

Cat's Cove Communications

# HOW TO START SELLING ONLINE

SET UP YOUR ONLINE STORE IN LESS THAN A DAY

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# About the Authors

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### **Marketing and Business Consultant**

Toby's background in sales, marketing and fundraising mixed with his ability to ask some really good questions helps clients define their goals and walk away with some really actionable plans. Toby also specializes in social media advertising and connecting directly to your target audience. He loves a good whiteboard session with clients.



## **Sasha Warner**

### **Content Strategist**

With a 15-year background in teaching plus a passion for project management, Sasha Warner is a key member of the Cat's Cove team. In 2019, she joined the Cat's Cove team and has offered up her project management, writing and photography skills that bring quality content and ideas to our clients.



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## Introduction

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# Why e-commerce?

The pandemic has put into sharp focus on a trend that has been building for a while: online shopping is a big deal.

Don't take our word for it. According to studies conducted at Statista, digital dollars spent through e-commerce has almost doubled in Canada over the last four years. Before the pandemic hit, e-commerce was trending to have 9.1% growth in 2020.

Bottom line? Now, more than ever, finding ways to sell your products online is a good idea.

There are so many options for e-commerce that can quickly begin to feel overwhelming. In this post, we are going to break down a few options for you that you can create and have up-and-running in LESS THAN A DAY. That's right: e-commerce in a day!





A background image showing a person's hand holding a credit card over a payment terminal. The terminal screen displays a blue interface with a white arrow and the word 'Swipe'. In the background, there are several bottles of cleaning products on a counter.

1

The Simplest Option

# Use Your Facebook Business Page

Last year, 75% of online buyers looked at a Facebook page before making their purchase. So make it easy for them to buy from you! In this section, we'll outline how to set up your online store using your Facebook Business page. In this next section, we'll give you step by step instructions on how to set your your Facebook shop in no time at all.

# Drive Sales through Facebook

## 1. Set up a Facebook business page.

If you don't have a business page, do this first.

## 2. Make a Shop tab.

Click on “Settings” (top right corner).



Look for the “Tabs and Templates” heading. Click on it.



Click on “Add a Tab.”



Look for the “Shop” heading on the Add a Tab window that pops up. Click the “Add Tab” button beside Shop. After you click the button, drag and drop Shop at the top of the list of tabs. This will make it the first heading on your Profile and will increase your shop’s visibility.



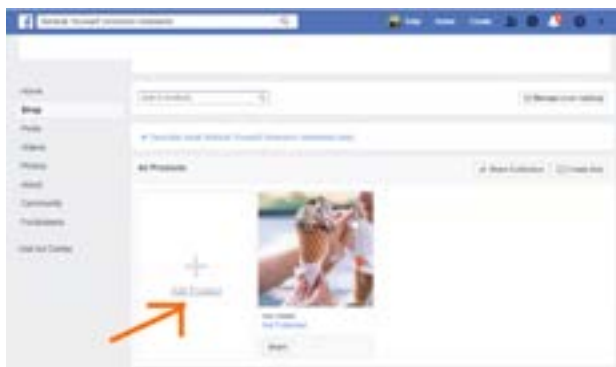


### 3. Set up your shop.

Leave your settings and return to your Facebook business page.

Click on your fresh, new “Shop” tab. It should be directly under your profile picture.

Add a product by clicking on the big rectangle that says “Add Product”.



At this point a prompt will pop up. It will ask you how you want the customer to buy from you (direct message or by directing them to your website).

If you have an e-commerce website already set up, you can choose to have the customer directed to your website (later you will see that there is a button in the product listing that will take them to your website).

If you do not have an e-commerce site, choose to have the customer direct message you. In this case, the customer will click a button on the listing and they will message you. You can then work out the details on payment and shipping/pick up.

Once you’ve made your selection for the direct message/website prompt, you will see an editable product listing. Fill in all the fields in the form. Make sure you change the visibility to “Public” so that everyone can see it.





2

The Simplest Option (for more inventory)

# Use Facebook Catalogue Manager





# Manage Products with Facebook Catalogue Manager

Facebook Catalogue Manager does the same thing as adding products to the Shopping tab manually one-at-a-time, but allows for bulk managing. If you have several products, it is best to use the Catalogue Manager.

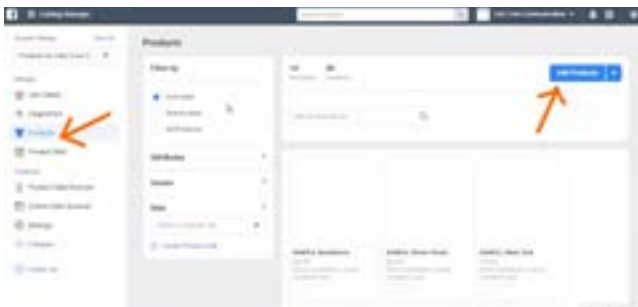
Facebook Catalogue Manager is a free product created by Facebook that keep track of a larger volume.

## 1. Set up your Catalogue Manager.

Sign in to Catalogue Manager with your Facebook credentials.

If you don't have Catalogue Manager, visit <https://www.facebook.com/products> and follow the steps.

## 2. Click on the “Product” tab on the left hand side of the dashboard.



## 3. Click on the blue “Add Products” button in the top right hand corner.

You have three options: add manually (one product at a time), use bulk upload or use a Pixel. Move on the next step to learn about bulk uploads.

## 4. Upload your products to the Catalogue Manager.

If you already have your products in a spreadsheet, you can upload the spreadsheet (as a .csv file) to the catalogue manager and it will automatically make a listing for each of the products listed in the spreadsheet. Otherwise, you can enter them manually.

## 5. The Catalogue Manager will automatically update your Shop tab in Facebook.

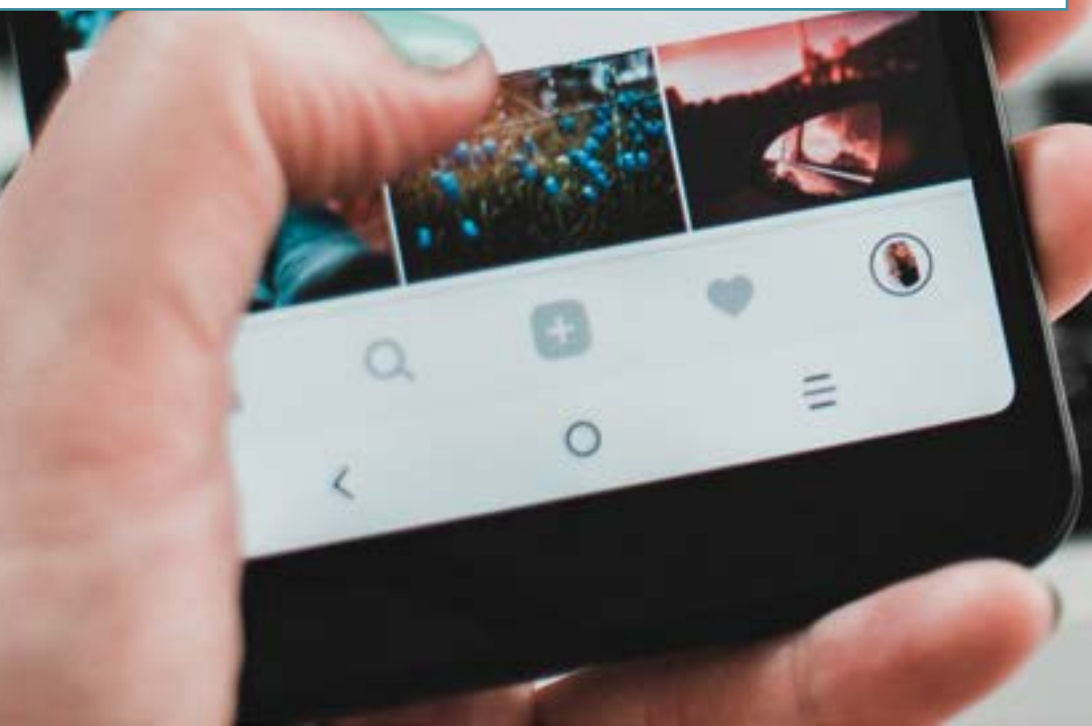
Think of the Shop tab as your store and the Catalogue Manager as your warehouse. It will track your inventory, and take any sold items off your shop rack.

A close-up of a smartphone screen showing the Instagram app interface. The status bar at the top indicates 78% battery and the time 13:42. The main feed shows three images: a close-up of pink flowers, a landscape with a stone wall and trees, and a person's face. A search icon is visible on the right side of the feed.

3

The Simplest Option for Instagrammers

# Use Your Instagram Business Page



# Drive Sales Through Instagram

On Instagram, you can tag items in your posts that are for sale, and lead your audience to purchase the posted items from your website. No e-commerce website? No worries! We have a suggested solution for you in the next section.

## 1. Make sure your Instagram account is a business account.

Open Instagram and click on the three horizontal lines on the top right corner of your screen.



Click on “Settings” at the bottom of the menu.  
Click on the “Account” tab.



If you currently have a personal account, you will see in blue “Switch to Professional Account”. Click on that.



If it says “Switch to Personal Account,” you already have a Business Account and don’t need to do anything.



## 2. Create a Facebook Catalogue with Facebook Business Manager

See previous section.

## 3. Connect your Facebook Catalogue to your Business Instagram account.

## 4. Upload the photos you want to tag.

On the post settings page, tap “Tag Products”.

Your Catalogue of products will pop up.

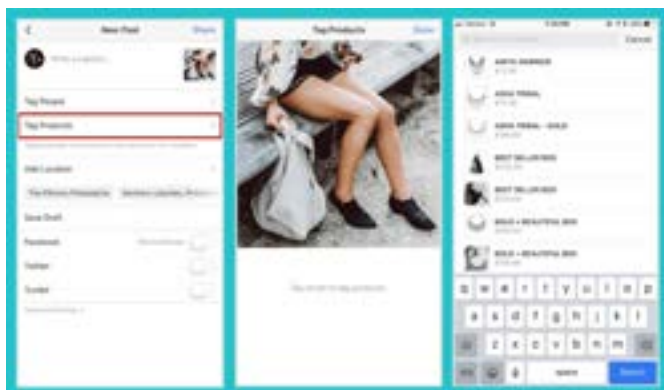
Choose the product featured in the picture

## 5. Remember these key posting secrets!

Create posts that feel natural to the Instagram feed. Optimize your post with tags and hashtags.

## 6. Activate the Shop tab on your Instagram profile.

Want to see this in more detail? Check out [www.facebook.com/business/instagram/shopping/guide](https://www.facebook.com/business/instagram/shopping/guide).



(screen capture via @EliseDarma)





4

The Universal E-Commerce Option

# Use Ecwid to Connect

# Ecwid Works with Anything

When you are thinking about setting up an online store, there are a lot of things to consider. Each business will require different priority features. It's up to you to determine what the best e-commerce solution is for your business.

This is where Ecwid could come in.

Ecwid is an e-commerce platform which can be seamlessly integrated with your existing website, business page on a social network, your blog, marketplaces or mobile app. All the storefronts are synced and managed from one control panel. Ecwid lets you organize your products, customize your storefront, accept credit card payments, track and respond to orders — all with a few clicks of the mouse. (Ecwid)

What we love about Ecwid is that it can integrate with almost any website platform. If you are new to e-commerce and already have a website on Wix, Weebly, Wordpress, etc., Ecwid can turn your website into an e-commerce site that is integrated with your Facebook and Instagram accounts.

Note that this is a paid product that starts at about \$15 USD per month. There is a free version, but the free version does not integrate with Facebook or Instagram. If you do not have a website, Ecwid offers a website for you as part of your monthly fee.

## 1. Set up your Ecwid account.

Go to [www.ecwid.com](http://www.ecwid.com) and follow the prompts to set up an account.

## 2. Connect your Ecwid and Facebook accounts.

In Ecwid click on “All Sales Channels.”

Click “Sell on Facebook”.

Follow prompts to connect. Now “Sell on Facebook” will be on your panel.





### **3. Add products to your Ecwid catalogue.**

Click on “Catalogue” on the left side of the screen.

Click on “Products” in the pop-out menu.

To add products, click on the “Add New Products” button at the top of the screen. This is how you add each product individually.

To bulk add products, click “import products,” located beside the “Add New Products” button. Just like the Facebook catalogue, you can bulk import using a spreadsheet.

### **4. Sync Ecwid and Facebook.**

If your Facebook and Ecwid accounts are connected, anything you do to your Ecwid product catalogue automatically updates your Facebook catalogue.

Ecwid automatically syncs with Facebook twice per day, but there is also an option to manually sync them.

# Frequently Asked Questions

## **Can I set up Ecwid on its own?**

Yes, you can! You can use its platform to launch your own website. If you have a website already, you can connect Ecwid to your website as Ecwid is supported on a number of online platforms.

## **Why would I use Ecwid versus launching an e-commerce store on my existing website platform?**

You can still use your e-commerce store, but not all platforms (such as Wix) connects directly to your Facebook Shop. Ecwid essentially connects your e-commerce store to Facebook for you.

## **Do I have to set up a Facebook Catalogue and an Ecwid Store for my Facebook shop? Or, can I set up my Facebook shop and then just update everything in my Ecwid account?**

You can set everything up in your Ecwid account and connect it to your Facebook shop. It saves you one step.

## **Can I use my square pos and download the catalogue of it to go into ecwid?**

Square POS (Point of Sale) is a feature-rich system that provides everything you need to accept payments in your retail space. With Ecwid's application for Square POS, you can start selling anywhere. Ecwid and Square will automatically update your inventory and order data across online and offline channels so you don't have to track your digital and physical sales separately.

View the Selling Online Webinar with Toby James [here](#).





# You can sell online.

**Follow the steps in this guide and you'll be up and running tomorrow!**

They require a bit of sweat equity to set up, but three of the options are entirely free and easily doable.

Need a little extra help? Reach out and we'll give you a hand!

[www.catscovecommunications.com](http://www.catscovecommunications.com)