



How to Tweak Your Google Shopping Feed for Facebook

Welcome to your crush course on creating a Facebook feed! Today we will talk about how to optimize your Facebook Product Feed.

Let's start with one tip that will make optimizing your Facebook much more fun...

Google & Facebook have very similar product feed specifications. You can use your optimized Google Shopping feed for your Facebook product ads. And it will make for a pretty good foundation at that.

So, before we dive into some Facebook specific optimizations, let's go ahead and copy that optimized Google Shopping set up we created in the previous course to your new channel.

Click edit feed > Go to Copy from another channel > Select the channel you'd like to use

Voila!

1) Go for lifestyle images whenever you can:

When browsing Social Media channels, users are bombarded with stimuli wherever they look. So, to capture their attention with your products - lifestyle images are your best bet.

There are a few ways you can go about setting them up in DataFeedWatch:

- **If you already have them in your shop and there's a pattern to how your images are ordered.**

For example, lifestyle image is always the 2nd image on your product page. In that case, all you need to do is select the proper image in the dropdown while mapping the feed.

- **Now, if lifestyle images of your products are stored someplace else,** for example a Google Drive. You can use - is in list option to add them to your feed. More about using 'is in list' in the article included below the video.
- Last but not least, you can also **upload lifestyle pictures to your store** with a unique key appended to the file name. It could be ABC-12345.

You can then use that key to inform the mapping system that your preference goes towards the lifestyle image. You'll do that by creating a conditional rule. Below the video, you'll find a useful article that covers this specific set-up.

2) Brand should hold a prominent spot in your product title. Or should it?

While the maximum title length for Facebook is the same as for Google Shopping, the part of the title that is actually visible on Facebook is a bit shorter.

If you offer products from multiple brands, keeping them in the title is usually the best way to go. But, here's a tip that will work if you're selling products of your own brand only.

Take out the brand name from your title.

While this may seem counterintuitive at first, let me tell you why this is a good idea:

- The way that Facebook Product Ads are built, your brand name will be prominently featured on the ad even without being included in the product title itself.
- As a result, skipping the brand name in the title will free up the space for some other important aspects of your products.

3) Exclude your out-of-stock products

While Google Shopping will automatically cease to advertise the products that are out of stock at the time, other channels - including Facebook, don't have this sort of filter.

So, to avoid wasting your ad budget and prevent disappointing shoppers, there's a safety measure you can take.

Proceed to the Include / Exclude Products tab and create a rule that will automatically remove a product from your feed when it's out-of-stock. Once you restock, it will be automatically re-added to your Facebook Catalog with the next scheduled update.

Depending on the e-commerce platform you're with, you may need to use quantity, or availability information to set-up the rule.

If I wanted to exclude products based on the quantity in stock, the rule could look like this:

If I wanted to use availability field, it could be this:

Make sure you use the term that your shopping cart uses to mark products that are out of stock. It may be out-of-stock, unavailable or not available.

That's it for now. Thanks and see you in the next video in which we'll talk about merging your products variations for Facebook.