

Instructions on how to create Facebook Fanpage for online sales

Currently the use of online business methods becomes very popular, especially the business on Facebook Fanpage is chosen by many people to promote products, as well as promote business activities of businesses. store.

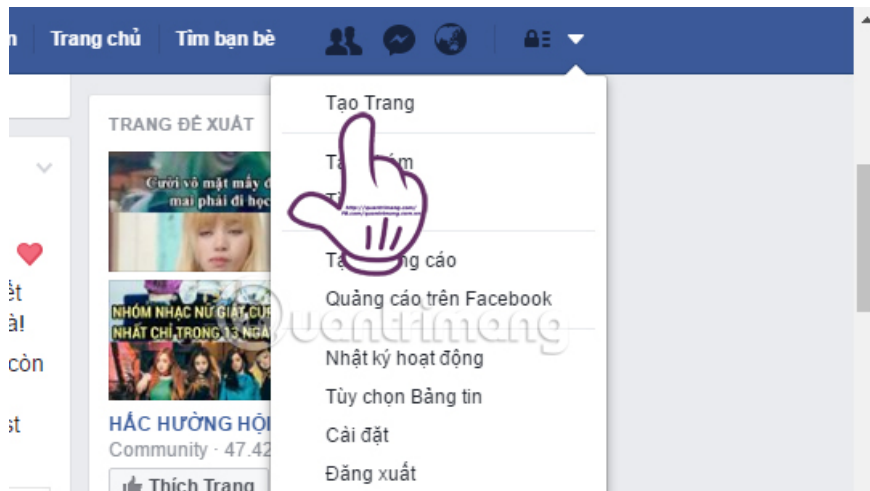
Due to the continuous development of social networks, especially Facebook, many businesses, companies or even small business shops have used social networks to promote their products.

Sales, online business on Facebook will help your products and brands get closer to everyone, increase the number of people visiting the site, synonymous with the business of businesses and shops as well. more developed. So how to create an online Facebook Fanpage? In the article below, Network Administrator will guide you how to create Facebook Fanpage to sell online.

How to create Facebook Fanpage quickly

Step 1:

At the main interface on Facebook, we click on **the inverted triangle icon** and select **Create page** . Or visit <https://www.facebook.com/pages/creation/> link



Step 2:

Next, in the new interface you will see Facebook categorized into 6 categories. We will select the **Local Business section or location** .



Step 3:

In this step, users will fill in their Fanpage details including:

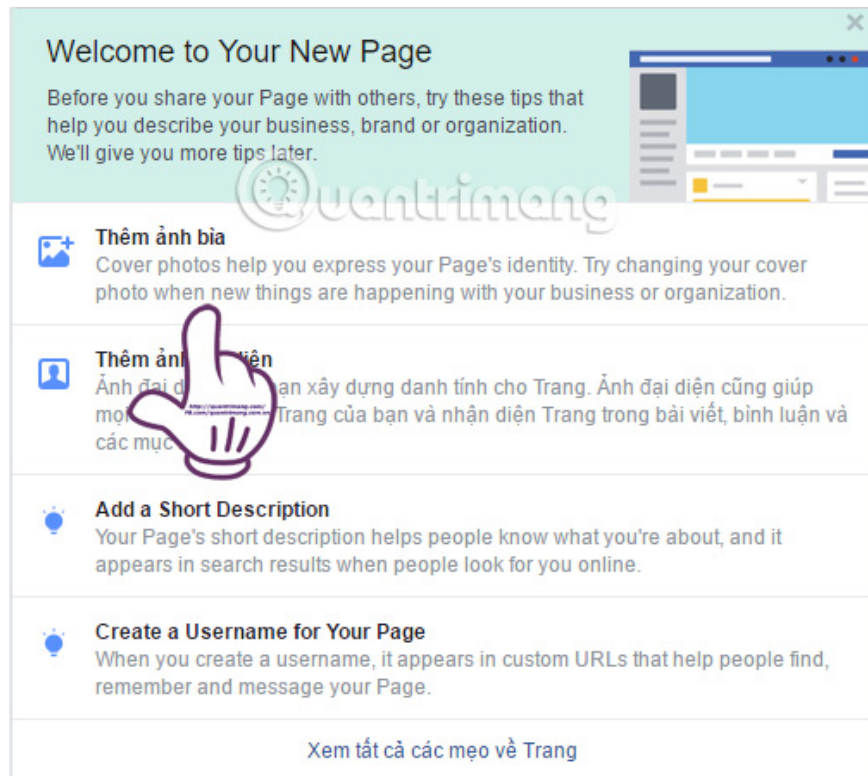
1. Choose a category: there are many types of businesses for us to choose from. Here, you can click on **Shopping / Retail** .
2. Business name or location: **enter Facebook Fanpage name** . Note, users should prioritize the name Fanpage short, easy to remember, it is best to follow **the product name + shop name or brand** . Thus, users will be able to easily find a store when searching on Facebook or Google.
3. Street, street, city addresses: enter specific, clear addresses.
4. Zip code: **70000 if in HCMC** or **10000 if the store is in Hanoi** .
5. Phone: enter the phone number to contact customers.

After you have entered all the basic information for Fanpage to sell your products online, click **Start** to continue.

A screenshot of the Facebook business registration form. The form is titled 'Doanh nghiệp địa phương hoặc Địa điểm' (Local Business or Location). It contains several input fields: a dropdown menu for category (selected 'Mua sắm/Bán lẻ'), a text field for business name (filled with 'Quần áo Zara'), a text field for address (filled with '12 Quang Trung'), a text field for city (filled with 'Hanoi, Hà Nội'), a text field for zip code (filled with '10000'), and a text field for phone number (filled with '0165876982'). Below the form, there is a checkbox for terms and conditions, and a blue 'Bắt đầu' (Start) button. A hand cursor is pointing at the 'Bắt đầu' button. To the right of the form is a large button with a building icon and the text 'Công ty, Tổ chức hoặc Học viện'. A watermark 'Quantinome' is visible in the background.

Step 4:

Soon, we will come to the basic Facebook Fanpage interface. In the middle you will see the Welcom to Your New Page line. Below will be the options to set up additional information needed for Fanpage. First, click the **Add cover photo** . Facebook's cover image has a size of 851 x 315 pixels. Readers can refer to standard size post for Facebook Fanpage cover photo.



Click on the **Upload image** to post cover photo for Fanpage.



Step 5:

Next, click on the item **Add a fan image** for Fanpage to sell on Facebook.

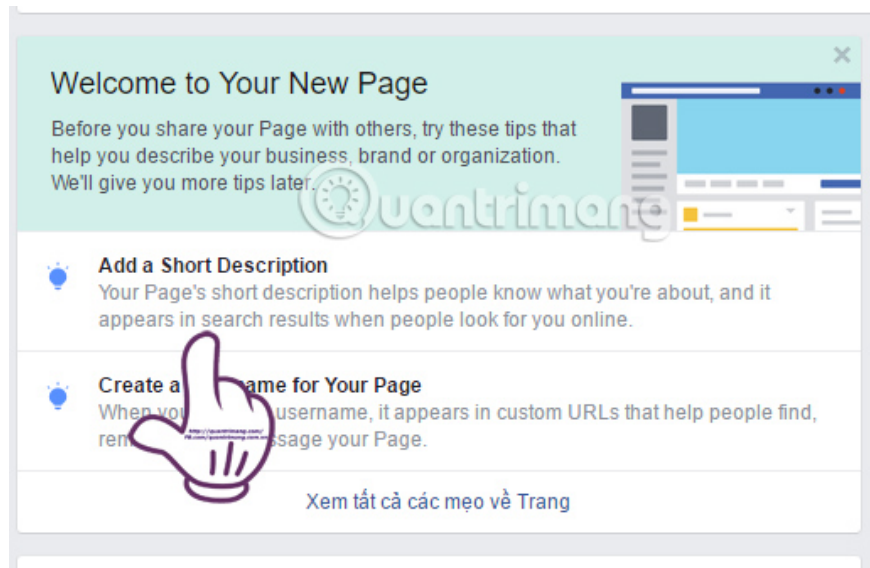


Here, users can download images directly or use the images available on Fanpage's album to make the avatar.



Step 6:

Next, click on the **Add a Short Description button** to fill in the information for Fanpage to sell the goods you are managing.

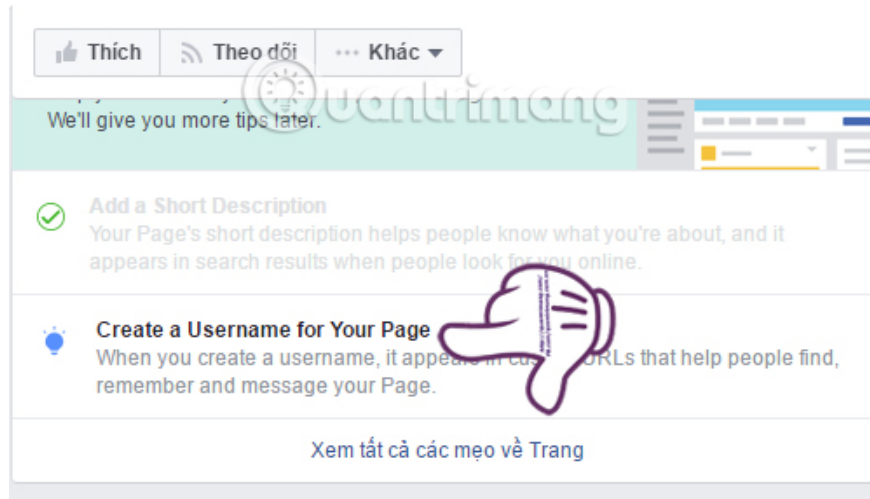


Users write a brief description, full of information about business products for customers to know. Click **Save** at the bottom.



Step 7:

Click **Create a Username for Your Page**, enter this Facebook Fanpage website address. Users should choose a short name, no sign, there may be a number or a dot.



Facebook will help us check if that username is already on Facebook. If you are infected, you will receive a notification and must enter a new name. After entering the username of the page, click **Create user name** below to save it.



When creating a successful username, we will receive a notification from Facebook as shown below. Click **OK**.



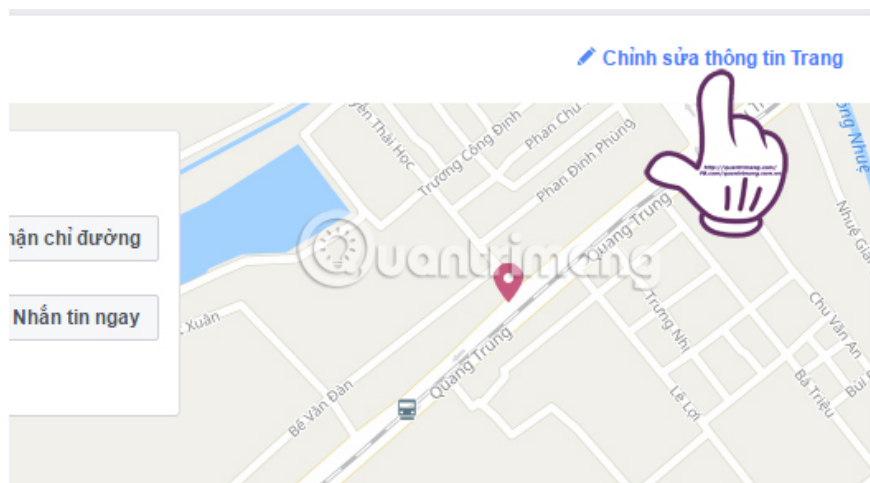
Step 8:

When you have completed the above step, you will have Facebook Fanpage selling goods as shown below. To add some other information to the page, click the **About** item on the left interface of the page.

The image shows a screenshot of a Facebook page for 'Quần áo Zara' (@QuanAoZaraxuatkhau). The page features a cover photo of a Zara store entrance. The navigation menu on the left includes 'Trang chủ' (highlighted), 'Bài viết', 'Video', 'Ảnh', 'Giới thiệu', 'Lượt thích', and 'Quản lý tab'. A blue 'Quảng cáo' button is at the bottom. On the right, there are 'Thích' buttons and a post snippet with a 'ZARA' sign image.

Step 9:

Click the **Edit page information section** .

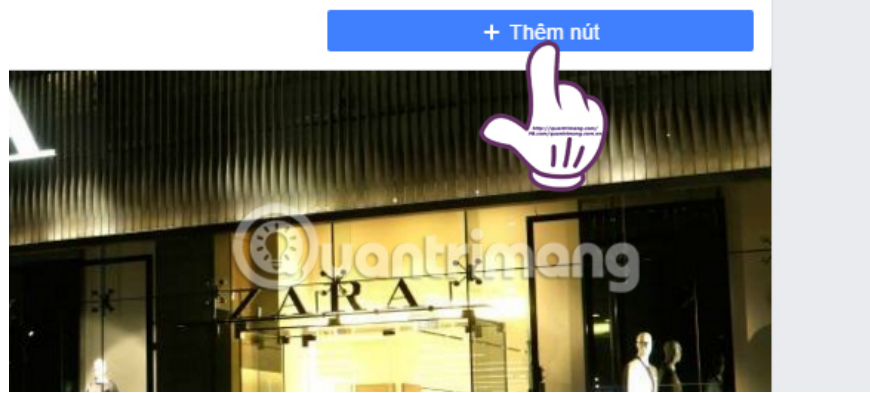


At the Edit details interface, you can add specific information to the site such as phone, website, email address, working hours, . Click **Save changes** in each edit item to save new information.



Step 10:

Go back to the main interface of the page, click the **Add button** . This will help customers interact with your site faster.



There will be many interactive buttons for us to add to Fanpage. For example, here I will choose Get in Touch, how to quickly contact the page. Here, you can create a Call Now button, Contact us, Send message, Register, Email. Here I will select Message log.



Click Next **Add a button** below to create a Send Message button for Fanpage. Alternatively, you can click Turn on Quick Reply to respond quickly to messages for customers.

Thêm nút vào Trang

Gửi tin nhắn

People who click this button will start a Facebook Message with you.

Bật Trả lời nhanh
Trả lời nhanh là phân hồi đã tùy chỉnh được gửi tới bất cứ ai nhắn tin cho Trang của bạn.

Bạn muốn nói gì với mọi người khi họ nhắn tin cho Trang của bạn

Tùy chỉnh câu trả lời 0 / 250

Quay lại Thêm nút

So you have completed the steps to create yourself a Fanpage selling online on Facebook already. The next step is to post product images, invite friends, as well as add some other customizations for the Facebook Fanpage under management.

Refer to the following articles:

1. Instructions on how to lock, hide Facebook Fanpage temporarily
1. This is how to delete Facebook Fanpage
1. How to censor comments on Facebook Fanpage

I wish you all success!

You finished reading the article "**Instructions on how to create Facebook Fanpage for online sales**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.