

# Social Store User Manual

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## Step-by-step Guide

The following guide will explain how to setup your Social Store. You will also find here a list of frequently asked questions and answers.

If you need further assistance visit our support center at: [support.3dsellers.com](http://support.3dsellers.com).

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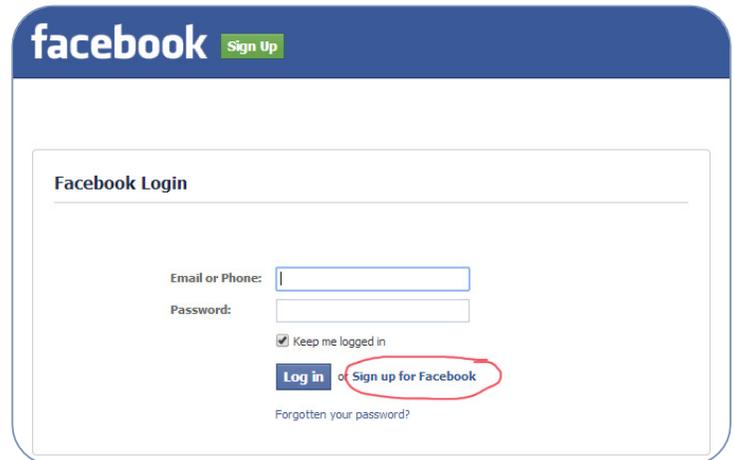
# Create a Facebook Page

If you don't yet have a Facebook business page and only a Facebook profile you can easily create one in a few simple steps.

## Step 1:

Let's start out by logging into our Facebook account.

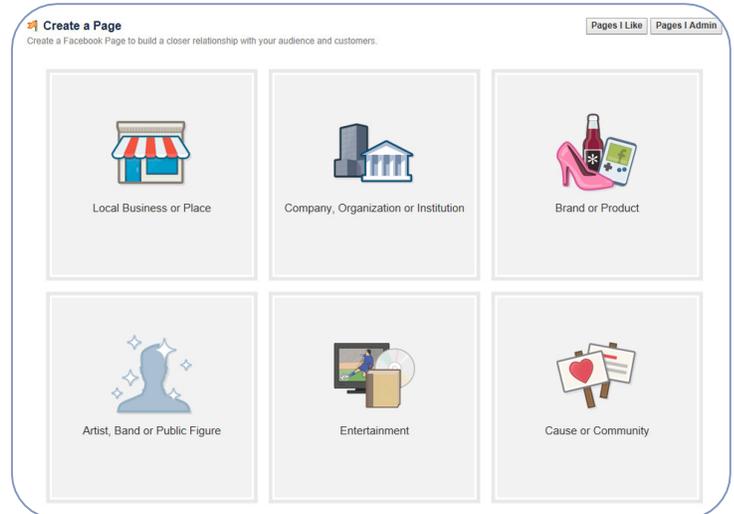
If you don't have a Facebook account click on "Sign up for Facebook" to create your account.



## Step 2:

Once you're logged in just visit Facebook's "Create A Page" area at: [www.facebook.com/pages/create](http://www.facebook.com/pages/create).

Let's choose a category for our page, the best category for your page as an eBay seller is "Brand or Product". Unless you have a brick-and-mortar shop, which in that case you should choose "Local Business or Place".

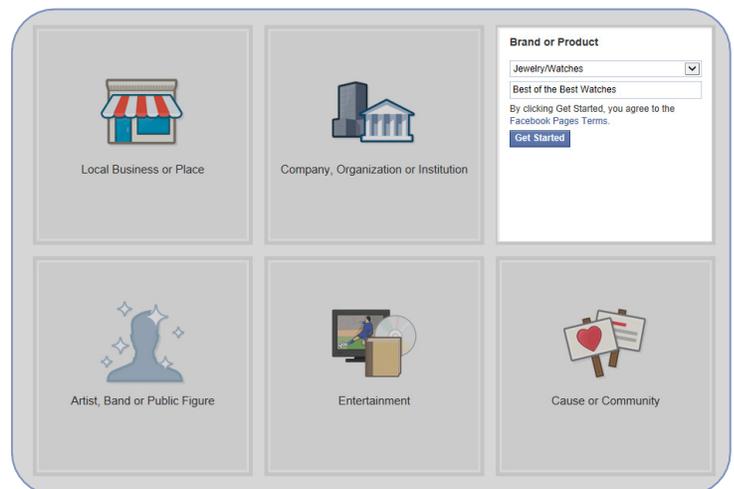


## Step 3:

In the drop down menu let's choose a sub-category for our page. So, for instance if you sell jewelry choose the "Watches/Jewelry" sub-category.

Choose a name for your page, if you're not sure don't worry you will always be able to change it later.

After reading Facebook's page terms click on "Get Started".



#### Step 4:

In the next window you can fill out some information about your store.

First fill out the description for your page, this is what visitors will see as your page's description in search results and also will help search engines index your page.

Next enter the address to your eBay store or eBay seller page.

Choose a unique web address for your page, preferably your store name. If you don't have an eBay store just enter the name you gave your page.

Select "Yes" for "Is {Your page name} a real business, product or brand?".

If this is the official Facebook page for your eBay store choose also "Yes" for "Will {Your page name} be the authorized and official representation of this business, product or brand on Facebook?". By this you are stating that you have the authority to open an official Facebook page for your store.

Next click on "Save info" to continue.

#### Step 5:

In the next window you will be able to add a profile picture, or logo to your page. The size for the image should be 180X180px.

Click on "Save Photo" to continue.

**Set Up Best of the Best Watches**

1 About 2 Profile Picture 3 Add to Favorites 4 Reach More People

Tip: Add a description and website to improve the ranking of your Page in search. Fields marked by asterisks (\*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

We are an eBay store selling antique watches & vintage timepieces on eBay since 1998. Check out our items now directly on Facebook!

<http://stores.ebay.com/bestofthebestwatches>

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

<http://www.facebook.com/bestofthebestwatches>

Is Best of the Best Watches a real business, product or brand?  Yes  No

This will help people find this business, product or brand more easily on Facebook.

Will Best of the Best Watches be the authorized and official representation of this business, product or brand on Facebook?  Yes  No

This is a legally binding statement regarding the authenticity and representation of this Page.

Need Help? [Save Info](#) [Skip](#)

**Set Up Best of the Best Watches**

1 About 2 Profile Picture 3 Add to Favorites 4 Reach More People



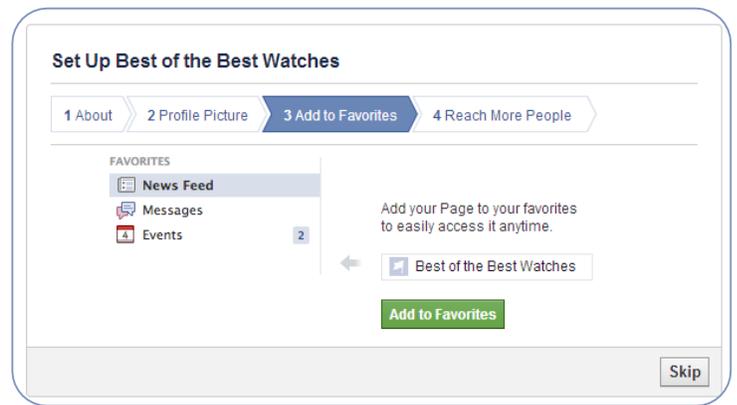
[Upload From Computer](#) [Import From Website](#)

[Save Photo](#) [Skip](#)

### Step 6:

Here you can choose to add the page to your favorites. This way you will always see you page in your "Favorites" besides your Facebook timeline.

Click on "Add to Favorites" or "Skip" to continue.



### Step 7:

Skip this step, you will always be able to create a Facebook ad later. To learn how to promote your Facebook page read our Guide to Facebook Pages.

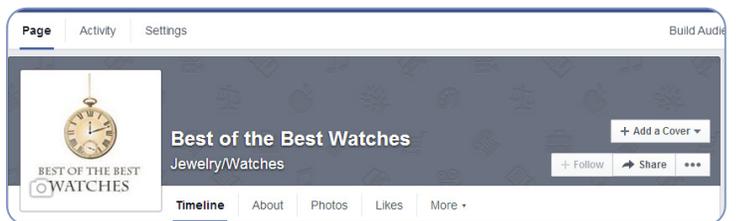
That's it! You will now be sent to your new page and you will be able to add your eBay Facebook store to it. Continue on with our guide if you would like to learn more about using your page & bringing fans to it.



### Step 8:

That's it! You will now be sent to your new page and you will be able to add your Social Store to it.

Continue on to learn how to subscribe & add Social Store to your page.



# Subscribe to Social Store

## Step 1:

Subscribe to the application at eBay's app center.



**FACEBOOK STORE**  
SocialStore  
By 3Dsellers  
Release Date: May 31, 2011  
Categories: Listing, Marketing & merchandising  
Create an amazing Facebook store displaying all of your eBay items, at the click of a button. Connect with 900 million potential Facebook customers!

[View more screens](#)

**Average Rating:**  
★★★★☆ (175)

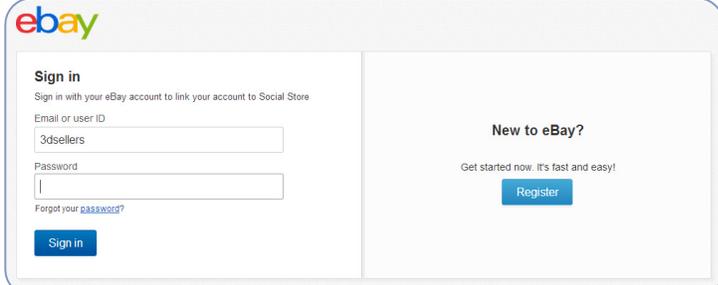
**Rating Distribution:**

5 star	102
4 star	14
3 star	6
2 star	8
1 star	45

[Try it free](#)

## Step 2:

First you will be asked to sign in to your eBay account.



**Sign in**  
Sign in with your eBay account to link your account to Social Store

Email or user ID

Password

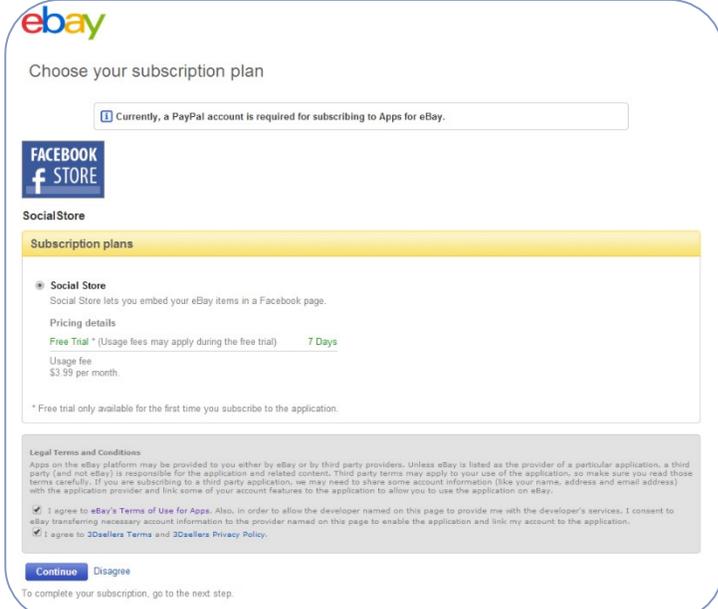
[Forgot your password?](#)

[Sign in](#)

**New to eBay?**  
Get started now. It's fast and easy!  
[Register](#)

## Step 3:

In the next page you will be asked to agree to ours & eBay's Terms. Once you've read them checkmark both boxes and click "continue".



**Choose your subscription plan**

Currently, a PayPal account is required for subscribing to Apps for eBay.

**SocialStore**

**Subscription plans**

- Social Store**  
Social Store lets you embed your eBay items in a Facebook page.  
Pricing details  
**Free Trial \*** (Usage fees may apply during the free trial) **7 Days**  
Usage fee  
\$3.99 per month.  
\* Free trial only available for the first time you subscribe to the application.

**Legal Terms and Conditions**  
Apps on the eBay platform may be provided to you either by eBay or by third party providers. Unless eBay is listed as the provider of a particular application, a third party (and not eBay) is responsible for the application and related content. Third party terms may apply to your use of the application, so make sure you read those terms carefully. If you are subscribing to a third party application, we may need to share some account information (like your name, address and email address) with the application provider and link some of your account features to the application to allow you to use the application on eBay.

I agree to eBay's Terms of Use for Apps. Also, in order to allow the developer named on this page to provide me with the developer's services, I consent to eBay transferring necessary account information to the provider named on this page to enable the application and link my account to the application.

I agree to 3Dsellers Terms and 3Dsellers Privacy Policy.

[Continue](#) [Disagree](#)

To complete your subscription, go to the next step.

## Step 4:

If this is the first eBay app you're signing up to you will be asked to set up your recurring payment in PayPal for your eBay apps.



**Choose a payment method for your SocialStore.3dsellers.com fees**  
This payment method will be used to automatically pay for the plan you have selected. Currently, a PayPal account is required for these subscriptions.

**Payment information**

Your PayPal account email address

Please make sure to log in to PayPal with this information.  
If you don't have a PayPal account, you can create a new PayPal account now.

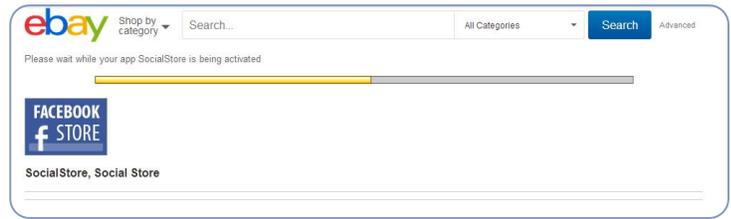
**PayPal**  
VISA MASTERCARD AMERICAN EXPRESS BANK

PayPal is a safe, convenient way to automatically pay your Apps for eBay subscriptions.

[Log in to PayPal](#) [Cancel](#)

**Step 5:**

Next wait while your app is activated. You will still need to add Social Store to your Facebook page in your control panel.



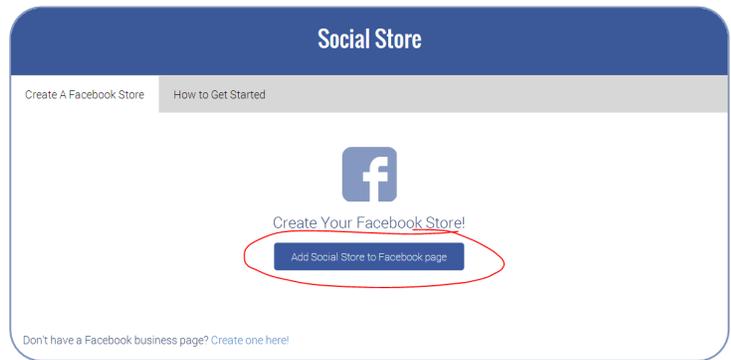
**Step 6:**

Next you will be redirected to your app management area on eBay, here you will find the "start" button for the app. Click on the "start" button to login to your control panel.



**Step 7:**

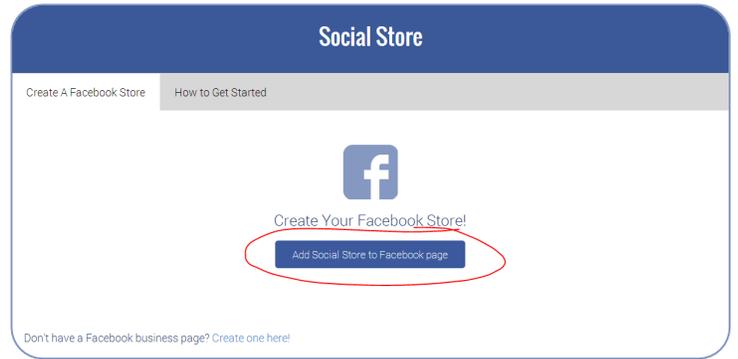
Now that you arrived at your control panel where you will be able to add Social Store to your page.



## Add to Facebook page

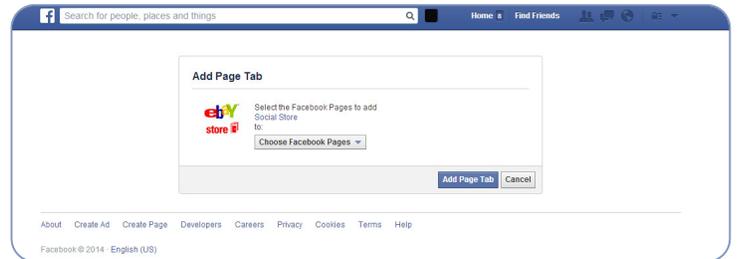
### Step 1:

Once you arrived at your control panel click on "Add Social Store to Facebook page".



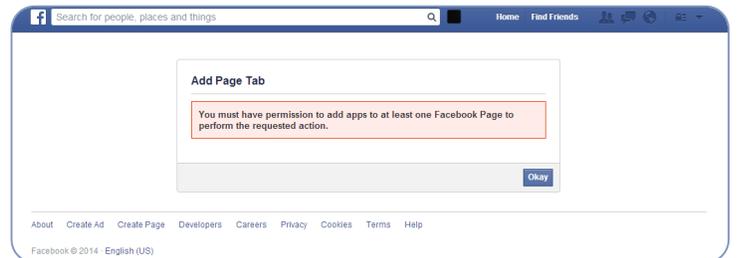
### Step 2:

Next choose the Facebook page you would like to add social store to.



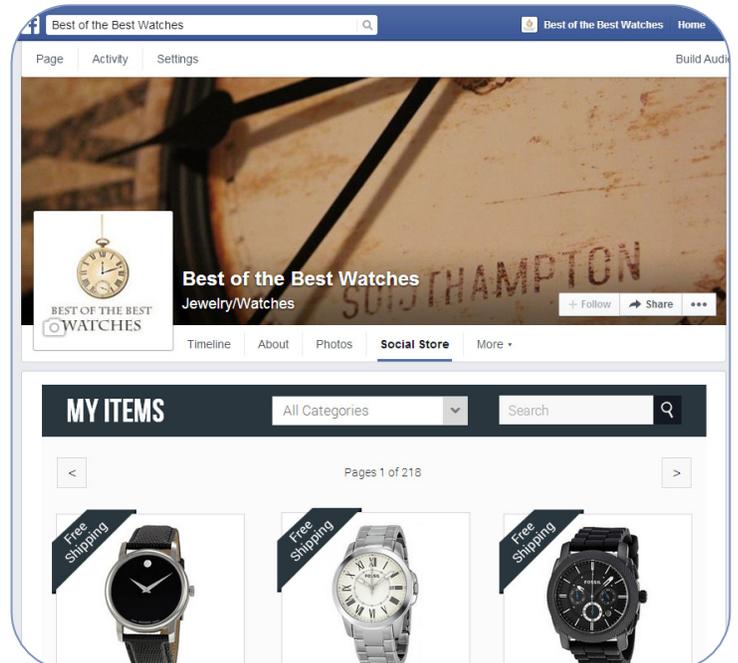
If you're receiving this error message it means you didn't open yet a Facebook page.

To use Social Store you will first of all need to [create a Facebook page](#).



### Step 3:

After you've successfully added Social Store to your page you will be sent to your Social Store on Facebook.

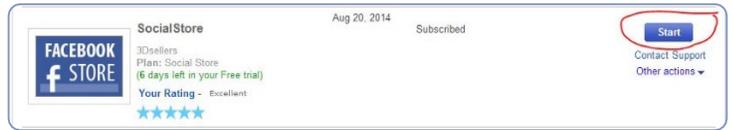


# Choosing a Template for Your Social Store

## Step 1:

After adding social store to your Facebook page you can now go back to your control panel and choose a template.

You can always login to your control panel by going to: [My eBay](#) > [Applications](#) > [Social Store](#).

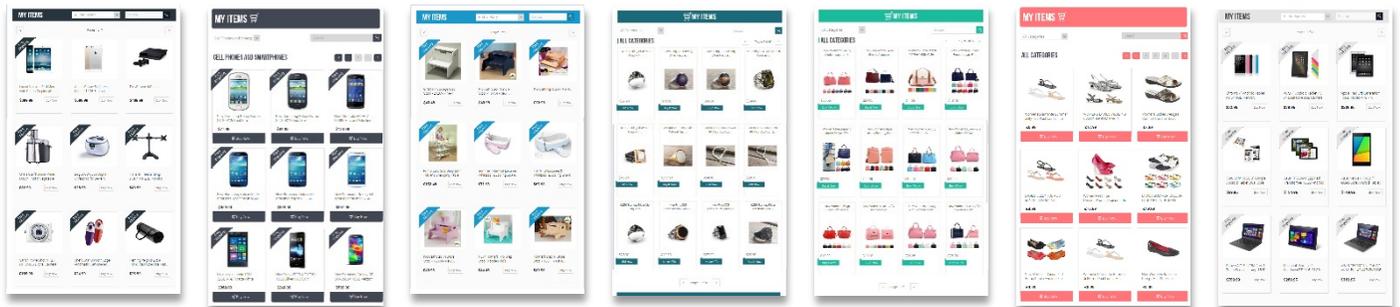


## Step 2:

In choosing a template for your Social Store you can choose both a style and a color.

The 3 styles we offer are: Grand, Neue and Simple.

Each template has 5-7 color variations including: Eerie Black, Charcoal, Azure Blue, Sapphire Blue, Caribbean Green, Candy Pink and Azureish White.



# Settings

After choosing a template for your social store you can visit your "Settings" tab to choose your store's settings.

## *Store title:*

Choose a title for your store, this will replace the "My Items" title of your store.

## *Items per page:*

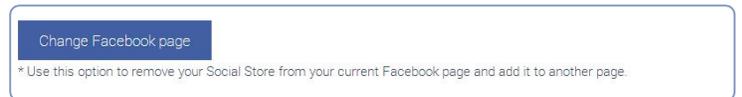
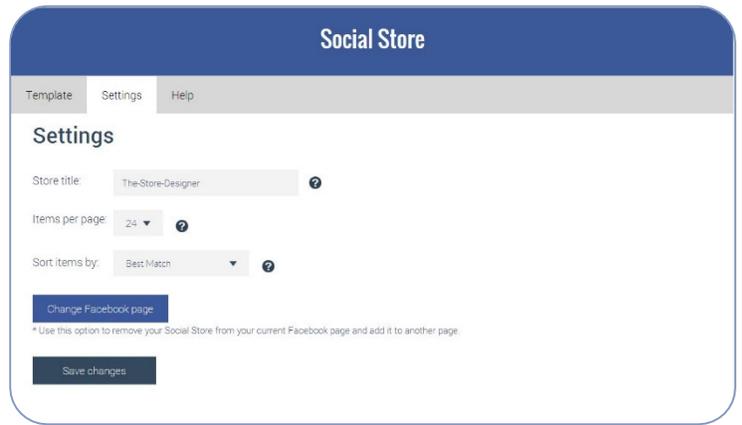
Choose the number of items that will show in each page in your store.

## *Sort items by:*

Choose by which order to sort your items: Bets match, Newly listed, Ending soonest item, Most expensive item and Cheapest item.

## Change Facebook page

If you have a new Facebook page, or you just want to switch your social store to another page you own, use this button to do so.



## FAQ

Q: What is Social Store?

A: *Social Store is a ready-to-use solution that with 1-click creates an eBay storefront for your eBay items on Facebook. This allows you to showcase your eBay items on your Facebook page and bring more buyers from Facebook to eBay.*

Q: How do I open a Social Store?

A: *To subscribe to Social Store and start your 7-day trial visit our site at <http://www.socialstorepro.com>.*

Q: Can I add Social Store to my personal profile in Facebook?

A: *No, you can only add Social Store to a Facebook page.*

Q: How do I open a Facebook page?

A: *Read here [how to open a Facebook page](#).*

Q: How long does it take until my Social Store will activate?

A: *Once you choose a page for your Social Store, immediately your store will be live and you will be sent to your store on Facebook.*

Q: How do I add categories to my Social Store?

A: *Any changes that have to do with your eBay store categories or listings are done through your eBay store management area.*

*Have any other questions? Contact us via our [support center](#).*