

How to add a shop to your Facebook Business page

Detailed instructions on **how to add the Shop feature to your business page:**

<https://www.facebook.com/business/help/912190892201033?id=206236483305742>

What you'll need

- Your EIN or SSN
- Bank account information

When setting up your Facebook Shop, you will be prompted to set up a **shipping category**. Set that at \$0 so that the customer is not charged shipping on the gift card.

- You can either email the customer a copy of the gift card, offer local curbside pickup, or send it to them in the mail.

Once your shop has been set up, you will need to **create a catalog** for your gift card. Detailed instructions can be found here:

<https://www.facebook.com/business/help/1275400645914358?id=725943027795860>

Once the catalog has been set up, you can **add the gift card product**. Detailed instructions can be found here:

<https://www.facebook.com/business/help/384041892421495?id=725943027795860>

If you need any assistance setting up your Facebook Shop and/or adding the gift card product, BCDA has a board member, Dani O'Brien, who is willing to help!

Email her at: dani@culleyavenue.com