



Facebook Advertising Process: How to Create a Facebook Business Manager

Step 1 of the Facebook Ads Process: How to Create a Facebook Business Manager

HOW TO CREATE A FACEBOOK BUSINESS MANAGER

A Facebook Business Manager is a tool that helps organize and manage your Facebook business assets (Facebook page(s), Ad Account(s), Facebook Tracking Pixels), and allows you to give employees and/or advertising partners access to certain assets (like your Facebook Page and/or Ad Account) within the Business Manager.

Facebook requires you to have a Business Manager to create custom audiences (such as Lookalike audiences and to have the ability to upload email lists for retargeting). Plus, it's a nice way to organize all of your Facebook advertising essentials into one place!

Step 1: Create a Business Manager

1. Log into your personal Facebook account - or the account that you created your business Facebook page with.
2. Go to business.facebook.com.
3. Click Create Account.
4. Enter a name for your business, select the primary Page, and enter your name and work email address.
Note: If you don't yet have a Business Page for your business, [create one](#) with these instructions.
5. Enter your information in the remaining required fields.
6. Add your [Business Page](#) and [Ad Account](#) to your business manager. If you don't have an Ad Account, choose to create a new one. Follow each respective link for instructions on how to move your Page and Ad Account into your new Business Manager.
 - a. To add pages and ad accounts to your Business Manager, you must be an 'admin' of your Business Facebook page and own the Ad Account,

meaning you have full control/all permissions over the page and ad account. If you created your Business Facebook page, you should automatically be the admin on the page and own your Ad Account.

- b. *Note:* Adding an ad account moves it permanently into your Business Manager. You must be both the owner of the ad account and an admin in your Business Manager to add the ad account. Once you add an ad account and it's moved into your Business Manager, this action can't be reversed.

Payment:

If your Ad Account does not yet have a primary payment method (to pay for your Facebook Ads), go to your [Payment Settings in Ads Manager](#). In the Payment Method section, click **Add Payment Method**. Choose the payment method you want to add, fill in your information, and then click Continue. Follow any additional instructions to add your payment method.

Next Bill

June 11, 2020
You won't receive a bill while your balance is \$0.00.

\$0.00
Amount Due

Payment Methods **Add Payment Method**

You have no payment methods.

Set Your Account Spending Limit

You can control your total ad costs by setting an account spending limit. Your ads will pause when you reach the limit you set and won't run again until you increase or remove that limit. [Learn More](#)

Amount Spent: **\$0.00** **Set Your Account Spending Limit**

Billing and Receipts History **View Receipts**

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