

aheadWorks

MAGENTO WORLD



“Facebook Link” User Guide

Version: 1.0.5
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1. Introducing Facebook Link

Be where your customers are – this is the simple mantra for most successful businesses. Chances are, a large number of your customers are on Facebook! After all, it is among the top 6 websites in terms of traffic, as reported by comScore. So, create a presence on your customers' Facebook Walls and get a distinct competitive edge over your competitors. Our Facebook Link extension helps you do exactly that.

Facebook Link helps you promote your store among your customers' Facebook friends quickly and easily. You can configure the extension so that if a customer logs into your store using his/her Facebook account and makes a purchase, a post is automatically left on the customer's Facebook wall, giving details of the order items or with your store notice. Posts like "I've just purchased this great stuff at (your store link)" would automatically be displayed on the Wall. The extension uses various product variables to customize these messages and make them attractive: you can include the store name, name of the purchased product, price and links to the store or product page.

2. Facebook Link Configuration

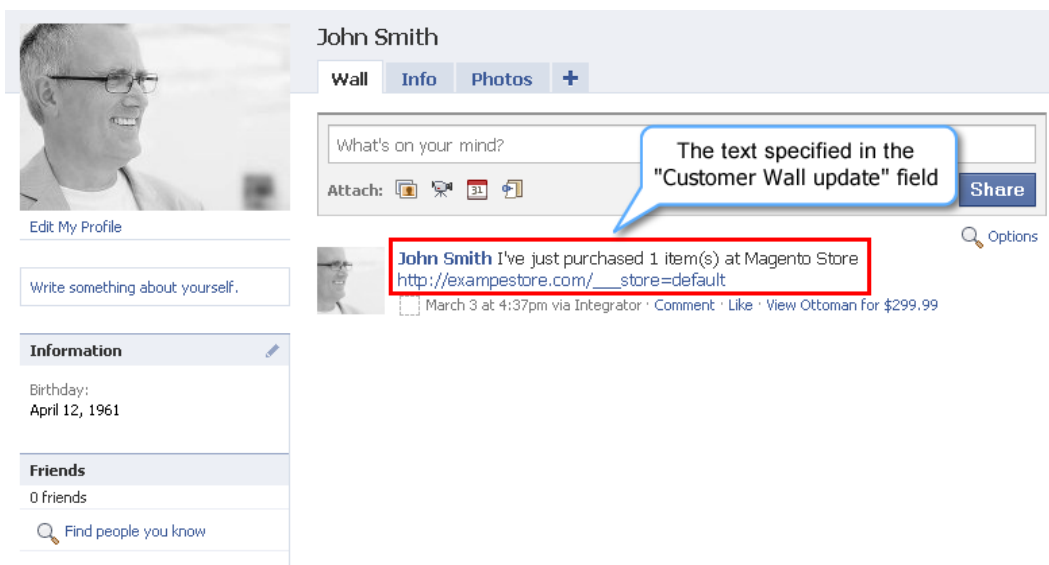
This chapter will help you to complete all Facebook Link settings without wasting much time and efforts. You can find this aheadWorks extension configuration on the **System** → **Configuration** → **aheadWorks Extensions** → **Facebook Integrator** page at the backend:

Facebook Integrator Save Config

Facebook Settings

Enabled	Yes	[STORE VIEW]
API Key	f31895f77121887a61dc8d8efb8eb	[STORE VIEW]
Secret	720f4f9d794172662d98d675cd15	[STORE VIEW]
Customer Wall update	I've just purchased {items_count} item(s) at Mager <small>▲ Publish a post into the stream on the user's Facebook Page's Wall and News Feed. Available variables: {items_count} - number of items purchased {store_link} - link to your store</small>	[STORE VIEW]
Action Link text template	View {item_name} for {item_price} <small>▲ Available variables: {items_count} - number of items purchased {item_name} - item name {item_price} - item price</small>	[STORE VIEW]
Action Link template	{item_link} <small>▲ Available variables: {item_link} - link to the item purchased {store_link} - link to your store</small>	[STORE VIEW]
Number of items to post	0 <small>▲ 0 - all items</small>	[STORE VIEW]

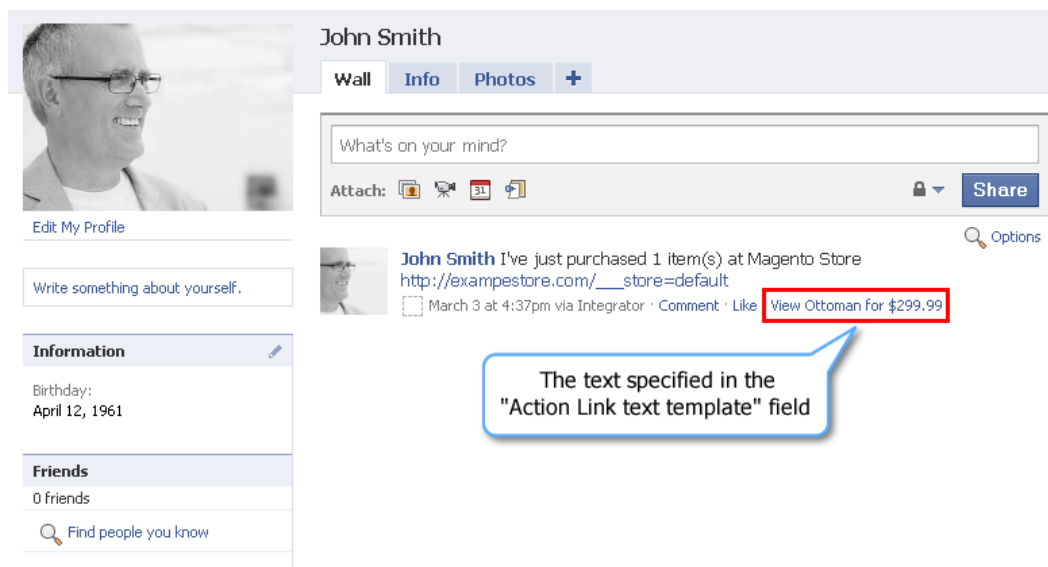
1. Enable the Facebook Link extension.
2. To get values for the **API Key** and **Secret** fields, you should create a Facebook application first (see the **Creating Facebook Application** section for more details).
3. In the **Customer Wall update** field, specify the text which will be automatically posted on the Facebook Wall after making a purchase:



You can use the following predefined variables as well:

- **{items_count}** – number of items purchased
- **{store_link}** – link to your online store

4. In the **Action Link text template** field, define an action link which will be displayed on the Wall as shown below:



You can use the following predefined variables as well:

- **{items_count}** – number of items purchased
- **{item_name}** – title of the product
- **{item_price}** – price of the product

5. In the **Action Link template** field, define where the action link will lead. You can use either any constant address or predefined variable which will display a link to the item purchased or link to your store.

You can use the following predefined variables as well:

- **{item_link}** – link to the product purchased
- **{store_link}** – link to your online store

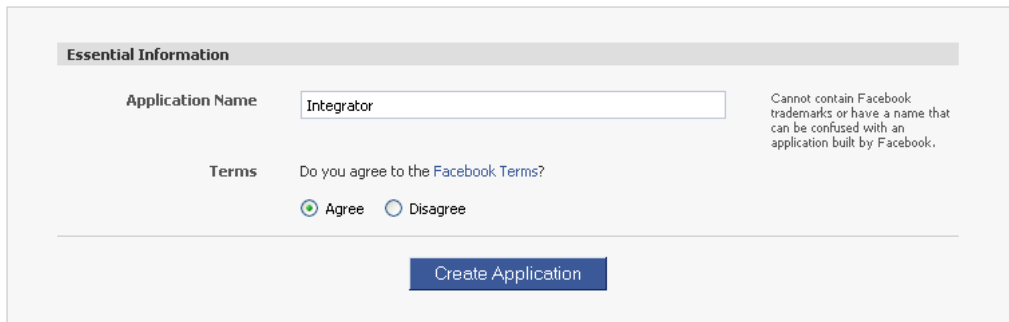
6. In the **Number of items to post** field, define how many items will be posted on the Wall. The “0” value means that all items will be posted.

7. Click the **Save Config** button.

3. Creating Facebook Application

For the Facebook Link extension functioning, you have to create a Facebook application. To do it, you should:

1. Log in to <http://facebook.com> (or create an account if you haven't)
2. Go to <http://www.facebook.com/developers/createapp.php> where the **Create application** page will be opened as shown below:



The screenshot shows the 'Essential Information' section of the Facebook application creation page. It includes a text input field for 'Application Name' with the value 'Integrator', a 'Terms' section with radio buttons for 'Agree' (selected) and 'Disagree', and a 'Create Application' button. A note on the right states: 'Cannot contain Facebook trademarks or have a name that can be confused with an application built by Facebook.'

Here you can create a Facebook application:

- Specify the application name
- Select **Agree** in the **Terms** field
- Click the **Create Application** button

Now you are redirected to the **Edit** application page as shown below:

Basic

- Authentication
- Profiles
- Canvas
- Connect
- Widgets
- Advanced
- Migrations

Essential Information

Application Name	<input type="text" value="Integrator"/>	Do not contain Facebook marks or have a name that can be confused with an application built for Facebook.
Application ID	341096653790	
API Key	F31895f77121887a61dc8d8efb8eb	Your public API key.
Secret	720f4f9d794172662d98d675cd15	Do not share your secret key with anyone.

Basic Information

Description	<input type="text"/>	The plaintext description of your application.
Icon	<input type="text"/> Change your icon	The image that appears next to your application name throughout Facebook. Limit: 15x16 px
Logo	<input type="text"/> Change your logo	The image that appears in the Application Directory and with your requests. Limit: 75x75 px
Language	<input type="text" value="English (US)"/>	The native language of your application.
Developers	John Smith Remove <input type="text" value="Start typing a friend's name"/>	Developers can edit this application and see it in sandbox mode. These names also appear on your application's Application Profile.

Contact Information

Developer Contact Email	<input type="text" value="john@smith.com"/>	The email address where Facebook can contact you.
User Support Address	<input checked="" type="radio"/> Email <input type="radio"/> URL <input type="text" value="store@example.com"/>	The address where users can contact you about your application. You can enter an email address or an absolute URL.

User-Facing URLs

Bookmark URL	<input type="text"/>	The URL to load when a user clicks your application's bookmark. If left blank, this field defaults to your Canvas or Connect URL.
Help URL	<input type="text"/>	The absolute URL to your application's user help page.
Privacy URL	<input type="text"/>	The absolute URL to your application's privacy settings page.
Terms of Service URL	<input type="text"/>	The absolute URL to your application's terms of service.

[Save Changes](#)

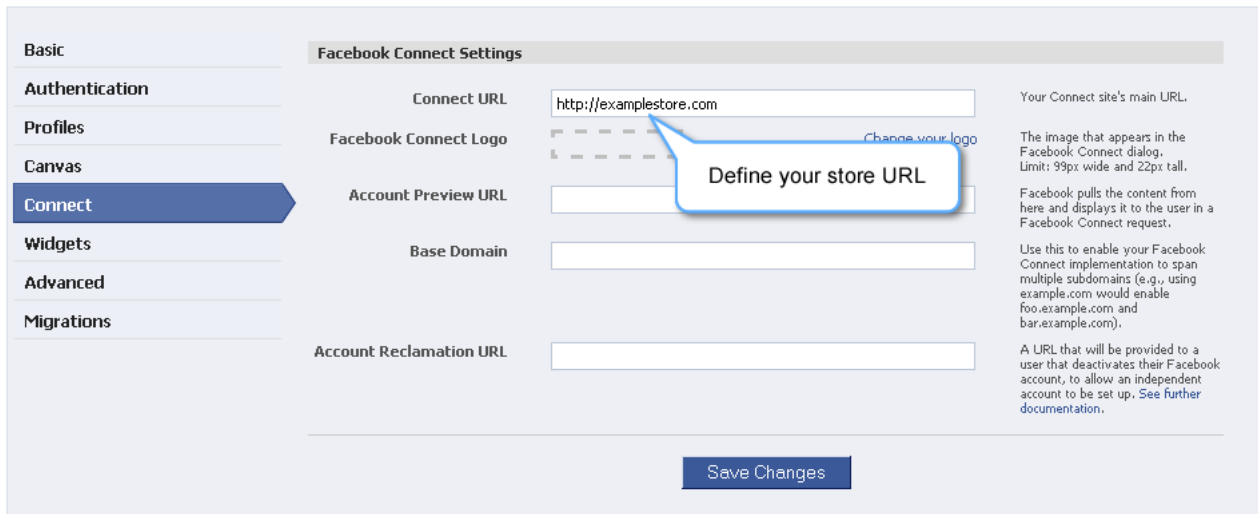
Copy the values of the **API Key** and **Secret** fields and paste them in the corresponding fields on the **System** → **Configuration** → **aheadWorks Extensions** → **Facebook Integrator** page at the backend as shown below:

Facebook Integrator Save Config

Facebook Settings

Enabled	Yes	[STORE VIEW]
API Key	r31895f77121887a61dc8d8efb8eb	[STORE VIEW]
Secret	720f4f9d794172662d98d675cd15	[STORE VIEW]
Customer Wall update	I've just purchased {items_count} item(s) at Mager	[STORE VIEW]
	<small>▲ Publish a post into the stream on the user's Facebook Page's Wall and News Feed. Available variables: {items_count} - number of items purchased {store_link} - link to your store</small>	
Action Link text template	View {item_name} for {item_price}	[STORE VIEW]
	<small>▲ Available variables: {items_count} - number of items purchased {item_name} - item name {item_price} - item price</small>	
Action Link template	{item_link}	[STORE VIEW]
	<small>▲ Available variables: {item_link} - link to the item purchased {store_link} - link to your store</small>	
Number of items to post	0	[STORE VIEW]
	<small>▲ 0 - all items</small>	

Open the **Connect** tab on the **Edit** application page and in the **Connect URL** field define your store URL as shown below:



The screenshot shows the 'Facebook Connect Settings' page. On the left is a navigation menu with options: Basic, Authentication, Profiles, Canvas, Connect (highlighted), Widgets, Advanced, and Migrations. The main content area is titled 'Facebook Connect Settings' and contains several fields: 'Connect URL' (with the value 'http://examplestore.com'), 'Facebook Connect Logo' (with a 'Change your logo' link), 'Account Preview URL', 'Base Domain', and 'Account Reclamation URL'. A blue callout box with the text 'Define your store URL' points to the 'Connect URL' field. To the right of the fields are three paragraphs of explanatory text. At the bottom center is a 'Save Changes' button.

Basic

Authentication

Profiles

Canvas

Connect

Widgets

Advanced

Migrations

Facebook Connect Settings

Connect URL Your Connect site's main URL.

Facebook Connect Logo [Change your logo](#) The image that appears in the Facebook Connect dialog. Limit: 99px wide and 22px tall.

Account Preview URL Facebook pulls the content from here and displays it to the user in a Facebook Connect request.

Base Domain Use this to enable your Facebook Connect implementation to span multiple subdomains (e.g., using example.com would enable foo.example.com and bar.example.com).

Account Reclamation URL A URL that will be provided to a user that deactivates their Facebook account, to allow an independent account to be set up. See further documentation.

[Save Changes](#)

Click the **Save Changes** button.

4. Facebook Link in the Frontend

The Facebook Link extension adds 2 forms on the **Log in or Create an Account** page at the frontend:

- **Fast sign up with Facebook** – for those visitors who have an account on Facebook but have no account on your store
- **Fast login with Facebook** –for those who have an account on Facebook as well as on your store

Log in or Create an Account

NEW CUSTOMERS

By creating an account with our store, you will be able to move through the checkout process faster, store multiple shipping addresses, view and track your orders in your account and more.

[Create an Account](#)

REGISTERED CUSTOMERS

If you have an account with us, please log in.

Email Address *

Password *

* Required Fields

[Forgot Your Password?](#) [Login](#)

Facebook user? Use a form below

f FAST SIGN UP WITH FACEBOOK

Email Address *

Password *

Confirm Password *

Sign Up for Newsletter

* Required Fields

[f Connect with Facebook](#)

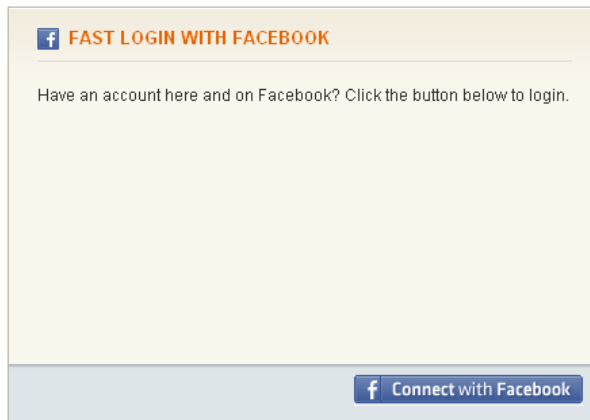
f FAST LOGIN WITH FACEBOOK

Have an account here and on Facebook? Click the button below to login.

[f Connect with Facebook](#)

Fast login with Facebook

If visitors have an account on Facebook and on your store, they can just click the **Connect with Facebook** button.

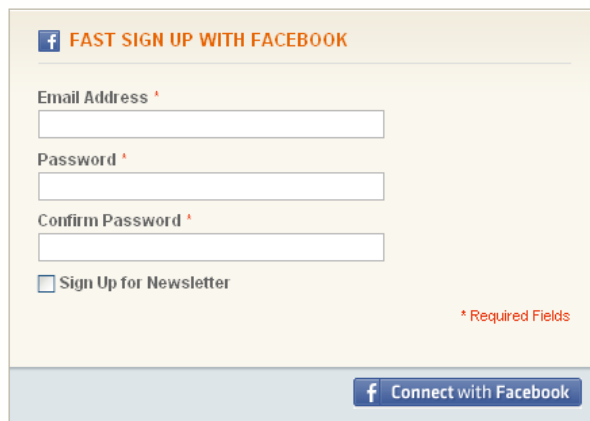


The screenshot shows a form titled "FAST LOGIN WITH FACEBOOK" with a Facebook icon. Below the title, it says "Have an account here and on Facebook? Click the button below to login." At the bottom right of the form is a blue button with a white Facebook icon and the text "Connect with Facebook".

Fast sign up with Facebook

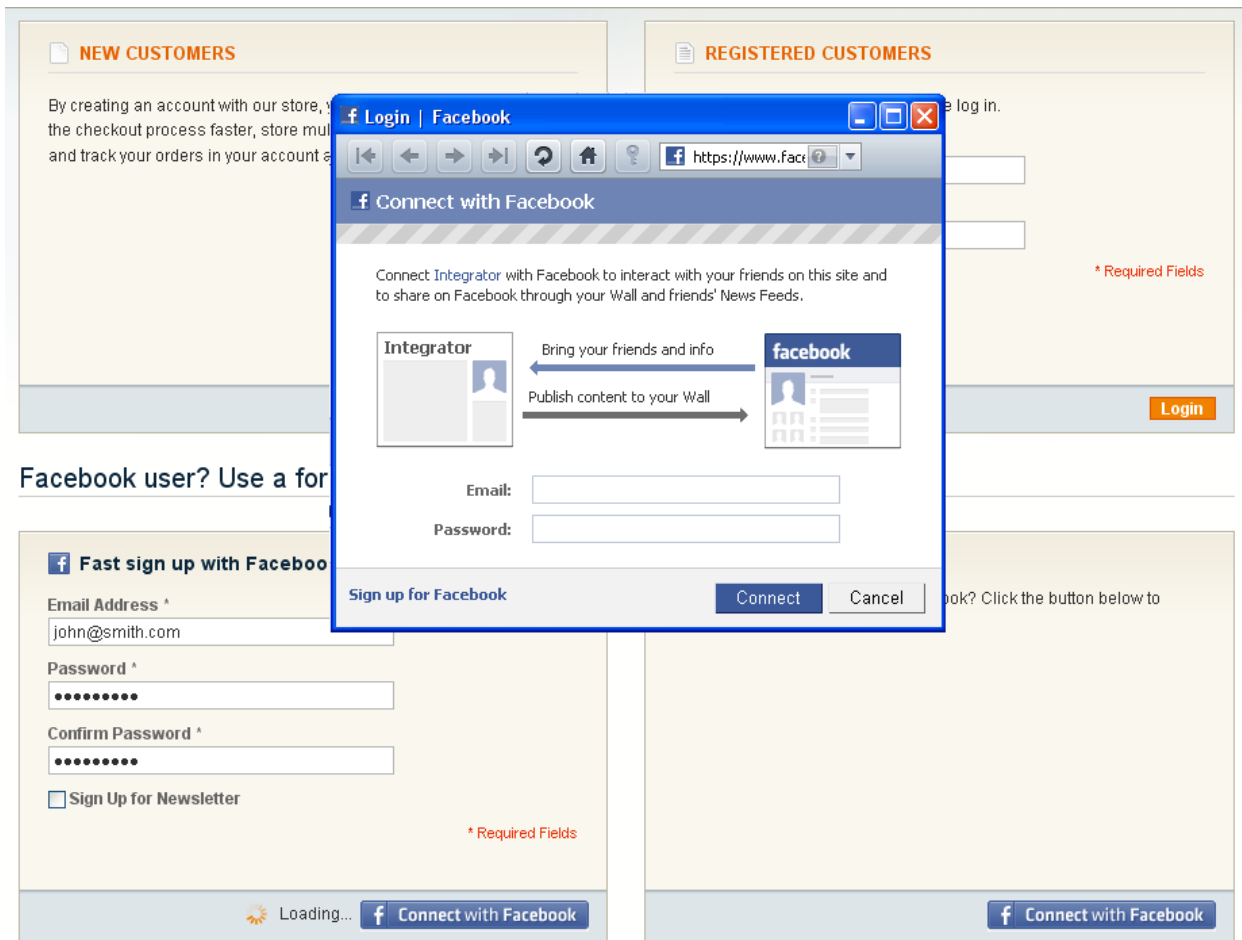
If visitors have an account on Facebook but haven't it on your store, they should use the **Fast sign up with Facebook** form and:

1. Specify their email address and password they use for Facebook account.
2. Click the **Connect with Facebook** button.



The screenshot shows a form titled "FAST SIGN UP WITH FACEBOOK" with a Facebook icon. It contains three input fields: "Email Address *", "Password *", and "Confirm Password *". Below these fields is a checkbox labeled "Sign Up for Newsletter". A red asterisk and the text "* Required Fields" are located to the right of the input fields. At the bottom right of the form is a blue button with a white Facebook icon and the text "Connect with Facebook".

After that visitors will be offered to connect the Facebook application you have created before (in our example it is Integrator) with their Facebook account as shown below:

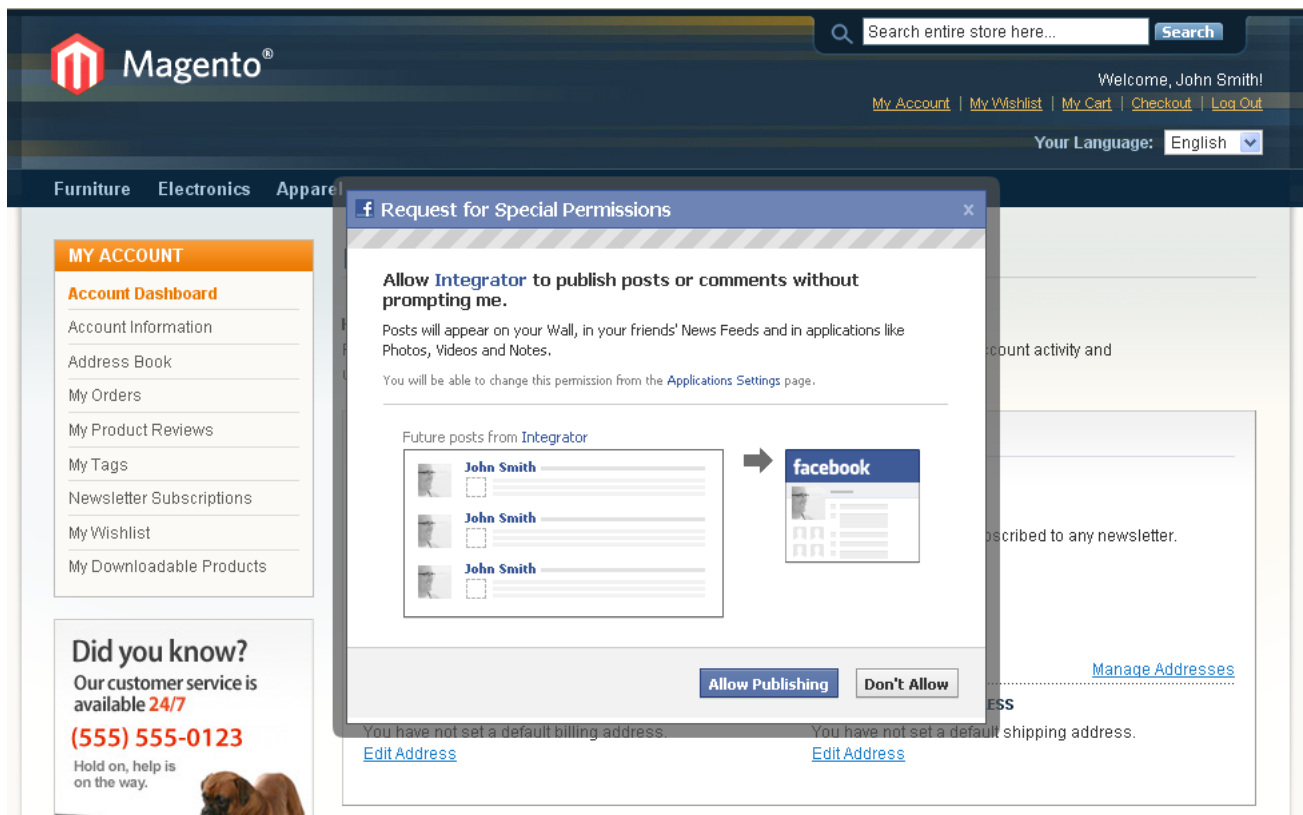


In this **Connect with Facebook** window, visitors should define their email and password they use for Facebook account and click the **Connect** button.

Note: the **Connect with Facebook** window appears if visitors are not logged in to Facebook in the moment of logging in to the store. In other case they will be connected with Facebook automatically.

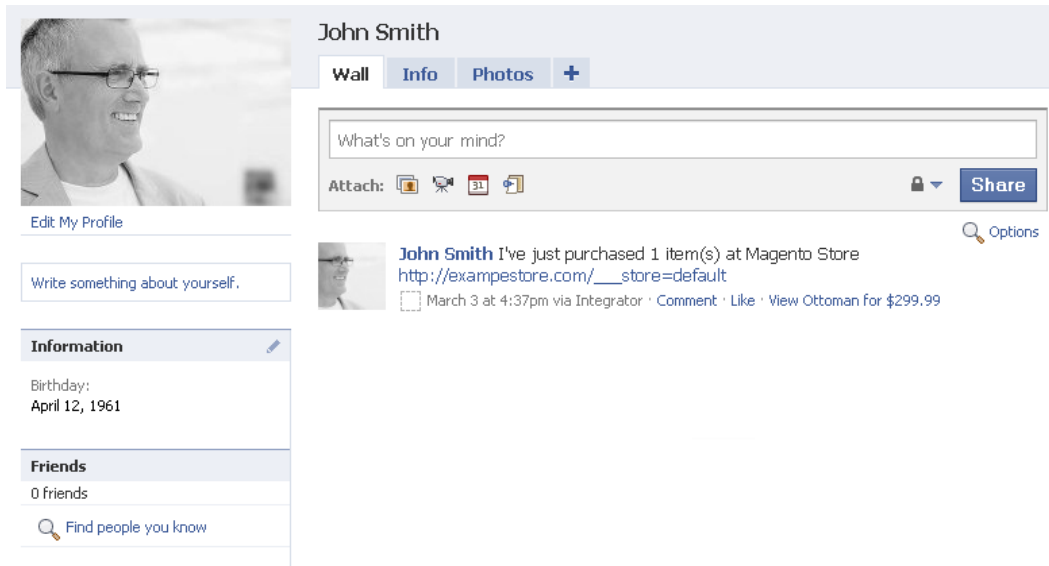
My Account Page

When visitors have finally logged in to the store with any Facebook form, they can visit the **My Account** page. There they will be asked to allow the application (in our example – Integrator) to publish posts and comments on their Facebook Wall:



Note: such request appears only once when visiting the **My Account** page for the first time after logging in with the Facebook form.

Thus if visitors clicked **Allow Publishing**, a post is published on their Facebook Wall after they make a purchase as shown below:



Now everybody can visit your store and product page of the item your customers have bought.