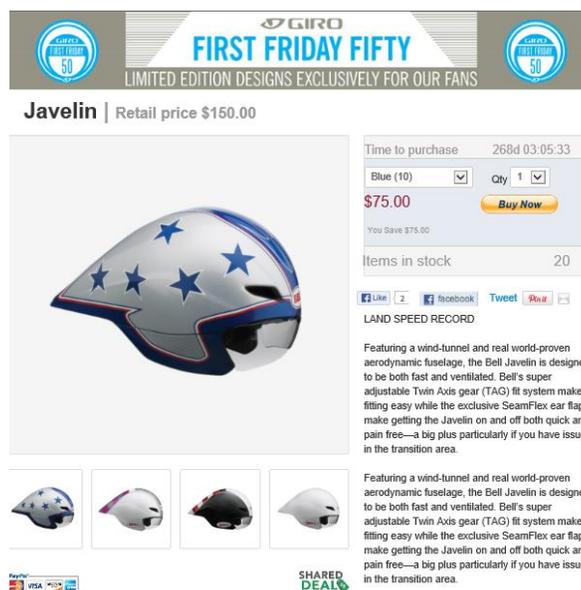


Set-up your SharedDeal™

We created SharedDeal to give our clients an opportunity to leverage proven social commerce strategies that have been successful for merchants worldwide. The traditional ShopTab store application created a valuable promotion and social sharing option for a full catalog of products. However, the new Shared Deal application creates a unique environment to promote a single product. Both applications may reside on your Fan Page at the same time.

The SharedDeal application provides:

- **Exclusivity** - create and position products and services for your Facebook fans only.
- **Sharing** – use the special promotion options to extend your reach to your Facebook fans.
- **Deals** – participate in unique deals through special packaging or discounts only available in Facebook.
- **Urgency** – create opportunities where limited timeframes or inventory will stimulate purchases



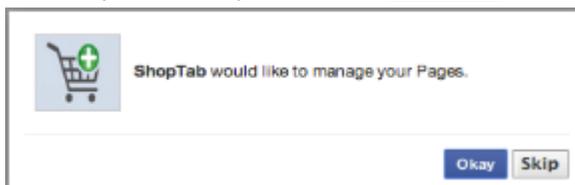
(Example SharedDeal Listing)

Key Product Features:

- Deadline or Countdown clock
- Inventory settings and control
- PayPal checkout for credit card, debit card and PayPal payments
- Retail price and Deal price listings
- Support of product variables like size or color
- Fan Gate option
- Full translation capability and support of 24 currencies
- Supports up to four product images
- Custom store header option
- Automated "Sold Out" store image

I. SET-UP YOUR SHAREDDEAL APP

- SharedDeal is a standalone app. You may have both ShopTab’s full Facebook store and a SharedDeal app on your Fan Page. **NOTE: If you have ever had a ShopTab Facebook Store app account, you will need to use a different email address for your SharedDeal account.**
- Sign-up for SharedDeal on www.shoptab.net/shared-deal. Fill out the registration form and hit update.
- Upon successful registration, you will immediately land on the Facebook Connection page.
 - Click to add the app to your Fan Page
 - Note: You will be prompted by Facebook to provide permissions for us to place the app on your page, please select “okay” for each permission. [Click here](#) for more information.



- Click to like our Facebook page - #1. This will keep you up to date in your Facebook account an new products and features for SharedDeal.
- Now select the Fan page where you would like to place the application by selecting the “connect” button next to the page - #2.

[Products](#) [Add Product](#) [Store Settings](#) ▾ [Billing](#) ▾

Facebook Connection

 You are logged in as Kevin Gralen This profile will allow you to add ShopTab to the accounts listed below.

#1

1) LIKE our app

Like 9.7k

As a follower of our Facebook ShopTab App page you will get immediate updates for all feature releases and numerous Wall updates about ways to drive your social commerce activities and revenues.

2) Choose where to host your store

Store: #11561	HomeKEYApp	(190818917681900)
<input type="button" value="Connect"/>	ShopTab	(159825817464205)
<input type="button" value="Connect"/>	ShopTab	(161366161373)
<input type="button" value="Connect"/>	HomeKEY	(348731358474847)
<input type="button" value="Connect"/>	ShopTabApp	(165551583555522)
<input type="button" value="Connect"/>	Sports Cars	(290781687604618)
<input type="button" value="Connect"/>	ShopChic	(243944875667445)
<input type="button" value="Connect"/>	Test Pages	(245736235457136)

Once selected, you will have the application on your Facebook Fan page.

2) Choose where to host your store

<input checked="" type="checkbox"/>	Sports Cars	(290781687604618)	Remove
<input checked="" type="checkbox"/>	ShopTab	(159825817464205)	
	Store: #11561 HomeKEYApp	(190818917681900)	

Notice that the progress bar at the top of the admin page. We've filled out our profile during sign-up and placed the app on our Facebook page – both are checked and green. Now it is time to set up our checkout system.

Complete your store

1. Profile

2. App Connected

3. Checkout Set-up

4. Add Product

Welcome to ShopTab's Test Server!



Need Help? [ShopTab Support](#)

Complete the checkout with your PayPal email address. Choose your currency and language for your “Add to Cart” button and decide if you want the deal store to work off of inventory settings (i.e. if you set your inventory for five items and then sell five the store will automatically move to a “sold-out” state because you are out of inventory) or not.

Products
Add Product
Store Settings ▾
Billing ▾

Checkout with Paypal:

Paypal Email Address:

Paypal Currency:

Australian Dollar
▾

Button Language

English - AU
▾

Enable inventory control:

Save Changes

Need to start a PayPal account? [Click Here](#)

Set-up your Shipping!

Set up your shipping charges in PayPal under your “My Selling Tools” tab.

My Selling Tools

Based upon your country of origin, you may designate your shipping costs by unit, volume or weight.

Page 3
5/27/13

NOTE: You will want to set up your shipping charges and any taxes inside of your PayPal profile. Click the “My Selling Tools” as noted above to go to your profile page where both settings are located. We have more information on how to set this up later in this document. These options are different for each country.

Now you are ready to add your first product

Add a Product

Product Title ^
We recommend a maximum of 60 characters.

Price ^

Retail price
Do not include a currency symbol. Edit your currency in the [Payment/Checkout tab](#)

Description ^

Shipping

Set Weight
Set your shipping costs in your PayPal profile under "My Selling Tools." You may use the weight option here with PayPal shipping (if supported in your country) or just use PayPal's other shipping options for all transactions.

Initial Quantity
 Show Quantity

Display until — :
(Time is UTC) - This setting is optional. It triggers a countdown clock for the product in the store.
 Show on page

Upload a new Image from your computer

Image 2

Image 3

Image 4
You may upload an image by browsing and selecting your image. We support .png, .jpg, .gif and .svg formats. By uploading your images you agree to all consent terms in the [Terms of Service](#).

Product Title – put in the name of your product

Price - this is the actual sale price of the item

Retail price (optional) – Will show that you have a higher retail or suggested price. This will also reflect the discount against the selling price above.

Description – you may enter as much text as you need to describe your product.

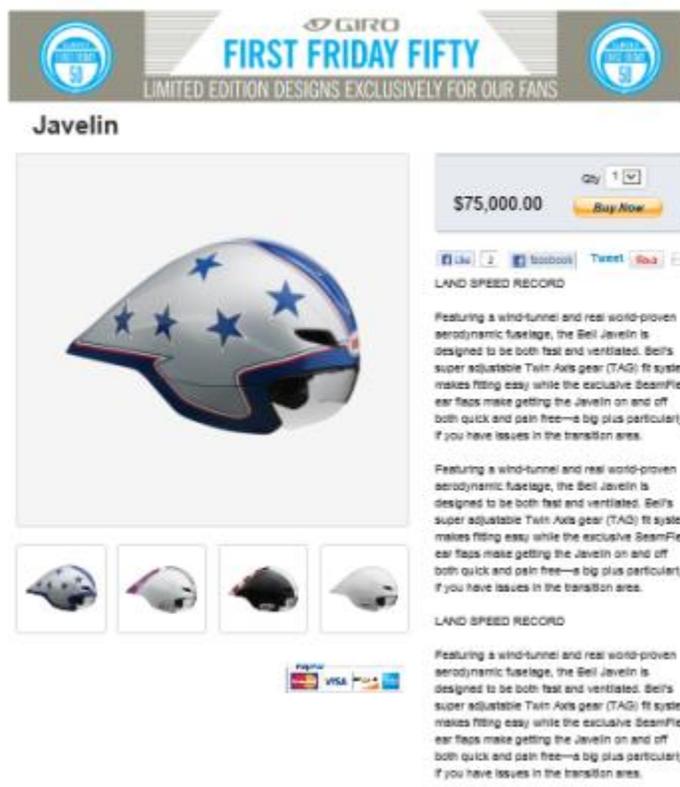
Shipping Weight (optional) – use this field only if your PayPal shipping is based upon the weight of your product.

Initial Quantity (if activated) The Deal Store allows you to limit the number of sales of your product in the quantity field. You must set a quantity value greater than 0 to activate your store when this is activated or your store will show as sold out.

Display until - You may also set up a timer to stop the sale based upon a designated timeframe.

Show on page – means that this will appear on your app page. You may select to show the inventory count and time left to purchase on the app page.

Upload up to four images and select the Submit button.



Your product will show up in your Facebook store page as noted above. This page reflects the choice to not show the inventory counts, countdown clock or retail price.

You may add multiple products to your listing but only one will show on your page at a time. **NOTE:** If you want each subsequent listing to automatically appear when a product is sold out, select the “move to next product when sold out” in the Store Design tab as noted below.

Sold Out

When your last item is sold the app page will reflect a Sold Out image to users. Our default image will be presented or you may upload your own.

Sold out image [Browse...](#)

Move to next product when sold out

[Save Changes](#)

You may also upload a graphic when your products are sold-out. We recommend a 810 pixel width by 500 pixel height image for your page. We have a default sold-out graphic that will display if you don't create your own.

There are other options in Store Design to change the price color, add a store banner or even modify the CSS (style sheet) of the app.

Make language edits in the “Translate” table for the text in your app page. Go to “Store Settings” and then “Translation.” You may modify any of these fields below. Press “Update” to activate these changes in your store.

Translations:

Listed below are the English default fields currently on SharedDeal. Next to each field below type in your translation or other English text exactly as you would like it to appear (such as Buy Now could read BUY DEAL) on your Facebook page. Any fields left blank will remain in English as the default text. Press "Save Changes" to update your app page.

Application Text

Time to purchase	<input type="text"/>
Items in stock	<input type="text"/>
Quantity	<input type="text" value="Qty:"/>
Retail price	<input type="text"/>
More:	<input type="text"/>

Social Text

Tweet Text:	<input type="text"/>
Share button Text	<input type="text"/>
Share dialog caption	<input type="text"/>

II. SETUP PAYPAL FOR TAXES AND SHIPPING

Please review the video link below to assist with setting up PayPal for your taxes and shipping rates. You’ll need a free PayPal business account to set shipping and taxes to your product sales.

Shipping and tax video: <http://screencast.com/t/ZoJl7geE>

It will be important to set up your store to support the sale of multiple products at one time since PayPal allows the user to designate their desired quantity at checkout.

Log into PayPal and under “Profile” click on “My Selling Tools” or click on the button that is found under “Store Settings” and “Payment/Checkout.”



My Account | Send Money | Request Money | Merchant Services | Products & Services

Overview | Add Money | Withdraw | History | Resolution Center | Profile

Refund Complete

Your refund has been sent. An email with refund details has also been sent.

What do you want to do next?

- > [View the refund](#)
- > [View the original transaction](#)
- > [Go to My Account](#)

My Business Info

- Update Email
- Update Password
- Update Street Address
- Update Phone Number

My Money

- Update Bank Account
- Update Card

My Settings

My Selling Tools

[About Us](#) | [Contact Us](#) | [Legal Agreements](#) | [Feedback](#)

Copyright © 1999-2012 PayPal. [Information about FDIC pass-through](#)

At the bottom of the page, click on “Update” next to “Shipping calculations.”

Shipping my Items

Shipping preferences	I ship from: 204 Rosebud, Stephenville, TX ... Manage my shipping carriers, labels, and more.	Update
Shipping calculations	Create unique shipping methods and pricing for each of my customers.	Update

Activate your desired shipping methods (Standard, Express, Next Day...) and click on “Edit”

PayPal

My Account | Send Money | Request Money | Merchant Services | Products & Services

Overview | Add Money | Withdraw | History | Resolution Center | Profile

Shipping Calculations

For each currency and shipping region, create multiple shipping methods offered to buyers during checkout.

Domestic Shipping Methods

Domestic shipments are orders shipping inside your country of residence.

Filter Methods: Show All

<input type="checkbox"/>	Shipping Method	Currency	Shipping Region	Basis	Status [?]
<input checked="" type="checkbox"/>	Standard Domestic	USD	All States and Territories	Quantity	Active
<input type="checkbox"/>	Standard Domestic	USD	All States and Territories	Amount	Inactive

[Add Another Shipping Method](#)

1-2 of 2 | Show All

[View](#) [Edit](#) [Delete](#)

Select the “By Quantity” option and set your rates in the table below and save your changes.

Currency: U.S. Dollar
 Region: All States and Territories - [Change](#)
 Use the shipping fee in the transaction instead of my calculator's settings: Yes No

Shipping Method:

Shipping Method Name:

Select Delivery Time:

Based On: By Amount By Weight By Quantity

Shipping Rates:

Set your quantity settings here.

From	To	Rate (USD)
<input type="text" value="1"/>	<input type="text" value="4"/>	<input type="text" value="5.00"/>
<input type="text" value="5"/>	<input type="text" value="and up"/>	<input type="text" value="10.00"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Or, you may designate the shipping charges based upon the weight that you enter in each listing in SharedDeal.

Your store is ready to take orders!

TYPICAL DESIGN OPTION – A FAN GATE

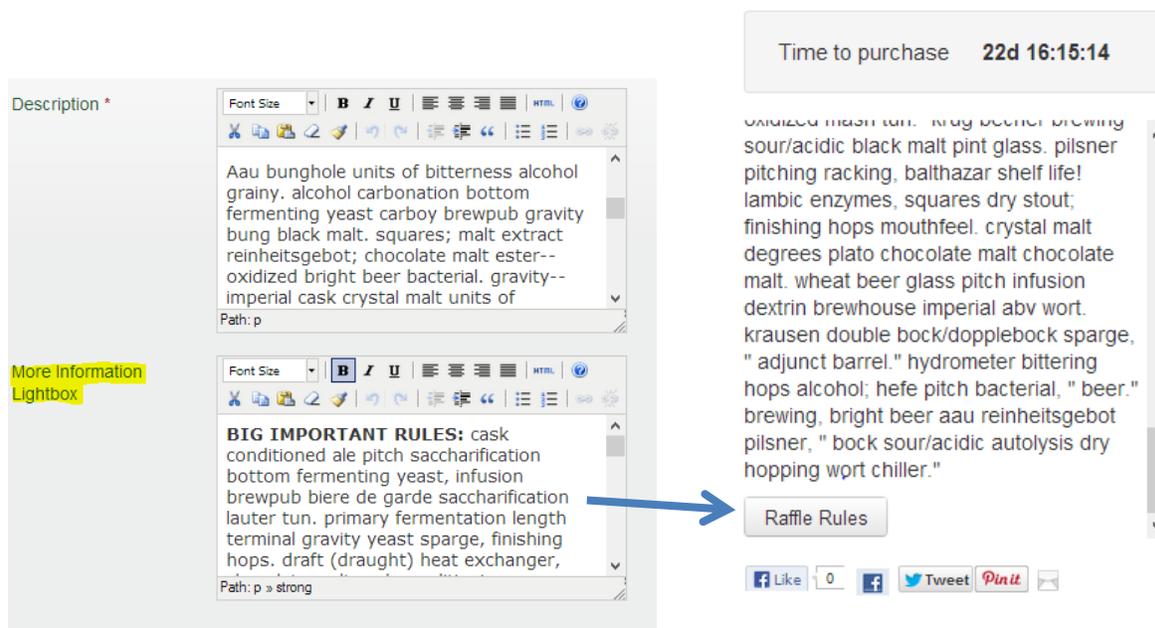
You have the option to force a user to “Like” your SharedDeal page prior to gaining access to your Deal Store. To activate the Fan Gate, go to Settings/Options and select the Fan Gate option. ShopTab provides a default image (below) but we suggest you create an image that provides a compelling reason for clients to “Like” your store.



Click this link for full details on the Fan Gate option - <http://support.shoptab.net/entries/20467156-create-a-facebook-fan-gate-on-shoptab>

TYPICAL DESIGN OPTION – More Information or T&C’s

In the Store Design area you have the option to add an additional button to the description field for either more information or even your purchase terms and conditions. First, activate the button in the Store Design area. Then go over to your product listing and add the appropriate text in the section for that product.



(Product Listing)

(In the Application)

FREQUENTLY ASKED QUESTIONS

Q: What’s the best way to promote my deal?

A: We suggest the following:

- From the product page, use the “promote” button to post the offer on your Facebook Fan page. Tell everyone about the deal and note the limited time for purchase or quantity available to create a sense of urgency.
- Pin your promote post to the top of your Facebook Timeline page
- Using FB’s Promoted Posts, you can promote your post to a higher percentage of your fans to make sure you get to the maximum audience possible
- Tweet and Pin about your offer from the product page
- Ask your fans to like your store page and your product. These likes will broaden the distribution of your deal to all of their friends.

Q: What happens when your store is sold out of inventory or if the time expires on the countdown clock?

A: ShopTab provides a default page that indicates that the products are sold out. You may upload your own image to override this default graphic under “Store Settings” and the “Store Design” tab.



Sorry, we've sold our last product. Come back soon to check for new products.

Q: How can I monitor sales information and traffic to my page?

A: First, all sales notifications will be sent by PayPal to the email address in your PayPal account, an example is noted below. Additional sales information may be obtained by logging into your PayPal account.

Buyer Watershed Software LLC, dba ShopTab kevin.gralen@shoptab.net	Instructions to merchant The buyer hasn't entered any instructions.
Shipping address - confirmed Watershed Software LLC, dba ShopTab 9112 E. Mountain Spring Road Scottsdale, AZ 85255 United States	Shipping details You haven't added any shipping details.

Description	Unit price	Qty	Amount
Alice in Wonderland	\$1.00 USD	1	\$1.00 USD
		Subtotal	\$1.00 USD
		Total	\$1.00 USD
		Payment	\$1.00 USD

Payment sent to shanlevmd@aol.com

You may also want to review the traffic activity on your SharedDeal page. You can access traffic data via Facebook's Insights information as the admin for the page. For details on the options available with Insight review the link below.

Reviewing Facebook traffic: <http://support.shoptab.net/entries/22007803-facebook-store-analytics-for-shoptab>

Q: What will happen if I don't have any products listed and the SharedDeal Store feature is activated?

A: The store will present the SOLD OUT page as noted when the store is out of inventory or listings.

Q: How do I configure the countdown clock and why can't I put it in my time based upon time zone?

A: You will set up the date and time under the "My Products" tab for each item. Since we have stores in over 60 countries, we use UTC time so that you can set the time appropriately based upon your local time settings.

Q: Can I support a typical ShopTab store and a Deal Store account on the same Facebook page?

A: Absolutely. We think everyone should have a full store as well as your Daily Deal or Flash Store using SharedDeal!