



How to set up Facebook Business Manager

The setup process is simple. Follow these steps to get started.

1. Go to business.facebook.com/create and select Create Account.
2. Enter your name and confirm your identity with Facebook login credentials.
3. Follow the prompts to create your business account.

In order to create a Facebook ad campaign, your business manager must manage at least one Facebook page.

To add a Facebook page to your business manager:

- Go to Business Manager Settings
- On the left, click on Accounts -> Pages
- In the Pages column, click 'add' and then on the "Add Page" button (or if you want to manage a page on behalf of someone else you can 'request access to a page here as well')
- If you choose to request access or claim a Page, enter the Facebook page name or URL

To add an advertising account to your Business Manager:

- Go to Business Manager Settings
- On the left, click on Accounts -> Ad Accounts
- In the Ad Account column, click on the blue "Add Account" button
- Choose one of the 3 options: "Claim Ad Account", "Request Access to an Ad Account" or "Create a New Ad Account"
- If you choose to request access or claim an ad account, enter the ad account ID. (Learn where to find the account ID here <https://www.facebook.com/>)

How to set up a Facebook Ad Account

You can't set up a Facebook advert without setting up an ad account.

Go to your Business Manager and from there, click on "Ad Accounts" located under "Accounts". Fill in all the blanks by entering your company's name, address, and other relevant information.

Add Payment Details

Then you need to add your payment method. Click on your ad account settings -> Payment Settings. From here, you can insert your credit card or payment method details.

You are generally billed monthly, or when you reach your limit.