



STORE SET-UP CHECKLIST

1. CREATE YOUR STORE

- Review the App Tour Video ([Play video](#))
- Add App To Your Facebook Page ([Learn more](#))
- Set Up Buyer Checkout
 - Use existing e-commerce site ([Learn more](#))
 - Use our Payment Cart ([Learn more](#))
 - Use Cash-on-delivery ([Learn more](#))
- Add Your Products
 - Manual entry
 - Product File ([Learn more](#))
- Set Shipping and Taxes ([Learn more](#))
- Customize Store Design
- Set store policies ([Learn more](#))

2. OPTIMIZE YOUR FACEBOOK PAGE

- Create custom tab image ([Learn more](#))
- Manage page tabs ([Learn more](#))
- Optimize for tablet and mobile ([Learn more](#))

3. TEST YOUR STORE

- View store on desktop, tablet and mobile
- Test a purchase

4. PROMOTE YOUR STORE

- Review Selling Video ([Play video](#))
- Tell your fans about your store
- Pin store to the top of your page ([Learn more](#))
- Promote an individual product ([Learn more](#))

5. MEASURE YOUR SUCCESS

- Use Facebook Insights to track engagement, ([Learn more](#))

More Social Selling Tools:

1. [Social Insights with Brian Solis Video](#)
2. [12 Tips to Smart Social Selling](#)
3. [The Truth About Selling in Facebook](#)
4. [The ShopTab Blog](#)

Questions? Visit our support center, email support@shoptab.net, or message us on [Facebook](#)