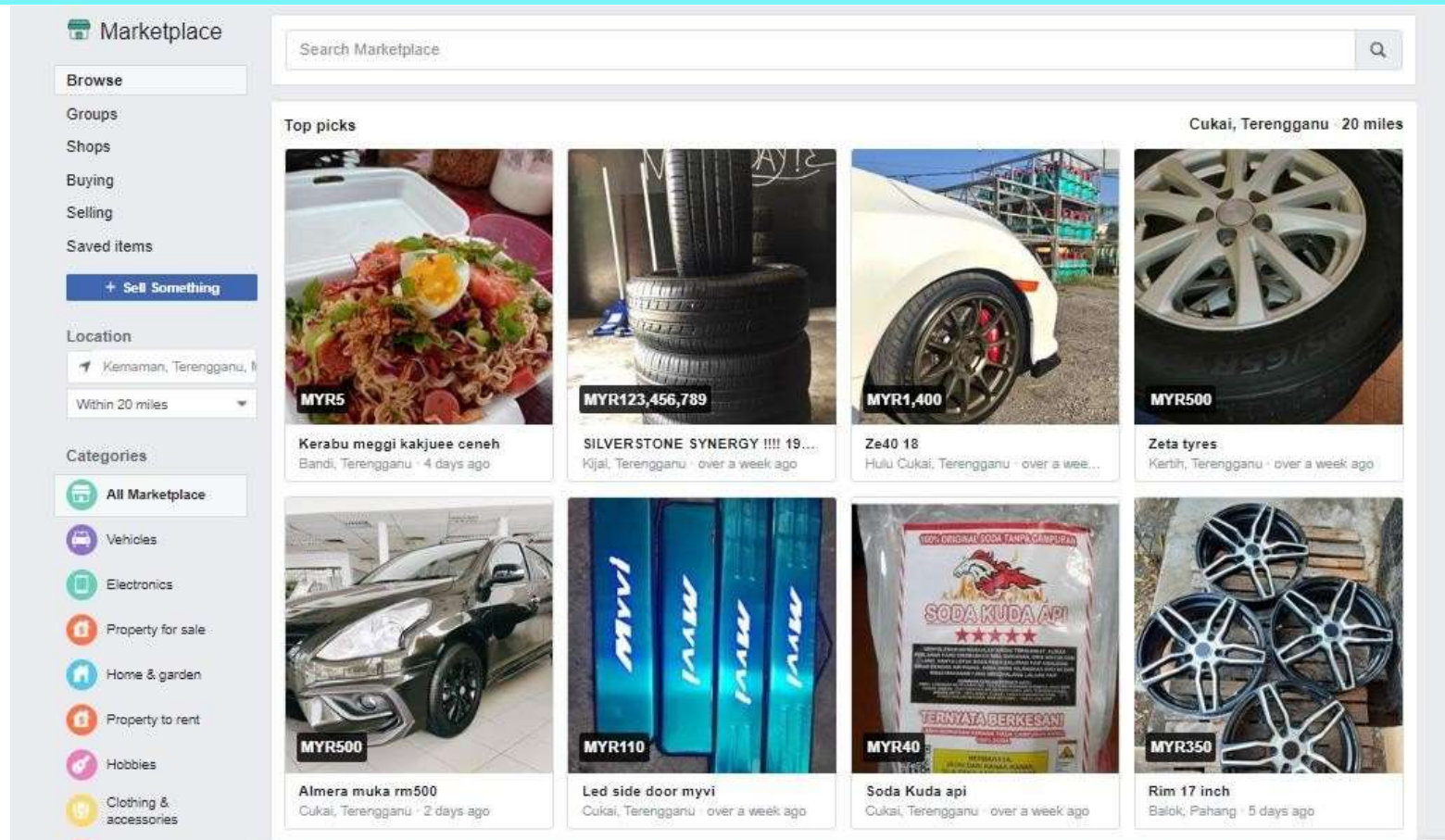
Use combination of photos and videos to attract their attention.



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.



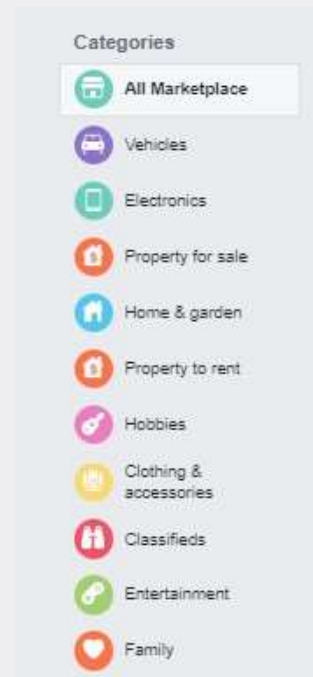
How to buy/search for suppliers?

1



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

2



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

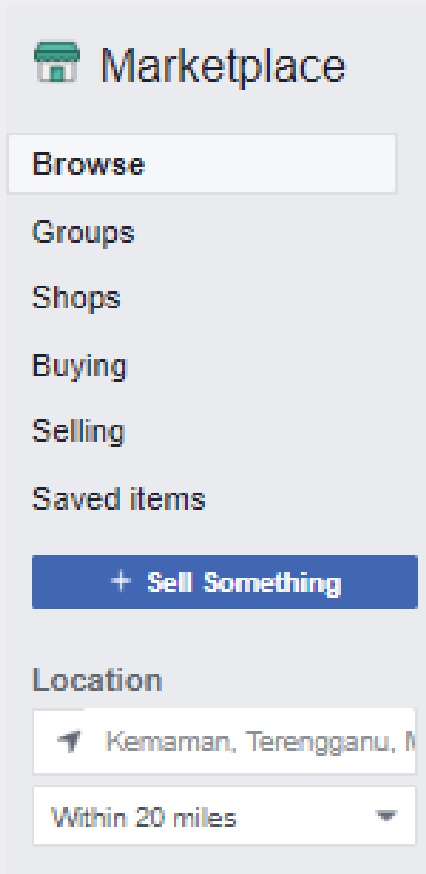
3



- 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”



Marketplace

Browse

Groups

Shops

Buying

Selling

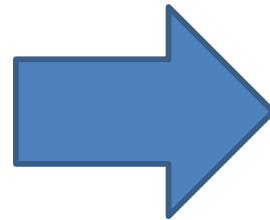
Saved items

+ Sell Something

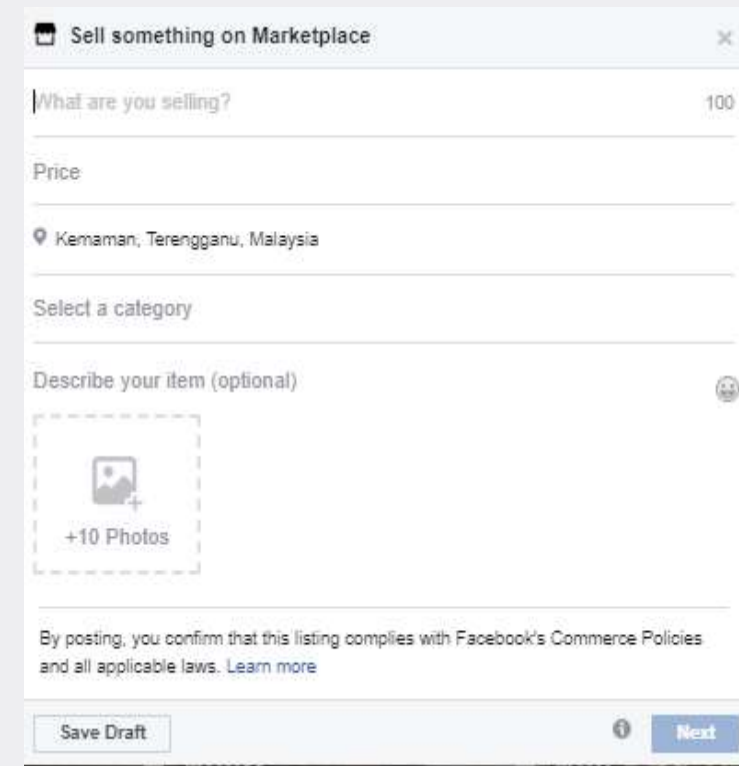
Location

Kemaman, Terengganu, M

Within 20 miles



2. Fill up all required details



Sell something on Marketplace

What are you selling? 100

Price

Kemaman, Terengganu, Malaysia

Select a category

Describe your item (optional)

+10 Photos

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

Save Draft






Next

Start Selling at Facebook Marketplace (Cont.)

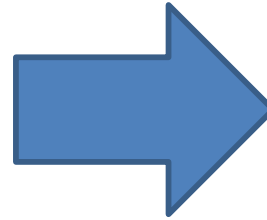
3. Select more places for better exposure

← 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](#)



4. Check product listing at “Selling”

Marketplace

Active Hide listings

Browse

Groups

Shops

Buying

Selling

Saved items

[+ Sell Something](#)

Categories

- All Marketplace
- Vehicles
- Electronics
- Property for sale
- Home & garden
- Property to rent
- Hobbies
- Clothing & accessories
- Classifieds

MYR5 Freshcare
Listed on Marketplace
[List in more places](#)
[Renew \(7 days\)](#)
[Mark as Sold](#) [Mark as Pending](#) [Manage](#)

MYR5 Freshcare Murah COD Banggol Permai
Listed in Marketplace and 7 other groups
Viewed by 49 people
[List in more places](#)
[Renew \(7 days\)](#)
[Mark as Sold](#) [Mark as Pending](#) [Manage](#)

Moor Azrina
You: ya...cari wangian apa n berapa botol ya? 25/10/2018

MYR100 3 kotak Susu Kambing 15 sachets per kotak. Terbaru di pasaran.
Listed in Marketplace and 6 other groups
Viewed by 46 people
[List in more places](#)
[Renew \(7 days\)](#)
[Mark as Sold](#) [Mark as Pending](#) [Manage](#)

MYR7 Safecare Refreshing Oil
Listed in Marketplace and 2 other groups
Viewed by 10 people
[List in more places](#)
[Renew \(7 days\)](#)
[Mark as Sold](#) [Mark as Pending](#) [Manage](#)

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.

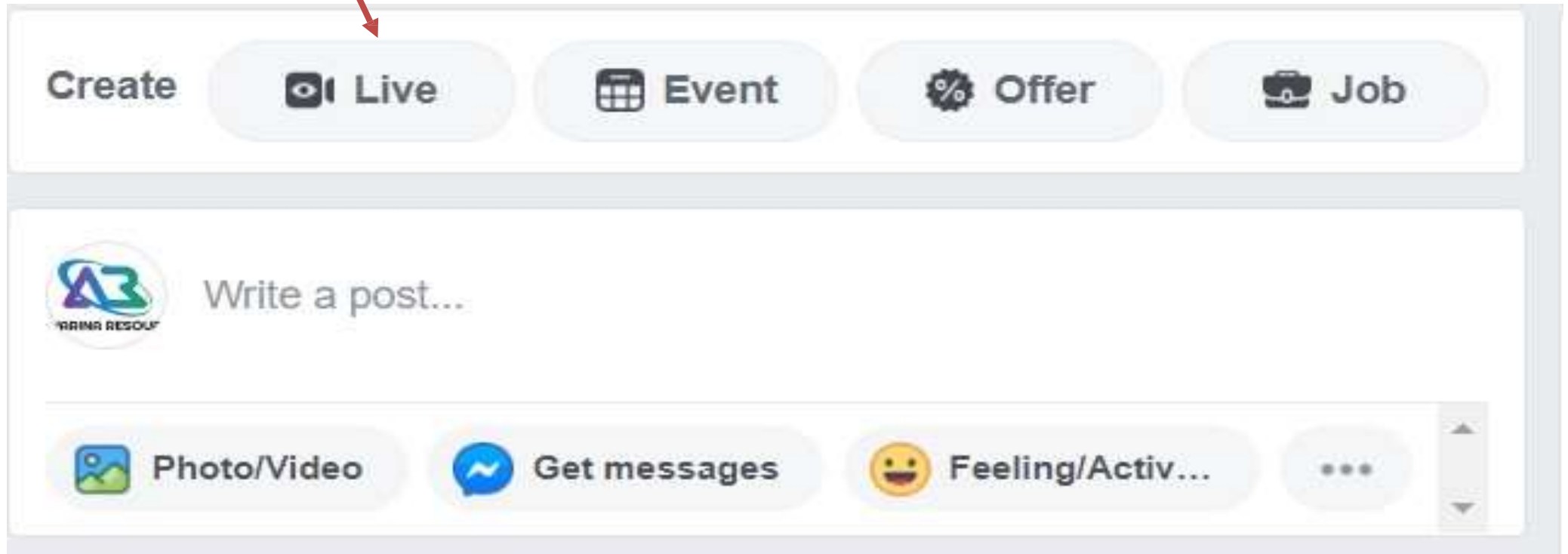
Purpose:

- 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

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1 Select the **Live** button



How to Setup Facebook Live *(Continued)*

Copyright MDEC

2 Select the **Use Camera**

The screenshot displays the Facebook Live setup interface. On the left sidebar, the 'Live' section includes a 'Go live now' button, a 'Schedule a live video' option, and a link to 'Upcoming live videos'. Below this is the 'Post' section for the page 'nashop.co', featuring a 'Share to a Page you manage' dropdown, a 'Live video title (optional)' field, and a 'Say something about this live video...' text area with a 'Go Live' button at the bottom.

The main content area is titled 'Stream setup' and contains several sections:

- New! Live tab on Pages:** A notification box with a close button (X) that instructs users to use a specific URL to find all live videos. The URL 'https://www.facebook.com/nashop.co/live/' is displayed in a text box with a 'Copy' button. A red arrow points from this URL box to the 'Use camera' button in the 'Get Started' section.
- Get Started:** A section titled 'Choose how you want to start setting up your live video.' containing three buttons: 'Use stream key', 'Use camera' (which is highlighted with a blue border and a red arrow), and 'Use paired encoder'.
- Settings:** A section with a gear icon and three expandable menus: 'Stream', 'Viewing', and 'Comments'.
- Setup:** A section for configuring the live stream, including a video source dropdown (currently 'HP TrueVision H...'), a 'Share screen' button, a microphone dropdown (currently 'Default - Microphone Array (Realtek(...))'), and a blue button to start the stream.
- Quick access to your live videos:** A section with a title, a description, and a 'Show Live tab on Page' button.

At the bottom right, there is a 'preview' window showing a blurred video feed, a 'Chat (56)' indicator, and icons for sharing, adding people, and settings.


How to Setup Facebook Live *(Continued)*


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



Live


[Switch to previous version](#)

 Go live now

 Schedule a live video

Upcoming live videos


Post



 nashop.co

Share to a Page you manage ▼

nashop.co ▼

Live video title (optional)

Say something about this live video... 

Go Live

How to Setup Facebook Live (Continued)

Copyright MDEC

- 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	✗ Not Acceptable
<p>The use of Facebook with a capital F in your post or advertisement.</p> <p>The use of Facebook with the same size and font with</p>	<ul style="list-style-type: none">▶ 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

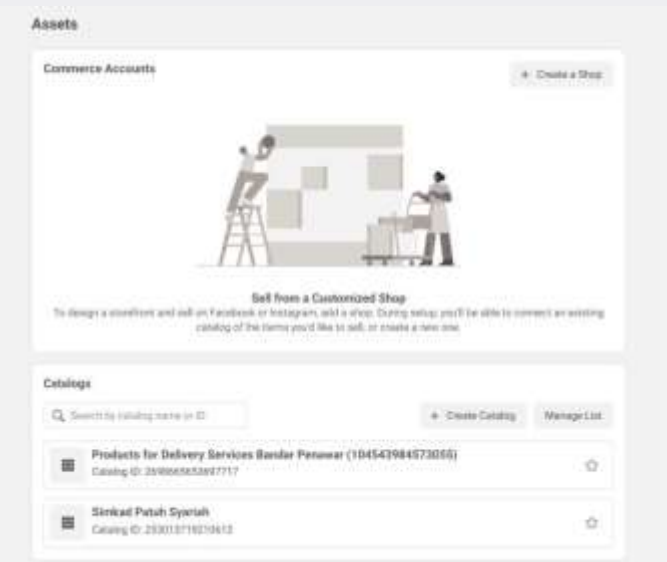
With Facebook Shop, you can display and sell items on Facebook and Instagram. Anyone who visits your shop will see your items and can browse them. You can customize your shop by adding featured collections.

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

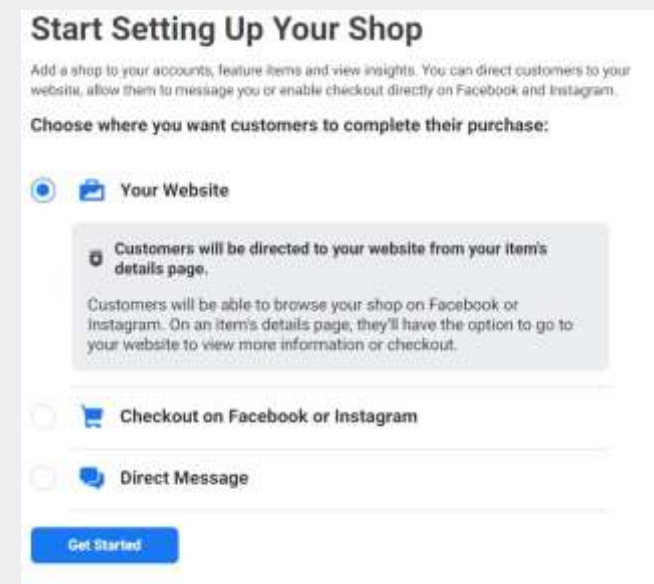
1



Go to **Commerce Manager**.

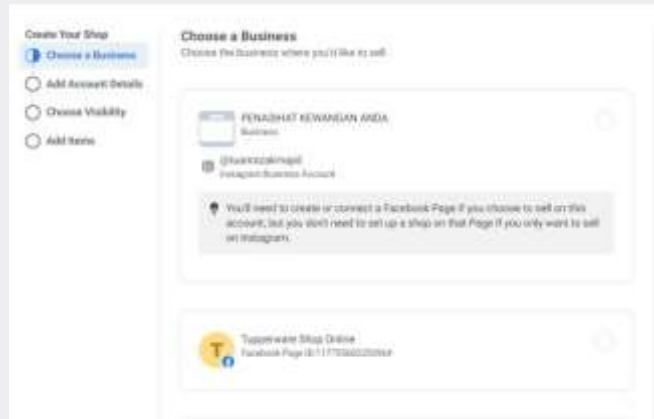
Click **Get Started** to go to the **Create Your Shop** page.

2



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

3



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

The screenshot shows the 'Account Details' section of the 'Create Your Shop' process. On the left, a sidebar lists the steps: 'Choose a Business' (checked), 'Add Account Details' (active), 'Choose Visibility', and 'Add Items'. The main content area has a heading 'Account Details' and a sub-heading 'Account Name'. Below this is a text input field containing 'Delivery Services Bandar Penawar'. Further down, there's a section 'Choose Business Manager Account' with the instruction 'Connect your Commerce account to Business Manager'. It lists three options: 'Homestay Sengul Catering Putrajaya Business Account', 'PENASIHAT KEWANGAN ANDA Business Account', and 'Create a New Account'. At the bottom right are 'Back' and 'Next' buttons.

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

5

The screenshot shows the 'Where People Can View Your Shop' section. The sidebar on the left is the same as in step 4. The main content area has a heading 'Where People Can View Your Shop' and a sub-heading 'Choose where to create your shop and show your items. You can add these or add Instagram handles later'. Below this is a selection area with a checked radio button and a text input field containing 'Facebook: Delivery Services Bandar Penawar'. At the bottom right are 'Back' and 'Next' buttons.

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

The screenshot shows the 'Add Products by Choosing a Catalog' section. The sidebar on the left is the same as in step 4. The main content area has a heading 'Add Products by Choosing a Catalog' and a sub-heading 'Easily manage the items that appear in your shop by choosing one catalog'. Below this is a section 'You Don't Have a Catalog Yet' with the instruction 'A catalog contains the items you want to sell in your shop, plus information about those items'. It includes a text input field 'Name your new catalog:' and 'Back' and 'Next' buttons at the bottom right.

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=hiBAn1exImc
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