



STORE SET-UP CHECKLIST

1. CREATE YOUR STORE

- Add App To Your Facebook Page ([Learn more](#))
- Set-Up the Buyer Checkout (Choose One)
 - Use our Payment Cart ([Learn more](#))
 - Use an Existing e-Commerce Site ([Learn more](#))
 - Use Cash-on-Delivery ([Learn more](#))
- Add Your Products
- Customize the Store Design
- Set Shipping and Taxes ([Learn more](#)) (Integrated Cart Only)

2. OPTIMIZE THE FACEBOOK FAN PAGE

- Create a Call-to-Action Button ([Learn more](#))
- Manage Page Tabs ([Learn more](#))
- Optimize for Tablet and Mobile ([Learn more](#))

3. TEST YOUR STORE

- Test a Purchase in your Shop

YOU ARE READY TO SELL!

4. PROMOTE YOUR STORE

- Review the Selling Video ([Play video](#))
- Promote a Product ([Learn more](#))
- Create a Store Promotion ([Learn more](#))
- Consider Paid FB ads ([Learn more](#))

5. MEASURE YOUR SUCCESS

- Create a Social Media Schedule
- Use ShopTab's

More Resources/Tools:

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

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