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## Setup Special Products in ShopFactory Cloud and sell via Facebook

Merliza N. - 2021-12-08 - [Apps & ShopFactory Cloud](#)

**Note:** "Special Products" feature is ONLY applicable to **ShopFactory Gold and Platinum Rental** plans.

This feature allows you to add special products and add your store to Facebook.

Refer to this YouTube video: <https://www.youtube.com/watch?v=Ud-wIEZn52I>

### **How to setup**

- Open your shop in ShopFactory
- At the ShopFactory Central page, click on *MY ORDERS* button -> you will be redirected to the ShopFactory Cloud interface,

*If you are in the old ShopFactory Total Care interface:*

- Click on *SERVICES* menu -> click on the "**Special Products**" sub-menu (top right).
- Select a product type you want to add
- In the ShopFactory Cloud backend interface, click on *MY PRODUCTS* to add the products that you want to sell in your Facebook store, <http://app.santu.com/buynow/product>

*\*If you have previously added products in Santu (SF Cloud), click on **My Products** to view or edit them.*

**To integrate these Special Products into your Facebook page, follow the steps below:**

=> Within the SF Cloud interface, click *HOME* menu -> **My Sales Channels**



My Orders



My Products



Pages & Categories



My Store



My Sales Channels



Marketing



Settings



My Profile



Customize design

=> At the left menu, select **Sell via Facebook** -> click the GO button

## My Sales Channels

**Overview**

Use Buy now buttons and links

Embed store or product list

**Sell via Facebook 1.**

Sell through emails

Sell via SMS and printed materials

Popup / Embed display

External cart display

**Use Buy now buttons and links**

Add Buy now buttons to your website, blog, chats, forums, social networks and more.

[Show me how.](#)

Go

**Embed store or product list**

Embed your store, a list of products or product category directly on your website or blog.

Go

**Sell via Facebook**

Add your store to Facebook, sell from your timeline and Facebook ads or add buy now links to the new Facebook marketplace.

2. Go

**Sell through emails**

Let customers order directly from your emails.

Go

**Sell via SMS and printed materials**

Use ShopFactory Cloud in the real world to allow ordering from SMS or printed magazines, through radio or TV.

Go

ibuy.bz/oranges

=> Click the "Go to Facebook app" button - you will be redirected to Facebook,  
<https://apps.facebook.com/santu-store-app/>

## My Sales Channels

Save: Sell via Facebook

**Overview**

Use Buy now buttons and links

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**Sell via Facebook**

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**Sell via Facebook**

Add your store to Facebook, sell from your timeline and Facebook ads or add buy now links to the new Facebook marketplace.

**Add store to Facebook**

To add single products to Facebook, use the share function for each product.

To easily add your complete store to a Facebook page, use our Facebook app (<https://apps.facebook.com/ShopFactory Cloud-store-app>)

**Go to Facebook app**

**Display selection}**

Select which parts of your store will be displayed on your Facebook page.

<input checked="" type="checkbox"/> Shop title	<input checked="" type="checkbox"/> Shop banner (if exists)
<input checked="" type="checkbox"/> Navigation bar	<input checked="" type="checkbox"/> Search form (only if navigation bar is ON)
<input checked="" type="checkbox"/> Cart button	<input checked="" type="checkbox"/> Show navigation
	<input checked="" type="checkbox"/> Show only categories


=> Login to your Facebook account and select your Facebook page - if you haven't created an FB page yet, then create one now (Refer to this link for more information on how to add a Facebook page, <https://www.facebook.com/help/104002523024878>)

- => Enter your ShopFactory (Santu) username
- => And then add a name for your Facebook page tab

### Facebook Store app

"The Facebook Page Tabs feature is only available to FB Pages with 2,000 or more fans/page likes"

If your page doesn't have 2,000 or more followers then you CANNOT add a page tab for your store on Facebook.  
This is Facebook's policy.



The screenshot shows the Santu website's interface for adding a Facebook store tab. At the top left is the Santu logo, and at the top right is a language dropdown menu set to 'English'. Below the logo is a green button labeled 'Add your store to Facebook'. The main content area is titled 'Where should we add your tab?' and contains three sections: 1. 'Select a page:' with a dropdown menu showing 'Sell Anywhere'. 2. 'Enter your Santu username' with a text input field containing 'dq-5832-ea' and a 'x' icon to clear the field. Below this is a link: 'Don't have a Santu username? [Click to get one for free!](#)'. 3. 'Customize your page tab' with a text input field containing 'Test FB Store'. At the bottom of the form is a green button labeled 'Do it now'.

- => Click "Do it now" button. You'll see a confirmation message: Tab was added to your Facebook tab
- > Preview your FB tab

You can now start selling in Facebook!

Page

Messages

Notifications

Publishing Tools

S



Sell Anywhere

Community

Create Call to Action

Liked

Message

Timeline

About

Photos

Test FB Store

More

Menu

Search

Cart: 0

--- This is your Facebook page with the Facebook store integrated ---

My store

A-Z



Test Product1

test product 1 More details

\$ 2.50

1

Buy Now