

## PayPal Cart Integration with ShopTab

Do you need a Facebook Store with a flexible payment system for your products or services? Try combining ShopTab and PayPal to deliver a powerful Facebook store experience in minutes.

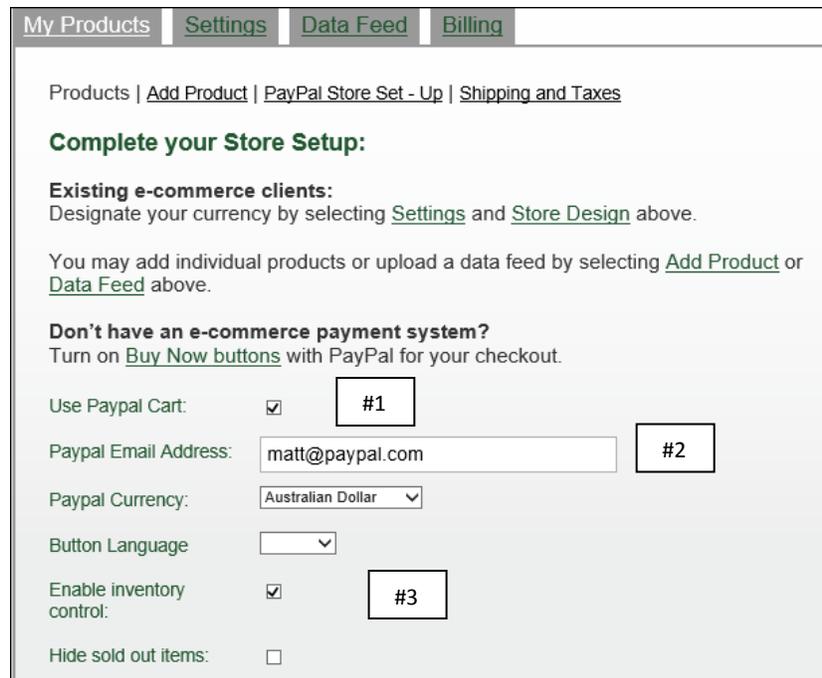
**This solution is perfect for these retailers if...**

- You have a PayPal account and are familiar with using it for payments
- You want access to the largest worldwide online payments system
- You are located in [countries well serviced by PayPal](#)
- You want to accept both PayPal and major credit card payments
- You are new to online retail and want to try online selling in Facebook first
- You want to quickly test the value of a Facebook store for your business

**Note:** You will need a PayPal account to make this option work. We recommend the PayPal [Standard Business account](#) (it is free) since this will allow for shipping and tax support.

### STEP 1: Set up your PayPal Checkout Cart

A) Log into ShopTab and complete the integration of the app with your Facebook page (**Settings** and then **Facebook** tab). Then select to choose the PayPal Checkout Cart option for payments by checking the box (#1) and then enter your PayPal email address, currency and cart button language (#2).



My Products | **Settings** | Data Feed | Billing

Products | [Add Product](#) | [PayPal Store Set - Up](#) | [Shipping and Taxes](#)

**Complete your Store Setup:**

**Existing e-commerce clients:**  
 Designate your currency by selecting [Settings](#) and [Store Design](#) above.

You may add individual products or upload a data feed by selecting [Add Product](#) or [Data Feed](#) above.

**Don't have an e-commerce payment system?**  
 Turn on [Buy Now buttons](#) with PayPal for your checkout.

Use Paypal Cart:  **#1**

Paypal Email Address:  **#2**

Paypal Currency:

Button Language:

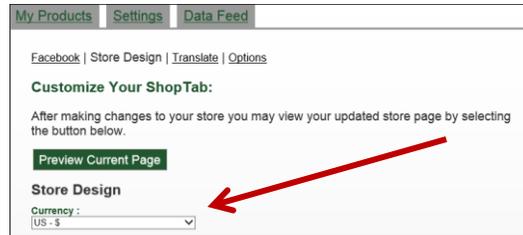
Enable inventory control:  **#3**

Hide sold out items:

Determine if you want to manage product inventory levels within the store and if you want to hide products that go out of stock (#3) from the app page. Inventory management isn't required for your store but is a valuable option for many store owners.

**Currencies other than the U.S. Dollar:**

You've designated the currency for your PayPal buttons but you need to change the currency in the Facebook store app to reflect your prices correctly. Go to **Settings** and **Store Design** and select the appropriate currency for your store.



**STEP 2: Add Products**

B) Now click on **“Add Product”** and enter the information for your first product.

(Product Information)

Description: The store app will show up to 500 characters in the horizontal layout and 400 in the grid layout. You may use some limited HTML formatting in this field.

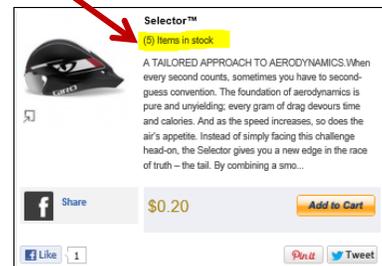
Shipping: You may designate your shipping cost by weight or a designated cost. If a designated cost is chosen, a unique cost for any additional product purchases may be entered in the second field.

(Shipping Charges)

Description	Quantity	Remaining
Red- Small	2	2
Red (Medium)	3	3
Red (Large)	1	1
Yellow (Small)	4	4
Yellow (Medium)	2	2
Yellow (Large)	5	5
		0

(Inventory Settings)

Inventory: When activated, you have the option to have a single inventory amount (A) or to break it into more detailed counts by colors, sizes or other variations (B). Check the “Show Quantity” if you want users to see your inventory counts on hand on the app page.



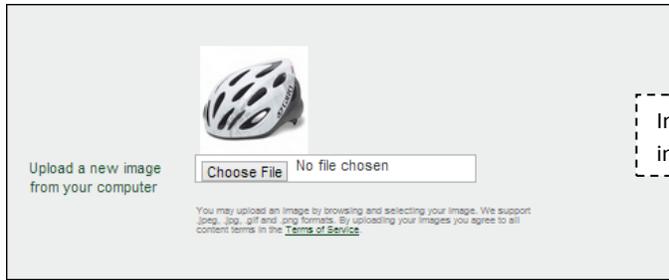


Image: Select a file from your computer or server to upload into ShopTab's secure site. Maximum 5MB file size.

(Upload Image)

Press **“Update”** to load the product. Now repeat for all of your products.

### **Step 3: Set up your Taxes and Weight-based Shipping**

You will want to set up any required taxes for your online sales, if applicable. This set-up is done inside of your PayPal account under your **Profile** and **My Selling Tools** section. PayPal will provide the options available in your country of origin.

<b>My business setup</b>	Cool tools to help boost my business.	<a href="#">Get started</a>
<b>eBay ID</b>	Link my eBay ID to my PayPal account.	<a href="#">Update</a>
<b>Selling online</b>		
<b>PayPal buttons</b>	Manage my payment buttons.	<a href="#">Update</a>
<b>Credit card statement name</b>	Name of my business as it appears on customer card statements: SHOPTAB	<a href="#">Update</a>
<b>Sales tax</b>	Set up sales taxes for multiple regions.	<a href="#">Update</a>

If you desire weight-based shipping charges for your products, you will set these up in PayPal as well. NOTE: If you use the designated or fixed shipping charges in the product listings this step is NOT required. Also, if you don't put any shipping information in your product listings, ShopTab will default to whatever set-up you have in PayPal. You may mix fixed shipping prices with weight-based.

In PayPal, go to **Profile** and **My Selling Tools**. Select the **“Update”** button for Shipping calculations.

<b>Shipping my items</b>		
<b>Shipping preferences</b>	I ship from: 8145 E. Evans Road, Suite #3, ... Manage my shipping carriers, labels, and more.	<a href="#">Update</a>
<b>Shipping calculations</b>	Create unique shipping methods and pricing for each of my customers.	<a href="#">Update</a>

Create the appropriate options for your store for domestic and international rates.

**Domestic Shipping Methods** ?

Domestic shipments are orders shipping inside your country of residence.

Filter Methods: Show All

<input type="checkbox"/>	Shipping Method	Currency	Shipping Region	Basis	Status [?]
<input type="checkbox"/>	Standard Flat Rate Shipping	USD	All States and Territories	Amount	Inactive

[Add Another Shipping Method](#)

1-1 of 1 | Show All

[View](#) [Edit](#) [Delete](#)

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**International Shipping Methods** ?

International shipments are orders shipping outside your country of residence.

<input type="checkbox"/>	Shipping Method	Currency	Shipping Region	Basis	Status [?]
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[Add New Shipping Method](#)

Check the method and then click on “Edit.” Make your changes and save your settings and you are all set to go.

**Step 4: Validate your Store Listings and Checkout**

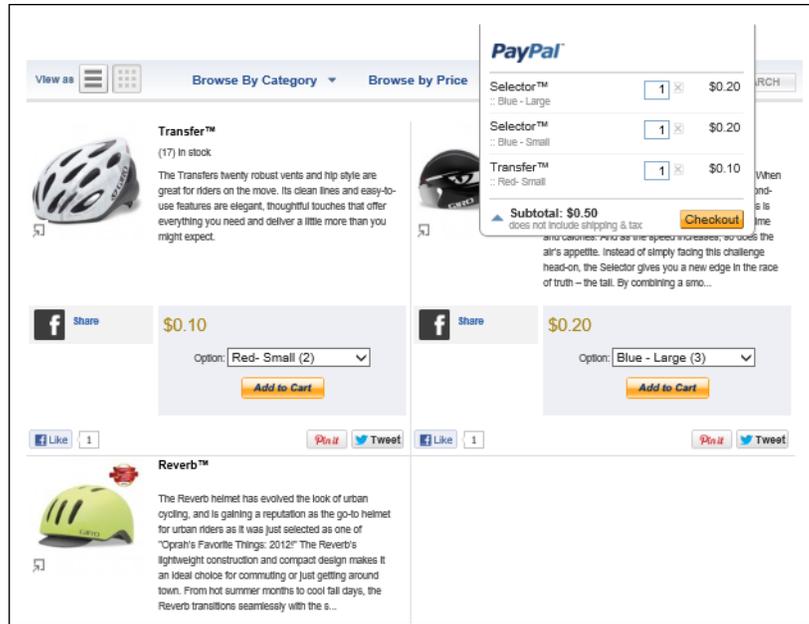
Go to your Facebook fan page and your products will be active with the PayPal “Add to Cart” buttons.

The screenshot shows a Facebook product listing interface. At the top, there are navigation options: 'View as' (list and grid icons), 'Browse By Category', and 'Browse by Price'. A search bar is on the right. The main content area displays three products in a grid:

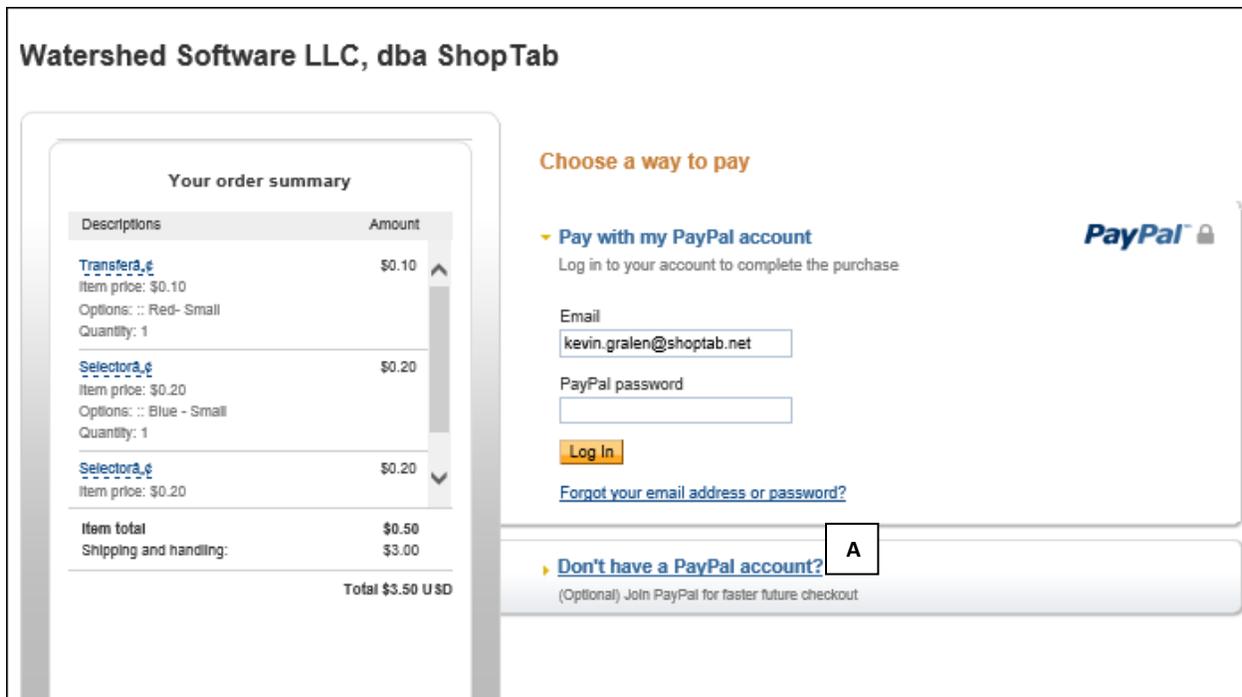
- Transfer™**: (17) In stock. Price: \$0.10. Option: Red- Small (2). Includes a Facebook share button and an 'Add to Cart' button.
- Selector™**: (5) In stock. Price: \$0.20. Option: Blue - Small (2). Includes a Facebook share button and an 'Add to Cart' button.
- Reverb™**: Price: \$0.30. Option: Blue (1). Includes a Facebook share button and an 'Add to Cart' button.

Each product listing includes a small image of the helmet, a brief description, and social media interaction buttons (Like, Pin it, Tweet).

Select the “Add to Cart” button for a few products. The cart will continue to add products to the basket until you choose the “Checkout” button. Click on the Checkout button.

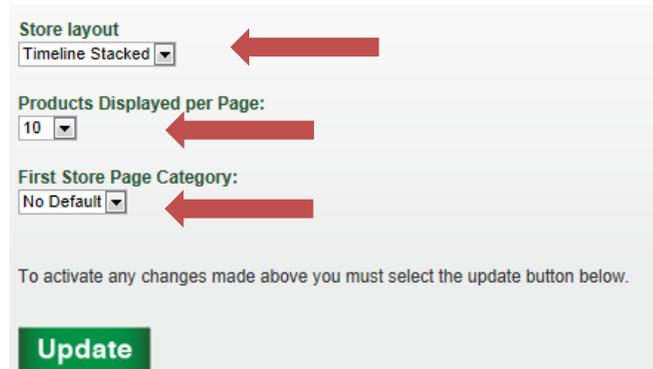


Select **“Checkout”** and you will land on a secure PayPal payments page. Check the selections to make sure the basket reflects the products you selected and any taxes and shipping charges. Your clients will input their email address and PayPal password if they want to pay using PayPal. The client also has an option to pay with a debit or credit card (A).



## Step 5 – Customize your Store Page

1. **Layout design:** In the **Settings/Store Design** tab, choose your layout design from a grid or horizontal stacked option. Also choose the number of products on your store pages and if you want the store to default to a certain category for your first page. Click on Update.



**Store layout**  
Timeline Stacked

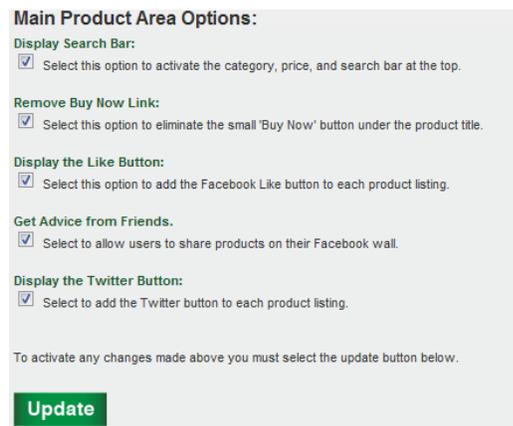
**Products Displayed per Page:**  
10

**First Store Page Category:**  
No Default

To activate any changes made above you must select the update button below.

**Update**

2. **Manage your Product Area:** On the **Store Design** page, ShopTab provides options for your page layout in terms of a search bar (product and pricing), social marks and additional text calls to action. Select the options that fit best for your store and click on Update.



**Main Product Area Options:**

**Display Search Bar:**  
 Select this option to activate the category, price, and search bar at the top.

**Remove Buy Now Link:**  
 Select this option to eliminate the small 'Buy Now' button under the product title.

**Display the Like Button:**  
 Select this option to add the Facebook Like button to each product listing.

**Get Advice from Friends.**  
 Select to allow users to share products on their Facebook wall.

**Display the Twitter Button:**  
 Select to add the Twitter button to each product listing.

To activate any changes made above you must select the update button below.

**Update**

3. **Add a Store Banner:** On the **Store Design** page, upload a custom banner image sized at 810 pixels wide by up to 500 pixels high. We recommend 110 pixels high for your banner.



**Custom ShopTab Banner Image:**

Upload Custom ShopTab Header Image :

Click "Browse..." to choose the business logo from your computer.

Note: The file image (jpg, png or gif file format) you upload will be featured on the top part of your Facebook Store as your header image. The maximum size supported is 810 width by 500 height in pixels and 100kb in file size. We recommend a 810 px width x 110 px height dimension.

4. **Customize your Page Colors:** Use the color options to stylize your page to fit your brand or to set off areas of the page that will help you to promote your products more effectively and press Update.

**Color Theme Options:**  
Click inside each color bar to make your color selections

Primary Color:  (Buy Now button)

Secondary Color:  (Price and text callouts)

Tertiary Color:  (Background Price bar)

5. **Language and Text Changes:** On the **Settings** page, click the **Translate** option. This will allow you to customize all text on the shopping page. Choose to translate English text into a new language or just change certain words (ex: "Buy Now" to "Buy!"). No changes are required and you may skip this step. You may change the text in the cart as well in this section.

Good luck and good selling!