

Facebook Traffic To Your eBay Store/Listings

In this video we will discuss a powerful way you can drive more targeted, cash-in-hand traffic to your eBay store.

The method uses Facebook and Facebook groups.

Now, this method is going to work much better if you sell items that fit more neatly into a specific niche. Say you sell women's shoes, or toddler clothing, or pasta making supplies.

The basic overview is that you build a facebook page for your eBay store and then make some posts on that page about what you sell and even add some cool pictures of your stuff.

Once you have a few days of posted content, you'll search for groups on facebook in relevant niches (which is why this method works better if you sell items in a specific niche) and then interact with them. Ask them questions. Answer questions people pose in the group. And once you've interacted with the group for a week or two you can let them know that you have an eBay store that sells products the people in the group may be interested in.

Then update your Facebook page when you have fresh stock listed in your store or if you have a sale going on and let the members of your groups know.

Hopefully, you'll gain followers from the groups who will be very interested in purchasing the products you sell on your store.

Okay, let's start here on Facebook.

If you don't already have a facebook account, it's really easy to set one up.

Once you have an account, you want to create a page for your eBay store.

To do that, you want to start by clicking the "Create" link at the very top of the page.

Then choose "Group."

For the "Group Name" You want to choose the name of your store.

I'll put William's Potpourri because that's the name of my store.

If you know anyone who'd want to be a member of your group, you can add their names or email addresses.

Then you want to choose if you want the group "Closed," "Public," or "Secret."

I would start with "Public" just so you don't have to spend any time verifying new members.

Then click "Create."

Now you have created a page for your eBay store! The next thing you might want to do is choose a Photo for your group. You can have one made. I like to use Fiverr.com to find graphic designers who can create Facebook graphics. You can also do it yourself with software like Photoshop. Whatever you want. Just make sure it's relevant to your group. My group is built around books, so I could go to a royalty free photo provider like Pixabay.com and find a relevant image to download. That way I don't have to worry about hiring a designer or spending too much time creating a design myself.

To save us some time, I've already downloaded an image I found on Pixabay.com.

I'll go ahead and upload it to my Facebook groups page. Facebook recommends your image be 1640x856. You can edit it using a program you own, I like and use a program called Snagit, there

are also free online editors like pixlr.com you can use if you don't already have an image editor of choice.

Once your image is edited to the proper dimensions, you want to upload it to your Facebook group page.

Then, once it's uploaded, you can begin adding content to your page.

What you add is entirely up to you. If you have a blog you use to drive traffic to your eBay store, you can add blog posts. You can also write posts directly in your Facebook group page. Maybe you found a great article on vintage books you want to share. You could add that too.

But, first and foremost, you need to add links to your eBay store and specific products you want your members to see.

The very first thing I'm going to post is a link to my store's homepage:
<https://www.ebay.com/str/willspotpourri>

For the best vintage paperbacks on eBay, check out William's Potpurri:
<https://www.ebay.com/str/willspotpourri>

Then, after you've posted the link to your store, you want to pin it to the top of the page so it's the first thing people see when they visit your group.

To do that click the "down arrow" in the right hand corner of the post. Click "Mark as announcement." Then, click the down arrow again and click "Pin to top."

This will stick the post to the top of the page where it will stay. Anyone visiting your group page will see that post first.

Now, you can go into your store, or if you don't have a store, you can just use normal listings, and post several of the links to your products in your facebook group page.

<https://www.ebay.com/itm/223227325175>

<https://www.ebay.com/itm/223226776390>

<https://www.ebay.com/itm/223229427317>

<https://www.ebay.com/itm/223229421768>

You can add your own descriptions to the postings if you'd like, or you can just add the links.

And I recommend you try and post at least one new item everyday, if you can. Or at the very least, add a post whenever you add a new product to your store.

Okay, once you have several posts made, you can start to find people who would be interested in possibly purchasing the products you're listing.

To do this, you'll want to search for relevant groups.

Go to the search bar and type in your keyword. I'll type in "vintage paperback." and immediately I see that there is this group. I'll click on that.

Now, I've already joined this group.

So, let's click the link at the top of the page that says Groups.

I can now scroll through and find groups of people I think will be interested in what I'm selling in my eBay store.

You can go through this process as many times as you want with as many different, relevant keywords that you want.

However, don't overload yourself just yet. Remember, you're going to need to spend some time interacting with members of these groups. So don't join 200 groups. Just a few to start out with.

Once you join the groups, go in and introduce yourself... but don't mention your eBay store just yet. Let the group know that you are interested in vintage books, or whatever it is you sell, and that you're excited to be a member of the group.

Then spend a week or two interacting with the other members. Make some posts, answer questions, ask questions, and just generally, honestly try and make friends.

Then, after a while, casually drop a link saying you have an eBay store that features items the group may be interested in. You could even offer group members a discount or even sell directly to members. I've sold vintage books to people in vintage book groups on Facebook without going through eBay. They just sent me payment through Paypal and I shipped them the books. And I didn't have to pay any eBay fees!

And that's basically the gist of this method. It does take a little bit of time and a little bit of work, but it can produce very targeted, very interested traffic to your eBay store. Plus you might make some nice friends along the way who are interested in the same things you are!

Okay. That's it for this video. If you have any questions please don't hesitate to ask. Just send me an email and I'll get back to you as quickly as I can.

Thanks for watching and I'll talk to you soon.

