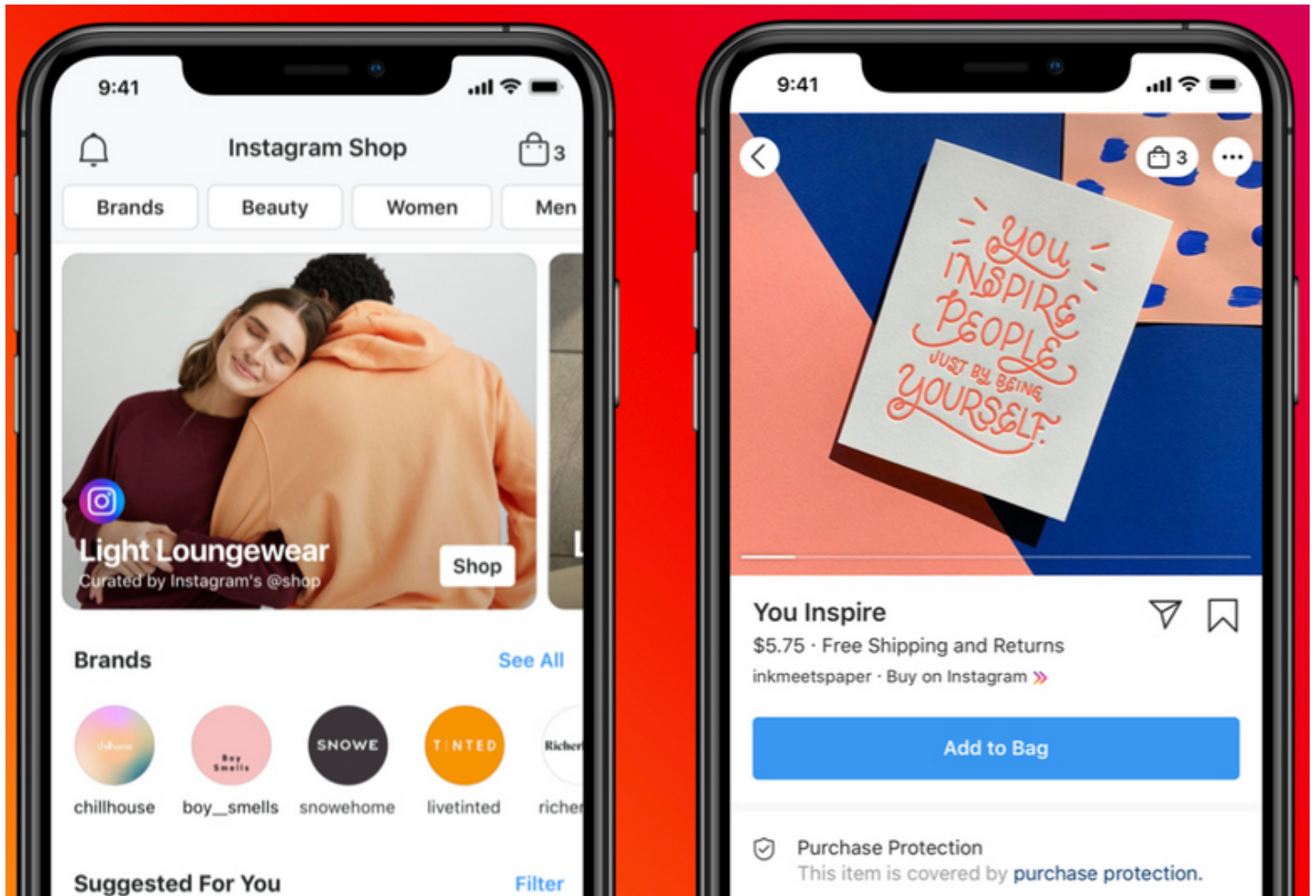


# Verkopen via Facebook en Instagram, hoe werkt dat?

27-05-2020 13:30



Facebook stort zich op de wereld van e-commerce, zo maakte het platform vorige week bekend. Het moederbedrijf kondigde de functie Shops aan voor zowel Facebook als Instagram. De functie is direct van start gegaan en wordt de komende maanden wereldwijd uitgerold, nadat de puntjes op de i zijn gezet. Maar hoe werkt het precies? Om ondernemers een idee te geven, zette het platform alvast een overzicht klaar. Dat kun je bekijken in onderstaande infographic.

# How to Sell on Facebook and Instagram

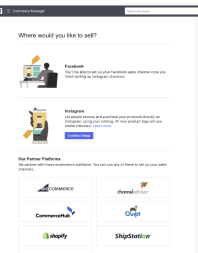
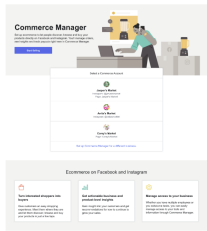
## Before You Begin

Businesses come in all shapes and sizes. We suggest that you talk with your internal teams before onboarding to Commerce Manager to make sure you have the following details:

- ☐ A Federal Tax Identification Number that matches your legal name
- ☐ A State Tax Registration Number for every state where you do business
- ☐ Your bank account info to get your payouts (currently US only)
- ☐ Your physical business address and email address
- ☐ The category that best describes your business, your business type and name
- ☐ A business representative name, and their SSN and DOB
- ☐ Your shipping options, return policy and customer service email

### Step 1: Go to Commerce Manager

You'll need to select a Commerce Account or create a new one.



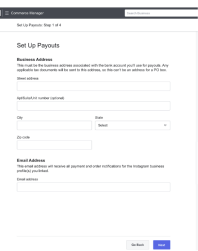
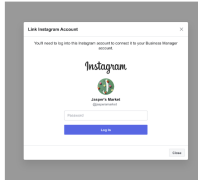
### Step 2: Connect to a Sales Channel

You can connect to Facebook and Instagram and set up on our platform. Or, you can choose to integrate with a platform partner.

### Step 3: Connect your Business Account and Catalog

Select the account that you want to sell from. Make sure to link an Instagram Business or Creator Account or a Facebook Page that you own. You'll also need to upload your inventory to Commerce Manager by linking a catalog. This can be done in a couple of ways:

- Use a platform partner: You can use an eligible partner to set up your sales channels.
- Add products to Facebook using Facebook Catalog Manager

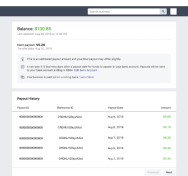
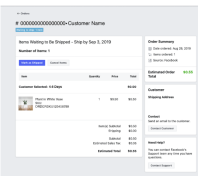


### Step 4: Set Business Preferences

You'll need to add important information such as your business's information, return policy and shipping terms. You will also need to provide financial and tax information to receive payouts for sales. To receive payouts, we'll need to verify your business and provide tax documentation.

### Step 5: Manage Orders and Returns

In the Orders tab, you can download your order history, keep track of shipped items and mark items as shipped. If you need to cancel an order or manage a return, you can do this based on an order ID or using the search function at the top of the page. You can also bulk manage orders with CSV files.



### Step 6: Receive Payouts for Orders

After you fill an order for customers, you can mark items as shipped and receive payouts. In the Payouts tab, you can manage payouts, create financial reports and download necessary tax forms.

