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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**

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**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.](#)



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



**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.**  

**Sell through emails**  
Let customers order directly from your emails.

**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.

   
ibuy.bz/oranges

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

The screenshot shows the 'My Sales Channels' dashboard. On the left, there is a sidebar with navigation options: Overview, Use Buy now buttons and links, Embed store or product list, Sell via Facebook (highlighted with a yellow circle), Sell through emails, Sell via SMS and printed materials, Popup / Embed display, and External cart display. A yellow arrow points from the 'External cart display' option to the 'Go to Facebook app' button. The main content area is titled 'Sell via Facebook' and includes instructions on how to add the store to Facebook, a 'Go to Facebook app' button, and a 'Display selection' section with various checkboxes for shop elements like title, banner, navigation bar, and cart button. At the bottom, a preview of the 'SF Test Shop' checkout page is shown.

=> 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.

Add your store to  
Facebook

**Where should we add your tab?**

Select a page:

Sell Anywhere



**Enter your Santu username**

Santu username:

dq-5832-ea



Don't have a Santu username? [Click to get one for free!](#)

**Customize your page tab**

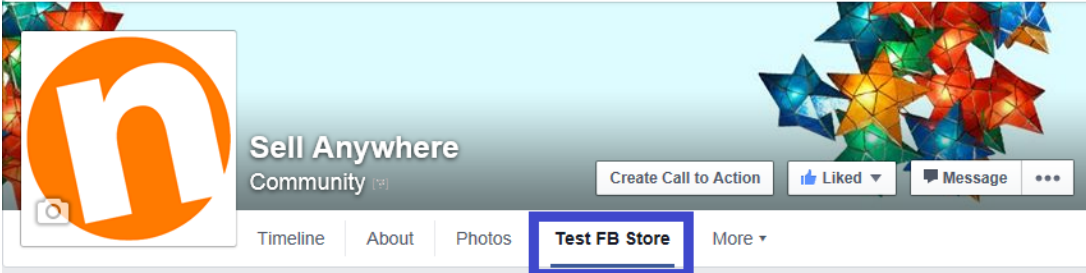
Add a name:

Test FB Store

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!



**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   [Grid Icon]   [List Icon]



**Test Product1**

test product 1 [More details](#)

**\$ 2.50**

 Buy Now