Dear Online Merchant,

Facebook-Commerce can be an amazing channel of revenues for you.

If you play your cards right, it can be THE channel of revenues for you. Combining our background as eCommerce experts with the collective social commerce experience of StoreYa’s merchants, which was gathered in the last 2 years, we have decided to launch this eBook for our VIP merchants.

Why?

Because we like happy clients, aTfa00i00iwpcan help you sell more..
If you sell more Ÿ You are happy Ÿ If you are happy Ÿ We are happy ƽ

Setting our goals

Table of content

1. **Why are we here? (Case studies beat introductions)**
2. **Facebook commerce do’s and don’ts**

Why are we here?

(Case studi 8efeat introductions)

How to Create and Manage a Successful Facebook Store

S

Turning your fans into paying customers was never that close – offer

Review the real time statistics of your ste20Y 07glyze itY 07d improve your online sales accordingly. Ste20Ya provides you with friendly

YY

This is the entire import process -

Social commerce is the name of the game today

T ל

2. Avoid Bad Surprises

Shopping takes time. Don’t let your users feel tricked at the end of the process.

- Publish your shipment and payments info. Don’t let your customers

4. Publish your contact details

Take the extra mile and make your customers feel safe and protected. Fill out the locate store ýeld at your back-ofýce account tab and impress the customers with a map to your store or ofýce. Even if you donît sell ofþine, this will ease their mind knowing they have where to turn to.

In this chapter we will provide you with suggest ns, tips and researches addressing the issue oi 0.259 ssTTo best “TalkTTo

Lesson II I When to write and how to write

- When is the best time to post in order to get the most comments for a post?
- Are there any speciýc words that will yield

5. Best key words

When trying to promote a contest or a sale, better use soft sales words;

Use “win”, “winnings” or “event” as they are considered exciting;

ds **5. Besqu Bei cods**

Weûve created here at StoreYa a great engagement tools kit for you to engage and interact with your fans. These tools enable you to treat your

Group Deals

Group Deals is a marketing tool enabling you to have your fans attracting their friends to join a speciýc deal that will only take place if certain amount of users, deýned by you, joins it. At the end of the time frame you pre-deýned for the deal to run, we will email you the list of the participants' names & emails, so you could email them all with a coupon according to the deal you were running.

* You can run few deals in the same time (according to your StoreYa plan).

This is such a powerful and important tool, that we are going to dedicate the next chapter only for this tool, and for the best practice of using it.

Scratch & Win

Scratch & Win is an innovative marketing tool enabling you to get straight to your fans' newsfeed where they 'hang out' in a fun and incentivized way. This tool allows your fans to win coupons by playing a game of scratch cards. While

Import all your social networking activity to your Facebook fan page

Whether you have amazing videos on your YouTube channel, a lot of followers on your Twitter account, or great images on Instagram and Pinterest – you want all of those activities to be displayed on your Facebook fan page as well, right next to your Facebook store.

StoreYa enables you to do so in just a couple of clicks.

Why

Launching a group deal is considered to be one of the most successful ways to increase your fan base and boost sales - watch this short video as an example

The discount - So, you decided which product you're going to promote – what should be the right discount percentage to offer? That's easy, a higher discount will help you on your way to a successful group deal, anything from 30% and up is good, but obviously it depends on the products you sell!

The duration of the group deal shouldn't be a long one; anything from 3-5 days is good; you don't want the participants to wait for a week or two until they can purchase the product. If your community is small then your

Promotion - Once the group deal has been set up, it'
this is the moneyn7ime, and you want to make it as viral as you can! (Just displaying it at the Facebook storefront will not do the trick).
The basics here would be sharing statues on your wall; it is recommended that you also promote those statues using Facebook ads to gain further reach for those statuses (this doesn't requires any knowledge – you click promote, and choose the sum of moneynyou wish

It's very important to promote the deal on a daily basis, keep it short and sweet, and remember make them feel special ɔ

_ nd Z´ ‘

Images play an important role as well!

We are going to start with the 101 as we feel we canît provide the advanced tips leaving someone hanged without the basis. However, if you have already advertised on Facebook before, feel free to skip this chapter straight to the next one, which will provide the advanced tips and tricks for Facebook advertising.

Advertising on Facebook 101

So you have asked your Facebook friends to get you some likes, and now you are ready for the real deal – Facebook sponsored ads!
This chapter will guide you through Facebook sponsored ads step by step till launch – regardless of the amount of money you cas TD allocate for such a test. In our next chapter, we will provide some advanced tips taken from a real case study that will be revealed.

1. **Log in to** _____

_____

Design your ad ï

a. Choose your Facebook destination – the fan page that has your

f. Landing viewer – choose the Destination tab within your Facebook business page – in our case your Facebook Store.
g. Image ï upload a ýle that is ýled locally on your computer.

Tip: the image is your best way to increase the ad's CTR (Click Through Rate) – the percentage of users clicking on your ad from the number of time it was displayed. The CTR will have signiýcant effect on the price you will have to pay per click. Try to use appealing images. (In our upcoming chapter of advanced Facebook ads, we will share more ideas on how to choose such images and even on how to create them with no design background).

4. Choose your audience ï

a. Choose location

b. Choose Age (tick the check box if you wish to target only exact range of ages, or leave it empty, if you don’t. leave it empty might get you cheaper clicks that origin in trafýc slightly outside the required range of

5. Set your campaign, schedule it and cap its bid and budget ï

a. Assign your ad to an existing campaign or click on “create a new campaign” in order to name a new campaign and quote its budget (per day or per month).

b. If you wish to launch or stop the campaign in a speciýc day, choose the ‘set a start and end date’ option.

c.

6. Create more ads to allow yourself picking the b
the end.

7. Wait for Facebook to review you ads

Brands awareness is important, expensive, and well…easy. If this is what you are looking for, you donôt need tips ï you need money ɔ Facebook’s sponsored ads is a great tool to get brand awareness if you have the money to spend on it. In this chapter we will discuss the harder goal you can take upon yourself when using Facebook’s ads – performance.

2. Lowering your spent is one side of the equation. The other side is

(as you can see there are no afýliate tracking here ъ We are

like we have for Google Adwords, AdRoll and oDesk ї just because we

referral – we partner with oDesk only to be able to provide YOU $100 free credit for oDesk services – that $100 out of pocket that can boost your sales.

Google Adwords

The world's largest search engine is waiting to drive trafýc to your store! This can wor] l

AdRoll

AdRoll is the world’s largest re-targeting network. This amazing service is meant to enable you to get back to your store potential customers that visited but didn’t purchased, or that have purchased but you want them to purchase again.

How? AdRoll keeps track of visitors of your store, and then it displays your ads only to those users, while thepa0md55(AdRol,sits. l)TjTT0 1 Tf24.9.64 TdGen

yl