Understanding Ecommerce – Additional resources

Selling on Facebook and Instagram (Meta)

Selling on **Instagram** (guide):
https://www.simplybusiness.co.uk/knowledge/articles/2021/01/how-to-sell-on-instagram-uk/

Selling on **Facebook shops** (guide):
https://www.simplybusiness.co.uk/knowledge/articles/2022/01/how-to-set-up-facebook-shops/

Commerce Manager overview:
https://www.facebook.com/business/learn/lessons/why-commerce-manager

Setting up a **Commerce Manager** account:
https://www.facebook.com/business/help/842191386156027?id=533228987210412

Selling on TikTok

Should you sell on TikTok (article):
https://www.simplybusiness.co.uk/knowledge/articles/2022/08/selling-on-tiktok-shop-for-small-businesses/

TikTok Shop overview: https://shop.tiktok.com/merchant/en
TikTok Shop Academy (learning guide): https://seller-uk.tiktok.com/university/home

Selling on Google

Google Merchant Centre (overview article):
https://www.peakydigital.co.uk/2023/01/25/google-merchant-centre-fundamentals-the-basics-you-need-to-know/

Selling Online for Service Businesses

Selling services through a Shopify site (article):
https://pagefly.io/blogs/shopify/sell-services-on-shopify