

My Digital Classroom

A homeNet south Asia initiative supported by comic relief

Facebook Marketplace

Marketing



Table of Contents



1. Facebook - Introduction
2. Introduction to Facebook Marketplace
 - A. Overview and benefits
 - B. Setting up a Facebook business page
3. Listing Products on Facebook Marketplace
 - A. Steps to access Marketplace.
4. Editing your Facebook profile
5. How to create a community on Facebook



Table of Contents

6. Two Factor Authentication on Facebook

7. Pricing Strategies and Negotiation Tips

8. Building a Community Through Groups

9. Engaging with Customers and Handling Inquiries

10. Online Security and Safety for Home-Based
Village Workers



What is Facebook

Facebook is a social media platform that allows users to connect with friends and family, share content, and engage with various types of content



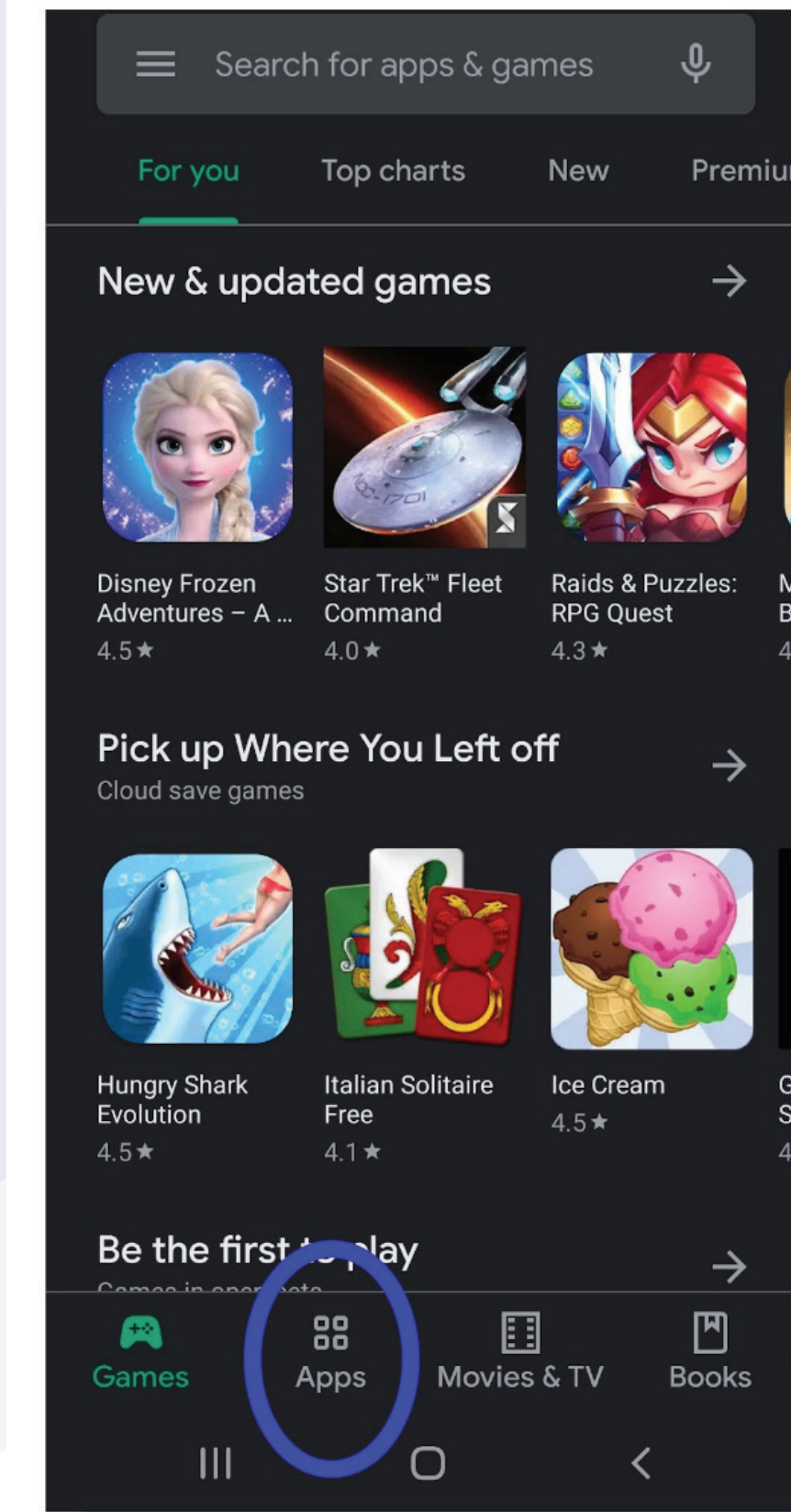
Installing Facebook Application (Android) ✕

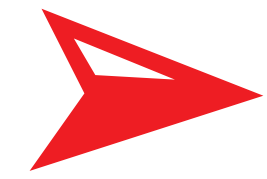
- Step 1: Tap on the Google Play store icon



Installing Facebook Application (Android)

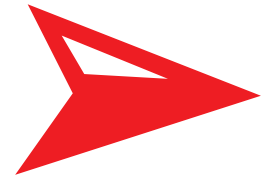
- Step2: In Google Play, tap on Apps.





Step 3 : In the Play Store screen, tap on the Search icon (magnifying glass) located at the top right-hand side of the screen.





Step 4: Enter *Facebook* in the search text area, and then Click On Install



Facebook
Installed

Open

Installed on all devices



Vivo 1933
Installed

4.3★

146M reviews

12+

Rated for 12+

5B+

Downloads



Update available

Explore Reels in
Facebook Groups

Grow your interests with
people on Facebook G...

Explore the things you love

Sponsored • Related to your search



Games



Apps



Search



Offers



Books



HOW DO I SIGN IN ?



Create a Gmail ID if you don't have one

Gmail ID or a google account is created in Google.

WITH A GOOGLE ACCOUNT, YOU CAN DO THINGS LIKE:

- Send and receive email using Gmail
- Open Facebook and Instagram Account
- Find your new favorite video on YouTube
- Download apps from Google Play and much more.





Introduction to Facebook Marketplace

Facebook Marketplace is a platform that connects buyers and sellers within their local area.

It offers businesses the opportunity to list products, connect with potential customers, and sell directly within their community.





Introduction to Facebook Marketplace

Benefits

- **Local Reach:** Facebook Marketplace connects you with buyers in your area, making it ideal for small businesses and local sellers.
- **Ease of Use:** With its user-friendly interface, even those new to online selling can easily create listings and manage transactions.





Introduction to Facebook Marketplace

Benefits

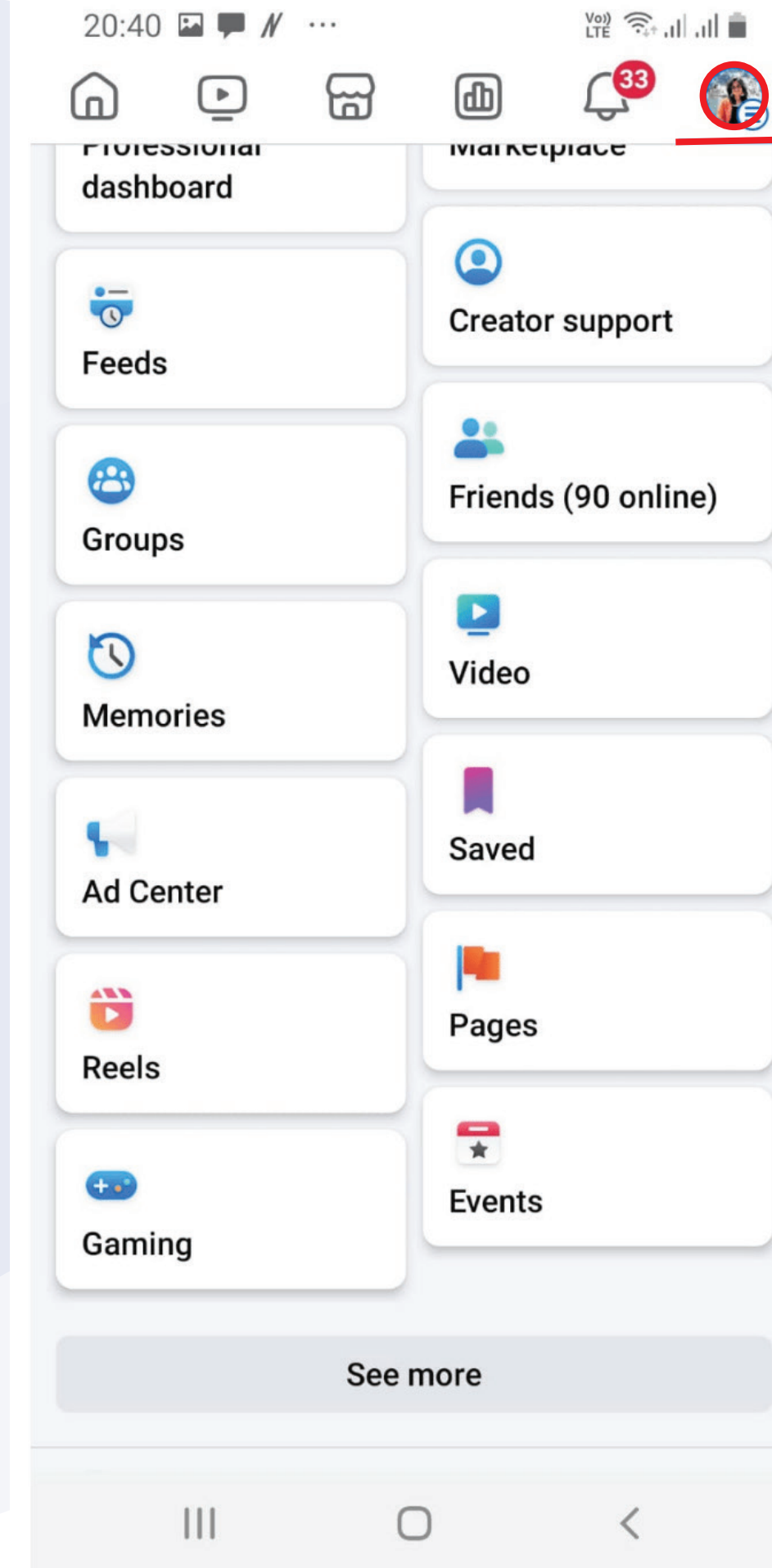
- **Cost-Effective:** Listing products on Facebook Marketplace is free, providing an affordable way to reach new customers without upfront costs.
- **Trust and Security:** Facebook's integration with Messenger allows for secure communication between buyers and sellers, fostering trust and transparency.



Setting Up a Facebook Page



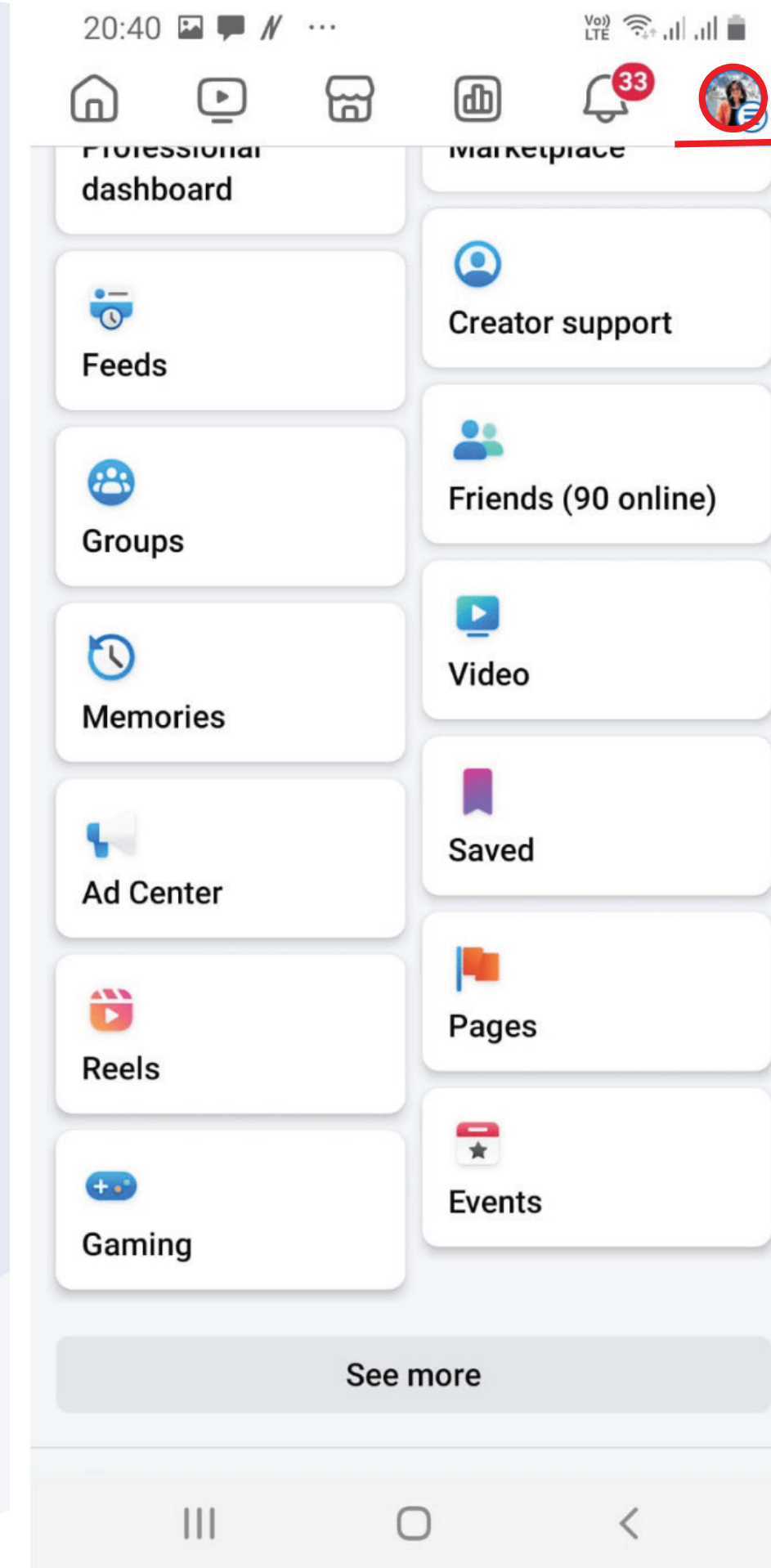
Go to Facebook and Click on your photo on the top right corner.



Setting Up a Facebook Page

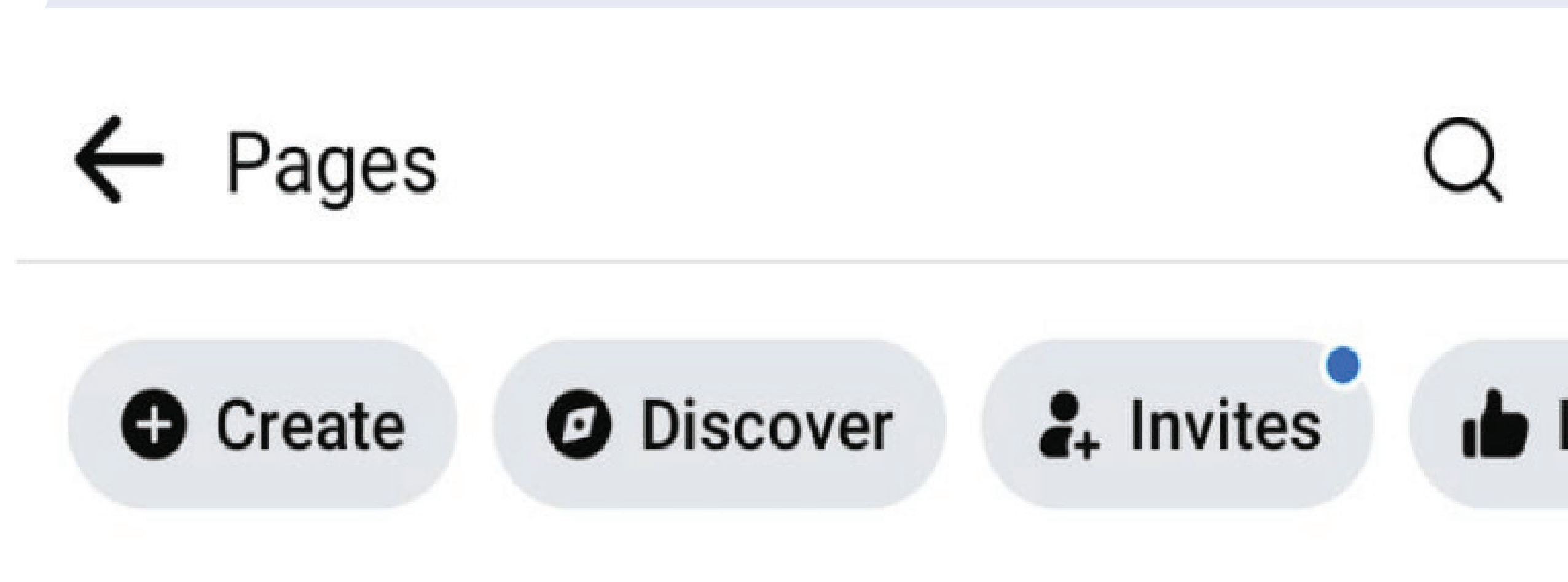


Scroll down and you will find Pages section with an orange flag



Setting Up a Facebook Page

- Click on create tab on the top left corner



Setting Up a Facebook Page


➤ Click on Get Started button



Setting Up a Facebook Page



Enter the name of your page

← 

What's the name of your Page?

Use the name of your business, brand or organization, or a name that helps explain your Page.



Setting Up a Facebook Page

➤ Enter 3 tags that suits best



What category best describes cyz?

A category will help people find this Page in search results. You can add up to 3.

✕ Clothing store

Search for categories

Popular Categories

Musician/band

Health/beauty

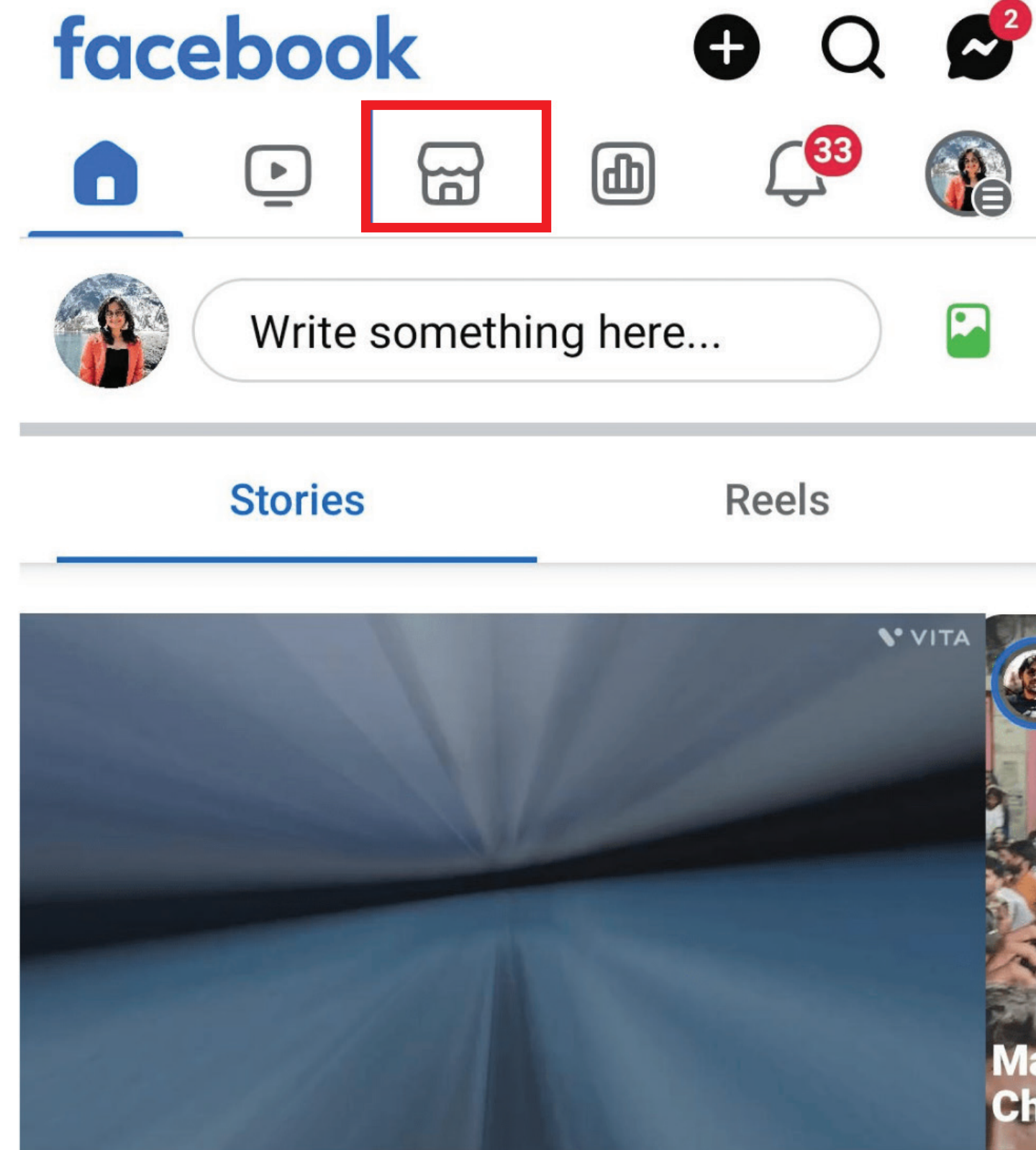
Grocery Store

By creating a Page, you agree to the [Pages, Groups and Events Policies](#).

Create

You can access Marketplace from your personal profile

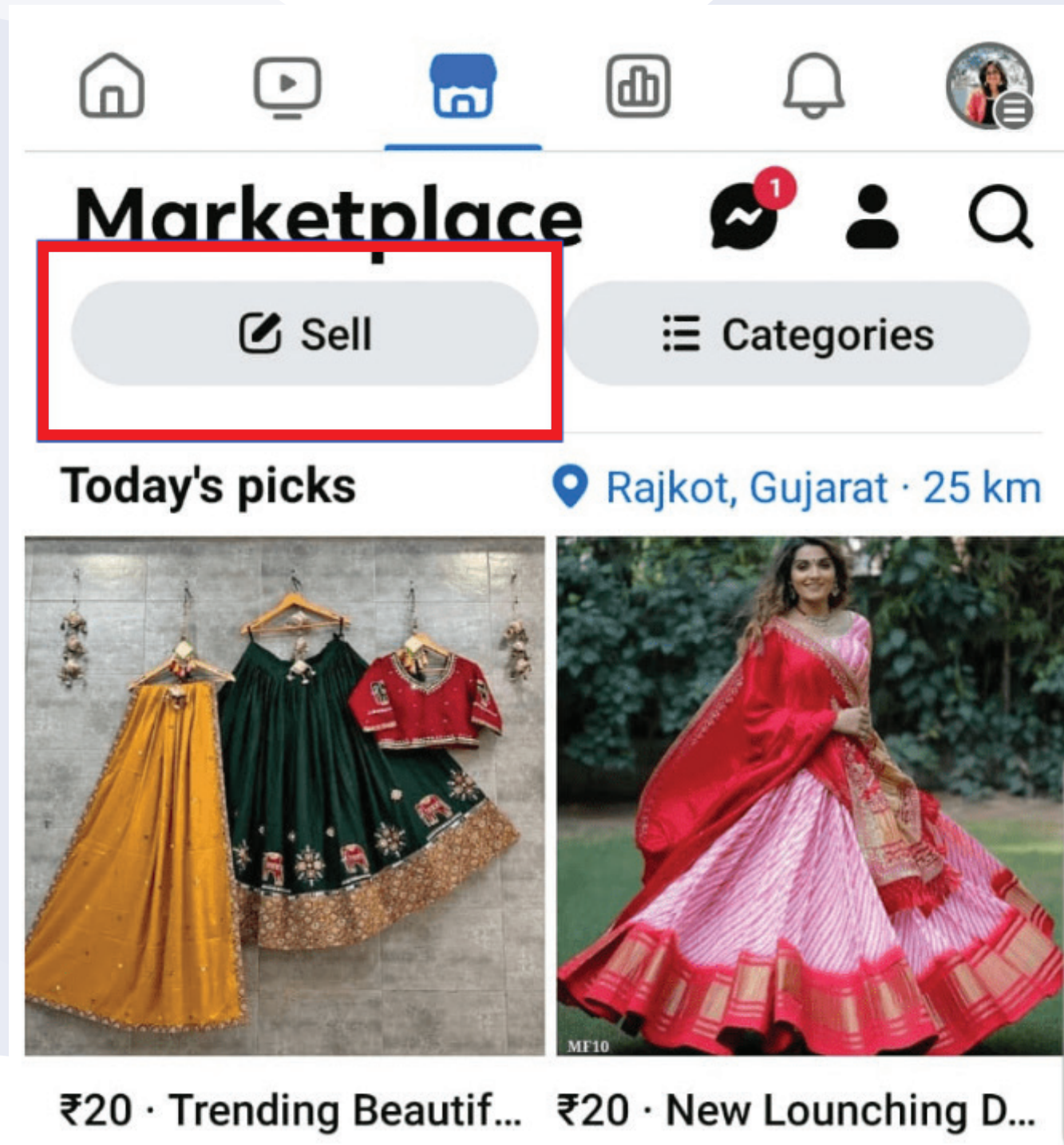
- Navigate to Facebook Marketplace from your Facebook homepage by clicking the Marketplace icon.



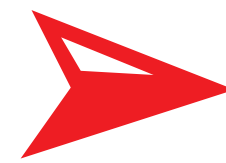
You can access Marketplace from your personal profile



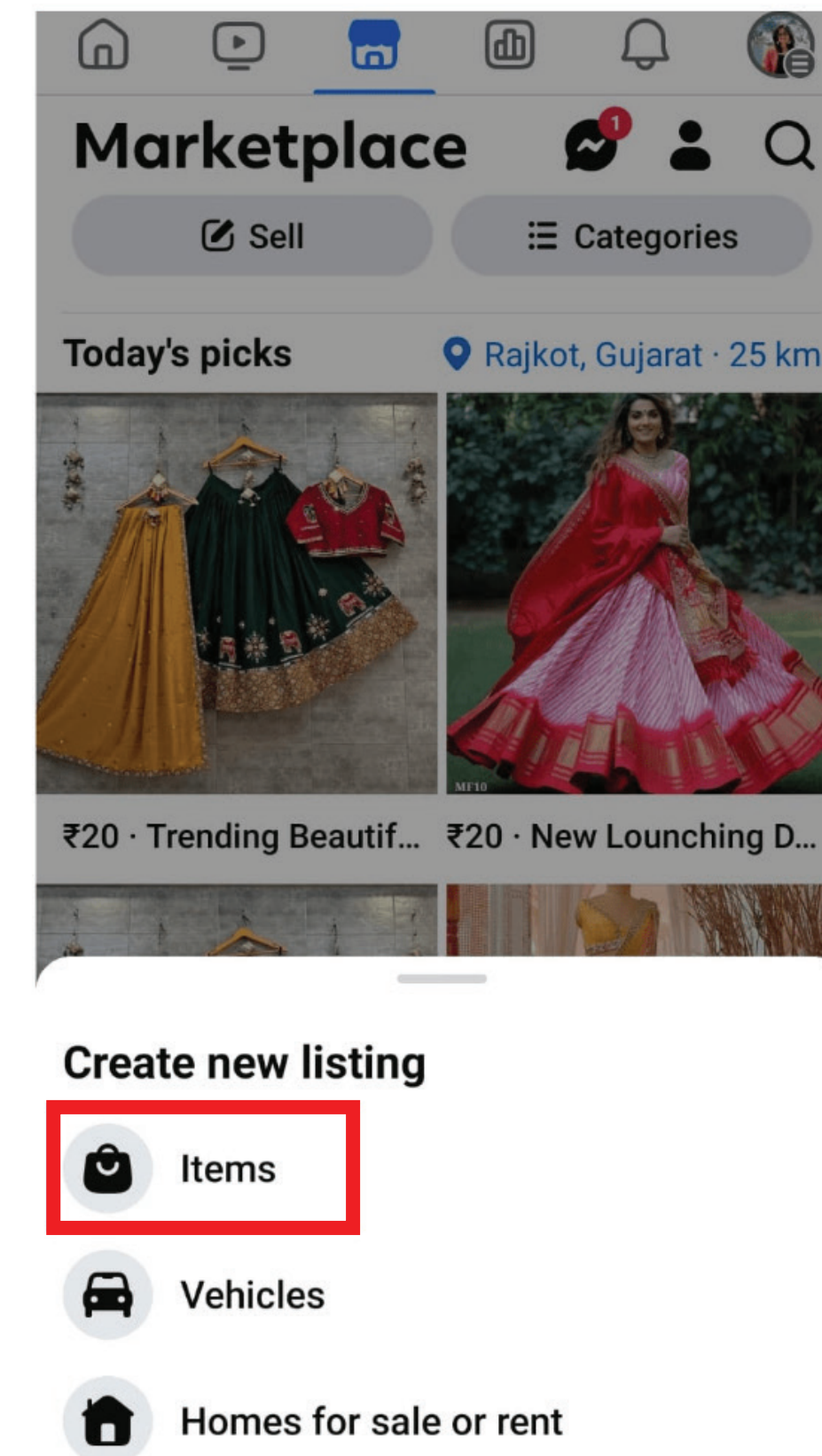
Click on "Sell" in Facebook Marketplace



You can access Marketplace from your personal profile



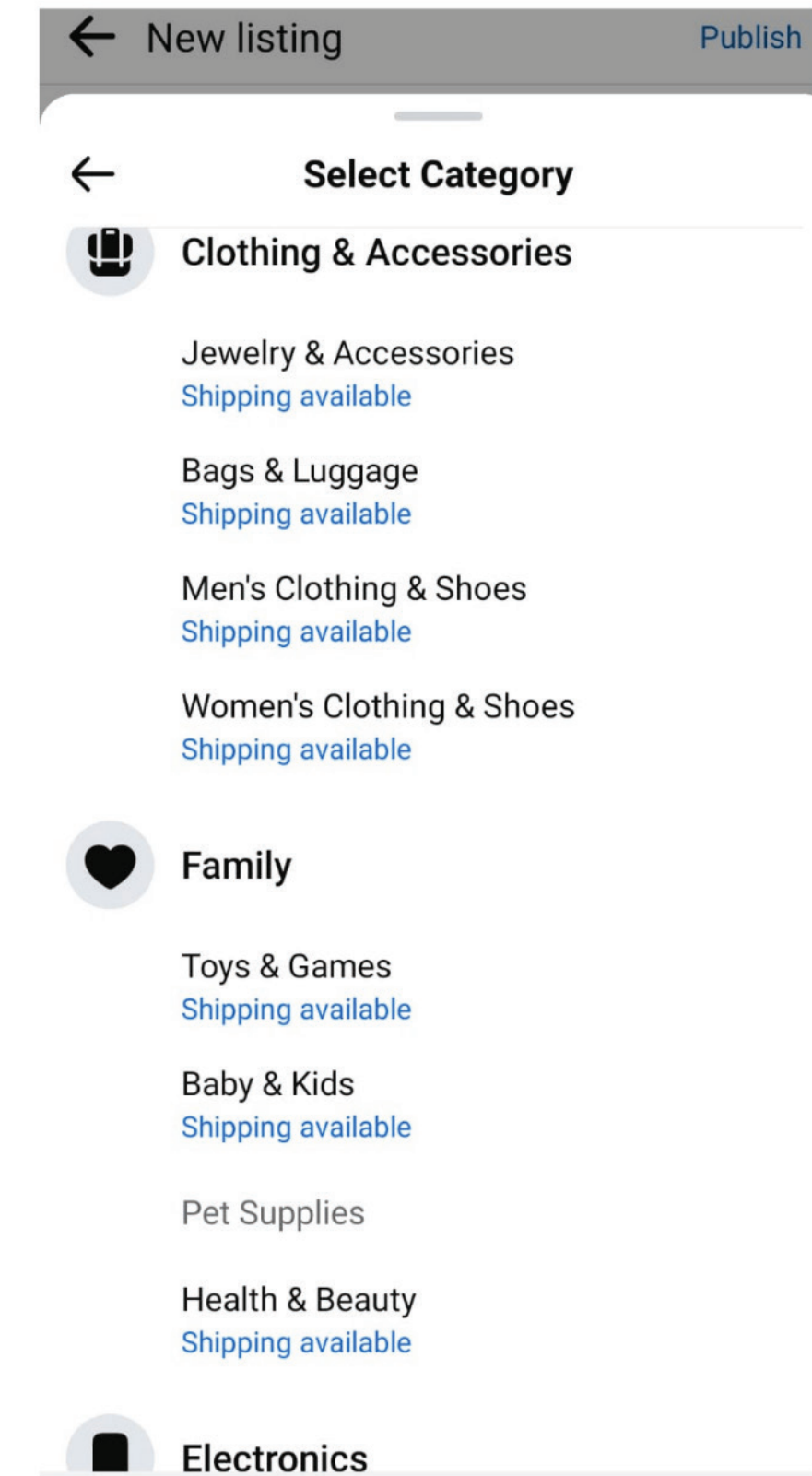
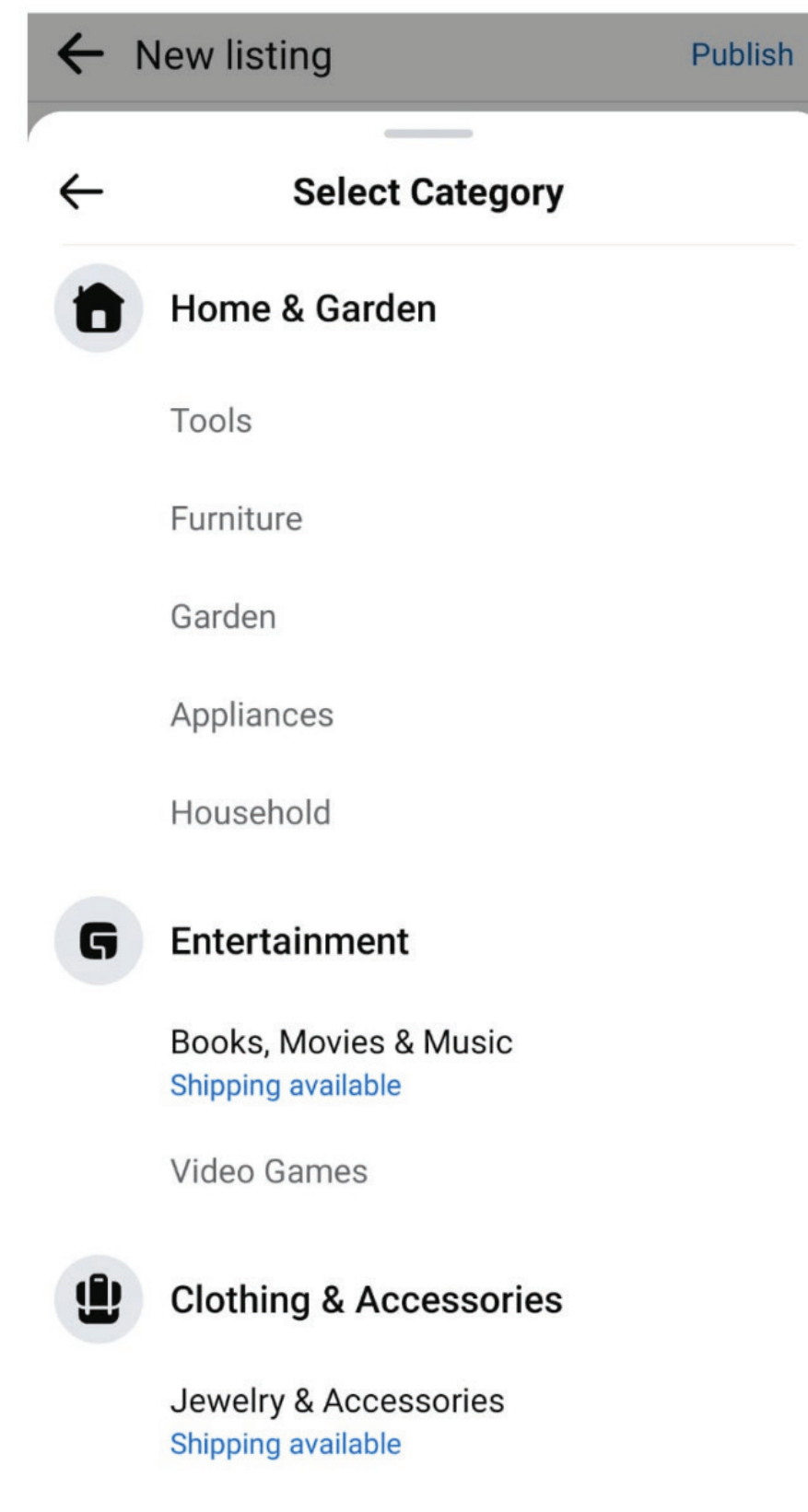
Click on Items



You can access Marketplace from your personal profile





Select what you want to sell




- Upload high-quality photos of your product
- Enter a catchy and descriptive title for your product. Use keywords
- Set a competitive price for your product
- Write a detailed description that includes the product's features, specifications, and any other relevant information



← New listing Publish

 **Nisha Kotecha**
Listing on Marketplace · 


Add photos

Photos: 0/10 · Choose your listing's main photo first.
[How to take a great listing photo](#)




Description

Optional

Location
Rajkot · 360007 · [Edit](#)

More details
Additional information about your listing.

Listing options
More ways to help you sell

-  **Hide from friends**
This listing is still public but will be hidden from your friends on Facebook and Messenger in most cases. [Learn](#)
-  **Boost listing after publishing**
Add a step to boost your listing after it publishes, to help you reach more potential buyers by turning it into an ad.
-  **List in more places**
Reach more buyers by listing on your profile or in groups. >

Title

Price

Category ▾

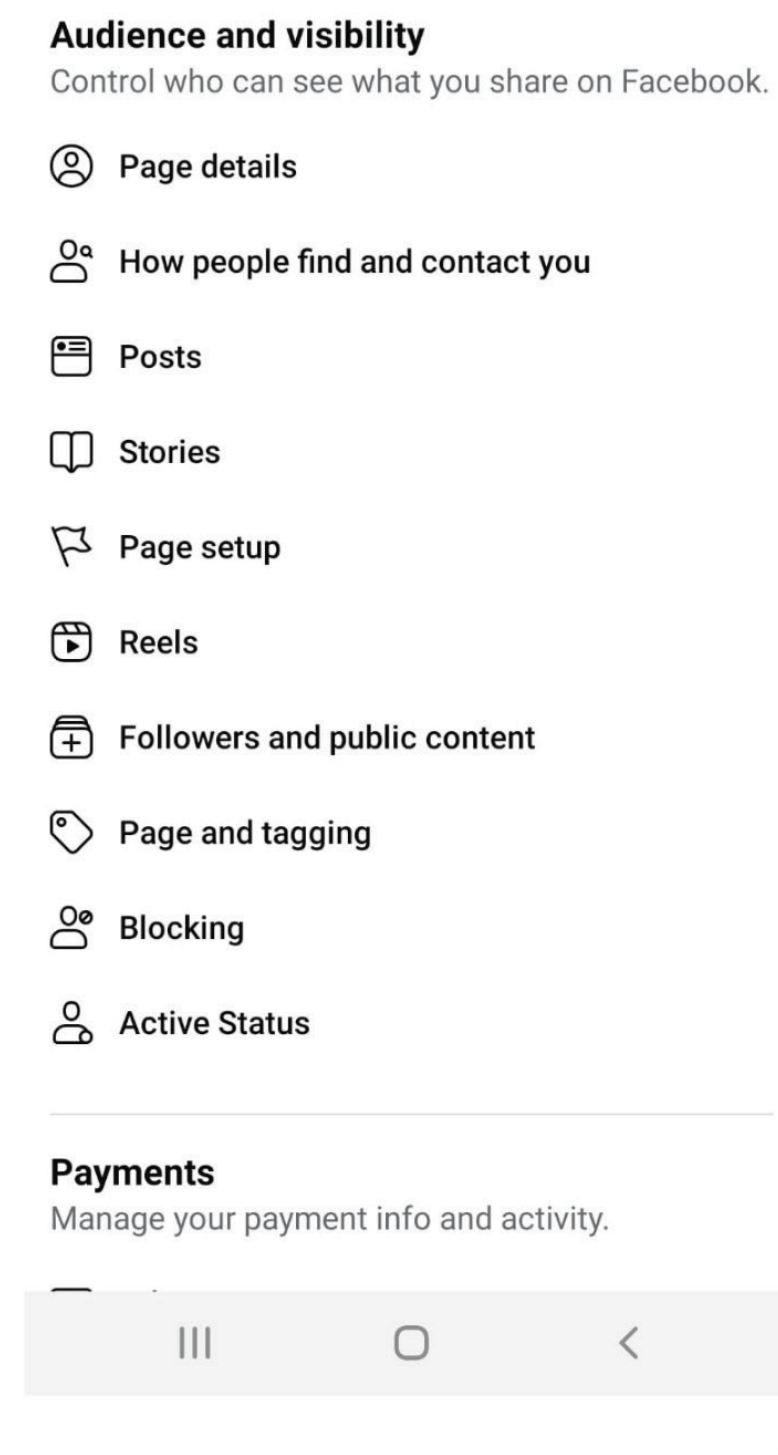
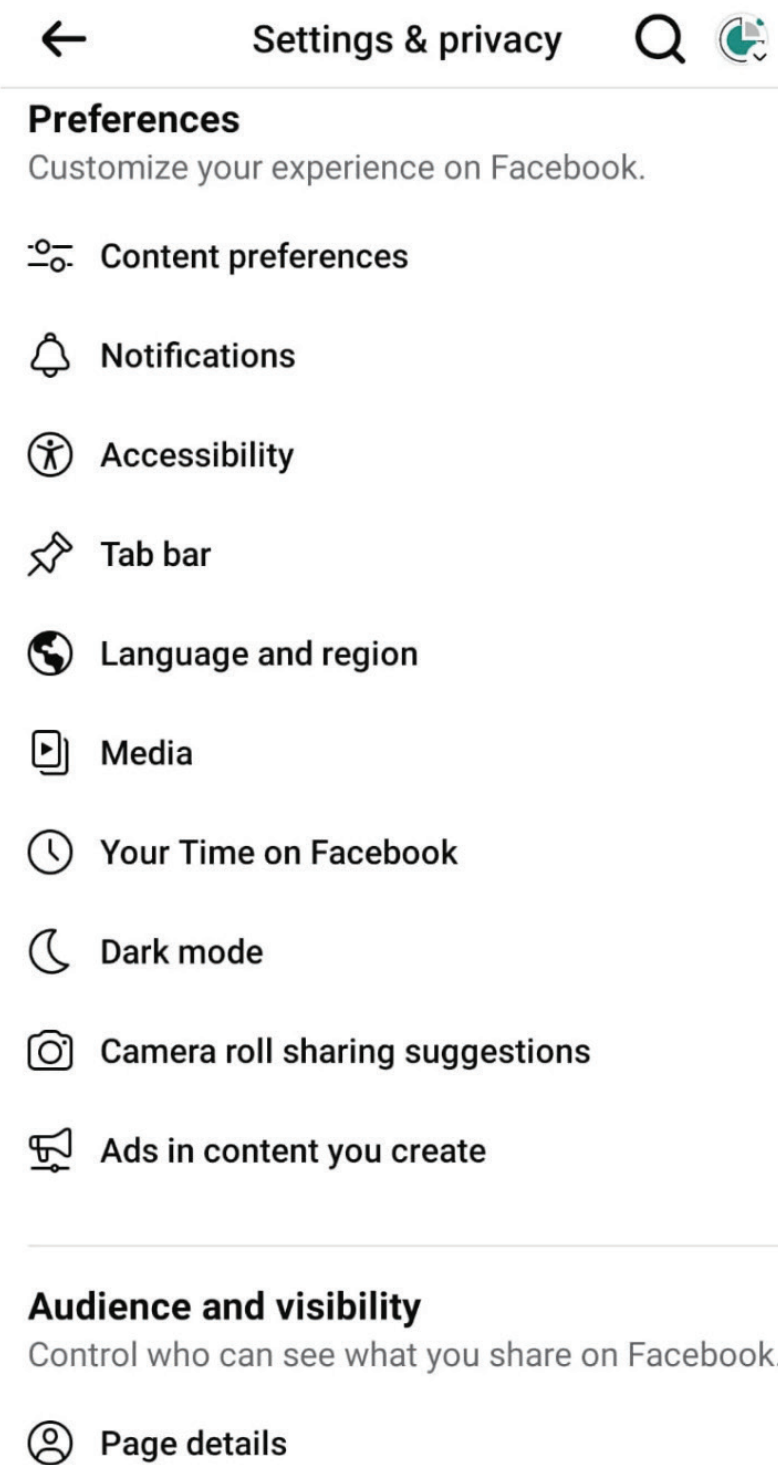
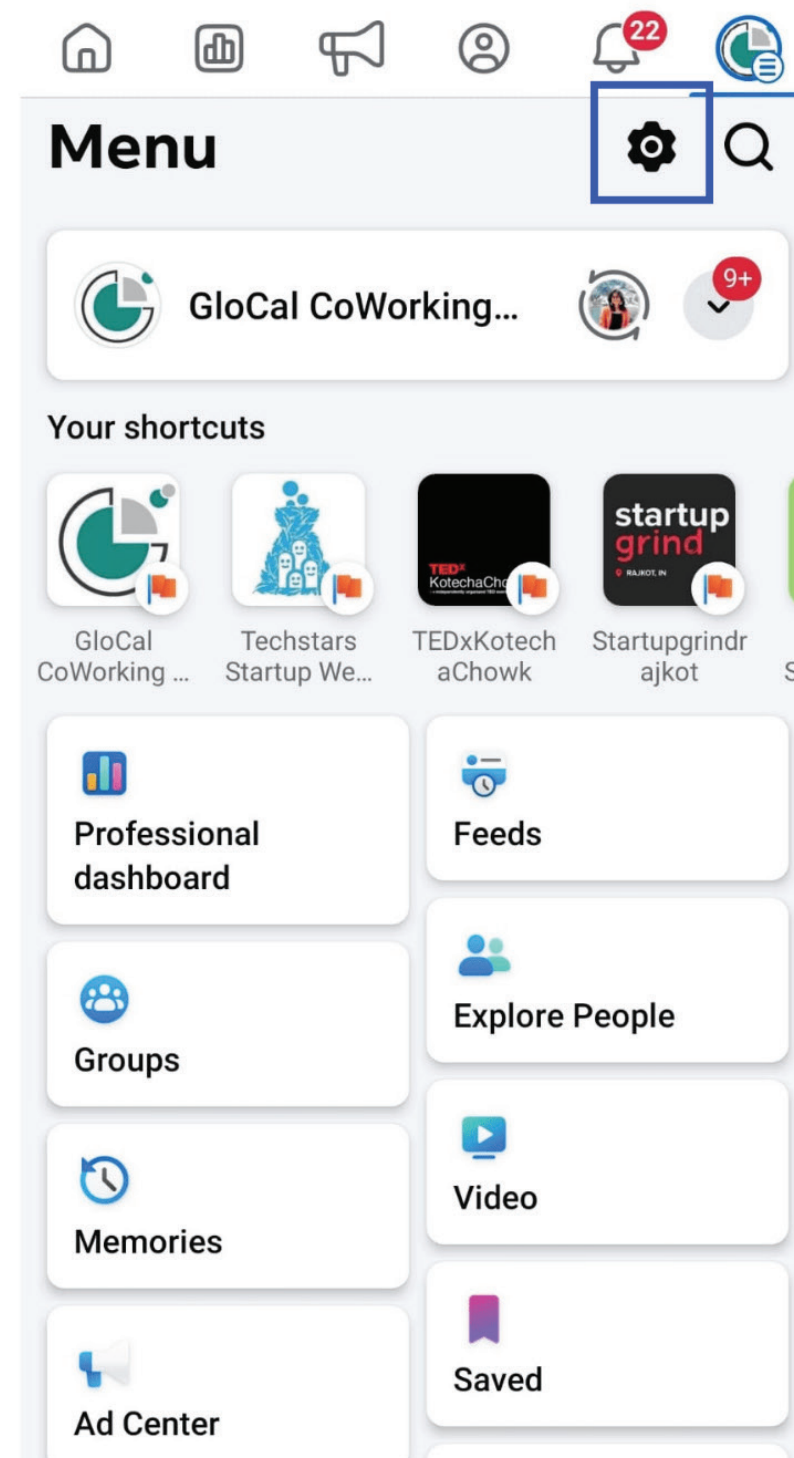
Condition ▾

Description

To edit your profile, refer the steps below



➤ Select the settings option as circled below to edit the details



To edit your profile, refer the steps below



Select the settings option as circled below to edit the details



Payments
Manage your payment info and activity.

- Ads payments

Permissions
Manage what info Facebook uses to make your experience better, like your interests and location.

- Device permissions
- Linked accounts
- Apps and websites
- Browser
- Off-Facebook activity

Your information
Access a log of your activity and controls to manage your Facebook information.

- Activity log
- Access your information

Settings & privacy

- Apps and websites
- Browser
- Off-Facebook activity

Your information
Access a log of your activity and controls to manage your Facebook information.

- Activity log
- Access your information

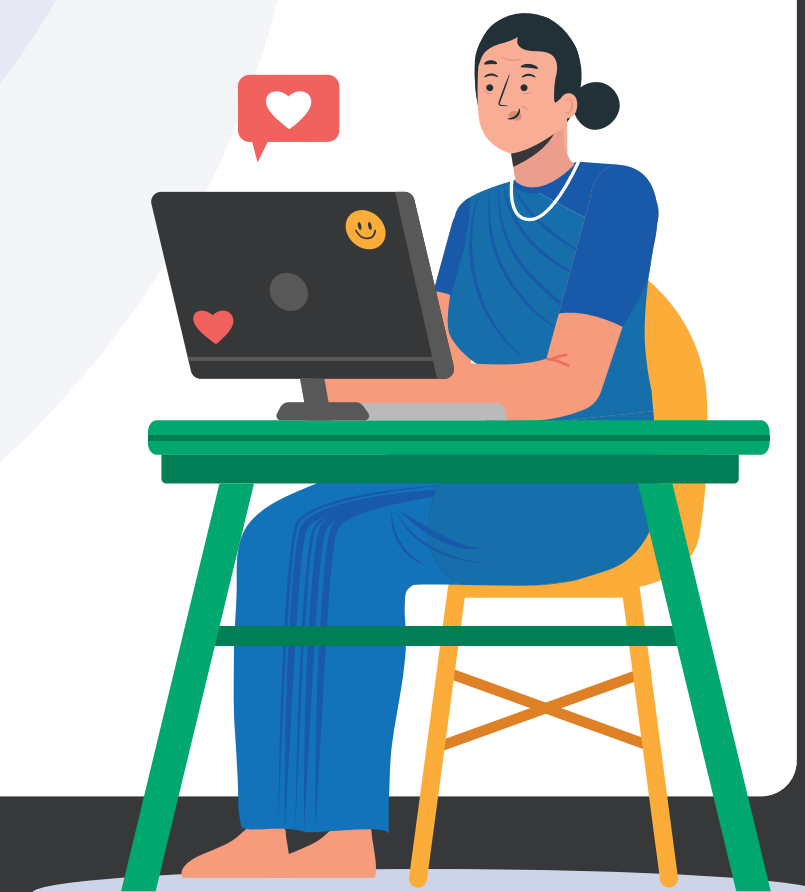
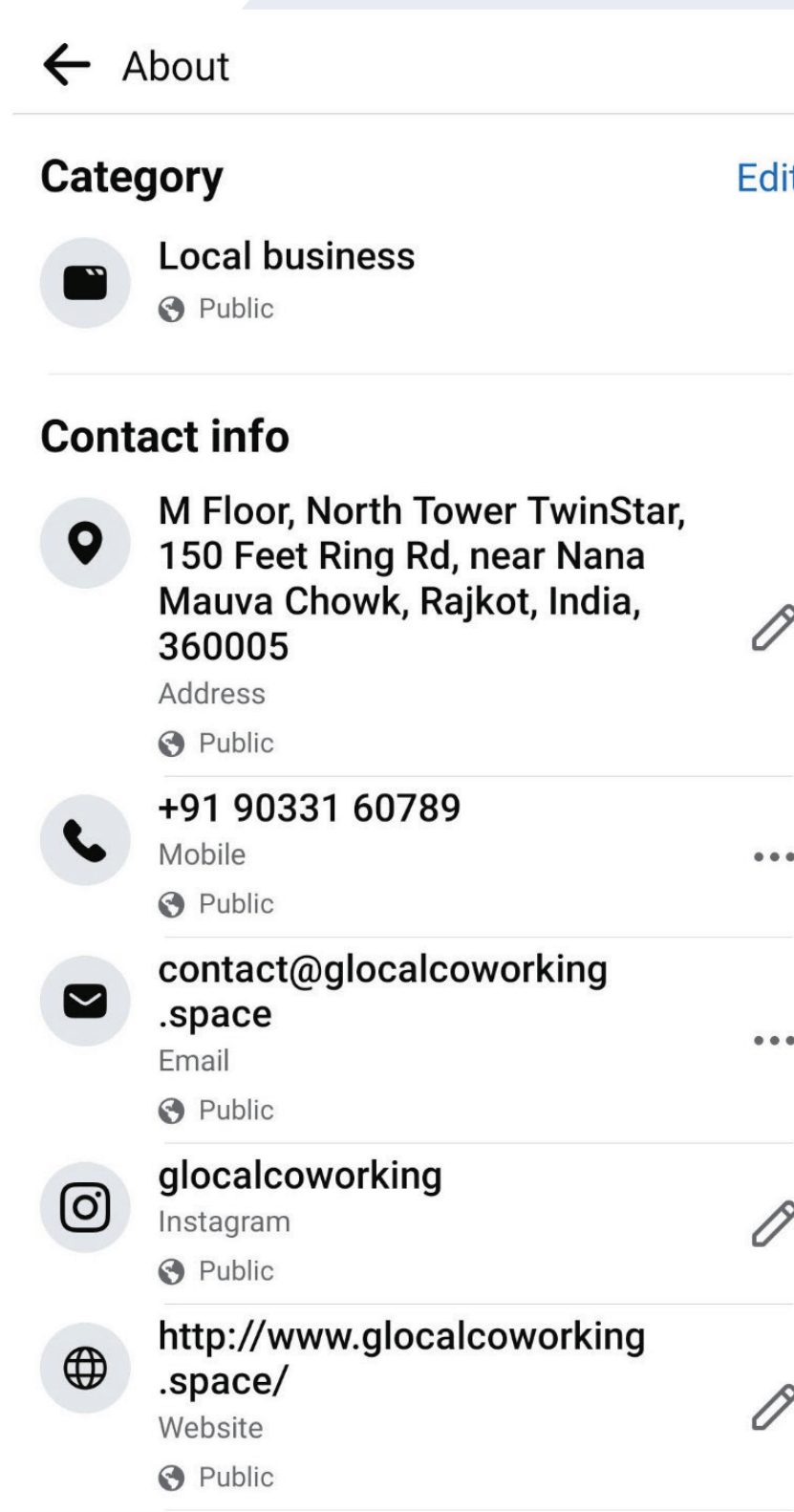
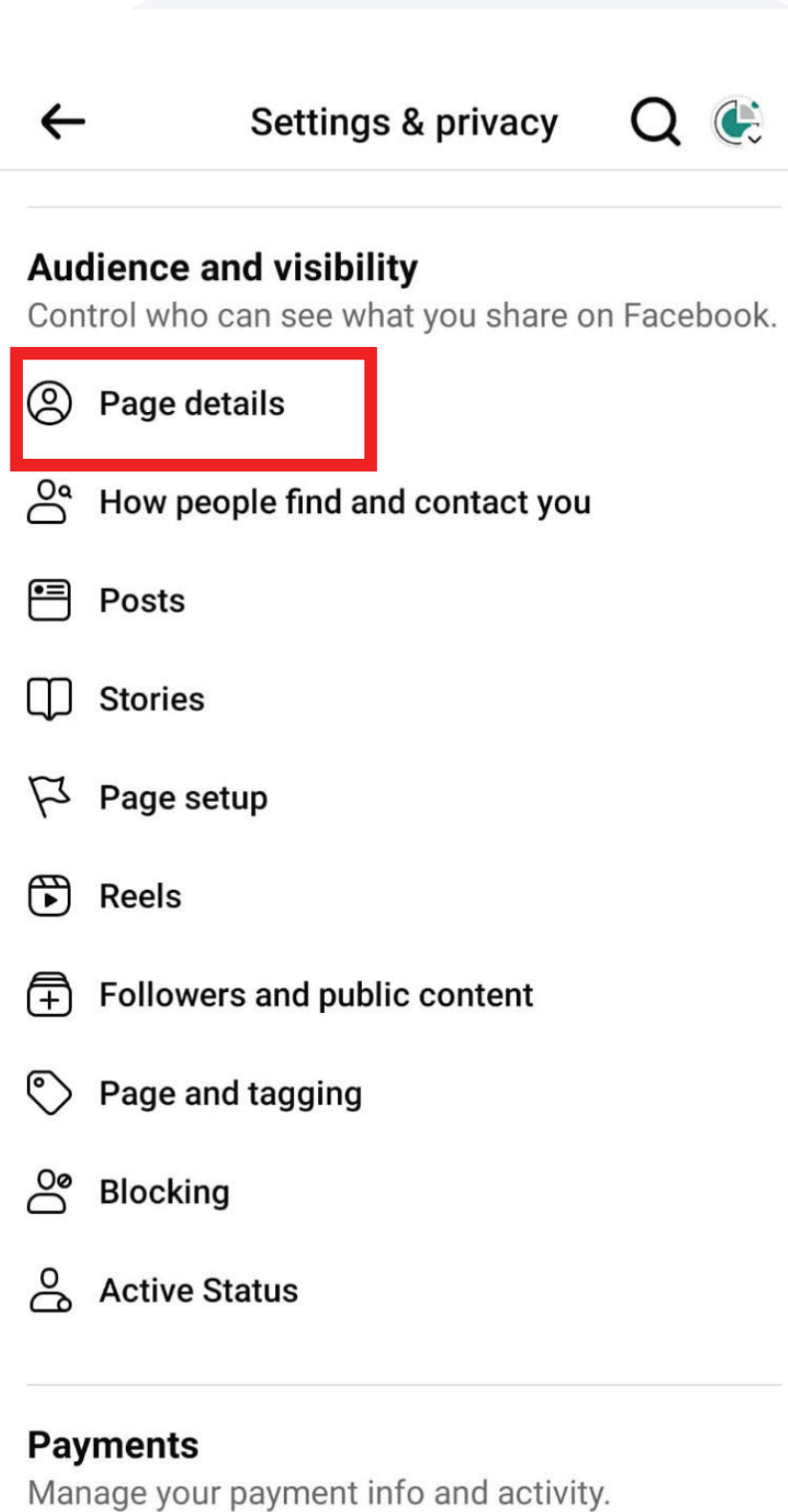
Community Standards and legal policies

- Terms of Service
- Privacy Policy
- Cookies policy
- Community Standards
- About

To edit your profile, refer the steps below

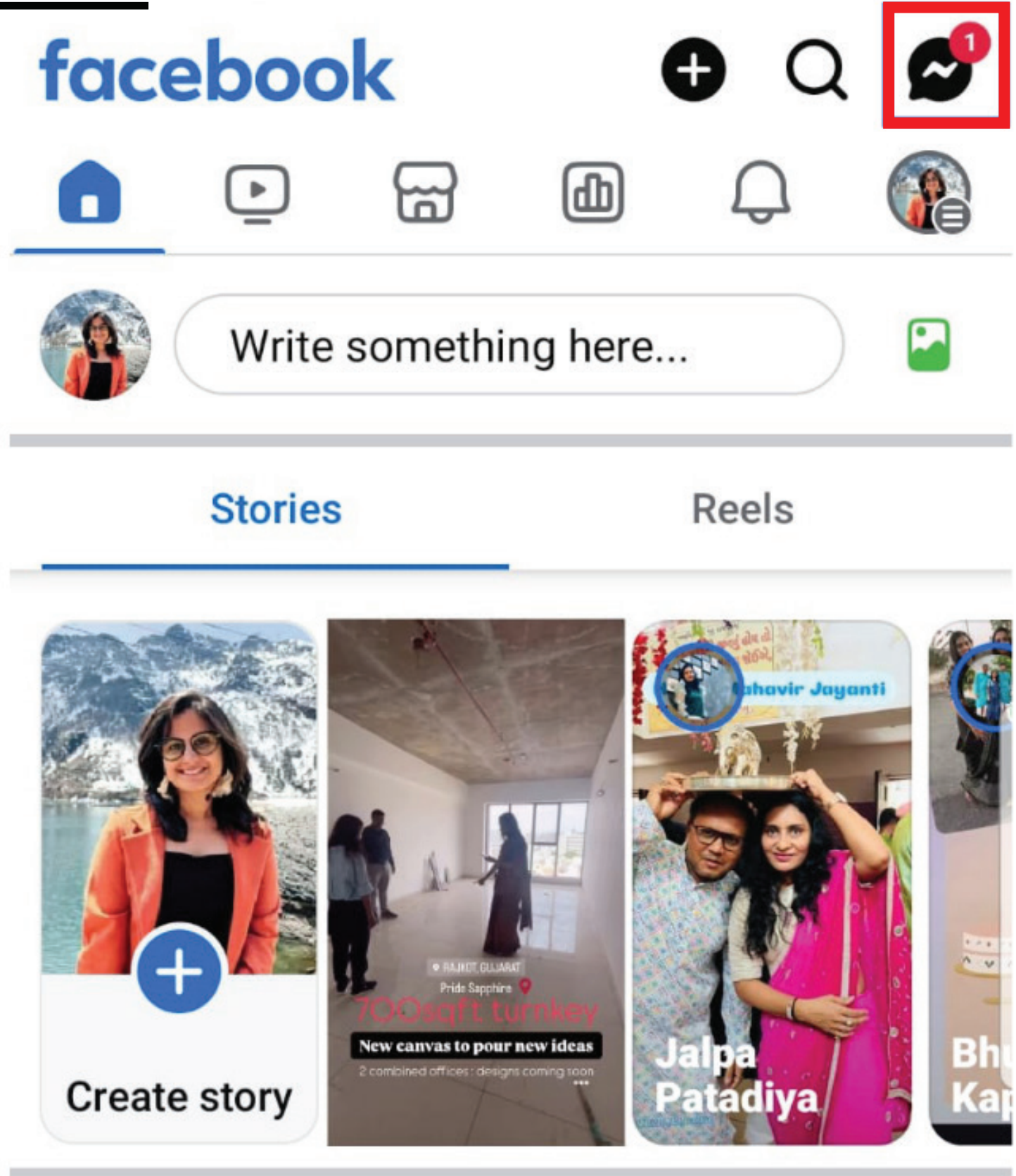


Enter Your Business Name, address, mobile number and email.



Creating community on Facebook

➤ Go to your home page and select the messenger option on top right corner



Creating community on Facebook



➤ Select the 3 lines on top left corner



Chats

Notifications are currently off. Tap to turn on.

Search

Share a thought...

Your note Sonali Vatsal Jatin

Marketplace
Last message · 22:04

Creating community on Facebook

➤ Scroll down and select
Create community



A screenshot of the Facebook navigation menu. At the top, it shows the user's profile 'Nisha Kotecha' with a dropdown arrow, a settings gear icon, and a close 'X' icon. Below this are icons for Marketplace, Message requests (with a blue dot), and Archive. A 'Communities' section follows, with an 'Edit' link. It lists several communities: 'Pilates, Barre & Yoga Classes Online Free' (4,352 active, 'New' button), 'StartupTalky' (5,133 active), 'Reinvention Society' (458 active, 'New' button), 'Digital Entrepreneurs' (52 active), and 'Content Writing for Startups' (548 active, 'New' button). At the bottom of the list, a button with a plus sign and the text 'Create community' is highlighted with a red rectangular border.

Creating community on Facebook

➤ Choose what kind of community you wish to create




What's your community about?

Choose the option that best describes your community to start with suggested chat topics.


 **Neighborhood or city**
Connect with people in your area

 **Social**
Chat casually or plan informal meetups

 **Campus**
Plan events and activities with schoolmates

 **Hobbies and interests**
Share your passions with like-minded people

 **Gaming**
Share tips and take gameplay to the next level


 **Custom**
Choose your own chat topics

Creating community on Facebook

- If it is clothing business, select custom and add the details in the boxes



← **New community** PREVIEW
Custom

+

[Add image](#)

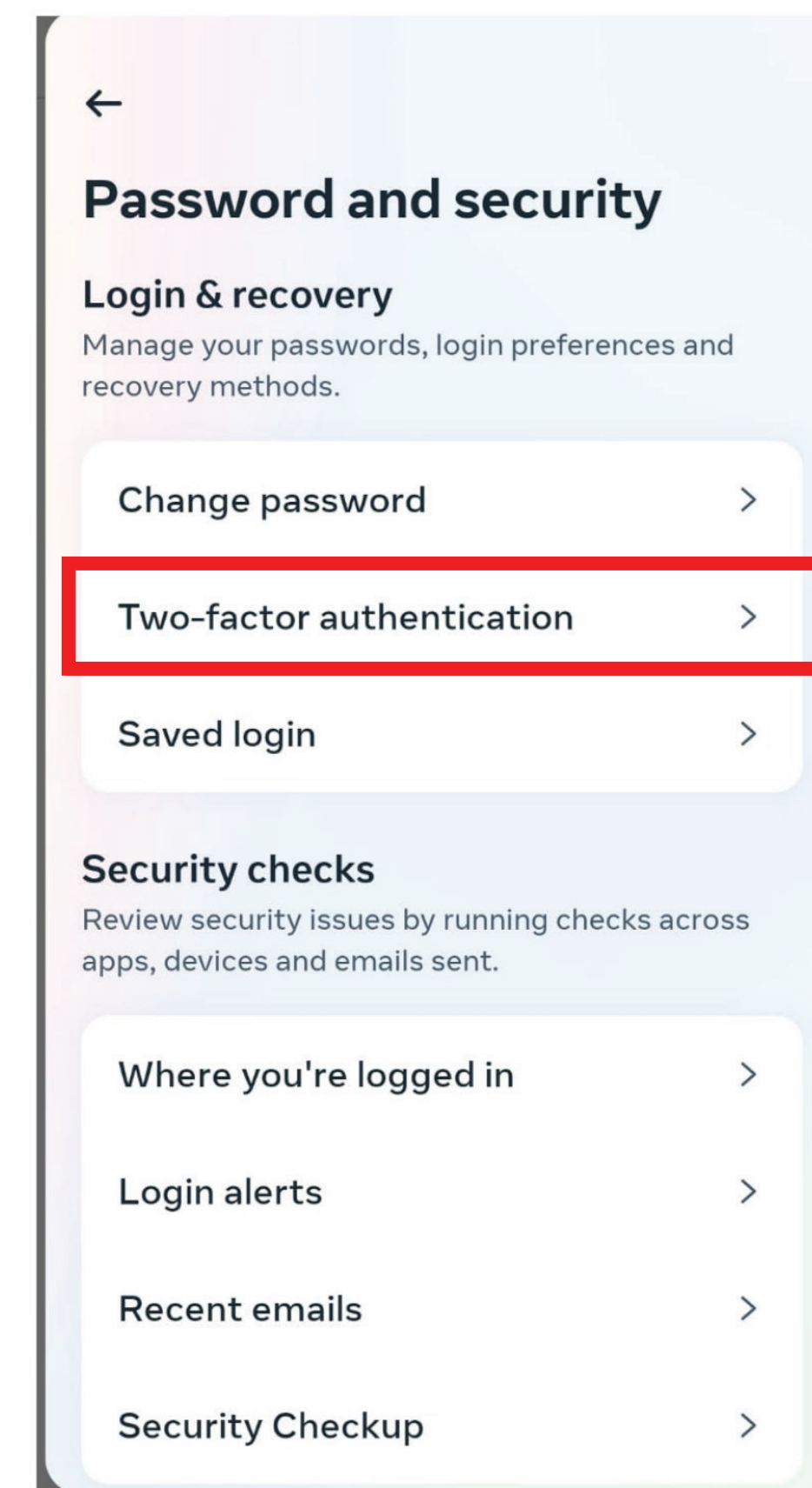
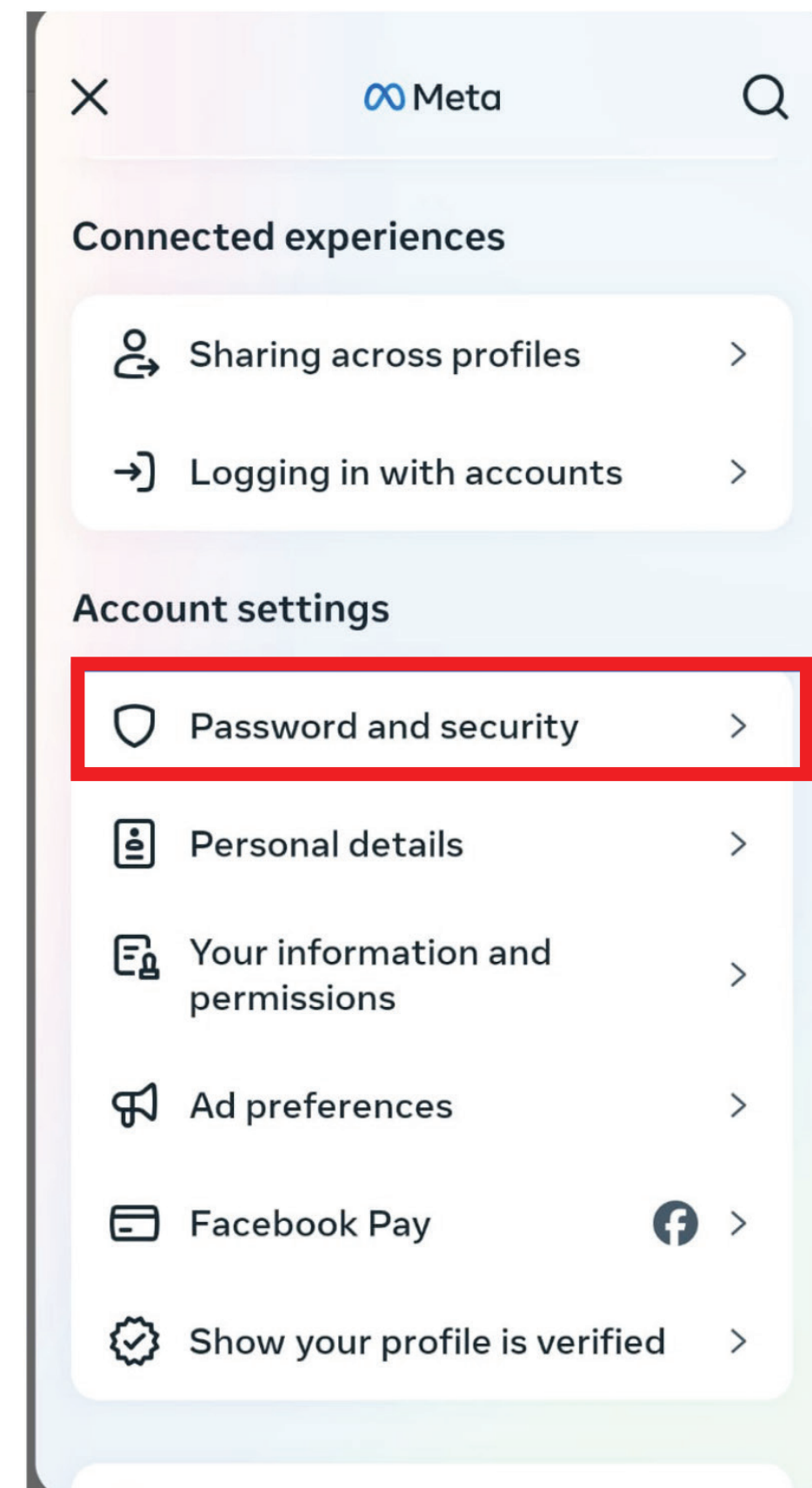
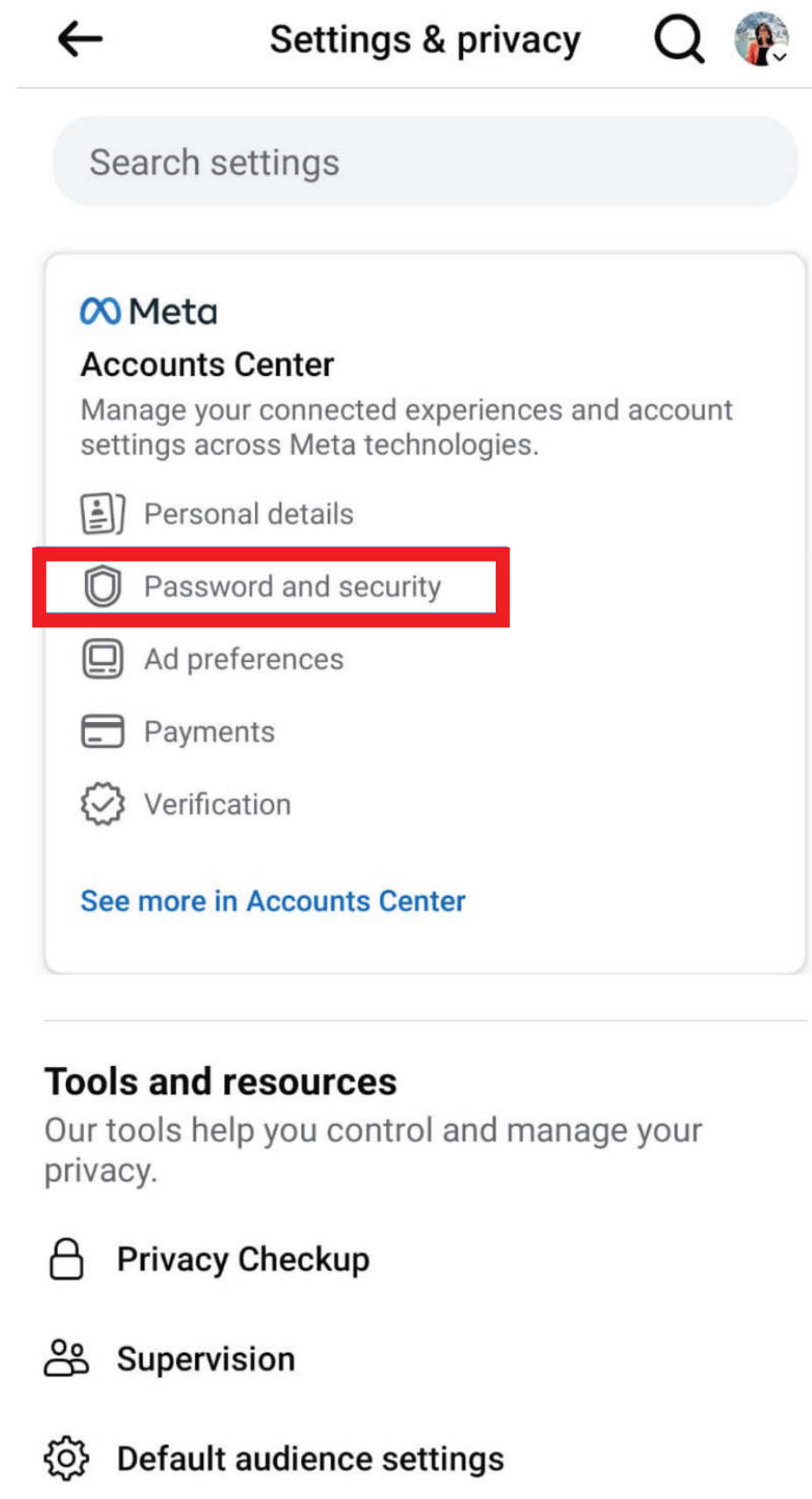
Name your community 0/75

Enter a description (optional) 0/90

Require approval to join
New members need to be approved. You can change this anytime in community settings.

[Who can see this community?](#)

Two Factor Authentication on Facebook







Two Factor Authentication on Facebook



←

Two-factor authentication

Choose an account to set up two-factor authentication.


-  **Nisha Kotecha**
Facebook >
-  **rsc_rajkotssportscarnival**
Instagram >
-  **glocalcoworking**
Instagram >
-  **_nishakotecha**
Instagram >

←

Nisha Kotecha • Facebook

Please re-enter your password

For your security, please re-enter your password to continue

Password
.....| 

Continue

[Forgot password?](#)

←

Nisha Kotecha • Facebook

Two-factor authentication is on

We'll now ask for a login code anytime you log in on a device we don't recognize. [Learn more](#)

How you get login codes

- SMS or WhatsApp**
We'll send a code to ***** **90. >
- Additional methods**
See how to log in securely even if your other methods aren't available. >

Add a backup method

- Authentication app**
Recommended • We'll recommend an app to download if you don't have one. It will generate a code you'll enter when you log in. >

Pricing Strategies and Negotiation Tips



- **Competitive Pricing:** Research the market to determine a fair price for your products. Consider the condition, demand, and uniqueness of the item when setting your price.
- **Price Negotiation:** Be prepared for buyers to negotiate. Have a minimum acceptable price in mind and be willing to discuss it with potential customers.
- **Responding to Offers:** Use Facebook Messenger to communicate with buyers. Respond promptly to inquiries and offers to maintain interest and build trust.





Building a Community Through Groups

Join and Participate in Relevant Groups:

- **Step 1: Search for Facebook Groups that align with your business niche or target audience. For example, if you sell handmade crafts, look for groups focused on crafts and DIY projects. If you like Yoga, join yoga groups.**





Building a Community Through Groups

Join and Participate in Relevant Groups:

- Step 2: Join these groups and actively participate in discussions. Share valuable content, respond to posts, and establish yourself as an authority in your field.





Building a Community Through Groups

Share Your Listings and Engage with Group Members:

- **Step 1:** Once you've established a presence in the group, start sharing your product listings in a way that adds value to the group members.





Building a Community Through Groups

Share Your Listings and Engage with Group Members:

- **Step 2:** Engage with members by answering questions and giving feedback. This helps build trust and encourages group members to check out your products.

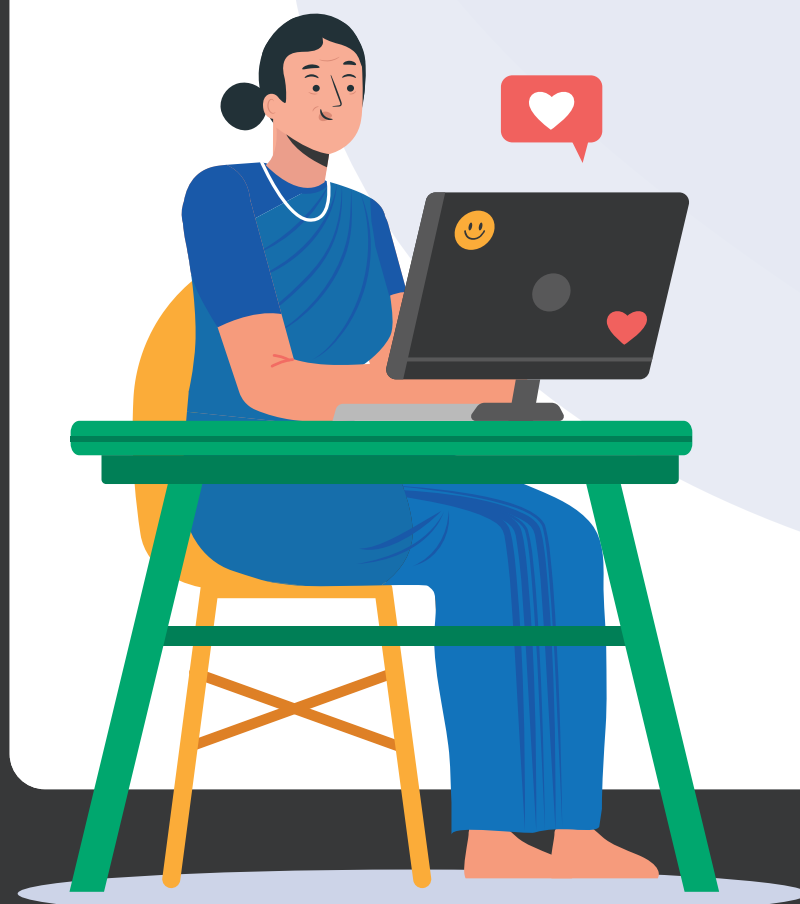




Engaging with Customers and Handling Inquiries

Use Messenger for Quick Communication:

- **Step 1:** Utilize Messenger for quick and efficient communication with potential buyers.





Engaging with Customers and Handling Inquiries

Use Messenger for Quick Communication:

- **Step 2: Keep the conversation professional but friendly. Building rapport with customers can lead to repeat business and positive reviews.**





Engaging with Customers and Handling Inquiries

Use Messenger for Quick Communication:

- **Step 2:** Keep the conversation professional but friendly. Building rapport with customers can lead to repeat business and positive reviews.





Engaging with Customers and Handling Inquiries

Respond to Inquiries On time:

- **Step 1:** Monitor your Facebook Messenger for new messages and inquiries. Prompt responses can increase the likelihood of a sale.





Engaging with Customers and Handling Inquiries

Respond to Inquiries On time:

- **Step 2: Answer any questions customers may have about the product, including details on shipping, pricing, and availability.**



Online Security and Safety for Home-Based Village Workers^x

1. **Complex Passwords:** Utilize Messenger for quick and efficient communication with potential buyers.
2. **Avoid Reusing Passwords:** Use unique passwords for each online account to minimize the impact of a data breach.
3. **Enable Two-Factor Authentication:** Add an extra layer of security by requiring a second form of verification, such as a code sent to your phone or email.



Online Security and Safety for Home-Based Village Workers^x

4. **Suspicious Emails:** Be cautious of spam emails , especially those requesting personal or financial information.
5. **Verify Links and Addresses:** Before clicking on links or opening attachments, verify the sender's identity and the legitimacy of the website.
6. **Report Spam Accounts:** If you suspect a phishing attempt, report it to the appropriate authorities.



Online Security and Safety for Home-Based Village Workers^x

7. **Operating System Updates:** Keep your mobile phone updated with latest updates
8. **Privacy Settings:** Review and adjust your privacy settings on Facebook and Instagram to limit who can see your information.
9. **Limit Personal Information:** Be cautious about sharing personal information online, especially your home address or contact details



Online Security and Safety for Home-Based Village Workers^x

10. **Secure Payment Gateways:** Only use secure payment gateways when accepting payments online.
11. **Be Cautious of Scams:** Be aware of common scams, such as fake invoices or overpayment scams.
12. **Track Mentions:** Use online tools to monitor your name and business for any negative mentions.



Online Security and Safety for Home-Based Village Workers^x

13. **Address Negative Comments:** Respond to negative comments professionally & respectfully.
14. **Build a Positive Online Presence:** Share positive content and engage with your audience to build a strong online reputation.
15. **Stay Informed:** Stay updated on the latest cyber threats and security best practices.
16. **Educate Your Family and Friends:** Share your knowledge with others to help them protect themselves online.



THANK YOU

