

# **PayPal** Integration Instructions





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# **PayPal** Integration Instructions



### **OVERVIEW**

There are multiple ways to utilize PayPal to collect money in Facebook. Start, by deciding/identifying exactly what you are trying to do/accomplish (experience) to build...

Option 1 – Collect money in a Facebook post Option 2a – Collect money on a Facebook page with a PayPal "Buy Now" button

**Option 2b** – Collect money on a Facebook page with a Facebook Shopping Cart

#### **Option 1: Facebook Post**

If you want to ask people to donate or pay for something in a Facebook post (which will appear in the Newsfeed of your friends, and your Timeline) then this is the option for you. PayPal provides a simple way to do this.



#### **Option 2: Facebook Page**

If you have a business page, and you want to sell things or solicit donations on your page, then you have two ways to do this.

#### **Option 2a: PayPal Payment Buttons**

If you only want to sell or collect money for one thing on your page, then you can do this is very easily with a PayPal "Buy Now" or "Donate" button.

#### **Option 2b: Facebook Shopping Cart**

If you want to sell multiple products and what to provide your customers with a store-like shopping experience, then the best way to do this is using a Facebook Shopping Cart.



**OPTION 1: COLLECT MONEY IN A FACEBOOK POST** 

It's easy to collect money in a Facebook post. The process has two parts:

PayPal

**Part 1:** Create a PayPal Payment Link **Part 2:** Paste the link into your Facebook post

facebook

The process involves creating a PayPal Payment link on <u>www.paypal.com</u>, and then pasting this link into your Facebook Post. Facebook posts are visible in your Timeline and your Newsfeed. Facebook now provides a fee-based feature called an "Announcement" (like an "advertisement") which enables you to ensure your post is displayed for an extended period of time.

When your clients click the link, they will be taken to a PayPal webpage where they can pay with their credit cards or their PayPal account. Pictures 3 and 4 (look at the appendix to see the pictures) show what the payment pages look like. If you are selling a product, the payment page is similar but displays a fixed cost (the product price) and a description of the product. When a client pays, the money is transferred to your PayPal account, and you will be sent an email notifying you of the payment. You can log into your PayPal account to get full details on the transaction, including shipping information if you need to send the client any merchandise.





# PART 1: CREATE A PAYPAL PAYMENT LINK

#### Step 1: Login

Log in to your PayPal account at <u>www.paypal.com</u>. The **My Account Overview** page opens.

#### Step 2: My Account Overview

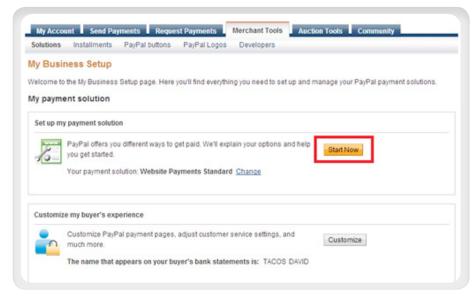
Click either the **Merchant Tools** tab or the **My Business Setup** link. The **My Business Setup** page opens.

					Log Out   Help   Security Center
PayPal					English 👻
My Account Send Payr	nents Request Payments		Auction Tools	Community	
Overview Add Funds V	Vithdraw Transaction Histo	ry Resolution Center	Profile		
Welcome, David Business Name: Tacos David   Ad Account Limits: <u>View Limits</u>	ccount Type: Business   Status: U	nverified Get verified	Last log i	n david.hackson+paypalmxbiz	@gmail.com on 2 May 2013 6:38 p.m. GMT-05:00
PayPal balance: \$0.00 M	XN			Currency converter	Notifications
Available balance in MXN (p	rimary): \$0.00 MXN				Link and confirm my debit or credit card
Total balance (all currencies	s, available and pending) conv	erted to MXN: \$0.00 MXN	- Hide		> Policy Updates
Currency	Total				
MXN (Primary)	\$0.00 MXN				My account tools
USD	\$0.00 USD				> <u>My Business Setup</u>
	received   Payments sent		Vi	ew all of my transactions	
My recent activity - Last 7 da	ays (29/04/2013-06/05/2013)				

#### Step 3: My Business Setup

Click the **Start Now** button in the "Set up my payment solution" section.

The Configure my payment solution page opens.





#### Step 4: My Payment Solution

Click on the "**Donate**" button if you want to collection donations from people.

Click the "**Buy Now**" button if you want to sell products to people.

Note: If you do not see the Donate button on this page, see the Appendix for an alternative way to create the Donate button.

The big difference between the Buy Now and Donate buttons is that when clicked the Donate button will display a payment page where people can choose the amount of money they want to give you, while the Buy Now button will display a payment page with that has a fixed amount your clients will pay.

See the Appendix for pictures of the payment experiences using the Donate and Buy Now buttons.

In this example, we will assume you chose the Donate button.

After clicking the button that is right for you, the **Create PayPal payment button** page opens.

Configurar mi soluci	ón de pago		
Integrar Pagos Web Estánd	ar		
	ecomendamos que añ <u>ad</u>	<u>a otro usuario</u> a su cuenta Pa star la configuración durante la	
Realice una selección entre	e tres opciones sencillas	s para aceptar pagos con Pag	jos Web Estándar
Cree botones de pago	Carritos de terceros	Integración personalizada	
Podrá comenzar a acepta Elija el botón de pago má Compre aho Comprar aho	is adecuado para usted.		ocimientos de programación. Donar Donar



#### Step 5: Create PayPal Payment Button page

Key Fields:

5.1 Button type5.2 Organization name/service5.3 Contribution Amount

All other fields are optional. These can be left empty or their default values.

Pay	yPal payment buttons are an easy way to accep	ot payments
•	r Step 1: Choose a button type and enter your pay	ment details
1	Choose a button type Donations	
	Organization name/service	Donation ID (optional)
2		
	Customize button	Your customer's view
	Customize text or appearance (optional)	
	Currency USD 💌	
3	Contribution amount	
	Onors enter their own contribution amount.	
	Onors contribute a fixed amount.	
	Merchant account IDs Learn more	
	Ose my secure merchant account ID	
	O Use my primary email address: youremaila	ddress@gmail.com
►	Step 2: Save your buttons (optional)	
•	Step 3: Customize advanced features (optional)	



#### Step 6: Button Code Page

You have successfully generated your PayPal button!

But wait, we don't want to add a payment "button"; we want to add a payment "link".

#### Click the "Email" tab.

The Email tab provides us the link we want. This tab is called "Email" because a common use case for this "payment link" is to add it to an email. We will add it to a Facebook Post.

(Note: The Website tab has HTML code. You would use this if you wanted to add a payment button to a Facebook Page. In this case, we want to add a payment link to a Facebook Post)

You are now ready to paste this link into your Facebook Post.

#### You are viewing your button code

- 1. Click Select Code to select all the button code.
- 2. Copy the code (CTRL+C for Windows, CMD+C for Mac -- or right-click and choose Copy).
- 3. Paste the code into your own code (CTRL+V for Windows, CMD+V for Mac -- or right-click and choose Paste).

ttps://www.pay	pal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=MJBH369EPR

Picture 1 – PayPal payment link.

# PART 2: POST THE PAYPAL PAYMENT LINK INTO YOUR FACEBOOK POST

Step 7: Login to your Facebook account

#### Step 8: Create a Post

**PayPal**<sup>®</sup>

#### Step 9: Add your text

Add whatever text you want to have in the post. In this example, we have added the text, "Compra aqui los boletos para nuestra fiesta de aniversario".

facebook

#### Step 10: Add the PayPal Payment Link

Copy the link from Part 1 – Step 6 (picture 1) and paste it into your post.

Estado Terreto / video Terreto, Hito +	
iCompra aquí los boletos para nuestra fiesta de aniversario! https://www.paypal.com/cgi-bin/webscr?cmd=_s- xclick&hosted_button_id=G8HN9W34HGKZU	<ul> <li>Your text</li> <li>PayPal payment link</li> </ul>
Publicar	

#### Step 11: Publish

Press the "Post" (Publicar) button. You are done! Your post should look like the picture below.

When people click the PayPal payment link they will be taken to a page where they can pay with their credit cards or their PayPal account. See pictures 3 and 4 (look at the appendix to see the pictures) to see what the PayPal payment pages look like.



OPTION 2A: COLLECT MONEY ON A FACEBOOK PAGE WITH A PAYPAL BUTTON

PayPal provides a simply way for you to sell items or collect money on a Facebook page. If you only want to sell or collect money for one thing on your page, then you can do this with a PayPal "Buy Now" or "Donate" button.

facebook

The process has three parts:

**PayPal** 

Part 1: Create a PayPal Payment buttonPart 2: Create a Facebook Page TabPart 3: Insert the PayPal Payment button into the Facebook Page Tab



# PART 1: CREATE A PAYPAL PAYMENT BUTTON

#### Step 1: Login

Log in to your **PayPal account** at <u>www.paypal.com</u>. The **My Account Overview** page opens.

#### Step 2: My Account Overview

Click either the **Merchant Tools** tab or the **My Business Setup** link.

The **My Business Setup** page opens.

							Log Out   Help	Security Center
PayPal								<u>English</u>
My Account Send Pa	ayments	Request Payments	Merchant Tools	Auction Tools	Community			
Overview Add Funds	Withdraw	Transaction History	Resolution Center	Profile				
<b>Nelcome, David</b> Business Name: Tacos David Account Limits: <u>View Limits</u>	Account Type	e: Business   Status: Unve	rified <u>Get verified</u>	Last log i	n david.hackson+paypalmxbi:	z@gmail.co	om on 2 May 2013 6	:38 p.m. GMT-05:0
PayPal balance: \$0.00	MXN				Currency converter	Noti	ifications	
Available balance in MXN Total balance (all currenc			ed to MXN: \$0.00 MXN	E Hide		ca	<u>nk and confirm my</u> <u>rd</u> plicy Updates	/ debit or credit
Currency		Total						
MXN (Primary)		\$0.00 MXN				My a	account tools	
USD		\$0.00 USD				> <u>My</u>	/ Business Setup	]
My recent activity   <u>Paymer</u>	nts received	Payments sent		Vie	ew all of my transactions			
My recent activity - Last	7 days (29/04	l/2013-06/05/2013)						



#### Step 3: My Business Setup

Click the **Start Now** button in the "Set up my payment solution" section.

The Configure my payment solution page opens.

#### **Step 4: My Payment Solution**

Click on the "**Donate**" button if you want to collection donations from people.

Click the "**Buy Now**" button if you want to sell something to people.

The Donate button will display a payment page where people can choose the amount of money they want to give you (see picture on page 20). The Buy Now button will display a payment page with that has a fixed cost (the product price) and a description of the product for sale.

In this example, we will assume you chose the Buy Now button.

After clicking the button that is right for you, the **Create PayPal payment button** page opens.

PayPal
My Account Send Payments Request Payments Merchant Tools Auction Tools Community
Solutions Installments PayPal buttons PayPal Logos Developers
My Business Setup
Welcome to the My Business Setup page. Here you'll find everything you need to set up and manage your PayPal payment solutions.
My payment solution
Set up my payment solution
PayPal offers you different ways to get paid. We'll explain your options and help you get started. Your payment solution: Website Payments Standard Change
Customize my buyer's experience
Customize PayPal payment pages, adjust customer service settings, and much more.
The name that appears on your buyer's bank statements is: TACOS DAVID
Managing my business
Manage my money
Link your bank account, lift the initial limits set on your PayPal account, and much more.





#### Step 5: Create PayPal Payment Button page

Required Fields:

5.1 Button type5.2 Item Name5.3 Price & Currency

All other fields are optional. These can be left empty or their default values.

Click Create Button, and the Button code page opens.

Step 1: Choose a button type and enter your p	ayment details
Choose a button type Buy Now Dote: Go to My saved buttons to create a new button	similar to an existing one.
Item name	Item ID
Price Currency USD -	
Customize button  Add drop-down menu with price/option E  Add drop-down menu Example  Add text field Example  Customize text or appearance(optional)	Your customer's view
Shipping Use specific amount: USD Help	
Tax Use tax rate %	
Merchant account IDs Learn more Use my secure merchant account ID Use my primary email address nine-twelve@	notmail.com
Step 2: Track inventory, profit & loss (optional)	
Step 3: Customize advanced features (optional)	



#### Step 6: Button Code Page

You have successfully generated your PayPal button!

On the "Website" tab you will find .html code for your button.

You are now ready to insert this HTML code into your Facebook Page.

#### You are viewing your button code

- 1. Click Select Code to select all the button code.
- 2. Copy the code (CTRL+C for Windows, CMD+C for Mac -- or right-click and choose Copy).
- 3. Paste the code into your own code (CTRL+V for Windows, CMD+V for Mac -- or right-click and choose Paste).

<pre><form action="https://www.paypal.com/cgi-bin/webscr" method="post" target="_top"> <input name="cmd" type="hidden" value="_s-xclick"/>                              </form></pre>
---





### PART 2: CREATE A FACEBOOK PAGE TAB

facebook

You have created your PayPal payment button, now you need to put it inside a Facebook Page Tab. To do this, you will use a Facebook iframe application (app) that will display the HTML code you created with your PayPal payment button. There are many Facebook iframe apps that will enable you to do this. All of these apps work in a very similar way. In this example, we will use the "Static HTML iframe Tab" widget.

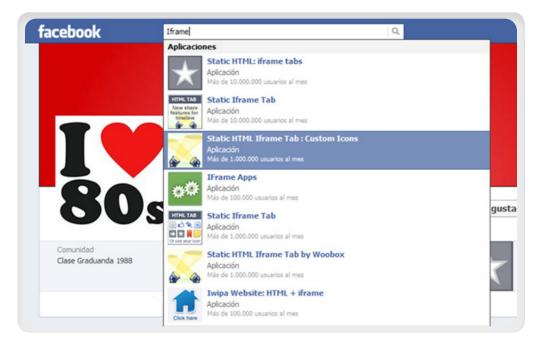
Okay, let's do it!

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#### Step 7: Login to your Facebook account

Step 8: Search for the "Static HTML iframe tab" app

In the search box, type "iframe" and select "Static HTML Iframe Tab" from the list of apps.



#### Step 9: Install the "Static HTML iframe Tab" app

Installing this app will result in the creation of your new Facebook Page Tab.

9a. Click "Add Static HTML to a Page".





9b. Click "Agregar Static HTML: iframe tabs".



**9c.** Click "Install Page Tab".

facebook
Add a Custom Page Tab to your Facebook Page
Now with Wide Page Tab Support, Custom Tab ICONS, Input Forms, Friend-Gate, WYSIWYG, & STATSI Name your tab whatever you like, fangate your content, upload images, htm or point your page tab to an external site. Works over HTTPS/SSL and has no branding!
Serving over 150 Million tab views/month! Best of all, it's completely Free!
Created by WOOBCK I'M putta II A 138.033 personas les guata esto. Sé el primero de tura amoso.
Install Page Tab
Already have the main app above installed? Install up to 9 more:
Don't like the spotights? Choose a different icon:
Looking for our popular (Pree) Pinterest tab for Pacebook? Instal Pinterest Pace Tab
Want to upload your own Tab Icon? Now you can! You can now point your own Facebook Application to IFRAMEHOST. Instructions for setting up

9d. Click "Install Page Tab" (Agregar pestaña de página).

Add Page	Tab	
HTHE THE	Select the Pacebook Pages to add State Phar	er Tab fan
New share features for Greatine	Choose Facebook Pages + Core Graduards 1988	
* *		
	Agrega	r postalia do página Cancela



9e. Click "Authorize the Tab Application".

To make changes to this page tab please first Authorize the Tab Application
Why do you need to authorize the tab app?

**9f.** You have now successfully created your new Facebook Page Tab!

You should see a screen like the one below. You are now ready to add the PayPal payment button HTML code to your new page.

Clase Graduanda 1900 Comptai Buletos	
b Settings 🕼 🔒 💿	View Tab
ge Tab Share Settings	
Clase Graduanda 1988 Edit Isit Clase Graduanda 1988	
Shareable Tab URL: http://statictab.com/3zaakdj 🛛 Show Share button at top of Tab	
ge Source: O URL O Redirect O Image I HTML	Editor   Source
ter the HTML for your page )   B I U   E Ξ Ξ Font family • Font size • Format •	Editor   Source
ter the HTML for your page	Editor   Source



In Part 1, you created your PayPal payment button. In Part 2, you created a new Facebook Page Tab. Now in Part 3, you will add your PayPal payment button to your new Facebook Page Tab.

facebook.

**PayPal** 

# Step 10: Change you Tab Settings page to "Source View"

Click the "Source" link on the right hand side of the page. This will change the view from "Editor" view (where you can type normal text) to "Source View" (where you can add HTML).

Clase Graduanda 1988 Comprar Boletos 🔻	
Fab Settings 🕼 🖴 🕞	View Tab
Page Tab Share Settings	
Clase Graduanda 1988 Visit Clase Graduanda 1988	Edit
Shareable Tab URL: http://statictab.com/3zaakdj 🐼 Show	Share button at top of Tab
Page Source: 🔘 URL 🔘 Redirect 🔘 Image 🖲 HTML	
Enter the HTML for your page	Format

#### Step 11: Insert Your PayPal Button Code

Copy the PayPal button code you created in Step 6 into the page.

Clase Graduanda 1988 Welcome 🔻		
Tab Settings 🔄 🔒 💿		
age Tab Share Settings		
Clase Graduanda 1988	Edit	
Visit Clase Graduanda 1988		
Shareable Tab URL: http://statictab.com/3zaakdj	re button at top of Tab	
'age Source: 🔘 URL 🔘 Redirect 🗇 Image 🍥 HTML		
Enter the HTML for your page	Editor	Source
1		
Put your PayPal button HTML code here		



Step 12: Change your Tab Setting page back to "Editor" View

And you wil	see your	PayPal	Payment	button!
-------------	----------	--------	---------	---------

Clase Graduanda 1988 Welcome 🔻	
Tab Settings 🖾 🖨 💿	
Page Tab Share Settings	
Clase Graduanda 1988 Edit	
Visit Clase Graduanda 1988	
Shareable Tab URL: http://statictab.com/3zaakdj	
Page Source: 💿 URL 💿 Redirect 💿 Image 🖲 HTML	
Enter the HTML for your page	Editor   Source
<pre>i <form <="" action="https://www.paypal.com/cgi-bin/webscr" method="post" td=""><td>&gt; /btn_buynowCC_LG.gif" border="0" n linea."&gt;</td></form></pre>	> /btn_buynowCC_LG.gif" border="0" n linea.">

Clase Graduanda 1988 Comprar Bole	tos 🔻	
Tab Settings 🔄 🖴 💿		View Tab
Page Tab Share Settings		
Clase Graduanda 1988	Edit	
Visit Clase Graduanda 1988		
Shareable Tab URL: http://statictab.com/3zaakdj	Show Share button at top of Tab	
Page Source: ○ URL ○ Redirect ○ Image ● Enter the HTML for your page	HTML Font size • Format •	Editor   Source
Page Source: O URL O Redirect O Image O	HTML Font size • Format •	Editor   Source
Page Source: ○ URL ○ Redirect ○ Image ● Enter the HTML for your page	HTML Font size • Format •	Editor   Source



#### Step 13: Complete your page

Add any additional text and picture you want, and then click the "View Tab" button.

Clase Graduanda 198	8 Comprar Boletos 🔻		
ab Settings 🕒 🖴 🕞			View Tab
age Tab Share Settings			
Clase Graduanda 1988 Visit Clase Graduanda 1988		Edit	
channelle Tels UDL - buter (laborate	ab.com/3zaakdj 🔽 Show Share	hard and the states of Tab	
-		button at top of rap	
rage Source:     ○     URL     ○     Redii       Enter the HTML for your page     □       <b>B I U</b>   <b>E E</b>	rect  Image HTML Font family Font size Form	st 🗸	Editor   Source
B     Image     Image     Image       Image     Image     Image     Image	rect 🔘 Image 🖲 HTML	at - ▲ - *22 -	Editor   Source
age Source: O URL O Redii Enter the HTML for your page □ B I U I E = = = X I I I E I = I = I = I ITe esperamos o 0 Estacionamien	rect O Image O HTML Font family Font size Form C I S C	at - ▲ - *22 -	Editor   Source
age Source: O URL O Redi Enter the HTML for your page D   B I U   ■ ■ ■ X D C   ■ III = III = III IIIE esperamos o	rect O Image O HTML Font family Font size Form C I S C	at - ▲ - *22 -	Add any additional text and

#### Step 14: You are done

Your final page should look something like this. When people click your "Comprar ahora" (buy now) button they will be taken to a page where they can pay with their credit cards or their PayPal account.



OPTION 2B: COLLECT MONEY ON A FACEBOOK PAGE WITH A SHOPPING CART

If you want to sell multiple products and what to provide your customers with a store-like shopping experience, then the best way to do this is using a Facebook Shopping Cart.

facebook.

**PayPal** 

To find a Facebook Shopping Cart app, go to the Facebook Application Center, and type "Shopping Cart" into the search box.

You will find a large list of shopping carts. Almost all of these already have PayPal integrated into them. We do not want to promote any particular shopping cart over another, so you should search for one that meeting your specific needs.

After you install the shopping cart app, you only need to enter your PayPal account (email address) and a few other settings to enable PayPal within the shopping cart.





# APPENDIX A. PAYPAL PAYMENT PAGE

facebook.

**PayPal**<sup>™</sup>

When your customers click on a PayPal payment button or link they will be taken to a PayPal webpage where they can pay with their credit cards or their PayPal account. The picture on right shows the PayPal payment page for the "**Buy Now**" and "**Pay Now**" buttons.



Your order so	ummary	Choose a way to pay		
Descriptions	Amount	Have a PayPal account? Log in to your account to pay		PayPal" 🔒
ted Velvet Cupcake em price: \$5.00 tuantity: 1	\$5.00	<ul> <li>Don't have a PayPal accou</li> </ul>	nt?	
kam tatal	¢E 00	Pay with your debit or credit card	as a PayPal guest	
tem total	\$5.00 Total \$5.00 U SD			
		Country	United States	<b>•</b>
		Credit card number		
		Payment Types		202 199
		Expiration date	mm yy	
		CSC What is this?		
		First name		
		Last name		
		Address line 1		
		Address line 2		
		(optional)		
		City/State		
		ZIP code		
		Telephone	555-555-1234	
			Review and Continue	

PayPal "Buy Now" and "Pay Now" Payment Page

Secure Payments

PayPal



# **APPENDIX B. DONATIONS**

Soliciting donations is a very common activity for bloggers. Anyone can create and use a Donate button. If you identified yourself as a non-profit organization when you created your PayPal account, then PayPal may review your account to confirm you are collecting money for a charity. Standard PayPal fees apply for money collected using the donate button.



Clicking the Donate button will take your clients to a PayPal payment page where they can choose how much to donate, and pay with either a credit card or their PayPal account (see picture). The only difference between the Donate button and the Buy Now button is that the donate button enables people to choose how much money to pay, while the Buy Now button has a fixed payment amount.

Please enter your donation amount.		
Purpose	Donation amount	Total
	\$	\$0.00
	Total:	\$0.00 USD

### Pay with Credit Card or Log In

Quantan		
Country:	United States	ALREADY HAVE A
First Name:		PAYPAL ACCOUNT?
Last Name:		Email:
Credit Card Number:		Email.
Payment Type		Password:
Expiration Date:	mm / yy CSC: What's this?	Log In
Billing Address Line 1:		Log III
Billing Address Line 2: (optional) City:		Forgot your email address or password?
State:	•	
ZIP code:		
Home Telephone:		
	555-555-1234@	
Email:		
	Review Donation and Continue	
PayPal protects your privacy and se For more information, read our <u>User</u>		

PayPal Donations Payment Page



# APPENDIX C. HOW TO FIND THE DONATE BUTTON

In some countries the Donate button is not accessible from the same location as the other PayPal payment buttons. If you do not see the Donate button on the "**Configure My Payment Solution**" page, then follow the instructions below to get to the Donate button creation page.

Step 1: Login to your PayPal account

#### Step 2: Merchant Services Tab

Click the PayPal Merchant Services tab at top of the page. The Merchant Tools page will open

#### Step 3: Merchant Services Link

Click the Merchant Services link in the upper left area of the page.

You will remain on the Merchant Tool page, and the contents of the page may change.

#### **Step 4: Donations Link**

Click the Donations Link in the lower right area of the same page.

You will be taken to the Create PayPal Payment Button page with the Donate button selected.

You can now go to Step 5 in Part 1 of this document and follow the instructions for how to create your Donate button.

