Magenest Facebook Livestream Integration extension - User Guide

Thank you for purchasing our extension. If you have any questions that are beyond the scope of this document, do not hesitate to leave us an email via support@magenest.com

By: Magenest | Support Portal: https://servicedesk.izysync.com/servicedesk/customer/portal/160

Introduction

In the competition between businesses these days, Live-streaming may be a key trend to make the difference. There is an increasing range of brands and people trying the streaming platform in efforts to boost reach and get audience engagement. Magenest Facebook Livestream Integration is a well-developed tool to improve your site's interaction, reach the targeted customer, and upgrade your business from other traditional marketing campaigns.

Highlight Features

- **[NEW]** Allow customer to share live stream to other social networks
- **[NEW]** Email notifications to customer who subscribed for incoming live stream session

- Integrate your Facebook live stream session to your Magento site
- Synchronize customers' comments on your live stream on Facebook to your site
- Schedule a streaming session from your Magento backend
- Offer coupon codes to customers who join the session
- Allow customers to directly add products to cart
- Receive a report of the streaming session's performance

Requirement

Your store should be running on **Magento Community Edition version 2.2.x, 2.3.x, 2.4.x**

Connect your Magento website with Facebook Messenger

➕ **Requirement**

⭐ **You would need a Facebook Page. Please navigate here to create a Facebook Page https://www.facebook.com/pages/create**

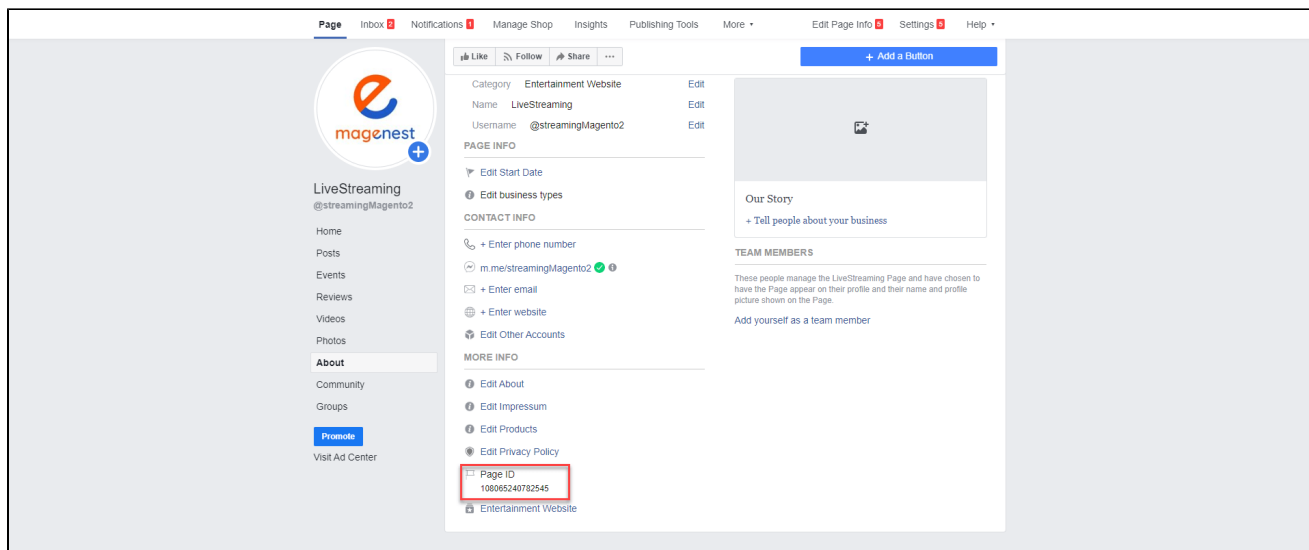➕ Then follow these steps to generate a Facebook Token for the connection:

- On the Admin sidebar, go to **Store > Configuration > Magenest > Facebook Live Streaming**, you will see 2 required fields for the Facebook - Magento connection, Page ID and Permanent Page Access Token
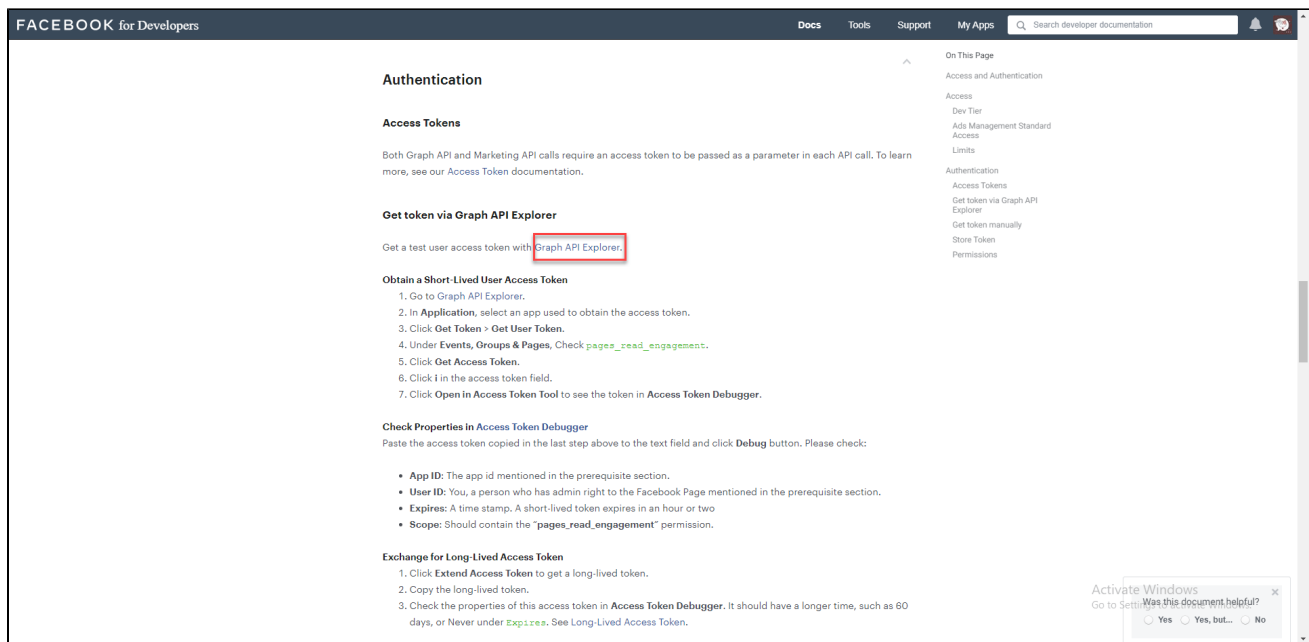

- To get the Page ID, on your Facebook page, go to **About > Page ID > Copy**

- Paste the Page ID from the 2nd step to the Page ID field, then click on **Reference Link** to get the Access Token
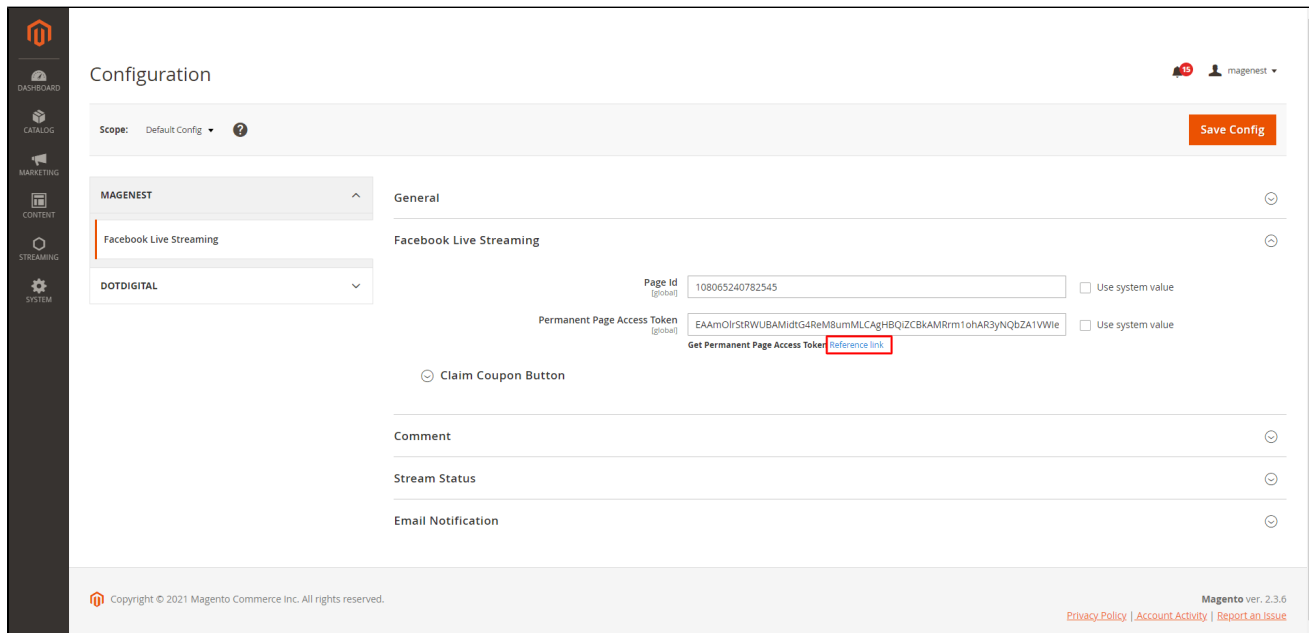
- You will be redirected to Facebook Developer page, scroll down to see the **Get Token via Graph API Explorer** section and click on **Graph API Explorer**

- You will be redirected to a page to generate a Token. Please follow the image below to click on the button in the instructed order and select the demonstrated option.
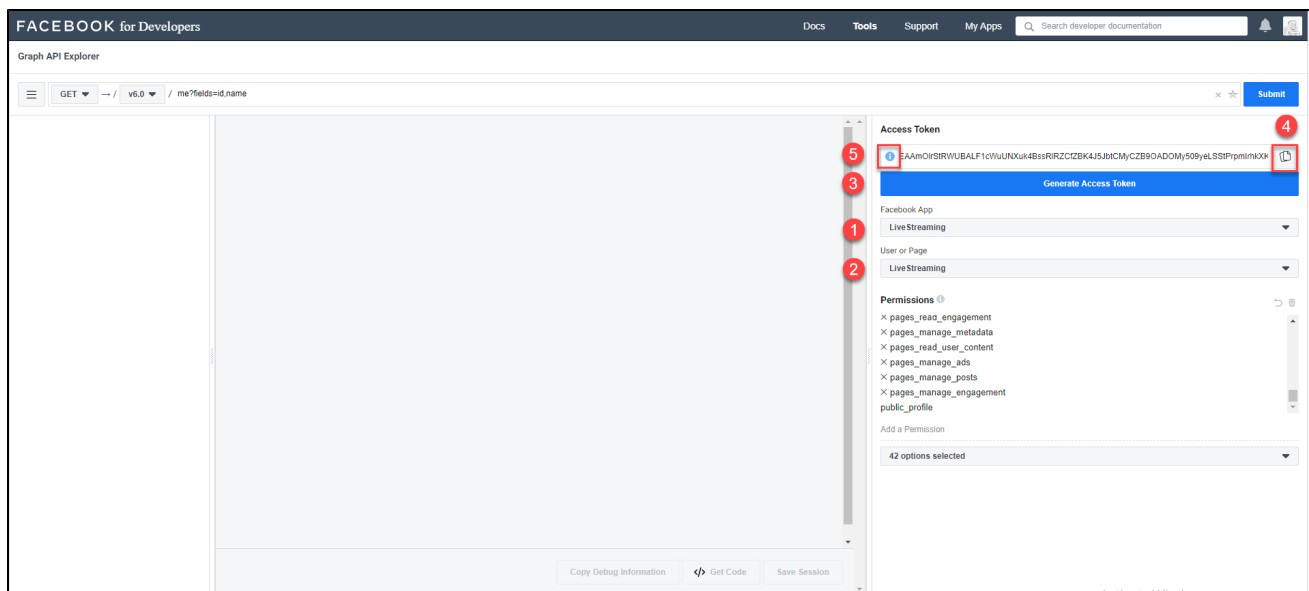
- After clicking on the More information icon, you will see a popup. Click on **Open in Access Token Tool**

FACEBOOK for Developers

Docs Tools Support My Apps

Graph API Explorer

GET ▾ → / v6.0 ▾ / me?fields=id,name Submit

Access Token Info

App	2690052717888869 : LiveStreaming
User	189130622497359 : Nuguri Nguyễn
Valid	True
Expiration Time	1594810800 (Wed Jul 15 2020 18:00:00 GMT+0700 (Indochina Time))
Scopes	user_birthday, user_hometown, user_location, user_likes, user_events, user_photos, user_videos, user_friends, user_status, user_tagged_places, user_posts, user_gender, user_link, user_age_range, email, read_insights, publish_video, catalog_management, pages_manage_cta, pages_manage_instant_articles, pages_show_list, read_page_mailboxes, ads_management, ads_read, business_management, pages_messaging, pages_messaging_phone_number, pages_messaging_subscriptions, instagram_basic, instagram_manage_comments, instagram_manage_insights, publish_to_groups, groups_access_member_info, leads_retrieval, whatsapp_business_management, attribution_read, pages_read_engagement, pages_manage_metadata, pages_read_user_content, pages_manage_ads, pages_manage_posts, pages_manage_engagement, public_profile, basic_info
Graph Domain	Facebook

Open in Access Token Tool

Copy Debug Information </> Get Code Save Session

Access Token

EAAmOIrStRWUBAOhedZBMdgJRfDc4xHwQQwi1v7k2extYnCryVKrn3cUzL3JqfV7pk6zmyZBh67TX2

Generate Access Token

Facebook App
Live Streaming

User or Page
User Token

Permissions ⟳ 🗑
✕ pages_read_engagement
✕ pages_manage_metadata
✕ pages_read_user_content
✕ pages_manage_ads
✕ pages_manage_posts
✕ pages_manage_engagement
public_profile

Add a Permission
42 options selected

- Scroll down and click on the **Extend Access Token** to get the **Permanent Access Token.**

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business_management	Applies to all objects
pages_messaging	Applies to all objects
pages_messaging_phone_number	Applies to all objects
pages_messaging_subscriptions	Applies to all objects
instagram_basic	Applies to all objects
instagram_manage_comments	Applies to all objects
instagram_manage_insights	Applies to all objects
publish_to_groups	Applies to all objects
groups_access_member_info	Applies to all objects
leads_retrieval	Applies to all objects
whatsapp_business_management	Applies to all objects
attribution_read	Applies to all objects
pages_read_engagement	108065240782545 : LiveStreaming
pages_manage_metadata	108065240782545 : LiveStreaming
pages_read_user_content	108065240782545 : LiveStreaming
pages_manage_ads	108065240782545 : LiveStreaming
pages_manage_posts	108065240782545 : LiveStreaming
pages_manage_engagement	108065240782545 : LiveStreaming

Extend Access Token

- Click on **Debug**

- Copy the Permanent Access Token and paste it to your Magento configuration

- After saving the configuration, please clear the cache of the below fields

Configuration

To configure the Facebook Livestream integration extension, on the Admin sidebar: **Streaming - Configuration**

⊕ General

- **Enable**: Choose Yes to enable the module on your site

- **Enable Header Link:** Choose Yes to enable

- **Header Link Text:** Choose Yes to enable
- **Streaming Page Link:** Change live stream page link

- **Live Streaming Page:** This field is auto-fill after you save the Access Token
- **Highlight Time (in seconds):** Time interval for changing product highlight in streaming product widget
- **Show Viewer Count:** Show viewer count or not in streaming page

⊕ Facebook Live Streaming > Claim Coupon Button

- **Coupon Text:** Enter the Coupon content

- **Coupon Color**: Setup for claim coupon button color
- **Text Size:** Enter a text size.
- **Allow Guest Claim Coupon:** Choose Yes to allow audience guest to claim coupon

Comment

- **Allow Guest Post Comment:** Choose **Yes** to allow guest customer to leave a comment
- **Allow Fetch Comments to Website**: Choose **Yes** to enable
- **Fetch comments per millisecond:** Set the delay time to fetch new comments
- **Number of comments per fetch:** Set a number of comments for a fetch

Stream Status

- **Allow Update Facebook Live Status:** Automatically check if there is any active live stream in Facebook
- **Time Interval for Fetch Live Status:** Using for cron job

Email Notification

- **Show Subscriber Option**: Show subscriber block in stream waiting page, allow customer to subscribe for stream notification
- **Email Sender**: Email sender to send email notification
- **Email Template:** Template for email
- **Time Send Before:** Specify time to send notification, before the live stream start
- **Allow Send Email Continuously:** Continuously send notification for next live stream session, not only the current session when subscribed

Streaming Session

Create a Streaming Session

➕ In order to add products to a Streaming Session, you would need to create a **Streaming Widget** first.

Go to **Content > Elements > Widget > Add Widget**

- **Type**: Products Live Streaming List
- **Design Theme:** Select your theme

After clicking on **Continue,** you will be able to configure the widget

➕ **Storefront Properties**

- **Widget Title:** Add the title for the streamed product widget
- **Assign to Store Views:** Select a store view

⊕ Widget Options

Widgets

- **Title:** Add the title for the streamed product widget
- **Display Page Control:** Choose **Yes** to see the page control options
- **Number of Products per Page:** Set the number of products that will be displayed per page
- **Number of Products to Display:** Set the maximum number of products that could be displayed
- **Cache Lifetime (Seconds):** Set the time between widget updates
- **Product attributes to show:** Select the product information to be displayed. You can select more than one at a time
- **Buttons to show:** Select Call-to-action buttons for customers. You can select more than one buttons at a time
- **Condition:** Choose the conditions of the products displayed in the widget. (E.g: You could select Category and choose product categories you want to show during the stream)

Manage Streaming Session

➕ Go to **Streaming > Streaming Session > Create New Session**

New Streaming Session

Streaming Information

Session Name *

Live Status — Scheduled Pending

Product Widget — -- Please Select --

Highlight Product Time (in seconds) — 25

Start Time *

End Time

Description

Pre-Session Image — Upload | Select from Gallery
Maximum file size: 4 MB. Allowed file types: JPG, GIF, PNG.

Browse to find or drag image here

Coupon Code

Shopping Cart Price Rule — --Please Select-- | Edit Rule | Create New Rule
A cart price rule using for get or generate coupon code when viewers click claim coupon. Each session should have a unique coupon code. In case a code is applied for many sessions, the generated orders will be counted for the newest session

Stream Popup

Enable Subscribe — No

Time of Appearance *	Set Timeout on Subscribe *	Actions

Add Record

Enable Notification — No

Time of Appearance *	Set Timeout on Notification *	Content	Actions

Add Record

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Privacy Policy | Account Activity | Report an Issue

- **Session Name:** Enter a name for the streaming session
- **Product Widget:** Select the widget you've set in the previous step
- **Highlight Product Time:** For auto change product highlight in product widget, specific for each session. If empty, general configuration will be used instead.
- **Start time:** Select the start time of the session. You can set the time up to the second scale
- **End time:** Select the end time of the session. You can set the time up to the second scale
- **Description**: Write a session description
- **Pre session image:** Choose an image to display before the session starts. **Note**: Maximum file size: 2 MB. Allowed file types: JPG, GIF, PNG.
- **Shopping Cart Price Rule:** Select a suitable cart price rule if you're offering coupon codes to your customers
- **Stream Popup:** Switch to **Enable** if you want to display Popup during the session. You can set when this popup is shown after the live start in mm:ss

⭐ There are two kinds of **Stream Popup:**

- **Subscriber Popup:** to push customer subscribe newsletter
- **Notification:** specific your own notification

Streaming Subscriber

Manage list of subscribers in your store, admin can delete or unsubscribe each customer. Customers cannot unsubscribe from their customer dashboard.

Report

On the Magento backend, you will receive a report on the session's effectiveness and performance. Go to **Streaming > Streaming Report.**
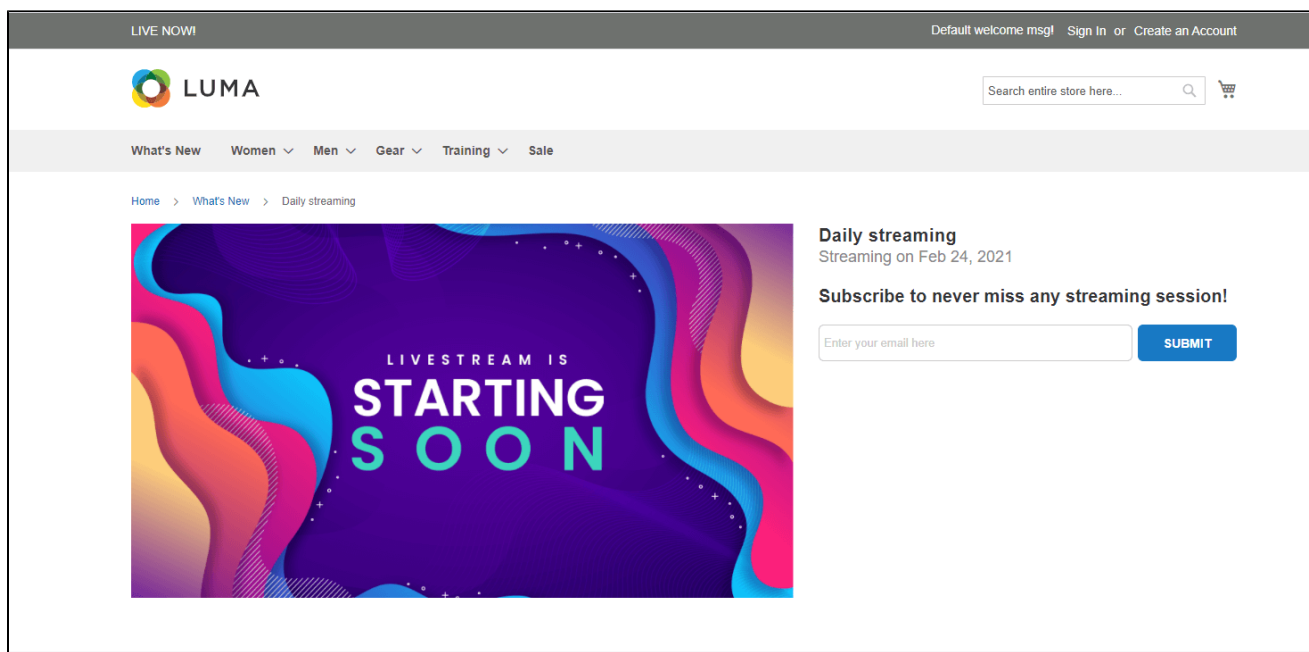
You will see your total audience, and know how many products sold during the stream, how many coupons were claimed and used.

Storefront

Subscribe for stream notifications via email: Customer can subscribe to receive email notifications from website whenever a live stream is starting or before a period of time.

⊕ Customers will be able to leave comments both on your Store's stream and on your Facebook's stream. The comments your customers leave on Facebook will also be synced to the session on your Magento Store

- When the session starts, notification will display on your site
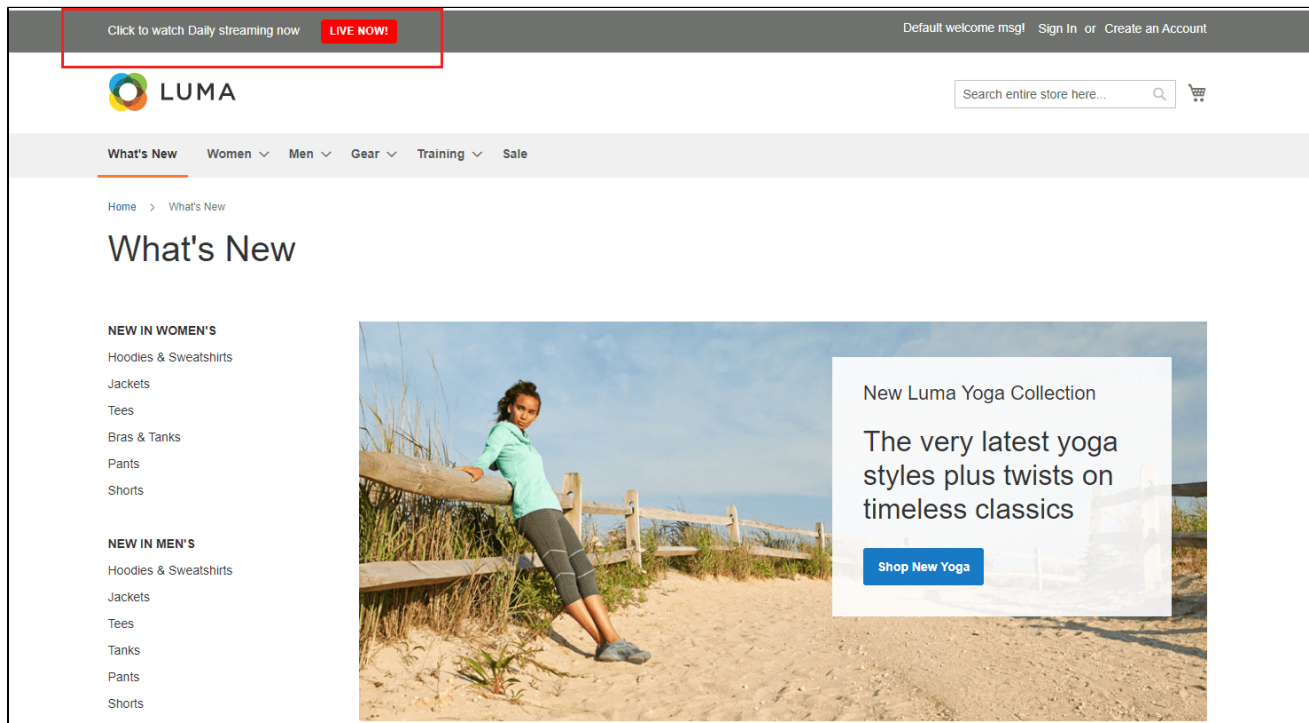
- Livestream will be streamed on both your store and Facebook at the same time
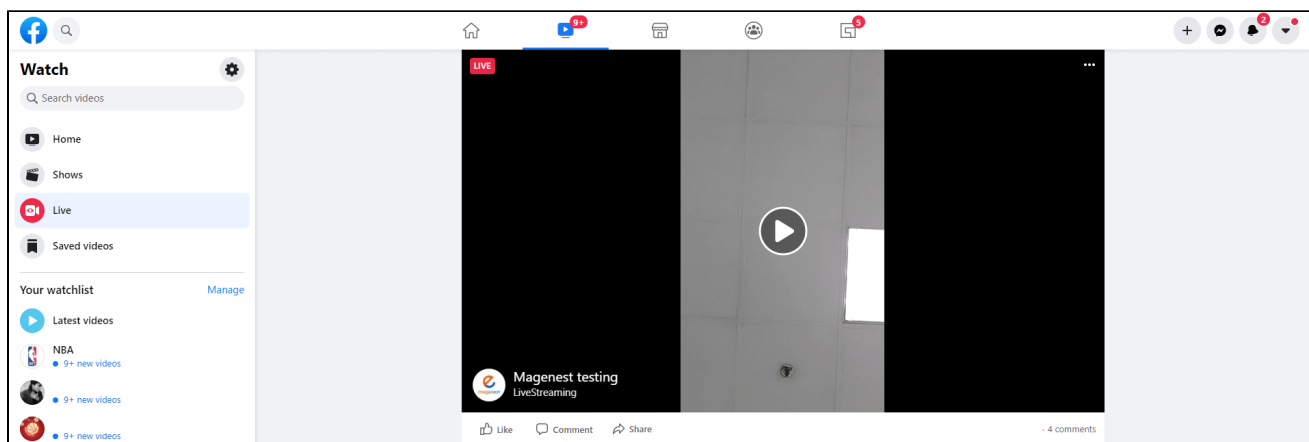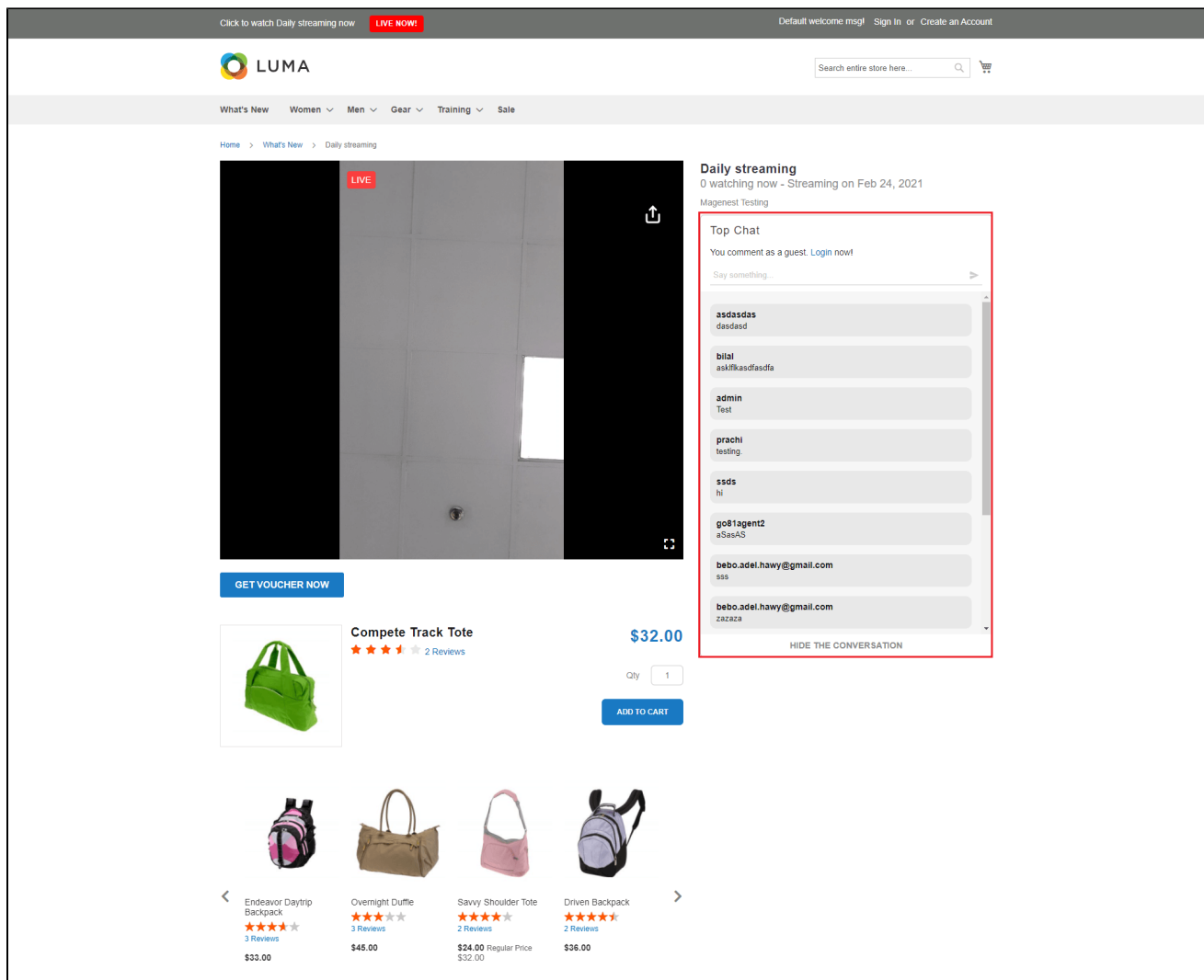
- When a customer leaves a comment from Facebook, it will be synced to store

- When the customer clicks on the **Get Voucher Now** button, they will be able to claim the coupon code instantly.

- Under the streaming session, customers will also see the product widget that you've configured. They will be able to directly add products to cart, be redirected to the product page, or add products to the wishlist.

- Customer to share live stream to other social networks

Update

- When a new update is available, we will provide you with a new package containing our updated extension.
- You will have to delete the module directory and repeat the installation steps above.

Support

- We will reply to support requests within **2 business days**.
- We will offer a **lifetime free update and 6 months of free support for all of our paid products**. Support includes answering questions related to our products, bug/error fixing to make sure our products fit well in your site exactly like our demo.
- Support **DOES NOT** include other series such as customizing our products, installation, and uninstallation service.

Once again, thank you for purchasing our extension. If you have any questions relating to this extension, please do not hesitate to contact us for support.