

eBay Auctions on Facebook!

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Make Money Online Ideas

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Introduction

If you have been in any form of online marketing over the past couple of years, you will know that Facebook is one of the best market places around. Research suggests that it is searched more than Google, and with over 500 million users willing to recommend products or services to each other, can make a Fan Page go viral in just a few hours, if not minutes!

Up until recently though, setting up a custom Fan Page was fairly easy, if you knew how to use FBML (Facebook Markup Language). But now, Facebook has changed the way it works, and requires the use of iframes, which are containers for other pages.

Also if you have been around online marketing for a while, you'll know that setting up a Wordpress website is very easy, so easy in fact that it just takes a few clicks and you are up and running (if you are using cpanel hosting).

And if you haven't been living under a rock for the past few years, you'll have heard all about eBay, the online auction website, where individuals auction off their unwanted items, and many companies also auction their goods on eBay too.

These are the three components, that when combined can make you some money. So How do you set it all up?

What you need

You will need a Facebook account. A personal facebook account will be fine, as you can create Fan pages from that account, heck you could even make a name up for the purposes of this, if you want to remain anonymous!

Next, you will need a Wordpress website.

For this system it is best to use your own hosting as you will most likely want to set up more than one of these Facebook Fan Pages, in fact the more of these that you set up, the more chance you have of making good money, and as it only takes about half an hour to set up (once you get into the rhythm of it), it is wiser to have your own hosting account.

I would recommend Hostgator.com for your hosting, as I personally use them, and have never had a problem with them. Also, they have cpanel hosting which allows you to set up a Wordpress website with just a few clicks of the mouse, and a small amount of typing.

For those that don't know, I'll describe how to set up a Wordpress website using cpanel shortly.

Next, you will need an ebay Partner Network (EPN) account. This is eBay's own affiliate program. You get paid a percentage of the winning bid, when someone you refer wins and auction. To apply for an EPN account, go to <http://www.ebaypartnernetwork.com>

Next, you will need a plugin for Wordpress, called [WP-EasyBay](http://bit.ly/flvw13). You can get it here <http://bit.ly/flvw13>. There is a small cost for it, but you will recoup that in no time once you have this up and running.

Finally you will need a special Wordpress theme called [Wordpress For Fan Pages](http://bit.ly/gBpYS0), you can get it here <http://bit.ly/gBpYS0>. Again there is a small investment for this theme, but again you will recoup your investment in no time at all.

Setting up Wordpress

If you are familiar with setting up Wordpress on a cpanel account, you can skip this section, but if you are not familiar with it please read on.

Once you have your hosting account, log into your cpanel by typing <http://www.yourdomainname.com/cpanel> (replace yourdomainname with your websites address).

You will see this login screen:

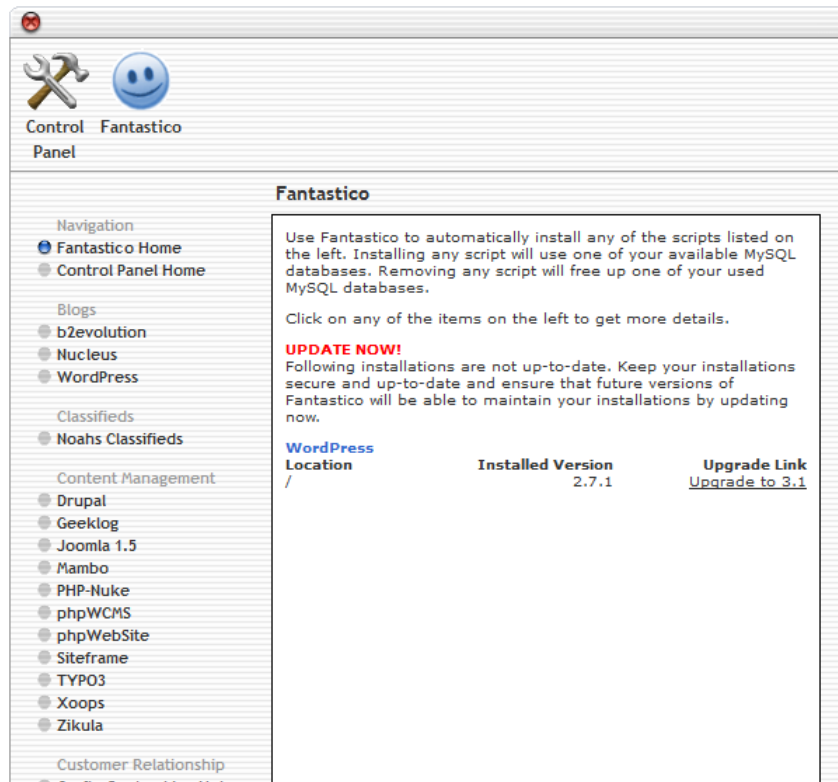


Type in your username and password, and click on the Login button.

When the screen refreshes, scroll down until you see Fantastico Deluxe, the icon looks like this:



Click on the icon, or the link below it. The screen will refresh and look like this:



Please note, The text section of your screen may look slightly different from this one as i already have one Wordpress installation on this website.

On the left menu you will see a list of Open Source systems that you can install on your website through the Fantastico interface. Click on the Wordpress link, and the screen will refresh to look like this:



Click on the new installation link. The Wordpress installation form will appear, like this:

The screenshot shows the WordPress installation form within a cPanel interface. On the left is a sidebar with various navigation links. The main content area is titled 'WordPress' and 'Install WordPress (1/3)'. It includes sections for 'Installation location' (with a dropdown for 'Install on domain' and a text field for 'Install in directory'), 'Admin access data' (with fields for 'Administrator-username' and 'Password'), and 'Base configuration' (with fields for 'Admin nickname', 'Admin e-mail', 'Site name', and 'Description'). An 'Install WordPress' button is at the bottom right.

WordPress

Install WordPress (1/3)

Installation location

Install on domain

Install in directory

Leave empty to install in the root directory of the domain (access example: `http://domain/`). Enter only the directory name to install in a directory (for `http://domain/name/` enter `name` only). This directory SHOULD NOT exist, it will be automatically created!

Admin access data

Administrator-username
(you need this to enter the protected admin area)

Password (you need this to enter the protected admin area)

Base configuration

Admin nickname

Admin e-mail (your email address)

Site name

Description

On your screen, the Install on Domain field will be filled in with the address of your website. The only fields you need to enter are the Administrator-username and the Password fields, the rest can be left unchanged. Now click on the Install Wordpress button.

It will take just a minute for the system to install Wordpress on your website. When it has finished, a message will appear and all you need do then is click on the Finish button.

You can then log out of your cpanel.

Sidenote: For this system, you can set up any number of Fan pages using the same hosting account. But, for each one, I would recommend that you set each Wordpress installation on a subdomain. You can easily set up subdomains through your cpanel by clicking on the subdomain icon.



Setting up the Wordpress theme

You should now have a working installation of Wordpress. Let's now log into it and set up the theme you need for it work best in Facebook.

Sidenote: You cannot use just any Wordpress theme for this (unless you know CSS) as you are limited in the width of the content area in Facebook, that is why I recommend using Wordpress For Fan Pages for your theme. Plus, Wordpress For Fan Pages comes with instructional videos on integrating Wordpress into your Facebook Fan Page. Because that is covered in the package, I'm not going to repeat it here.

If you have gotten the Wordpress For Fan Pages package, please follow the instructional video to upload and set up the theme.

Installing the Easybay Plugin.

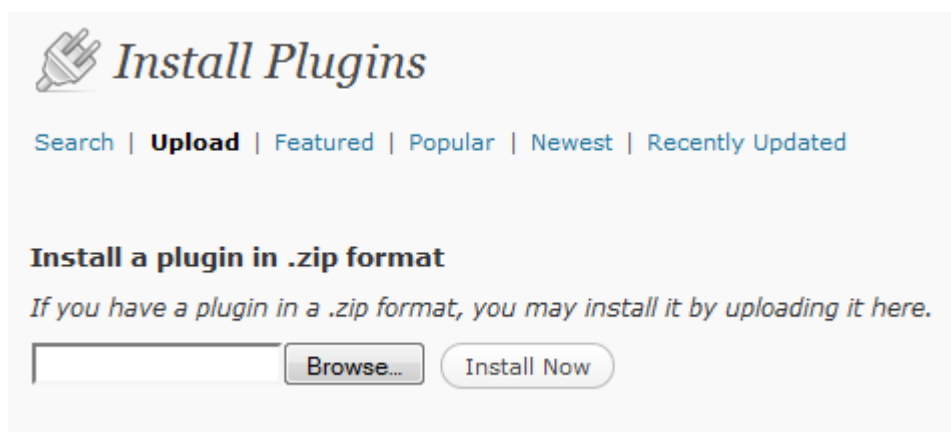
If you are already familiar with installing Wordpress plugins, please skip to the next section, if this is your first Wordpress installation, then please read on.

I'm assuming you have got the Easybay plugin and saved it on your computers hard drive. To install the Easybay plugin, log in to your new Wordpress installation by going to <http://www.yourdomainname.com/wp-admin> and filling in your username and password. Next navigate to the Plugins menu on the left side.



Click on the Add New link. When the screen refreshes, click on the Upload link at the top of the screen, just under the Title, you'll see this on your screen.

Click on Browse button to Click on the



Click on the browse button, and navigate to the folder in which you downloaded the Easybay plugin to, then select the zip file (easybay1.90.zip at the time of writing). Click on the Open button at the bottom right of the navigation window, then click on the Install Now button.

When the installation is complete, you will see the following:



Click on the Activate Plugin link.

When the screen refreshes, scroll down the page to the bottom and in the left menu you will see EASYBAY, under the Settings menu. Click on the link, to see the EASYBAY configuration screen.

There are quite a few options that you can set, but the main one is to set (and the one that allows you to get paid!) is the Tracking Provider. Easybay allows you to display items from a number of affiliate programs which are listed in a drop-down menu, but the one we are interested in most here is the bottom one eBay Partner Network. Select that item from the menu.

In the next field down, enter your eBay Partner Network affiliate ID. This can be gotten when you log into your eBay Partner Network account and click on the Campaigns link. It is a 9 or 10 digit number that is associated with your campaign. If you are using the default campaign, just copy that number into the Easybay configuration panel.

The next field down allows you to select any one of eBay's websites ie the website for your country. Just click on the drop-down arrow and select the one you need.

There are a number of other settings that you can make, but I will not describe here, as they are fairly well described on the page in front of you. When you have made all your setting changes, scroll down to the bottom of the page and click on the Update Settings button.

Adding a listing to a post

This part couldn't be simpler. All you have to do is go to the Post menu, at the top left of the screen, and click on the Posts link.

If this is the first time you have done it with this installation (which it probably is), click on the Posts link.

When the screen refreshes, only one post should appear, called Hello World. Click on that link.

This is where it gets tricky, I don't know what you want to promote, so can't guide you exactly, but for instance, say you want to promote the Blackberry Curve, all you need to put in the post editor screen is

[Easybay]Blackberry Curve[/Easybay].

That's it! Don't forget to click on the Publish button, on the right of the screen.

Now, if you have everything installed correctly, and followed my directions, you can navigate to the page you have just created by copying the posts url (seen just below the post title) into your browser window, and you should see something like this:

Home Blackberry Curve	
BlackBerry Curve 8520 - 256MB - Black (Unlocked) Sma...	
	GBP 70.00 (2 Bids) Buy It Now End time: 2011-04-11 14:16:10
Black LCD Screen Lens For Blackberry Curve 8520 8530 UK	
	GBP 3.99 (0 Bid) Buy It Now End time: 2011-04-15 09:32:36
Quality C-S2 Battery Power for Blackberry Curve 3G 9300	
	GBP 2.98 (0 Bid) Buy It Now End time: 2011-04-14 14:23:19

And if you have set up everything correctly in Facebook, you will see something like this:

The screenshot shows a Facebook page for 'UK Holiday Cottages'. The page has a blue header with the Facebook logo and login fields. Below the header, there's a green 'Sign Up' button and a tagline: 'Facebook helps you connect and share with the people in your life.' The main content area features a profile picture of a cottage, a 'Like' button, and a 'Home' tab. The page title is 'UK Holiday Cottages' with a location tag 'Sport/Recreation/Activities · King's Lynn, Norfolk'. The main post is titled 'Enjoy cheap Cottage Holidays in the UK.' and includes text: 'Click on the links below to find out more about these Holiday Cottages. Don't forget to check back regularly as these listings are updated hourly.' There are two listings: 'Holiday Cottage North Devon Sleeps 4. 15 April 1 week' and 'Holiday Cottage, Cumbria, April or May'. Each listing includes a photo, a price (GBP / 329.00 and GBP / 145.00 respectively), and a 'Buy It Now' link.

As you can see here, I added a few words at the top of the post (in Wordpress), to introduce the visitor to the page, but, you can add whatever you like and what's better, you can promote anything that is being sold on eBay using this very simple method, it all boils down to your imagination.

(By the way, I set that page up this morning, which is why there is only 1 Like!!).

A little problem

There is a small problem with the Easybay plugin. When it is used in Facebook, and because Facebook is using iframes, when a user clicks on an item link, the new page opens within the iframe. This isn't much good because the eBay page is much wider than the allowable area of Facebook, so a horizontal scroll bar appears, which isn't good.

The solution though, is to change one of the plugin files, but don't worry, I have done it for you. Just go here to get the revised code <http://www.create-an-income.com/functions.txt> select all the code in the screen (use Ctrl-A on your keyboard). Open up up your favorite text editor (like Notepad) and paste the code into it. Save the notepad file to your desktop as functions.php (it must be that name).

If you are using cpanel, log in again, and using the File Manager, navigate to your wp-content/plugins/easybay/php folder. There you will see the functions.php file. Upload your new file to overwrite the exsisting file.

You can do the same if you are using FTP software, like Filezilla.

Now go back to your Facebook page and refresh it. When the screen has refreshed, click on one of the listing links and make sure that it opens in a new window.

That's it you're done.

Making even more money

This system gives you many opportunities to make money, not only by what I have described above, but you can extend it further using one or two other ideas. Here's some to get you thinking.

[Wordpress For Fan Pages](#) allows you to provide multiple tabbed pages on Facebook, and it also has integrated code, so that a page can be hidden until someone presses the Like button.

And, as you are using a Wordpress plugin, you can change the ebay listings provided by setting up a new Wordpress page that has other related eBay listings on it.

For instance, many sellers on eBay have an eBay store. A store front for their business. Easyebay, can be configured to show a specific eBay seller. So, you could create a new page for a specific seller.

Contact a number of sellers and tell them that you will oput their eBay store on Facebook, for a fee of course. You could get recurring monthly income from this.

Affiliate Sales

Another option is to place promotional videos on a tabbed page and place an affilaite link below it. Or, you could just use [Wordpress For Fan Pages](#) to sell an affiliate product directly, or build a list or ...you get the idea.

Offline Marketing

Another option is to sell your services to local businesses. As you are using Wordpress as the basis of the fan page, you could use any of the many available plugins to enhance the page. For instance, you could easily setup the [WP eCommerce](#) plugin to set up and online shop right there on Facebook, now what offline business owner wouldn't want that!

CPA Offers

You could offer discounts to hundreds of different products on Cost Per Action (CPA) networks. These will pay you a fee each time a visitor clicks through to the owners website and takes some sort of action, usually fills in a form for something free. This is really easy to do with this system.

[Linkshare](#) is just one that provides hundreds of well known vendors willing to pay you for referring people, [signup for free here](#).

There are so many different ways that you can use this system, it would take an encyclopedic sized book to describe them all, **just use your imagination and take action.**

I hope you found this short manual useful and make some money from it.

Please feel free to pass it on to your online friends or colleagues, and help them make some money using this method too.

All the best.

Tim

For more great money making ideas go to <http://www.create-an-income.com>