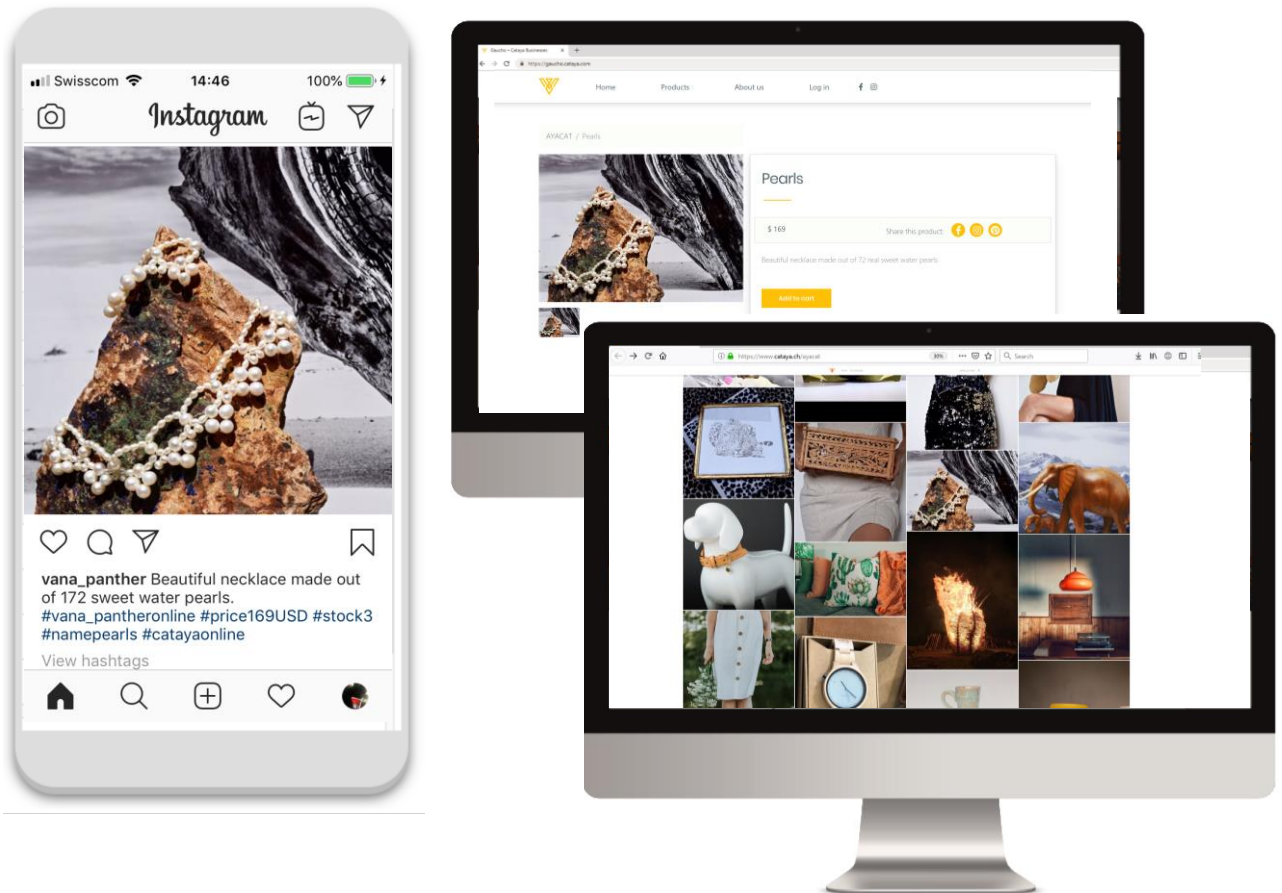


Cataya User Guide

social media based, digital marketplace solutions.

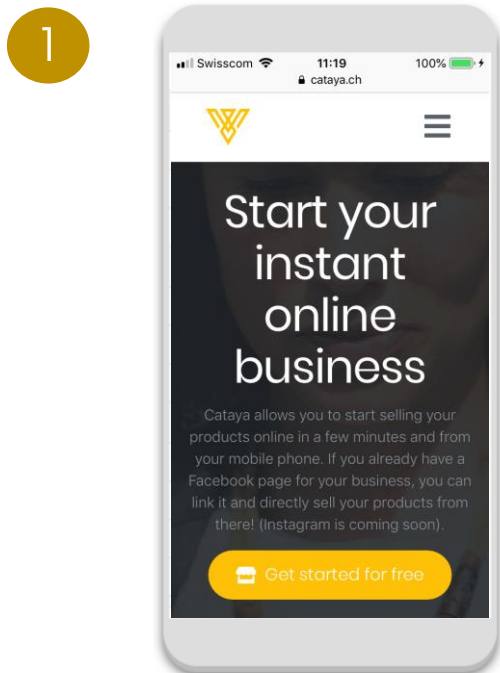


In “the real world” small businesses find customers in different ways: with a store in city centers or shopping malls or by being present on fairs and permanent marketplaces, **We see these platforms as essential facilitators to also help small businesses generate traffic in an online world.**

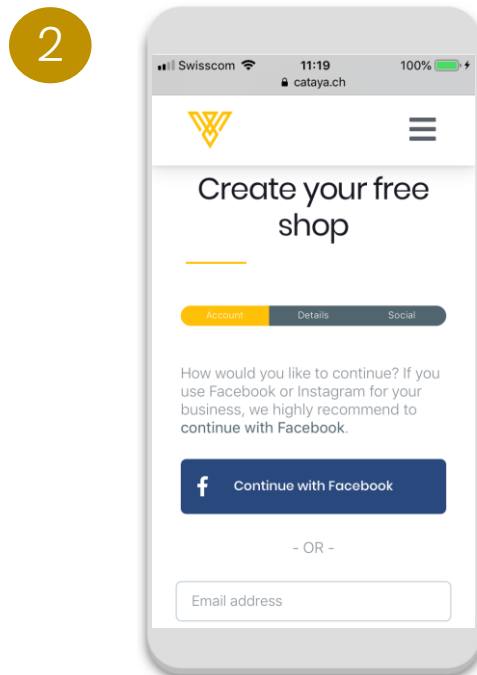
With Cataya, small shops can easily transform their Instagram and Facebook posts into product offers in a free, professional online store. The stores are grouped into a digital marketplace under the umbrella of a known local brand and allow you to reach more customer, pool your marketing effort and sell more online.

1. Create a free account

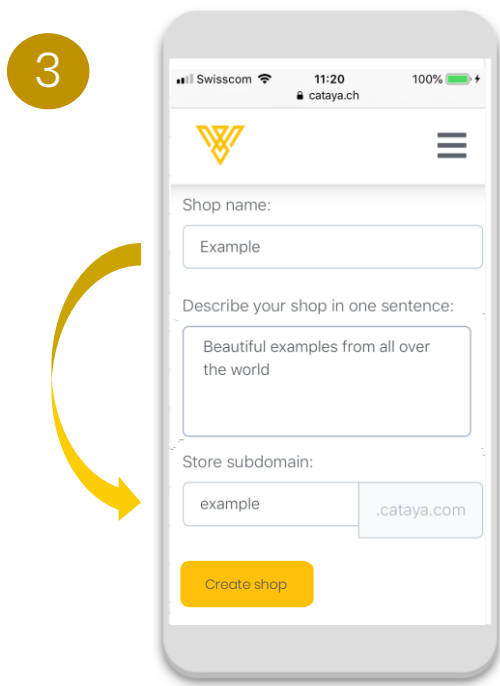
These four steps create your online store & website. You can later customize it.



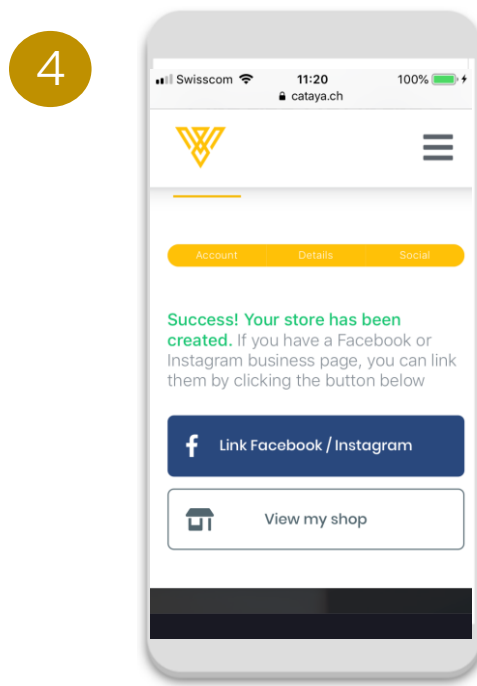
Visit www.cataya.com



Login with Facebook or E-mail.



Enter your store name – this will also be your website's URL!

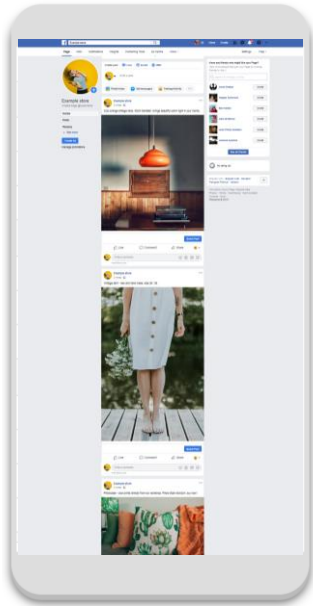


That's it!

2.1 Add products from Facebook

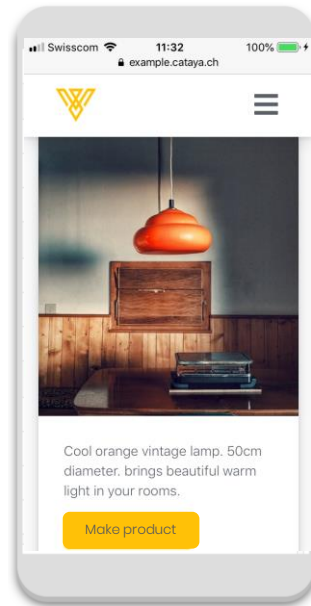
If your business has a Facebook page, you can turn any existing post into a product by adding price, stock and shipping info.

1



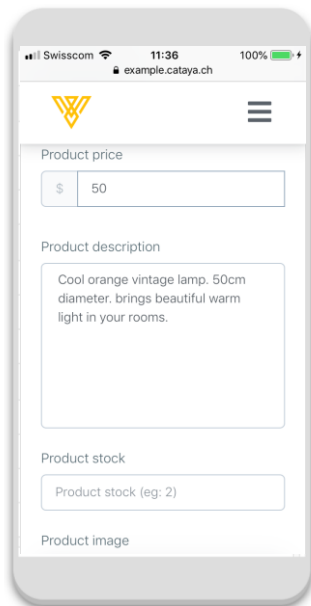
Link your Facebook page and your posts will appear in your online store

2



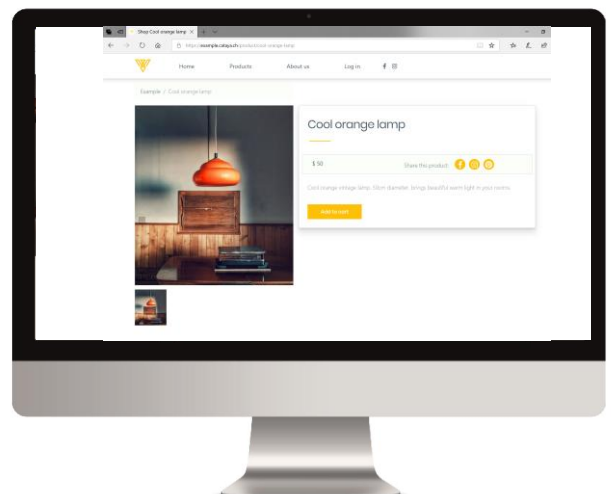
Choose the posts you want to turn into a shoppable product

3



You need to add a price, stock info and shipping information to your post.

4

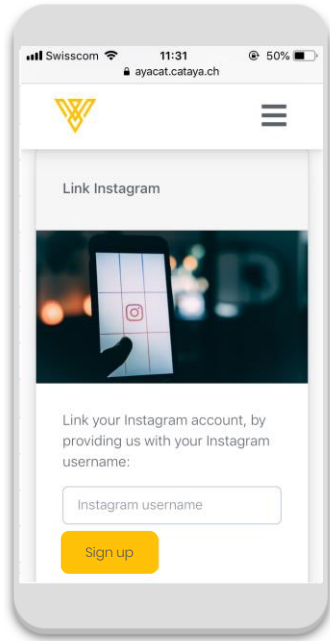


And you create a product in your store that a customer can buy! Next!

2.2 Add products from Instagram

You can directly turn your Instagram posts into products in your online store and marketplace by using certain hashtags!

1



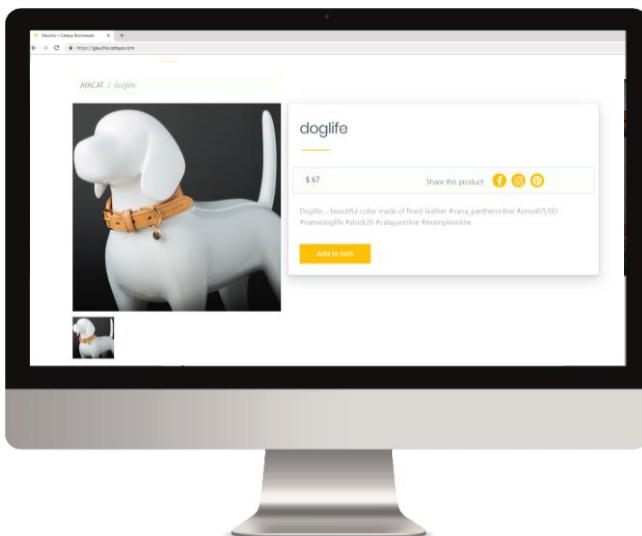
Link your Instagram account with Cataya

2



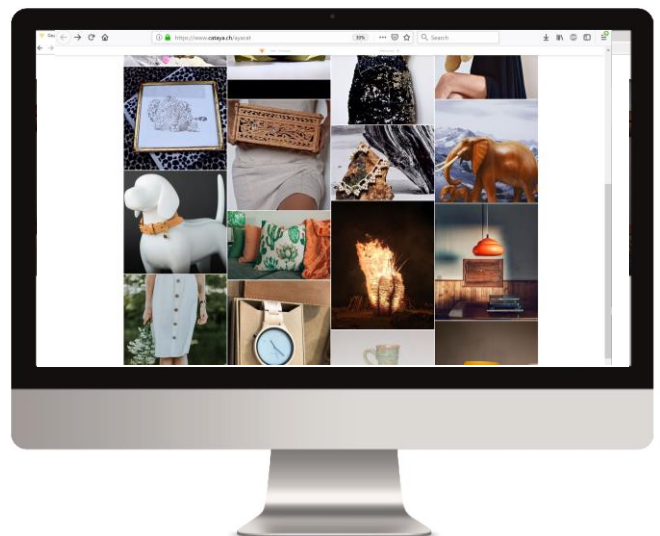
Use the #hashtags as indicated on the page in your next posts to automatically add products to your online store

3



A product offer in your store is directly created from Instagram!

4



...you will also find the offer automatically uploaded to your marketplace!

2.3 Add products with images

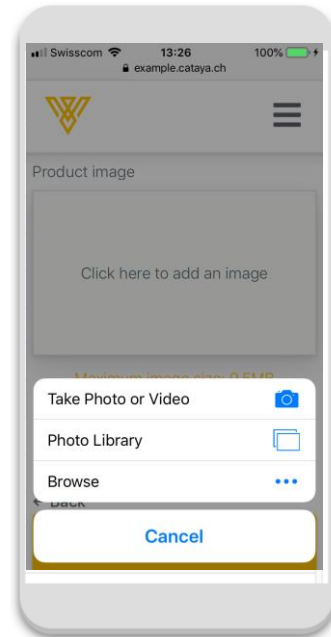
In a few steps you can create product offers by uploading an image and providing information on price, stock and shipping.

1



Take photos of your products. Make sure they are bright and only show 1 item.

2



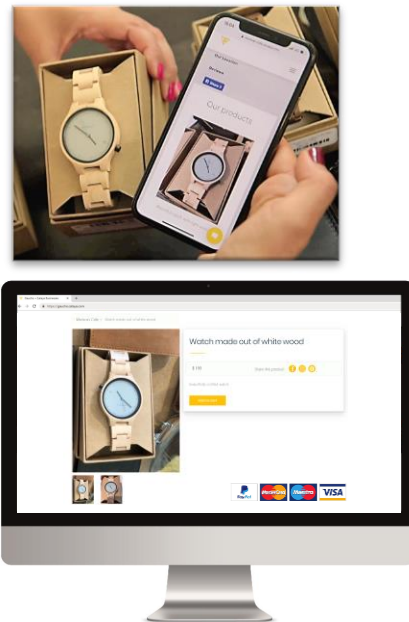
Add the photo in the product adding flow

3



You need to add a price, stock info and shipping information to your post.

4

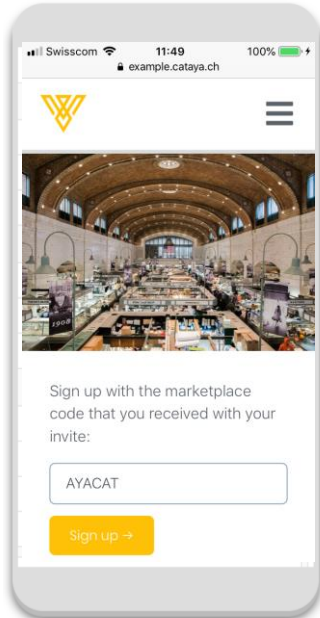


And you create a product in your store that a customer can buy! Next!

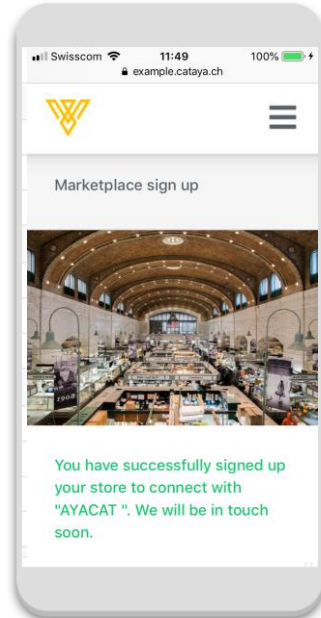
3. Connect to a marketplace

A simple code will connect you to the platform of a regional marketplace. If you wish to create a marketplace and get the code, please contact info@cataya.com

1



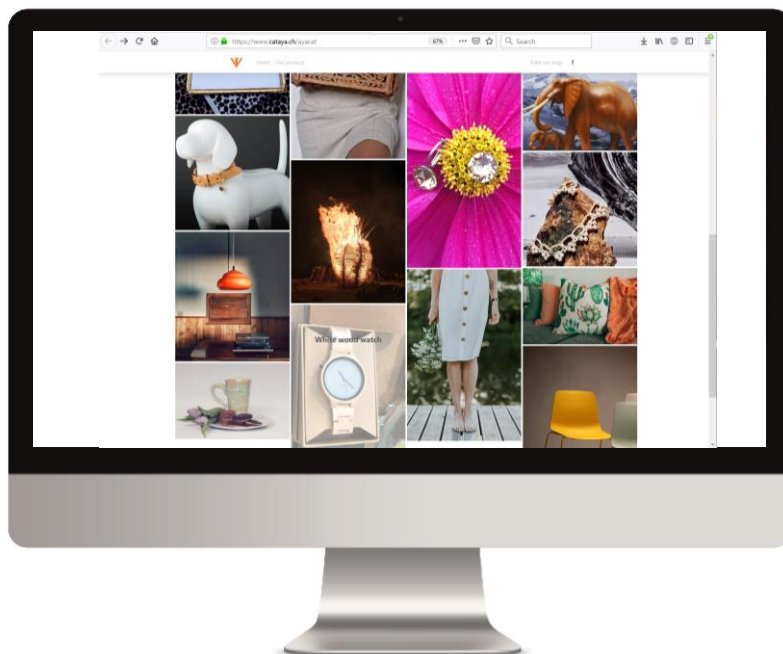
2



Enter the code provided by the marketplace you belong to.

If the code is valid, your products are automatically uploaded.

3



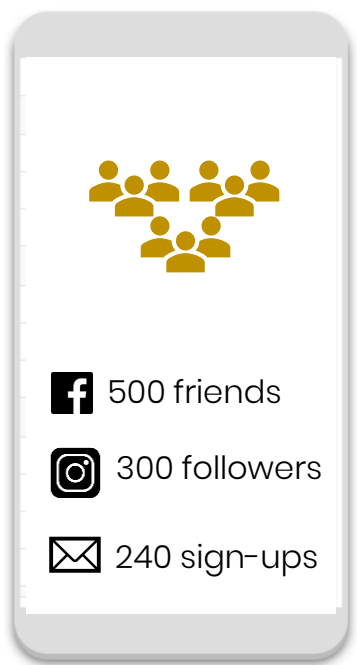
Any goods you upload to your store (via Instagram, Facebook or Image upload) will automatically appear on the marketplace platform. When sold, they will automatically disappear.

4. Share and promote

The marketplace platform allows pooling marketing efforts of many different stores.

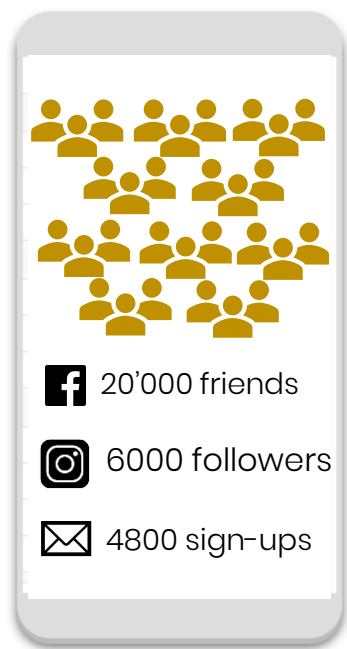
1

Your channels



2

Channels of everybody else in your marketplace



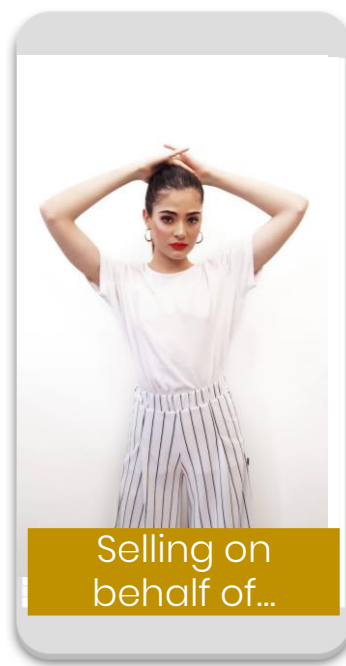
3

Channels & campaigns of the marketplace platform



4

Affiliate sellers, influencers, local partners



Global local platforms.

Ready to start yours?



info@cataya.com



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[cataya_com](https://www.instagram.com/cataya_com)