

Using ShopTab to Sell Digital Downloads

Using Payloadz.com

We have found numerous sellers that want to sell on Facebook but haven't had a good option to sell their digital products. We're excited to open the option for digital sales on ShopTab.

The ability to sell soft goods/digital products requires ShopTab to work with www.payloadz.com, the leading digital goods download provider. They specialize in digital delivery and payment systems for sellers. Here are the reasons we like working with Payloadz:

- They provide a highly secure platform with multiple checkout options from Google, PayPal, Amazon and others.
- When you create a product on their platform, you can use the same code in ShopTab, for a blog, website or even a text link for use in email.
- You may sell your products in their marketplace – enhancing your reach to new prospects
- With their payment solutions and options, it is a perfect solution for sellers across the globe.

Why sell digital products in your Facebook Store?

- Social commerce buying is impulse and relationship influenced. Many digital goods (books, music, videos, software, ect) are perfect products for this environment.
- Facebook and social commerce is expected to drive 10 to 20% of all electronic buying in the next few years, you don't want to miss this key channel
- Creating awareness for your products is critical with your most engaged fans who spend hours in Facebook
- You are afforded opportunities to create unique and exclusive offers for your Facebook fans

Step 1 – Create your Digital Product in Payloadz.com

Go to www.payloadz.com and create your account. You can create a free demo account, use their free Payloadz Express option or sign-up for their \$14.95 a month plus transaction fees subscription offering.

We created a demo account and started by creating a product under the "Selling" and "Create New Product" option. We completed the details as noted below.

Product Details
Below is the specific information related to your product.

Item Name:	Sample ShopTab product
Item Id:	0001
Sales Rank:	0
Affiliate Clicks :	0
Price:	\$10.00
Affiliate Fee:	0
Date Created:	05/01/2013
Free Downloads:	0
Payloadz eStore Listing:	http://store.payloadz.com/go?id=1585089 (Remove)
Page Viewed on Store:	0

[Edit Product](#)

[Change File](#)

[Delete](#)






[Code Generator](#)

[Send a Download](#)

[Test Delivery](#)

[Promotional Feature](#)

Share This Product

We had numerous options for our checkout button. In this case, we selected Google’s checkout. This immediately generated HTML code for use in ShopTab.

➤ Purchase Link And Button Html Code For Gmlink

Select Buttons Google Checkout ←

Select one of the code options below to add purchase buttons to your web pages. Copy the HTML from the text boxes and paste the code into your web pages or simply use one of the GoLink URL's in your buttons. Note: If you need to use the HTML form method for your purchase buttons, you can generate the code in the full Code Generator

Single Item Purchase


Use this URL for a simple, portable link to place on your web pages or emails that will allow only one item to be purchased at a time. <http://www.payloadz.com/go/sip?id=2118684>

HTML code for GoLink using a button image:

Hide Code

```
<a href="http://www.payloadz.com/go?id=2118684&gc=1&sip=1" target="Googlecheckout">
</a>
```

PREVIEW

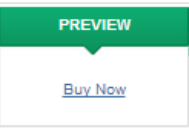


HTML code using a text link:

Hide Code

```
<a href="http://www.payloadz.com/go/sip?id=2118684&gc=1&sip=1"
target="GoogleCheckout">Buy Now</a>
```

PREVIEW



We scrolled down to the HTML code, highlighted and right clicked to copy. We’re ready to create our product in ShopTab.

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```

PREVIEW



Step 2 – Create your Digital Product in ShopTab

We’re going to assume you’ve set up your ShopTab account and placed the app on your Facebook page and are ready to “stock the shelves.” If you haven’t done this, please go to the [Set-up document](#) and complete steps 1 and 2. **Note:** Don’t set up your checkout since we’ll do that with Payloadz.com.

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Create your first product

- **Individual Product Uploads:** Perfect for stores with a few products or when you just want to add a product or two to your existing store. Click on **Add Product**.

My Products | Settings | Data Feed | Billing

Products | [Add Product](#)

Update this Product :

Is active

Product Title *
We recommend a maximum of 40 characters

Price *
Do not include a currency symbol. Edit your currency on the Store Design page.

Category *

Subcategory

Condition

Description *

- Enter the Product name, price, category of product, subcategory (optional), condition (optional), and description.

URL to Product **Skip this field**

Select Image

This is the website address Facebook will send your customer to complete the purchase. Make sure it is a full website address such as <http://www.domainexample.com/productpage.html>. Don't have a website URL for product payment? Turn on Paypal in [Settings](#)

URL to Product Image *

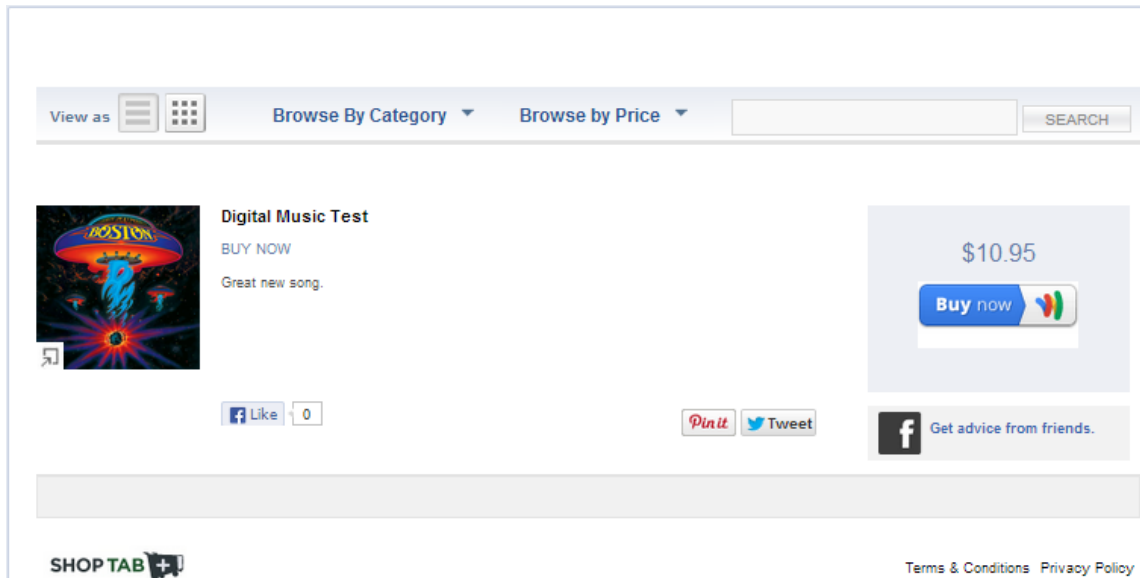


JavaScript for Product
Place code here

JavaScript is supported as an option for the product field. Any required header code to support your scripts should be placed in the JavaScript tab at the top of the page.

- Skip the URL to Product
- We need an image for the product. Place the product image on a public photo sharing site, if one isn't already available. [Full details are here](#) on how to create this link for your product image.

- Place your code from Payloadz.com in the “JavaScript for Product” field. This supports both JavaScript and HTML.
- Hit update and your product is listed and ready for sale in ShopTab.



NOW IT IS TIME TO PROMOTE YOUR PRODUCTS TO YOUR FANS ON THEIR DESKTOP AND MOBILE NEWS FEEDS! USE SHOPTAB’S UNIQUE “PROMOTE” BUTTON IN YOUR PRODUCT LISTINGS TO GET STARTED.