

## Create a Subscription Product in ShopTab

Do you need a Facebook Store with that can sell a subscription? Try combining ShopTab and PayPal's powerful solution to deliver a Facebook store with a subscription product listing in minutes.

**Note:** To create this offering you will need a [PayPal Standard Business Account](#).

### **STEP 1: Set up your subscription product in PayPal.**

For full details on PayPal's subscription button refer to this [link](#).

## Creating a Basic Subscribe Button on the PayPal Website

The following instructions create a basic Subscribe button that sets up subscriptions with a monthly billing cycle that recurs until subscriptions are cancelled.

1. Log in to your PayPal account at <https://www.paypal.com>.  
The *My Account Overview* page opens.
  - *Recurring amount to be billed* – Enter the amount you want to bill subscribers for each monthly billing cycle. For example, enter "20.00".
  - *Finish your button design*.
2. Click the *Profile* subtab.  
The *Profile Summary* page opens.
3. Under the *Selling Preferences or My Selling Tools* heading, click the *My Saved Buttons or PayPal Buttons* link.
4. In the *Related Items* box on the right, click the *Create new button* link.  
The *Create PayPal payment button* page opens.
5. In the *Choose a button type* dropdown menu, select "Subscriptions."
6. Enter the payment details of your subscription.
  - *Subscription name* – Enter a name for the subscription. For example, enter "Alice's Monthly Digest".
7. Scroll to the bottom of the page, and click the *Create Button* button.
8. The *You've created your button* page opens.
9. Click the *Select Code* button on the *Website* tab to select all of the generated HTML code.
10. Do one of the following to copy the selected text to the clipboard:
  - For Windows and Mac, right-click on the code, and then select *Copy*.
  - For Windows, press Ctrl+C.
  - For Mac, press CMD+C.

## Step 2: Add the product listing to ShopTab

A) Log into your ShopTab account and go to the “Add Product” option. Complete the title, price, category, subcategory (if needed), condition (new or used, if needed), description, location of an online image for your product and paste the Button Code into Java Scrip field and press Update.

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 \*


Font Size

ShopTab's fantastic store application.

Path: p

URL to Product   
  
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 \*   
Optimal reference is a 400 X 400 pixel image size



JavaScript for Product 

```
<form
action="https://www.paypal.com
/cgi-bin/webscr" method="post"
target="_top">
<input type="hidden"
name="cmd" value=" _s-xclick">
<input type="hidden"
name="hosted_button_id"
value="LLH8BÜR8TSQ2Q">
<table>
```

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.

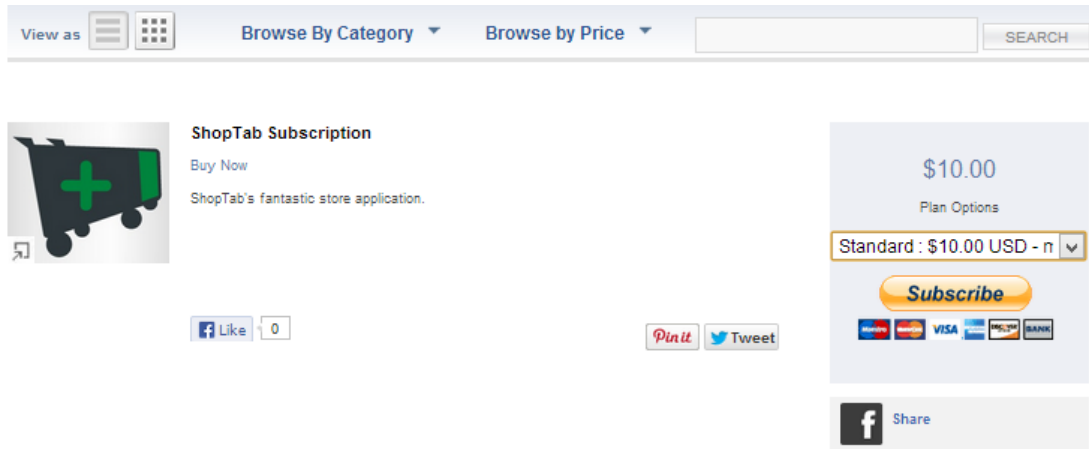
Leave this blank



Images: If you don't currently have images online you'll need to place them on a site so that your store can reference them. There are many free photo sharing sites that will do this like [Yahoo's Flickr](#) or [HP's Snapfish](#). Load your pictures and then you can [get the image link to reference](#) for your store.

Add the product code in the JavaScript box.




Click submit to complete the product listing.

Once you press “Update” your product will become active in your Facebook store.







View as   Browse By Category ▾ Browse by Price ▾  SEARCH


**ShopTab Subscription**  
Buy Now  
ShopTab's fantastic store application.

 Like 0  


\$10.00  
Plan Options  
Standard : \$10.00 USD - n ▾

**Subscribe**

 Share

Once your client clicks on the “Buy Now” button the purchase page will open up inside of your Facebook frame for the completion of the purchase.


[Log in to complete your checkout](#) 

PayPal securely processes payments for **Watershed Software LLC, dba ShopTab**. To complete your checkout using PayPal, please log in. [Learn more](#)

Description	Terms	Amount
Monthly User Subscription Plan Options: Standard	\$10.00 USD for each month	\$10.00 USD

Check out using PayPal

Pay fast with PayPal. It's secure and you won't have to reveal your financial information. [Learn more](#)

 Email:

Password:

[Forgot your email address or password?](#)

No PayPal account? Pay using your [credit or debit card](#)

Make sure to follow the standard installation process for deploying the application on your Facebook page and designing your store. A [video tour](#) is available as well as [PDF installation instructions](#) to assist in your set-up.

Once that is complete, it is the time to start marketing your products on your Facebook page. Good luck and good selling!