



ZEMGALES REĢIONA
KOMPETENČU ATTĪSTĪBAS CENTRS

FACEBOOK, INSTAGRAM, WHATSAPP SASAISTE

Kārlis Skuja

15.02.2022



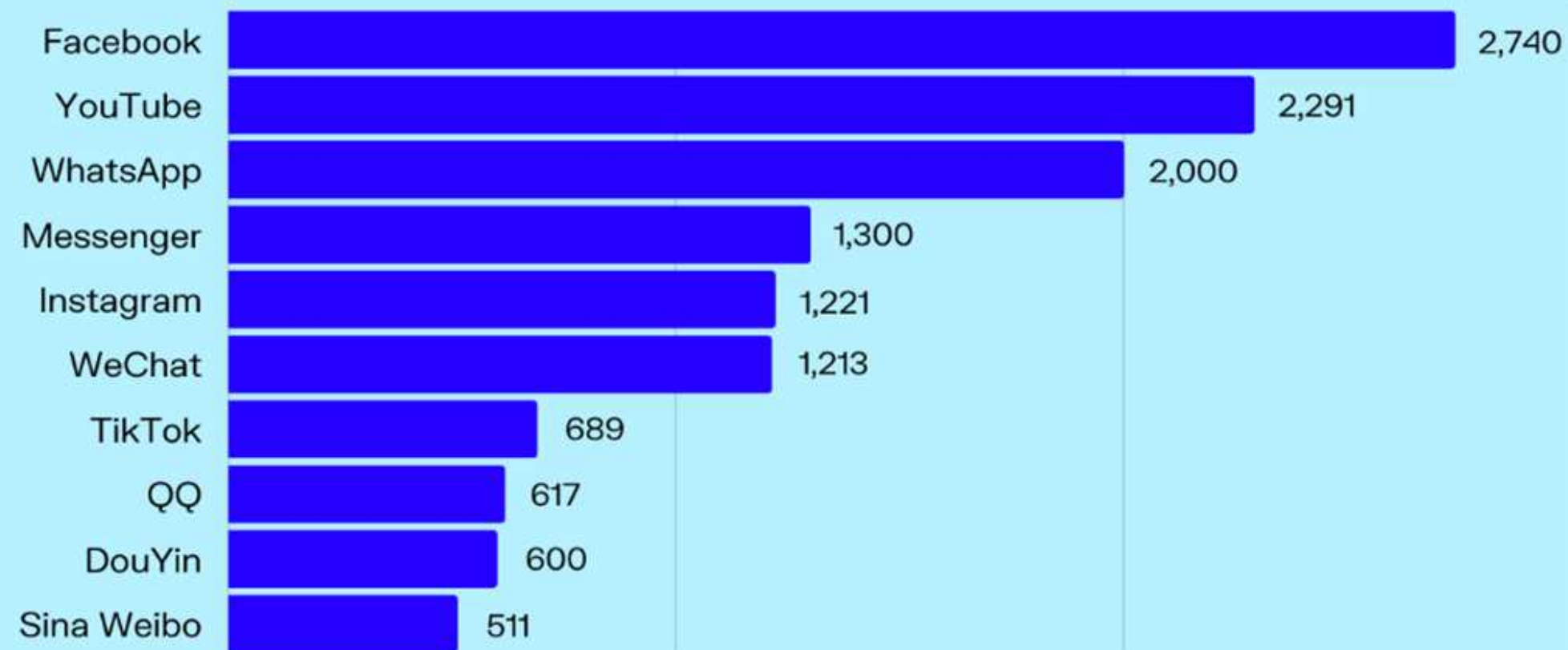


SATURS

- Sociālie tīkli
- FB lapas izveide
- IG lapas izveide
- FB un IG kontu sasaiste
- ieguvumi un iespējas FB un IG kontu sasaistē
- WhatsApp for Business pilnvērtīgai FB un IG darbībai

SOCIĀLO TĪKLU POPULARITĀTE

Most Popular Social Media Platforms in 2021 (in Millions)



Source: DataReportal

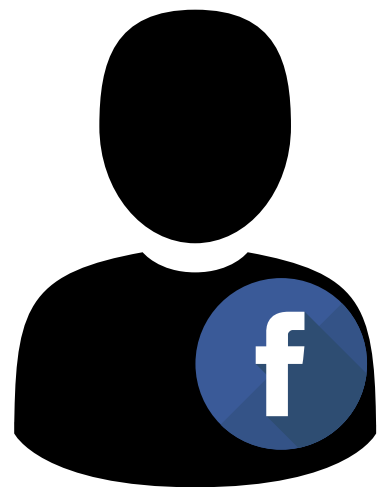
OBERLO

[HTTPS://FIRSTSITEGUIDE.COM/SOCIAL-MEDIA-STATS/](https://firstsiteguide.com/social-media-stats/)

KLIENTA PORTRETS

Jāņem vērā:

- Katram sociālajam tīklam sava mērķauditorija
- Jāveido sava klienta portrets un regulāri jāveic klientu analīze



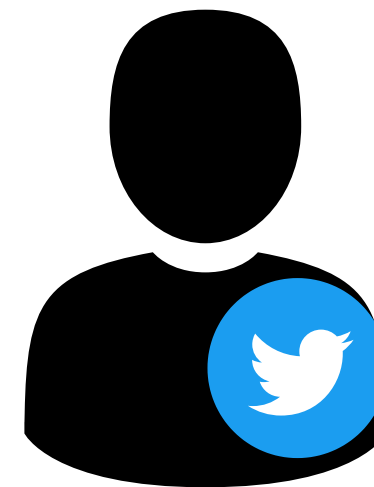
FACEBOOK
SIEV./VĪR.
X-X GADI



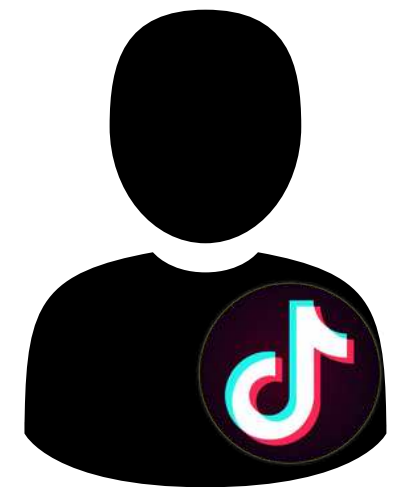
INSTAGRAM
SIEV./VĪR.
X-X GADI



WHATSAPP
SIEV./VĪR.
X-X GADI



TWITTER
SIEV./VĪR.
X-X GADI



TIKTOK
SIEV./VĪR.
X-X GADI

LŪDZU, UZLIEC MĒRĶAUDITORIJU RAKSTUROJUMU

FACEBOOK BUSINESS LAPA, KĀPĒC?

- Lai sasniegtu lielāku auditoriju.
- Lai sasniegtu noteiktu mērķa auditoriju.

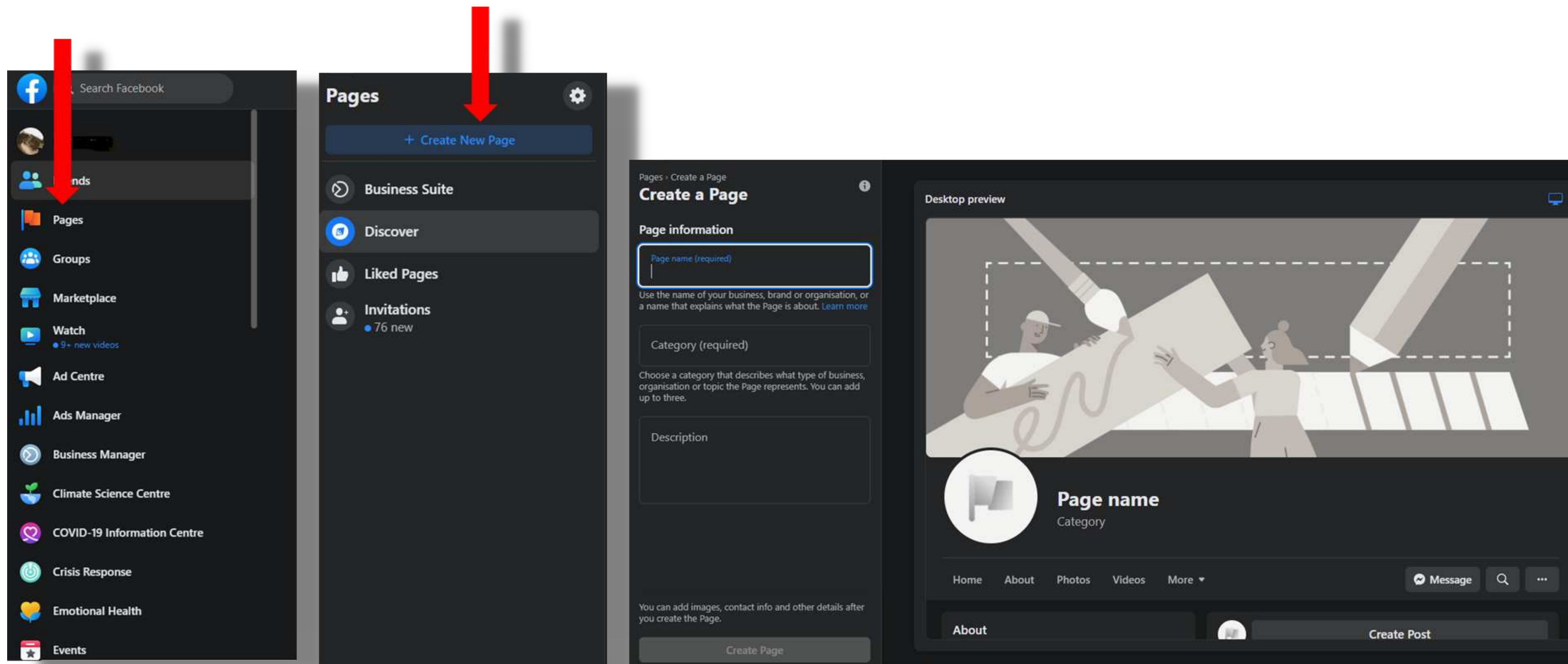
TE DROŠI VIEN IR VĒL KĀDI "LABUMI"



06

KAS IR FANU LAPA? VIENKĀRŠI LAPA

FACEBOOK FANU LAPAS IZVEIDE





PROFILA NOSAUKUMS

FB nosaukumu var mainīt tikai 1x

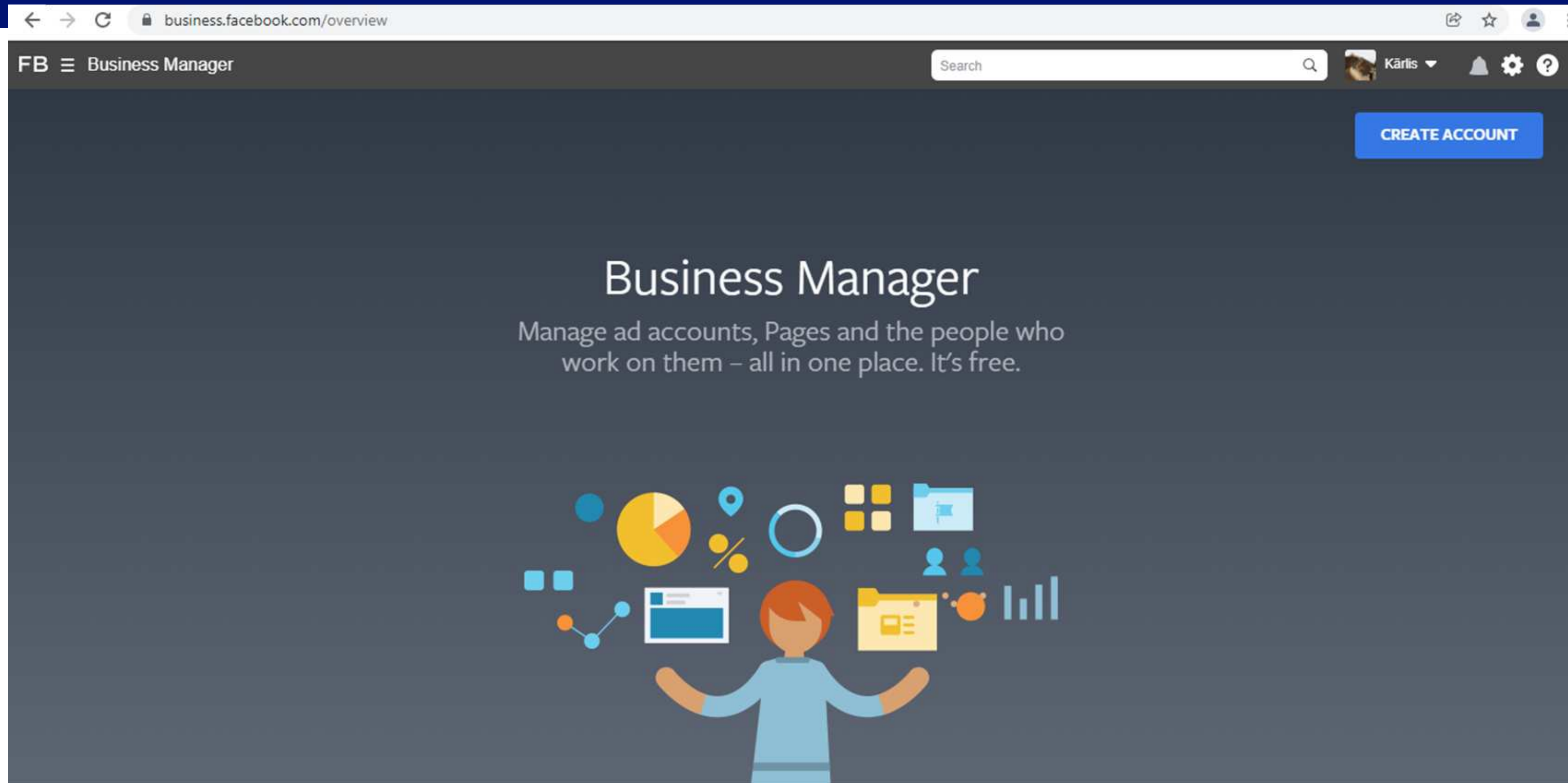
Insatagram profila nosaukumu var mainīt
1x6 nedēļās.

Nosaukumā neizmanto:

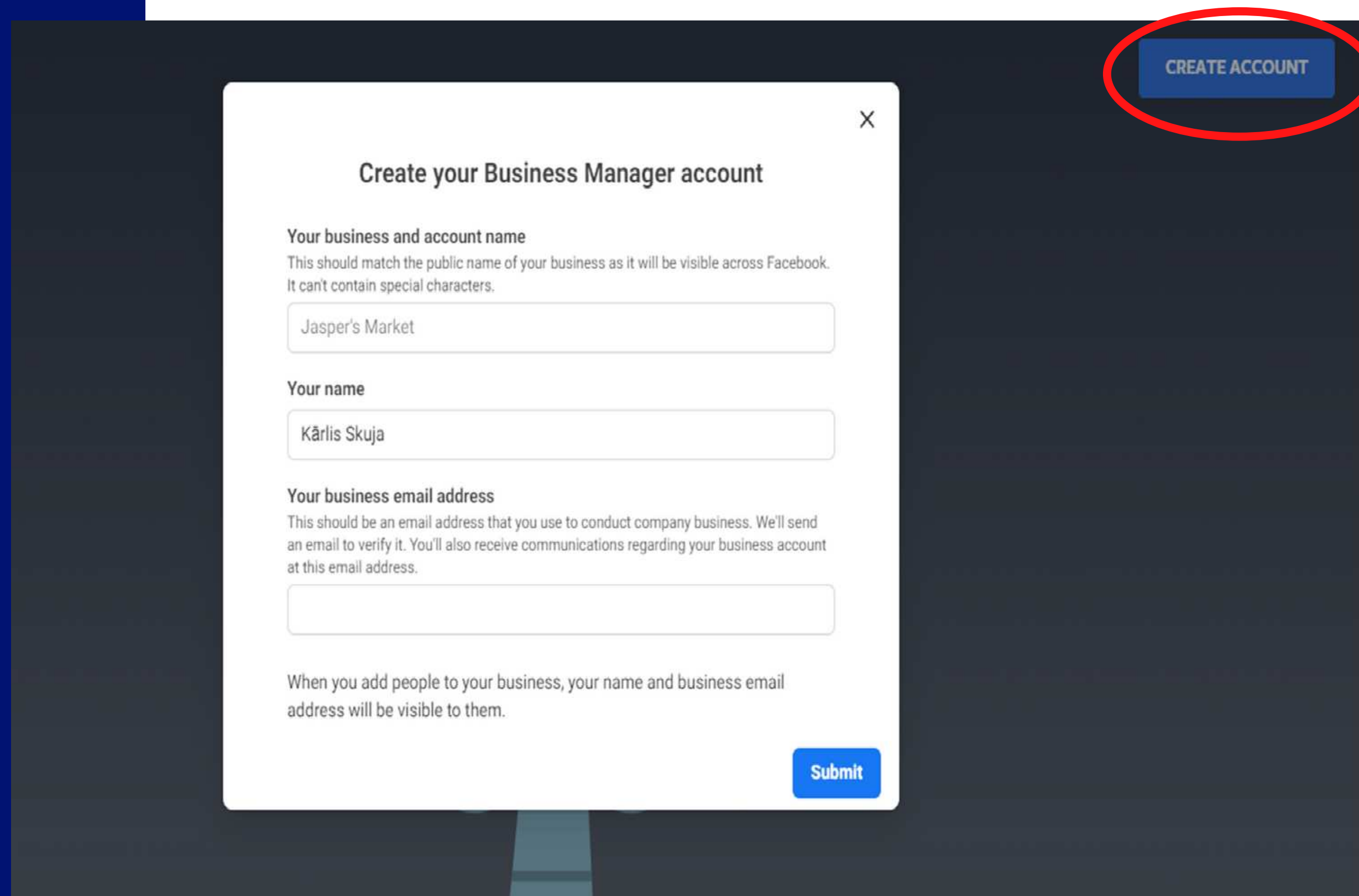
- Ciparus
- Simbolus

Izmanto: apakšsvītru

FACEBOOK BUSINESS MANAGER



KONTA IZVEIDE



CREATE ACCOUNT

Create your Business Manager account

Your business and account name
This should match the public name of your business as it will be visible across Facebook. It can't contain special characters.

Jasper's Market

Your name

Kārlis Skuja

Your business email address
This should be an email address that you use to conduct company business. We'll send an email to verify it. You'll also receive communications regarding your business account at this email address.

When you add people to your business, your name and business email address will be visible to them.

Submit

The screenshot displays the Facebook Business settings interface. On the left, a sidebar contains the 'Business settings' header and a list of categories: Users, People (selected), Partners, System users, Accounts, Data sources, Brand safety, and Registrations. The 'People' section is active, showing a list of users with a search filter and an 'Add' button. The user 'Kārlis Skuja' is listed with 'Admin access'. To the right, a detailed view for 'Kārlis Skuja' shows 'Assigned assets' including 'Ad accounts' (999) and 'Catalogues' (Catalogue_Products). The interface includes a top navigation bar with the Facebook logo and a bottom utility bar with icons for settings, notifications, search, help, and a mobile app download button.

FACEBOOK

Business settings

PMW news

Users

People

Partners

System users

Accounts

Pages

Ad accounts

Business asset groups

Apps

Instagram accounts

WhatsApp accounts

Data sources

Brand safety

Registrations

People

Filter by name, ID or email a...

Kārlis Skuja

Kārlis Skuja
Admin access

Assigned assets

Here are the assets that Kārlis Skuja can access. View and manage their permissions. Add or remove assets.

Ad accounts

999

Catalogues

Catalogue_Products

business.facebook.com/settings

FACEBOOK



Business settings



PMW news



Apps

Instagram accounts

WhatsApp accounts



Data sources



Brand safety



Registrations



Integrations



Payment methods



Security Centre



Requests



Notifications



Business info



Setup Guide

Meklējam sadaļu: BUSINESS INFO

FACEBOOK

Business settings

All tools

PMW news

Apps

Instagram accounts

WhatsApp accounts

Data sources

Brand safety

Registrations

Integrations

Payment methods

Security Centre

Requests

Notifications

Business info

Setup Guide

Settings

Notifications

Search

Help

Account

To access certain Facebook products, your organisation must be verified.

Business history

Export

Export a history of management actions taken by people in this business account.

Last updated by Kārlis Skuja on 5 May 2021

Created by Kārlis Skuja on 25 January 2021

Ad account creation limit

1

Business options

Two-factor authentication

No one

Require a login code to access Business Manager from unknown browsers.

Pages and notifications

Allow people in your business to see business notifications from your Page and in Business Manager. If this setting is turned off, then they can only see business notifications in Business Manager.

My Info

Leave PMW news

Name

Kārlis Skuja

Edit

Email address

karlis2005@inbox.lv

Cancel

Resend verification email

Pages and notifications

See business notifications from your Page and in Business Manager. If this setting is off, you can only see business notifications in Business Manager.

Šajā sadaļā
šķiram uz leju,
līdz atrodam MY
INFO, kur
pārbaudām, vai
mūsu e-pasts ir
verificēts.

FACEBOOK

Business settings

PMW news

Users

People

Partners

System users

Accounts

Pages

Ad accounts

Business asset groups

Apps

Instagram accounts

WhatsApp accounts

Data sources

Brand safety

Registrations

Izvēlņu logā
izvēlamies:
PEOPLE

Vēlams pievienot vēl kādu
kontaktpersonu, ja nu kādreiz jūsu
profils tiek nobloķēts.

Business settings

PMW news

Users

People

Partners

System users

Accounts

Pages

Ad accounts

Business asset groups

Apps

Instagram accounts

WhatsApp accounts

Data sources

Brand safety

Registrations

People

Filter by name, ID or email add

Add

Kārlis Skuja

Kārlis Skuja
Admin access

Add Assets

Assigned assets

Here are the assets that Kārlis Skuja can access. View and manage their permissions. Add or remove assets.

Search by ID or name

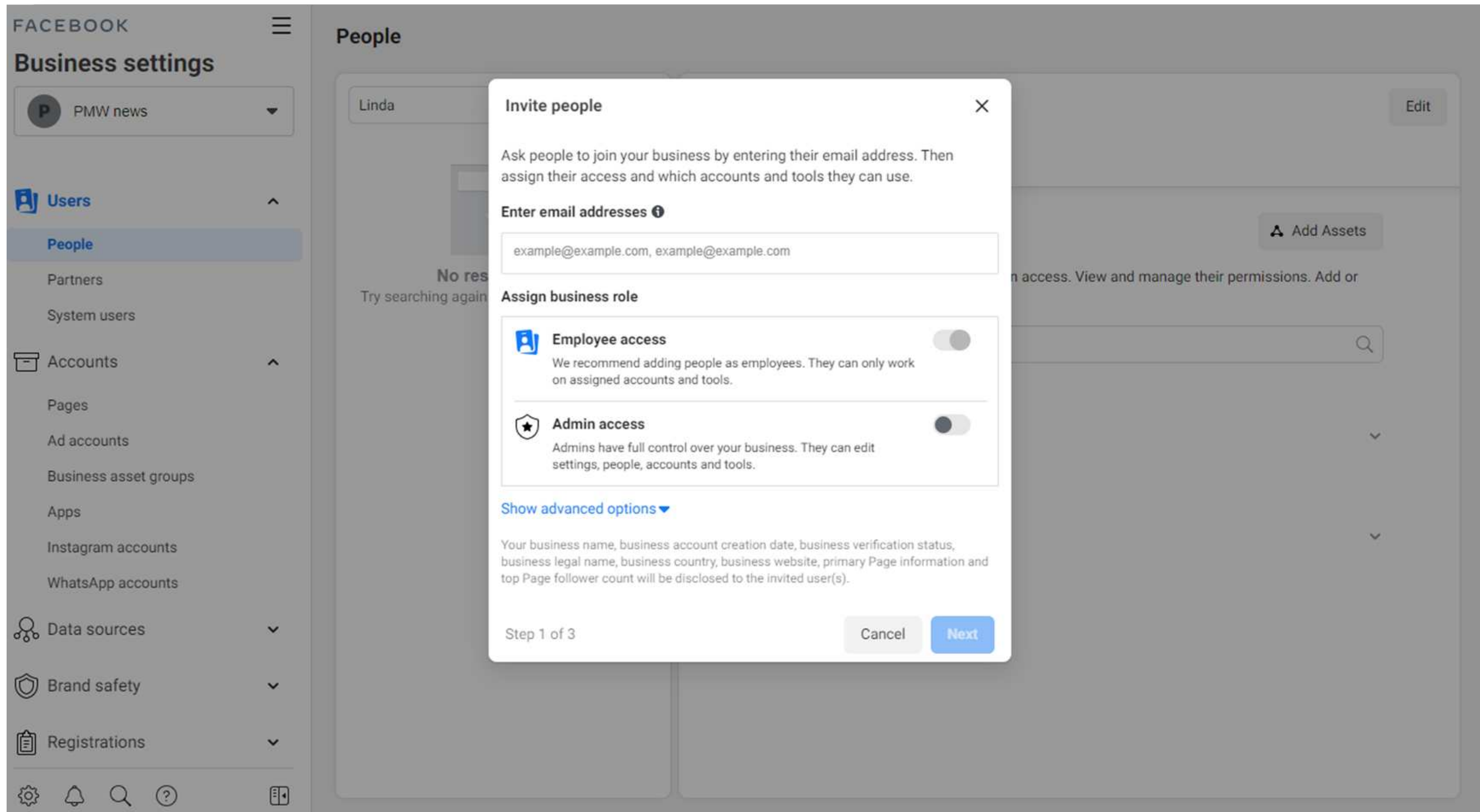
Ad accounts

999

Catalogues

Catalogue_Products

Aizpildam logus, lai uzaicinātu kādu kontaktpersonu



Dodamies atpakaļ uz sadaļu BUSINESS INFORMATION

The screenshot displays the Facebook Business settings interface. On the left, the 'Business settings' menu is visible, with 'Business info' highlighted. A red arrow points from this menu item to the main content area. The main content area is titled 'Business information' and contains a 'Business details' section. This section lists various fields: 'Legal name of business' (No name), 'Address' (No address), 'Business phone number' (No phone number), 'Website' (No website), 'Tax ID' (No tax ID), 'Business verification status' (Unverified), and 'Business history'. Each field has an 'Edit' button. The 'Business verification status' section includes a 'View Details' button. The 'Business history' section includes an 'Export' button. A 'Permanently Delete Business' button is located at the top right of the 'Business information' section.

FACEBOOK

Business settings

PMW news

Apps

Instagram accounts

WhatsApp accounts

Data sources

Brand safety

Registrations

Integrations

Payment methods

Security Centre

Requests

Notifications

Business info

Setup Guide

Business information

Permanently Delete Business

PMW news

Business Manager ID: 889035425254439

Primary Page: None

Edit

Business details

Legal name of business

No name

Address

No address

Business phone number

No phone number

Website

No website

Tax ID

No tax ID

Business verification status

Unverified

To access certain Facebook products, your organisation must be verified.

View Details

Business history

Export a history of management actions taken by people in this business account.

Last updated by Kārlis Skuja on 5 May 2021

Created by Kārlis Skuja on 25 January 2021

Export

Ad account creation limit

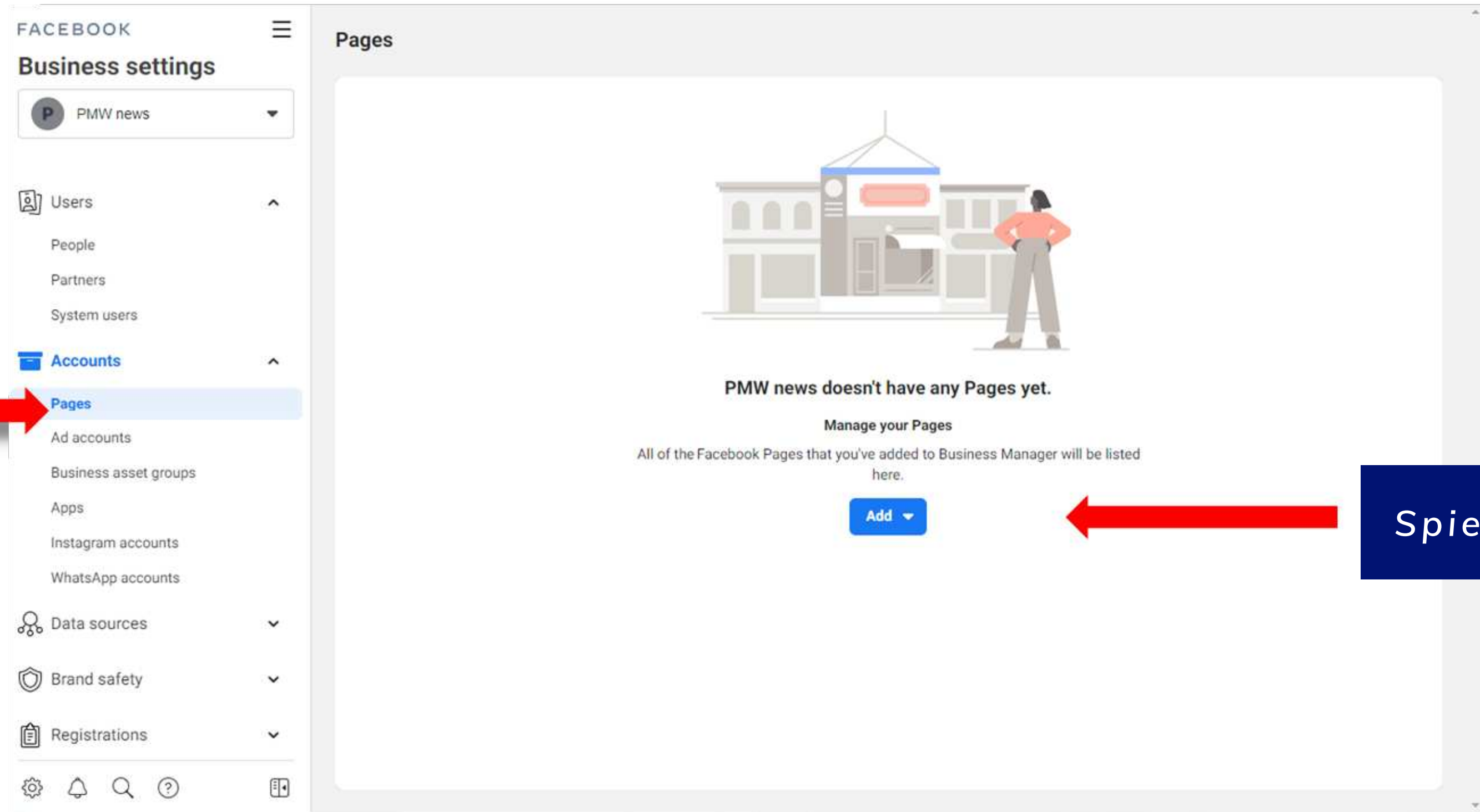
1

Aizpildam
detaļas par
biznesu

KĀPĒC ATKAL JĀPIEVIENO?

SAVAS FANU LAPAS PIEVIENOŠANA

Atlasam
sadaļu
PAGES



Spiežam ADD

Pages



PMW news doesn't have any Pages yet.

Manage your Pages

All of the Facebook Pages that you've added to Business Manager will be listed here.

Add ▼

Add a Page



Your business already owns this Page or you need to own it. For example, another company created the Page for you. Claiming a Page moves it into Business Manager

Request Access to a Page



Your business needs to use this Page on behalf of another business. For example, you work for an agency and you want to run ads on a client's Page. The Page will still belong to its current owner.



Create a New Page

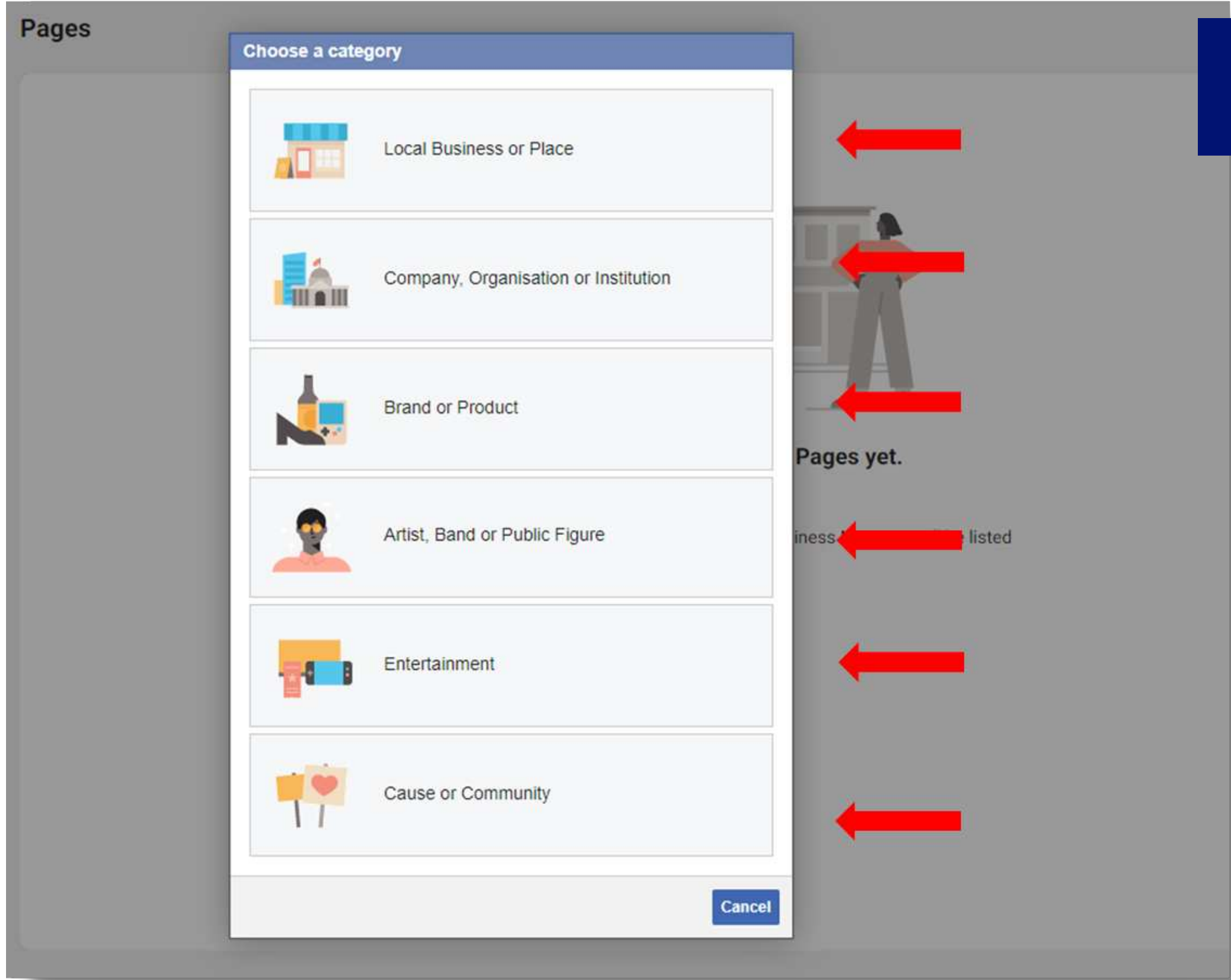
You need a new Page for your business.

Lapa, kurai jūs esat administrators.

Lapa, kuru ir izgatavojis kāds cits, pieprasīt pieeju.

Izveidot jaunu lapu.

JAUNAS LAPAS IZVEIDE



Kategorijas izvēle.

FANU? KAD FANU LAPA JAU IR IZVEIDOTA

The screenshot displays the Facebook Business Manager interface. On the left, a sidebar titled 'Business settings' lists various tools and categories. The main content area is titled 'Business information' and shows details for a business named 'PMW news'. A red arrow points to the 'Edit' button in the top right corner of the 'Business information' section. Another red arrow points to the 'Save' button in the 'Business details' section.

Business information

Business Manager ID: 889035425254439
Primary Page: None

Business details

Legal name of business: No name
Address: No address
Business phone number: No phone number
Website: No website
Tax ID: No tax ID
Business verification status: Unverified
Business history: Export a history of management actions taken by people in this business account.

Spiežam lauciņu
“EDIT”

Izvēlamies mūsu
nesen uztaisīto
lapu, šajā gadījumā -
PMW news.

Spiežam “SAVE”

FANU?

FANU LAPAS IEKĀRTOŠANA

The screenshot shows the Facebook Page Manager interface for a page named "PWM news". The left sidebar contains the "Manage Page" section with various tools like Business apps, Home, Messenger tools, Podcasts, Resources & Tools, Notifications (1 new), Insights, Ad Centre, Page quality, Edit Page Info (5 new), and Settings (5 new). The main content area displays the page profile with a profile picture (a blue circle with a white 'P'), the name "PWM news", and the category "Create @username · Finance". Below the profile information are tabs for Home, Groups, Events, Reviews, and More. A "Promote" button is visible. A "Set your Page up for success" section indicates that 14 steps have been completed, with a progress bar showing 3 steps left. The steps are: "Establish your Page's identity" (3 steps left), "Provide info and preferences" (6 steps left), and "Introduce your Page" (2 steps left). A red arrow points to the "Establish your Page's identity" step. Below this is a section titled "Invite friends to like your Page" with the text "More people might see your posts in News Feed". On the right side, there is a "Create Post" section with options for Photo/Video, Get Messages, and Feeling/Activity. Below this is a "Create" section with options for Live, Event, Job, Offer, and a red arrow points to the "Create" button. The bottom of the page shows a "Promote" button.

FB

Manage Page

Business apps

Home

Messenger tools

Podcasts

Resources & Tools

Notifications
1 new

Insights

Ad Centre

Page quality

Edit Page Info
5 new

Settings
5 new

Promote

PWM news
Create @username · Finance

+ Add a Button

Home Groups Events Reviews More

Promote

Create Post

Photo/Video Get Messages Feeling/Activity

Create Live Event Job Offer

No posts yet

Set your Page up for success
Finish setting up your Page so people on Facebook know that you're a credible business.

14 steps completed

3 steps left
Establish your Page's identity

6 steps left
Provide info and preferences

2 steps left
Introduce your Page

Invite friends to like your Page
More people might see your posts in News Feed

Home

Messenger tools

Podcasts

Resources & Tools

Notifications
1 new

Insights

Ad Centre

Page quality

Edit Page Info
5 new

Settings
5 new

Promote

Shortcuts
Page is not pinned to shortcuts

Page visibility
☐ Page published
☒ Page unpublished [?]

Save changes Cancel

Visitor posts
Anyone can publish to the Page.
Anyone can add photos and videos to the Page

News Feed audience and visibility for posts
The ability to narrow the potential audience for posts

Auto-generated video captions and subtitles
Auto-generated captions are off

Post and story sharing
Post sharing to stories is on

Messages
People can contact my Page privately.

Kamēr lapa vēl ir procesā, var uztaisīt neredzamu.

INSTAGRAM KONTA PIESAISTE

ŠIS IR VISA SEMINĀRA MĒRĶIS - VAR
INFO, KAS NOTIEK TĀLĀK?

PWM news › Page settings

Page settings

- People and other Pages
- Preferred Page Audience
- issue, electoral or political ads
- Ad limits
- Branded content
- Instagram**
- WhatsApp
- Featured
- Crossposting
- Page Support Inbox
- Page management history
- Activity log

Connect to Instagram

Get additional features to reach more of your community.



Connect your Facebook Page to a professional Instagram account. If you connect a personal Instagram account, it will be switched to professional. [Learn more](#)

Connect Account

Depending on their access to your Facebook Page and Instagram account, people may help manage things on both, such as:

- Content, ads and insights
- Messages and comments
- Settings and permissions

You can review roles later in the Facebook Page settings.

ŠEIT DERĒTU INFO KĀ NO INSTAGRAM PUSES
PIEVIENTOT - ES JAU SATURĀ BIJU IELIKUSI

UZTAISI PAR CREATOR STUDIO - TAS IR TIEŠI RĪKS
PILNVĒRTĪGAI DARBĪBAI!!!!

https://www.facebookblueprint.com/student/path/253038-manage-facebook-and-instagram-content-with-creator-studio?sid=60af9508-b97c-4365-a8d2-b08e1c8c573b&sid_i=5

https://www.facebookblueprint.com/student/activity/221167-get-started-with-creator-studio?sid=088a6f88-ba53-4dfd-ad3e-cc0b64c9e73d&sid_i=1#/page/614e3d39f9cde00a3053f841

Manage Page

 Business apps

 Home

 News Feed

 Messenger tools

 Podcasts

 Notifications

 Insights

 Ad Centre

 Page quality

 Edit Page Info
• 5 new

 Settings
• 5 new

 Promote



Phone number



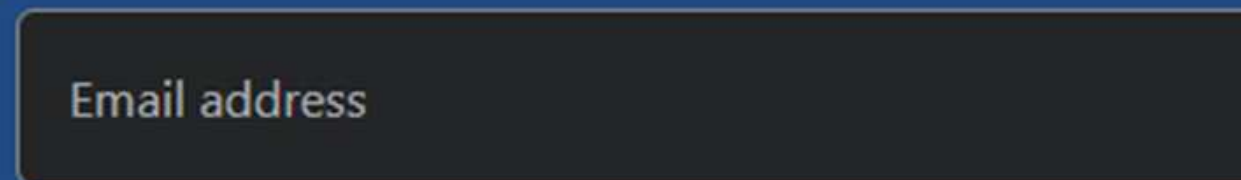
My Page doesn't have a phone number



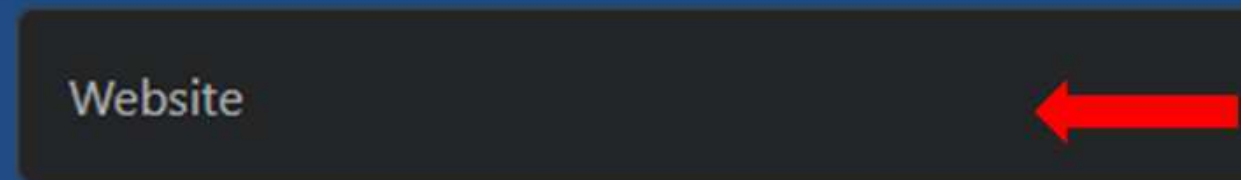
WhatsApp phone number



My Page doesn't have a WhatsApp number



My Page doesn't have an email address



My Page doesn't have a website



Location

Manually update the address, town/city and postal code fields. Updating the address field does not automatically update other fields.

WHATSAPP PIEVĪENOŠANA, KĀ MĀJASLAPA

ŠO NEVAJAG PIE
WHATSAPP
BEIGĀS?

Linku iekopējam sadaļā
WEBSITE.

FB

PWM news > Page settings

Page settings

Search Page settings

- General
- Messaging
- Page info
- Templates and tabs**
- Notifications
- Advanced messaging
- Page roles
- People and other Pages
- Preferred Page Audience
- issue, electoral or political ads
- Ad limits
- Branded content

Templates

Choose a template with default buttons and tabs designed to help your Page.

Current template: Standard [Edit](#)

Tabs

Help Page visitors quickly find what they're looking for.

Click and drag a tab name to rearrange the order. The tab order also determines the order of the sections people see at the top of your Page.

- Home**
The main landing area for your Facebook Page.
- Events**
Lists your upcoming events. ☒
- Reviews**
Shows reviews on your Page and allows people to w... ☒
- Videos**
Shows videos you've uploaded to your page.
- Photos**
Shows photos that you've uploaded to your Page.

Profila izskata maiņa,
pēc savas izvēles.

ŠIM JĀBŪT KUR
CITUR?
NEIET LOĢISKI KOPĀ
VARBŪT PIRMS
SASAITES

DETALIZĒTS LAPAS PĀRSKATS

- Home
- News Feed
- Messenger tools
- Podcasts
- Notifications
- Insights ←
- Ad Centre
- Page quality
- Edit Page Info
 - 5 new
- Settings
 - 5 new

Promote

Page summary Last 7 days [Export Data](#)

Results from 9 Jan 2022-15 Jan 2022
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page 9 January - 15 January	Page Views 9 January - 15 January	Page Likes 9 January - 15 January
 We have insufficient data to show for the selected time period.	 We have insufficient data to show for the selected time period.	 We have insufficient data to show for the selected time period.
Post reach 9 January - 15 January	Story reach 9 January - 15 January	Recommendations 9 January - 15 January
 We have insufficient data to show for the selected time period.	Get story insights See stats on how your Page's recent stories have performed. Learn more	 We have insufficient data to show for the selected time period.
Post engagement 9 January - 15 January	Videos 9 January - 15 January	Page followers 9 January - 15 January
 We have insufficient data to show for the selected time period.	 We have insufficient data to show for the selected time period.	 We have insufficient data to show for the selected time period.

SĪM JĀBŪT KUR
CITUR?
NEĪET LOGISKI KOPĀ
VĀRBŪT PIRMS
SASAĪTES

Page insights

- Overview
- Creator Studio
- Followers
- Ads
- Likes
- Reach
- Page views
- Actions on Page
- Posts
- Product-tagged posts
- Events
- Videos
- Stories
- Messages

*Detalizēta informācija par katru
jūsu darbību.*

ŠIM JĀBŪT KUR
CITUR?
NEIET LOĢISKI KOPĀ
VARBŪT PIRMS
SASAITES

Facebook
Business Suite

 PWM news

 Home

 Notifications

 Inbox

 Posts and stories

 Commerce

 Planner

 Ads

 Insights

 More tools

INTERNETA VEIKALA IZVEIDE

- Dodamies uz <https://business.facebook.com/>
- Atlasam sadaļu COMMERCE

Shops ⓘ

🔍 Search by name

View all ▼

+ Add Shop

← Manage List



Sell from a customised shop

To start selling your items on Facebook and Instagram, add a shop. During setup, you'll be able to connect an existing catalogue of inventory that you'd like to sell, or create a new one.

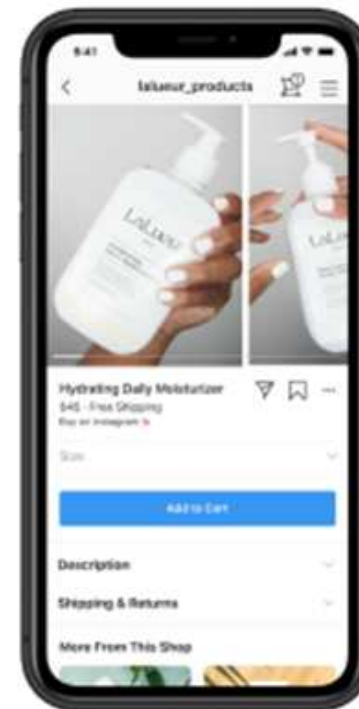
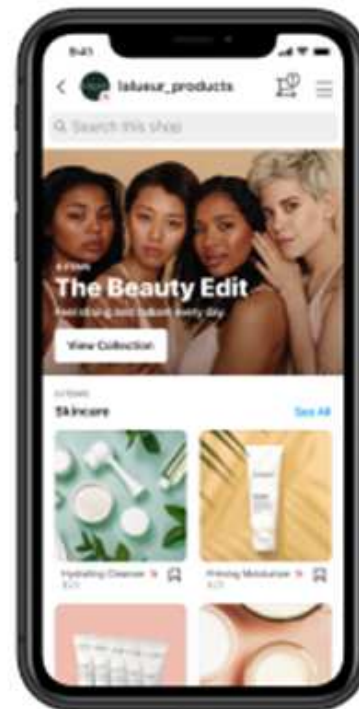
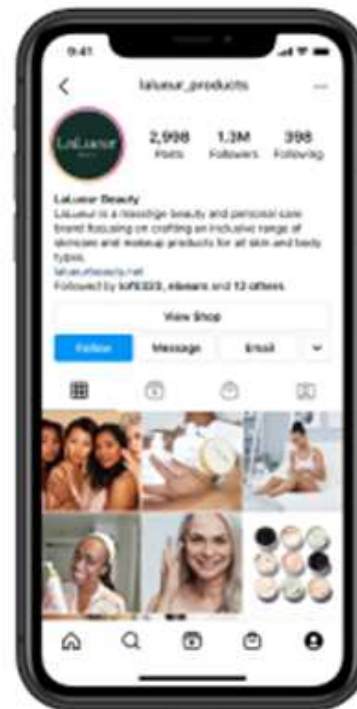
Izvēlamies platformu, kurā vēlamies izveidot veikalu

Start selling on Facebook, Instagram or both

Setting up a shop is free and only takes a few minutes. Once it's been approved and you've added products to your catalogue, customers will be able to browse your shop and make purchases.

One shop, more ways to be discovered

Design and manage your shop on Facebook and Instagram from one place.



Fast and secure checkout

Do you already sell online?



Get set up with your partner platform

If you're selling on Shopify, BigCommerce or another partner platform, create your shop by importing and syncing your products.

You'll be directed to complete setup based on the platform that you use.

[Sync a partner platform](#)

Test your API integration

Create a test shop to try out your integration and preview the customer purchase experience.

[Create a test shop](#)

Next

Your shop overview

Step 1 of 2

When you finish setup, we'll need to make sure that your shop complies with our Seller Agreement before you publish any customizations.

Sales channels

[Change](#)

 PMW news

 PWM news
Facebook Page:102942315622249

Products

[Change](#)



Catalogue_Products

0 products · Catalogue ID: 485746956198306

Checkout method

[Change](#)



Checkout on another website

Customers can browse your shop on Facebook or Instagram. When they checkout, they'll be directed to your website from an item's details page.

[Previous](#)

[Next](#)

*Pārbaudām vai viss ir
pareizi aizpildīts.*

Where do you deliver to?

Add countries or regions that you deliver to. You can add more or edit these later in settings. Facebook Shops isn't available in every country or region.

Select countries or regions that you deliver to



Atzīmējam valstis, uz kurām mēs sūtīsim mūsu produktu.

Business email address

Enter an email address that you want to use for communication and updates about your business. This should be an email address you use to conduct company business. It can be the same as the address above. You can always change this email address.

Business email address



Biznesa e-pasta adrese.



By submitting your shop for review, you agree to our [Seller Agreement](#).

Contact Support

Previous

Finish Setup



Increase your sales with checkout on Facebook or Instagram

Our in-app checkout gives your customers a fast and secure checkout experience that can drive more sales for your shop.

Get Started



Add items

Customise shop

Publish shop

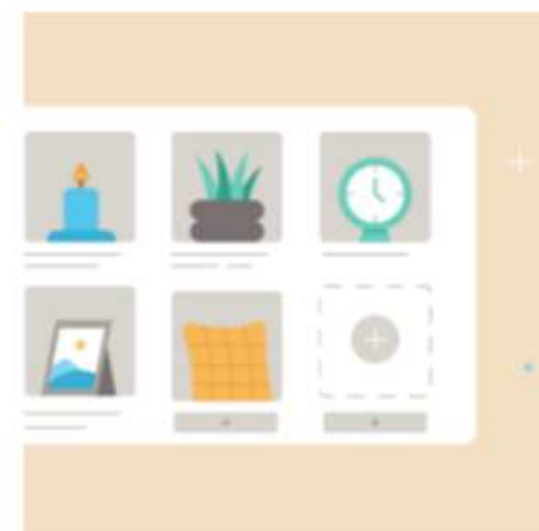
Add items you want to sell

Get your shop ready for customers by adding items for them to discover, consider and buy.

Add Items

Give customers more reasons to visit your shop. Add plenty of items for them to explore.

[Learn more about adding items](#)



Next

Announcements

Recent and upcoming changes to Commerce Manager.



Add your first products

Your shop needs inventory to start attracting new customers. Get it ready to publish by adding all the products you want to sell.

Add Products

Catalogue

Add Items

0

Items in this catalogue

Insights

Facebook
Last 28 days

See all insights

Product Page Clicks to Website ⓘ

0

0%

Product page views ⓘ

0

Visitors ⓘ

0

Re

Instagrama internta
veikals ir izveidots

Overview



Increase your sales with checkout on Facebook or Instagram

Our in-app checkout gives your customers a fast and secure checkout experience that can drive more sales for your shop.

Get Started



☐ Add items

☒ Customise shop

☐ Publish shop

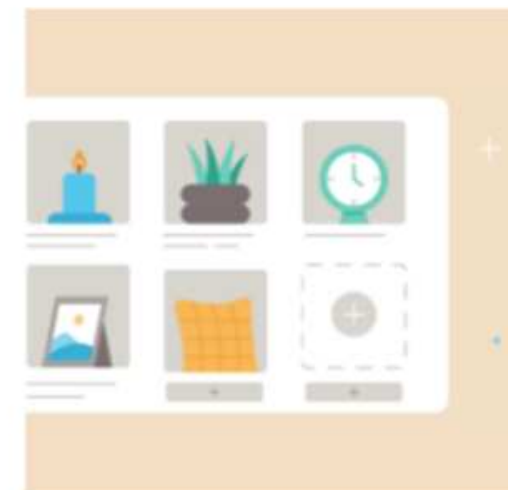
Add items you want to sell

Get your shop ready for customers by adding items for them to discover, consider and buy.

Add Items

Give customers more reasons to visit your shop. Add plenty of items for them to explore.

[Learn more about adding items](#)



Next

Announcements

Recent and upcoming changes to Commerce Manager.



Add your first products

Your shop needs inventory to start attracting new customers. Get it ready to publish by adding all the products you want to sell.

Add Products

Catalogue

0

Add Items

Insights

Facebook
Last 28 days

See all insights

Product Page Clicks to Website ⓘ

0 .. 0%

Product page views ⓘ

0

Visitors ⓘ

0

Pirmā produkta pievienošana

Items

View and manage all of the items in your catalogue. You can quickly find specific items using search or filters. [Learn More](#)

Add Items ▾



Add Multiple Items

Add One Item

★ Welcome to your catalogue

This is a place for you to manage your inventory information.

Add of all the items that you want to advertise or sell. You can then display them in ads and shops.

Find more help

[About catalogues](#)

[Adding items to your catalogue](#)



Title



Title



Title



Title



Title



Title

Izvēlamies
produktu
daudzumu, ko
vēlamies
pievienot.

Provide basic information

Let buyers know what you are selling.

Advanced ☐

Main image

Your image needs to be at least 500×500 pixels. You can apply image cropping in Settings once the item has been added. [Learn more](#)



Drag and drop to upload
Or [choose files on your device](#)

Bilde

Title

Add a title that describes this item. Titles can be up to 150 characters long. We recommend using under 65 characters.

Virsraksts

Description

Add details about this item, including any unique features which help people understand its benefits.

Apraksts

Website link

Add a link to the website page where people can view more details and buy this item.

Price

Choose a currency and add the full price of the item as shown on your website. If you want to create different options of your item, you'll need to add the price of each one in the Variants section.

Cena

Cancel

Finish

1
Item

1
Variant

Q Search all items

Archive

Delete

Advertise Set



Name

Variants

Availability

Price



Kontu sasaiste
Content ID: rymmmejnta

1

In stock

\$5.00

Kad visi laiku ir aizpildīti, mūsu pirmais produkts ir ielikts un redzams šeit.

Item: Facebook un instagram



Details

Media

Channels

Variants



Title

Facebook un instagram

Price

€5.00

Product type

-

Website link

<http://api.whatsapp.com/send?phone=37127055555>

Description

Facebook un instagram kontu sasaiste

View more fields

Size: 901px × 901px

Image URL: https://scontent-hel3-1.xx.fbcdn.net/v/t45.5328-4/271762878_4697271897016624_754...

Archive

Delete

Edit Item



Availability

In stock

Item group ID

cveyk07mgz

QR code



Uzklikšķinot mēs varam to pārbaudīt

Close

Veikala izskata iekārtošana

FACEBOOK 

Commerce Manager

 PMW news ▼

 PWM news (1934045063121... ▼

-  Overview
-  Catalogue ▼
-  **Shops** ←
-  Ads
-  Analytics ▼
-  Account health
-  Settings

Shops

This is where you can create and edit a shop. Shops are customisable storefronts where buyers can easily discover and purchase your items on Instagram and Facebook. [Learn More](#)

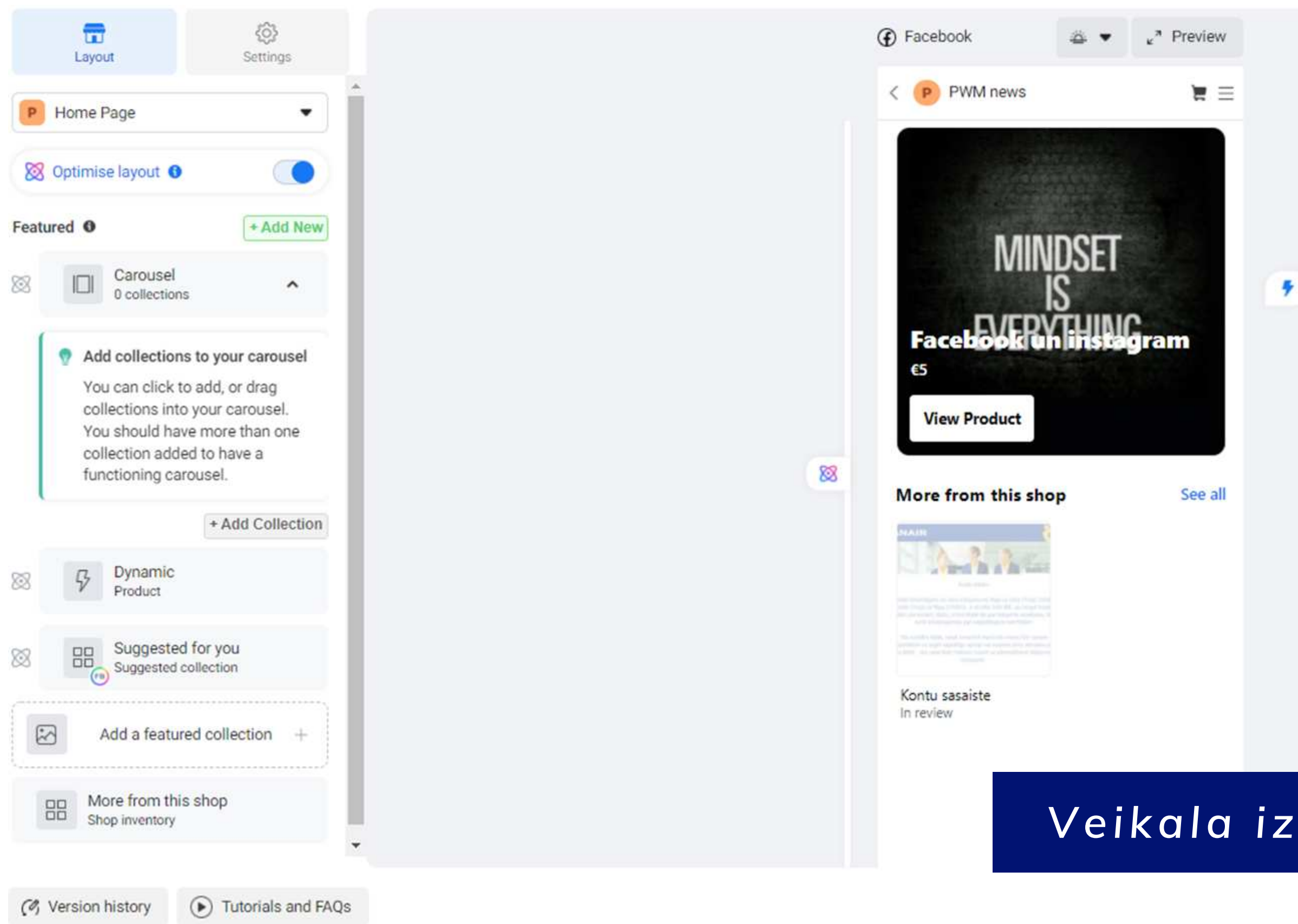
 **Add items to improve your shop**

The more items you have in your catalogue, the more ways you can customise your shop. We recommend at least four items to get started.

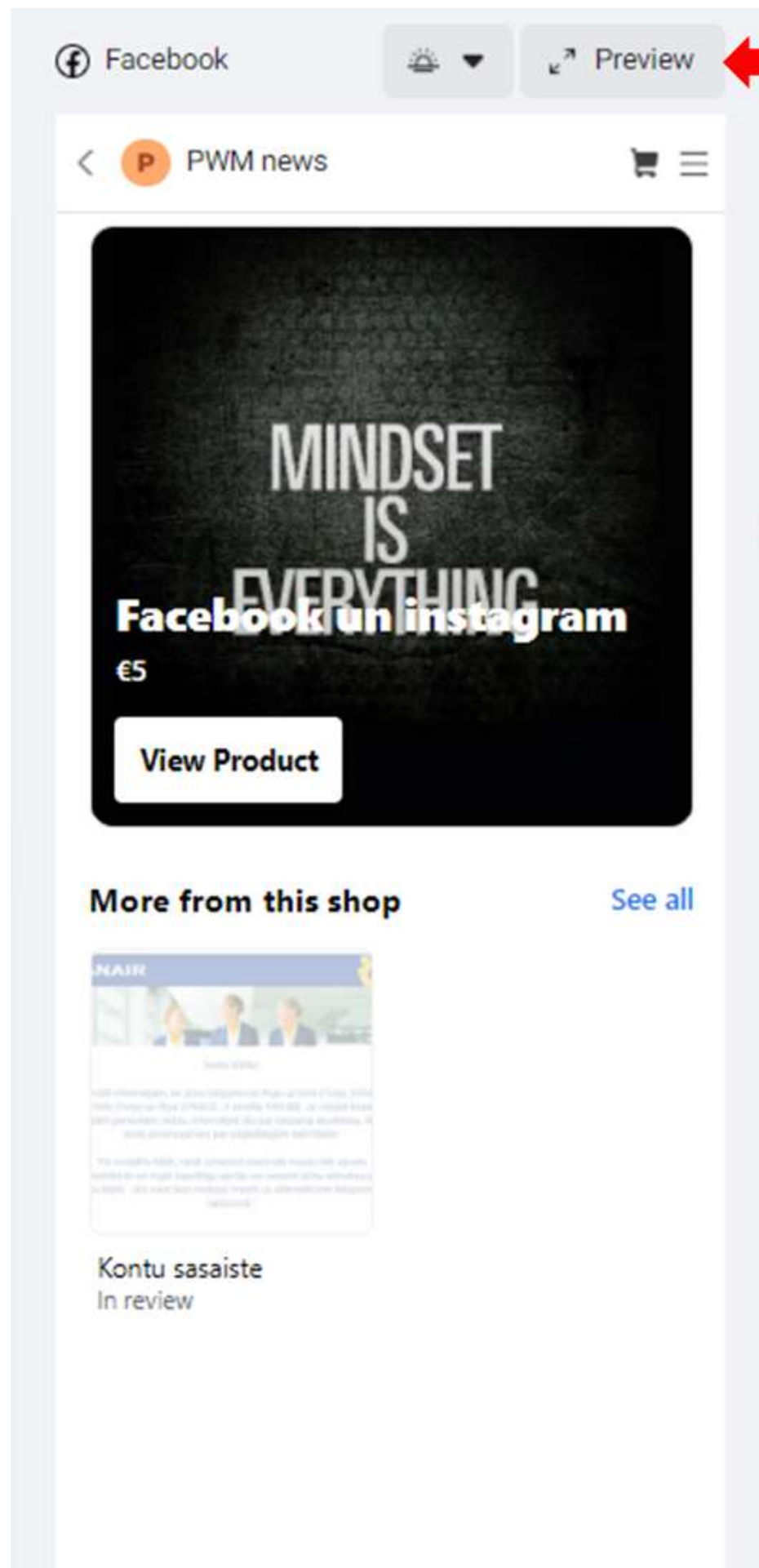
[Add Items](#)

Shop	Status	Sales channels	Last updated	Issues	
	Inactive		Unpublished changes 17 Jan 2022, 09:58 By Kārlis Skuja	 0 issues	Edit Shop ←

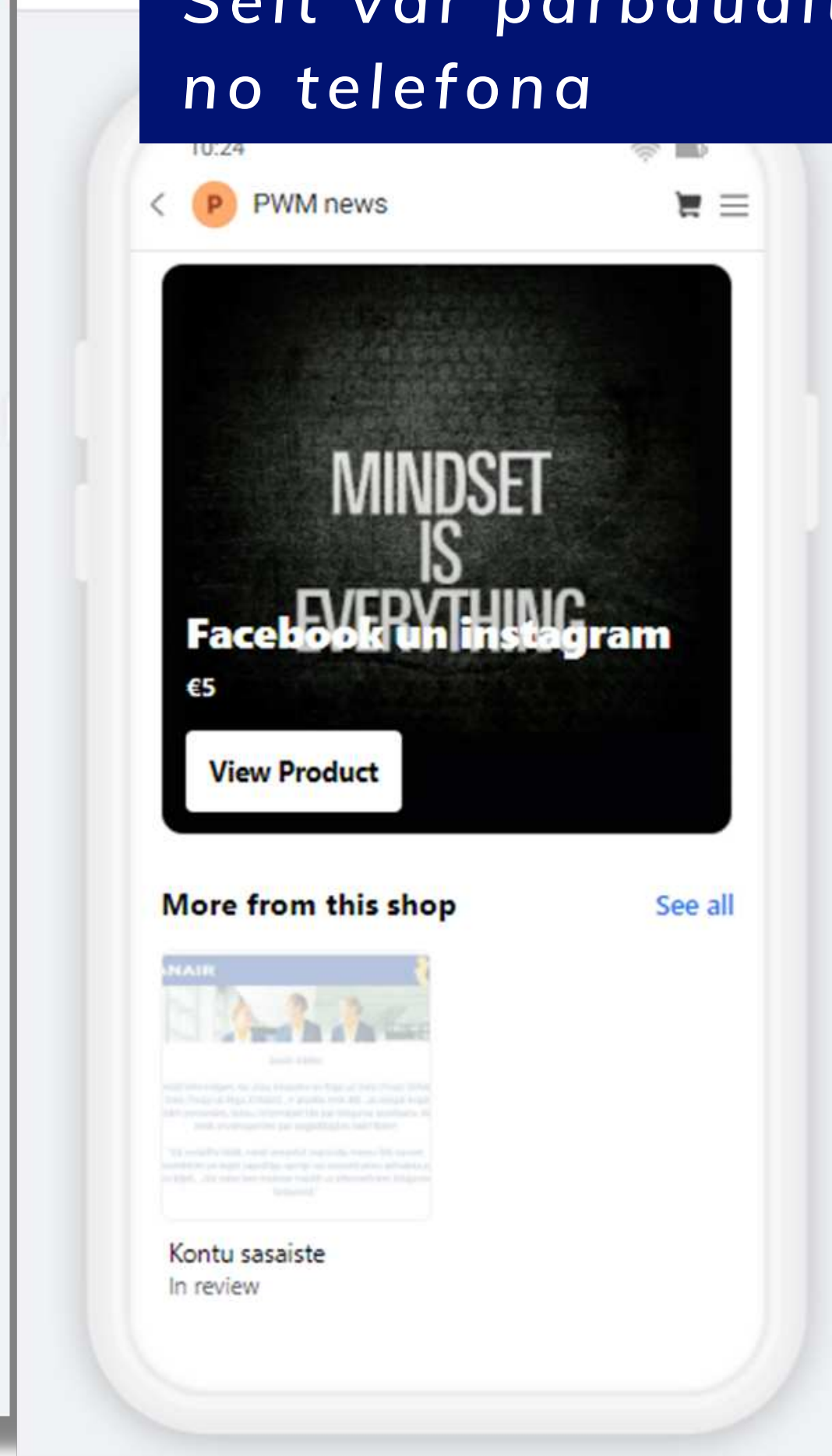
 Update your sales channels or create a new shop in [settings](#).



Veikala izkārtojuma maiņa



Šeit var pārbaudīt kā jūsu produkts izskatīsies
no telefona



FACEBOOK



Commerce Manager



PMW news



PWM news (1934045063121...



Overview



Catalogue



Shops



Ads



Analytics



Account health



Settings

Overview



Increase your sales with checkout on Facebook or Instagram

Our in-app checkout gives your customers a fast and secure checkout experience that can drive more sales for your shop.



Add items



Customise shop



Publish shop

Publish when you're ready

Customers will see your shop once it's been reviewed. This usually takes 24 hours.

Publish Shop



Previous

Announcements

Recent and upcoming changes to Commerce Manager.



Your shop is visible to customers

Customers can now browse and buy from your shop.

Kad viss ir izdarīts, dodamies atpakaļ uz sadaļu OVERVIEW un publicējam mūsu veikalu.

Commerce Manager

 PMW news

 PWM news (1934045063121...

 Overview

 Catalogue

 Shops

 Ads

 Analytics

Overview

Performance

Discovery

Tagged content

Catalogue

Audience

Website, app and offline events

 Account health

 Settings

Analytics > Overview

Commerce Manager Insights contains metrics that may be [estimated](#) or [in development](#).

 Facebook

 Last 28 days: 20 Dec 2021-16 Jan 2022

Messaging metrics reporting unavailable

Due to new privacy rules in Europe, the reporting of messaging metrics is unavailable at the moment. Businesses may see an impact to reporting on messaging and messaging-related metrics. Affected metrics will display a "0" in place of affected data from Europe.

[Learn more](#)

Product Page Clicks to Website



No activity during selected date range
Please select a different date range and try to load your report again.

[View All Conversion Trends](#)

[Product Page Clicks to Website Details](#)

Visitors



No activity during selected date range
Please select a different date range and try to load your report again.

[View Audience Report](#)

[Visitors Details](#)

Your shop's performance



No activity during selected date range
Please select a different date range and try to load your report again.

[View Performance Report](#)

PWM news's website, app and offline performance



No activity during selected date range
Please select a different date range and try to load your report again.

[View Website, App and Offline Events Report](#)

Top tagged content

[Product page views](#)

Analītisks kopsavilkums par jūsu veikalu

VAJADZĒTU ATRAST TAJĀ FACEBOOK BLUEPRINT PAR
VEIKALA PIEVIENOŠANU INSTAGRAM - PILNVĒRTĪGAI
DARBĪBAI

FACEBOOK LIVE VAI INSTAGRAM LIVE

Kā jau mēs visi zinām, šis ir lielisks veids kā sasniegt jūsu sekotājus, jo katreiz, kad izmantojat šo opciju, jūsu sekotajiem tiek nosūtīts paziņojums par to, ka esat uzsācis live video. Kā arī facebook un Instagram šos live video vienmēr ir ir uzskatījis kā prioritāti un vienmēr rādīs tos pirmos.

?

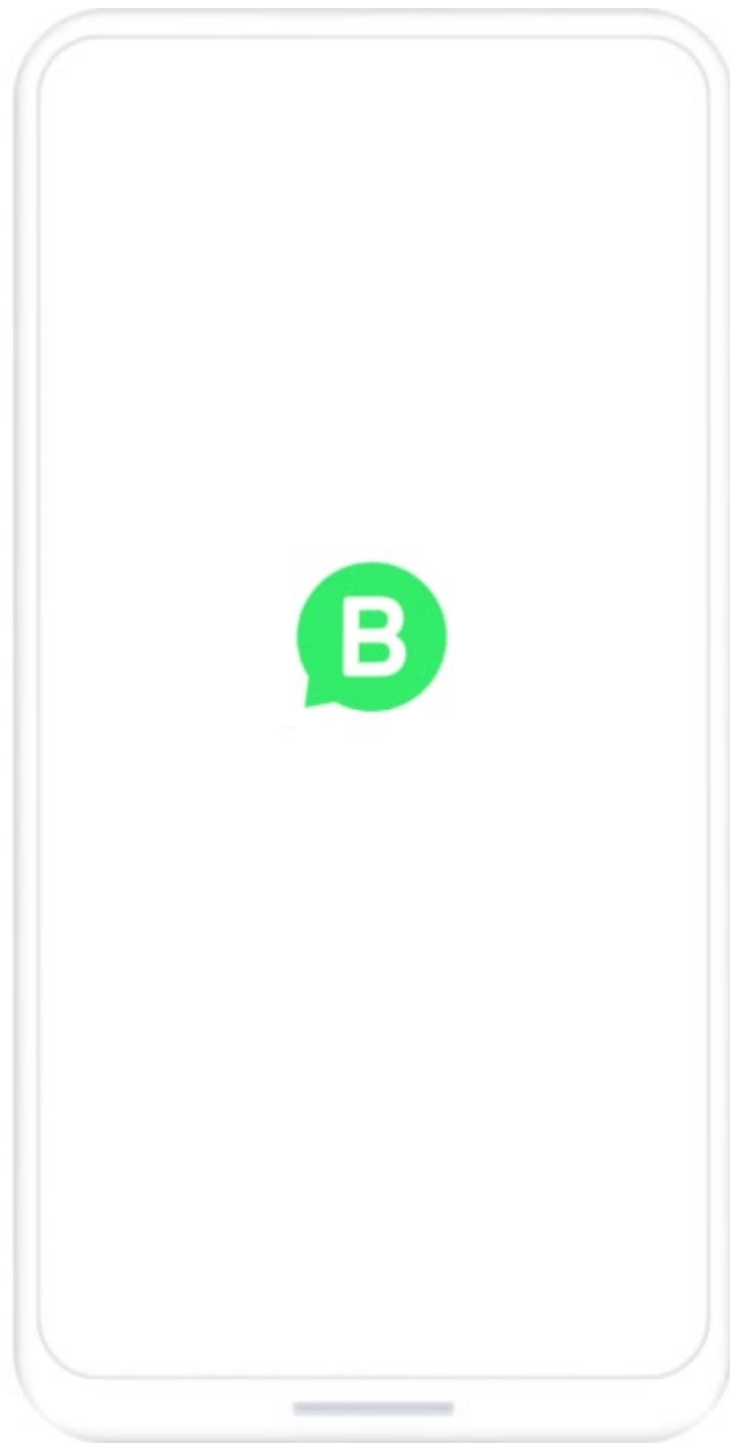
FACEBOOK UN INSTAGRAM ATTĒLU VIENOTA AUGŠUPLĀDE

- Ja jūsu Instagram konts ir saistīts ar vairākām Facebook lapām, varat mainīt, kuru no šīm lapām vēlaties savienot ar Instagram
- Atveriet tālrunī programmu Instagram.
- Pieskarieties savam profila attēlam un pēc tam izvēlaties izvēlnes ikonu.
- Pieskarieties pie Iestatījumi, pēc tam izvēlieteis uz Konts un pēc tam uz Saistītie konti.
- Pieskarieties Facebook. Un izvēlieties Kopīgots uz [savu profilu vai fanu lapu].
- Atlasiet Facebook lapu, kurai vēlaties pievienot savu Instagram stāstu/ attēlu.
- Lai pārslēgtos uz otru Instagram kontu, pieskarieties pie Settings, pēc tam Add Account un pēc tam uz “Log Into existing account”
- Pieskarieties Facebook un atlasiet Kopīgots ar attiecīgo Facebook lapu

ŠITAS BŪS PIE CREATIVE STUDIO
SADAĻAS

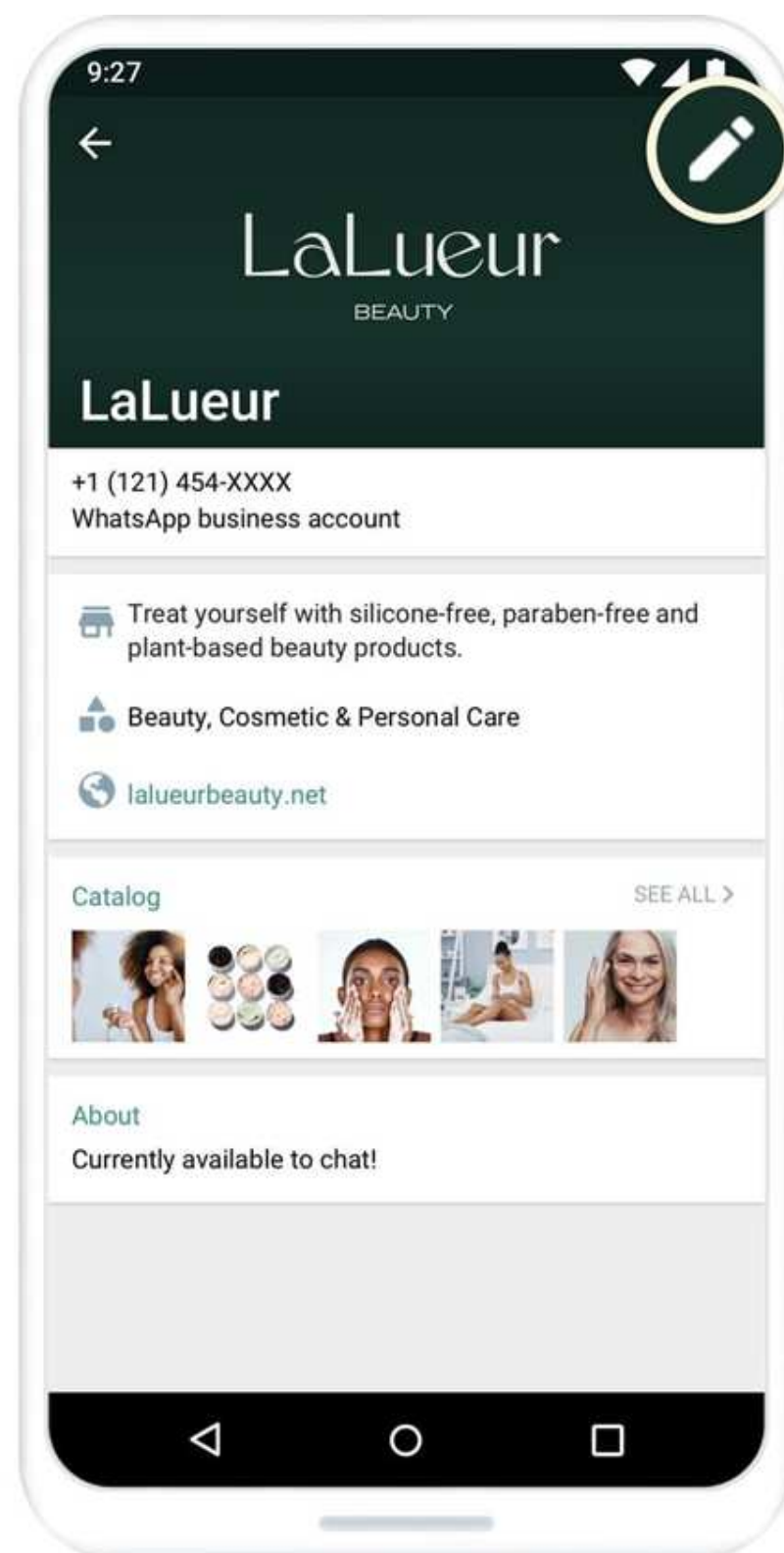
ŠĪ SADAĻA IZCILA!

WHATSAPP BIZNESA KONTA IZVEDE



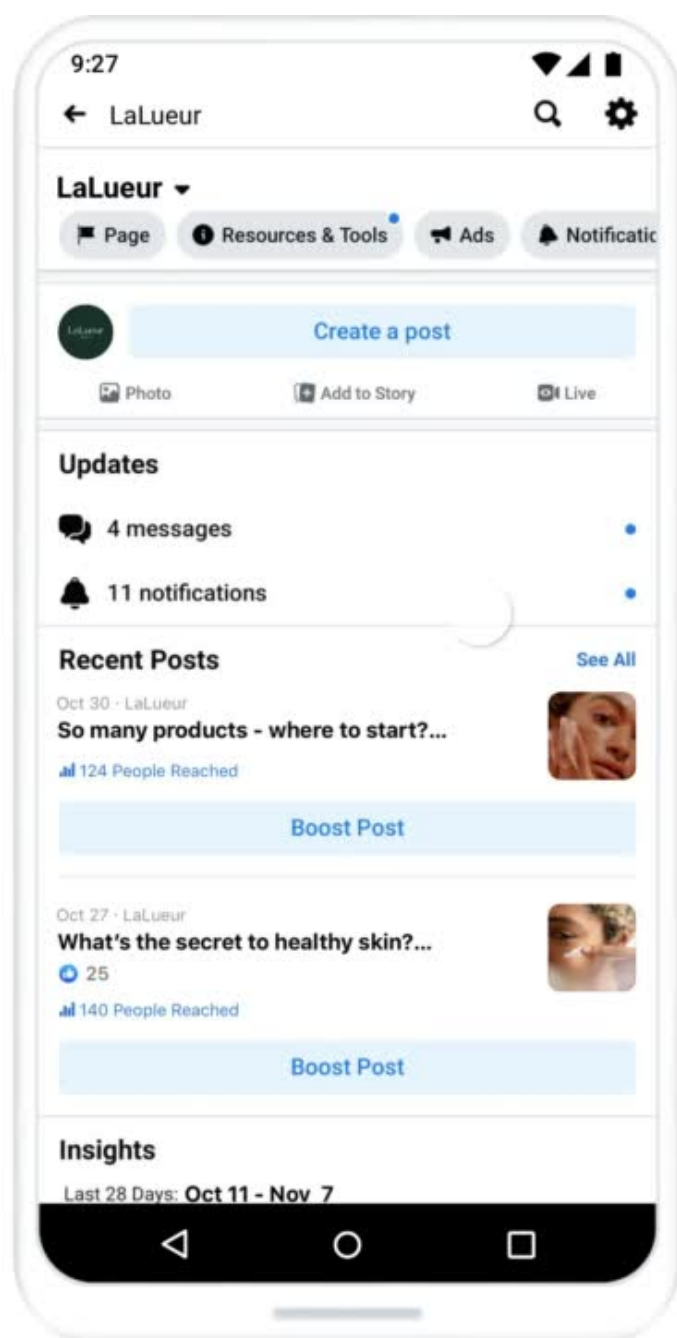
1. Atveriet programmu un pieskarieties pogai **PIEKRIST** un **TURPINĀT**.
2. Ievadiet uzņēmuma tālruņa numuru. Pēc tam WhatsApp uz šo numuru nosūtīs apstiprinājuma kodu.
3. Ievadiet uzņēmuma nosaukumu un pēc tam iestatiet biznesa profilu

BIZNESA PROFILA IZVEIDE



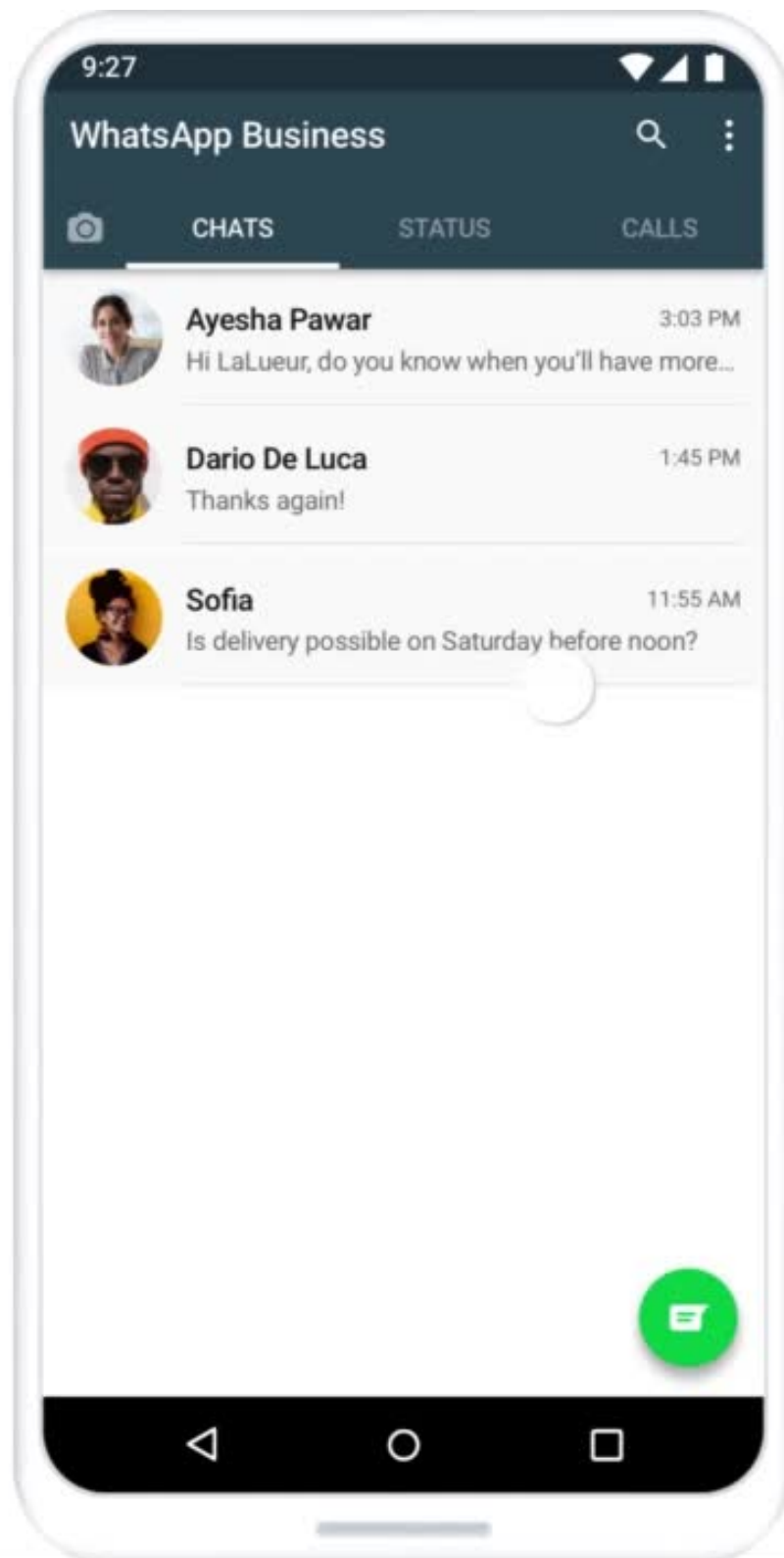
Pēc konta izveides ir pienācis laiks izveidot biznesa profilu. Šeit jānorāda svarīgākā informācija, tostarp nosaukums, kategorija, darba laiks un kontaktinformācija.

WHATSAPP SASAISTE AR FACEBOOK



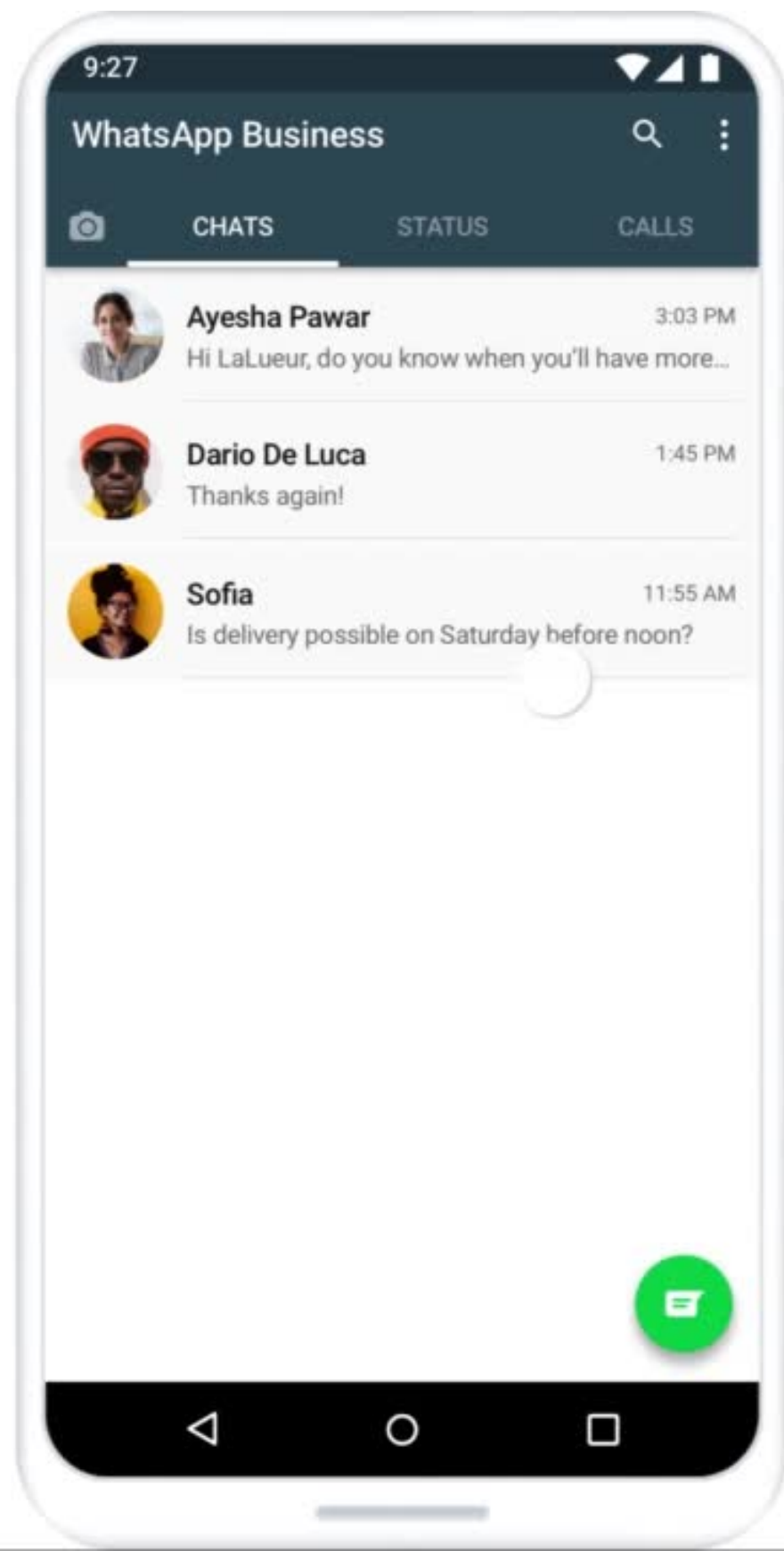
1. Atveriet Facebook biznesa lapu.
2. Pieskarieties Settings (Iestatījumi).
3. Pieskarieties WhatsApp.
4. Atlasiet valsts kodu.
5. Ievadiet WhatsApp Business numuru un pēc tam pieskarieties Send Code (Nosūtīt kodu).
6. Ievadiet kodu, kas nosūtīts uz WhatsApp Business kontu.
7. Jums ir jāsaņem apstiprinājums, ka konts ir pievienots.
8. Pieskarieties Done (Gatavs).

WHATSAPP KATALOGA IZVEIDE



1. Izveidot un papildināt
2. Pieskarieties trim punktiņiem augšējā labajā stūrī.
3. Atveriet Biznesa rīki.
4. Pieskarieties Katalogs.
5. Pieskarieties pogai, lai pievienotu jaunu vienumu vai izvēlētos esošu vienumu rediģēšanai.
6. Pievienojiet informāciju par katru produktu, piemēram, vienuma nosaukumu, cenu, aprakstu un saiti uz vietni.
7. Pievienot attēlus.
8. Pieskarieties Save (Saglabāt).

KĀ DALĪTIES AR ŠO KATALOGU?



1. *Pieskarieties trim punktiņiem augšējā labajā stūrī.*
2. *Atveriet Biznesa rīki.*
3. *Pieskarieties Katalogs.*
4. *Pieskarieties saites ikonai.*
5. *Izvēlieties, kā kopīgot īso saiti.*

Page settings

- Page roles
- People and other Pages
- Preferred Page Audience
- issue, electoral or political ads
- Ad limits
- Branded content
- Instagram
- WhatsApp**
- Featured
- Crossposting
- Page Support Inbox
- Page management history
- Activity log

Connect WhatsApp to Facebook



When you connect your WhatsApp or WhatsApp Business account to Facebook, you can add a button to your Page and create ads that let people send you a message directly on WhatsApp. Your WhatsApp number will be shown to anyone who sends you a message through the WhatsApp button on your Page.

Enter your WhatsApp or WhatsApp Business number, then check your WhatsApp messages for a confirmation code.

LV+371 ▼

Phone number

Continue



Make it easier for people to send messages

Add a WhatsApp button to your Page that people can tap to send you a message directly in WhatsApp.



Show people your number

Display your WhatsApp number in your Page's About section.

WhatsApp konta
piesaiste.

WHATSAPP PIEVIENOŠANA PROFILAM

Ja jums nav mājaslapas, pievienojiet WhatsApp saiti, lai klienti varētu ar jums sazināties, ar vienu klikšķi! Tas ļoti atvieglo komunikāciju.

Lai to izdarītu, izmantojiet saiti:

[https:// api.whatsapp.com/send?phone=371xxxxxxx](https://api.whatsapp.com/send?phone=371xxxxxxx)

Kur x vietā ievietojiet savu numuru, piemēram:

[https:// api.whatsapp.com/send?phone=37127055555](https://api.whatsapp.com/send?phone=37127055555)

**PIRMS ŠĪ PAR TO
MĀJASLAPAS SAITES
AIZTĀŠANU AR WHATSAPP**

FACEBOOK BLUEPRINT/ FACEBOOK APMĀCĪBAS

- <https://www.facebook.com/business/learn>
- <https://www.facebookblueprint.com/student/catalog>

Paldies!

Kārlis Skuja

