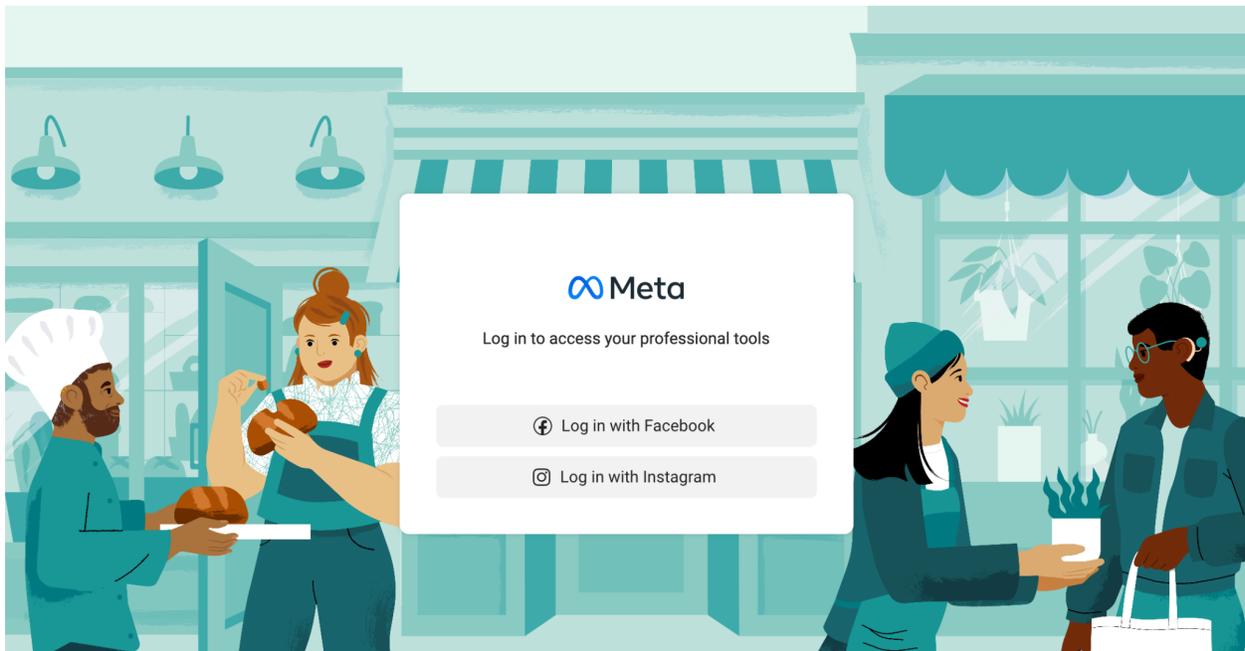


Create a Facebook Ads account using Business Manager

Last Updated / Reviewed: Jan 10th, 2023

Execution Time: 10-15 minutes



Goal: To create a Business Manager account and Facebook Ad Account for your business.

Ideal Outcome: You will have a Business Manager account ready to manage all your Facebook Assets and share them with your employees securely. You will have created your Facebook Ad Account and set your Payment Method.

Prerequisites or requirements: You will need a personal Facebook account.

Why this is important: Facebook's Business Manager allows you to easily manage multiple pages and ad accounts, while also being able to safely assign roles to your employees or contractors. Your Facebook Ad account will allow you to set up your first campaigns promoting yourself to the [2.85 billion active Facebook users worldwide in 2021](#).

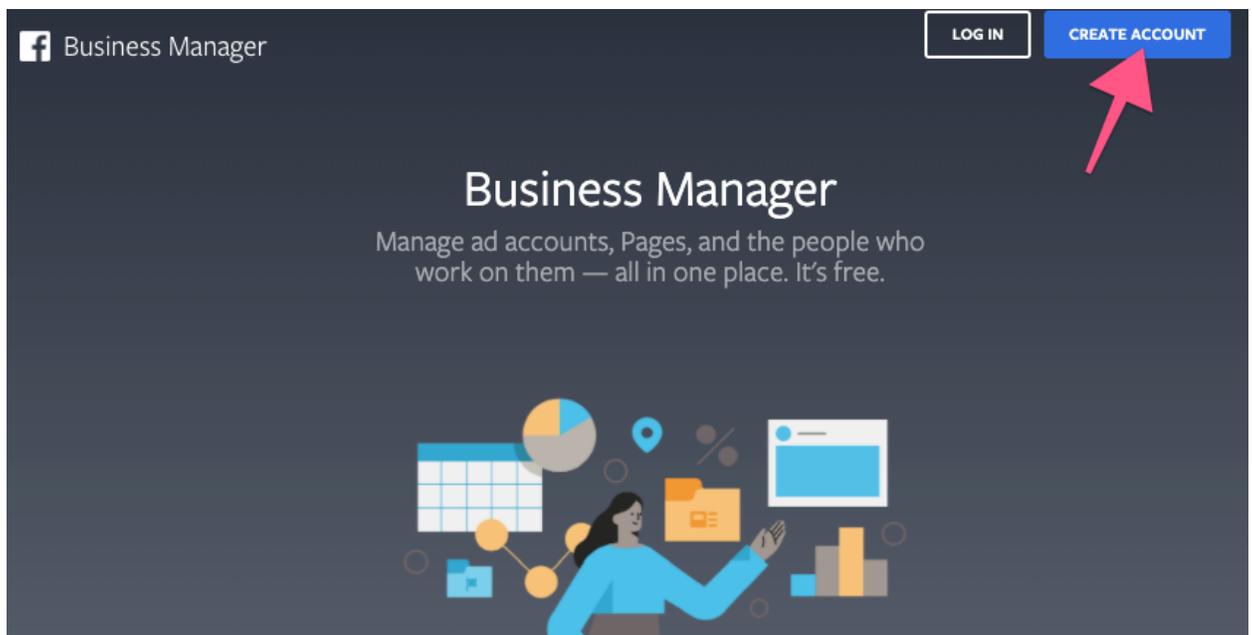
Where this is done: In Facebook’s Business Manager.

When this is done: The first time you are creating a Business Manager account.

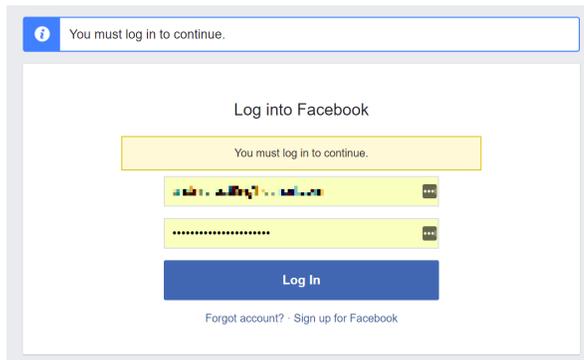
Who does this: The business owner or the person responsible for paid advertising on his behalf.

Create a Business Manager Account

1. Go to <https://business.facebook.com> in your browser.
2. Click on “Create Account” on the top right corner.



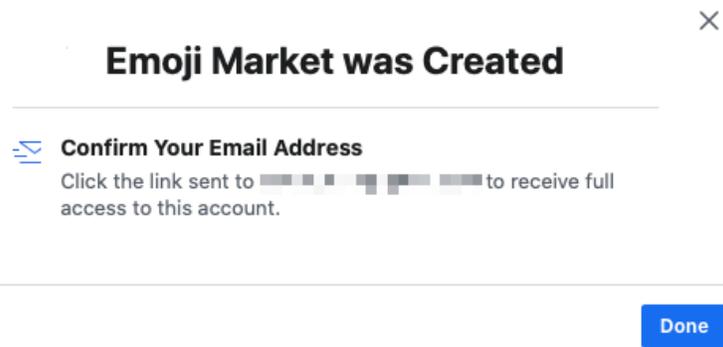
3. If you are not logged in to your personal Facebook account, you’ll be asked to log in:



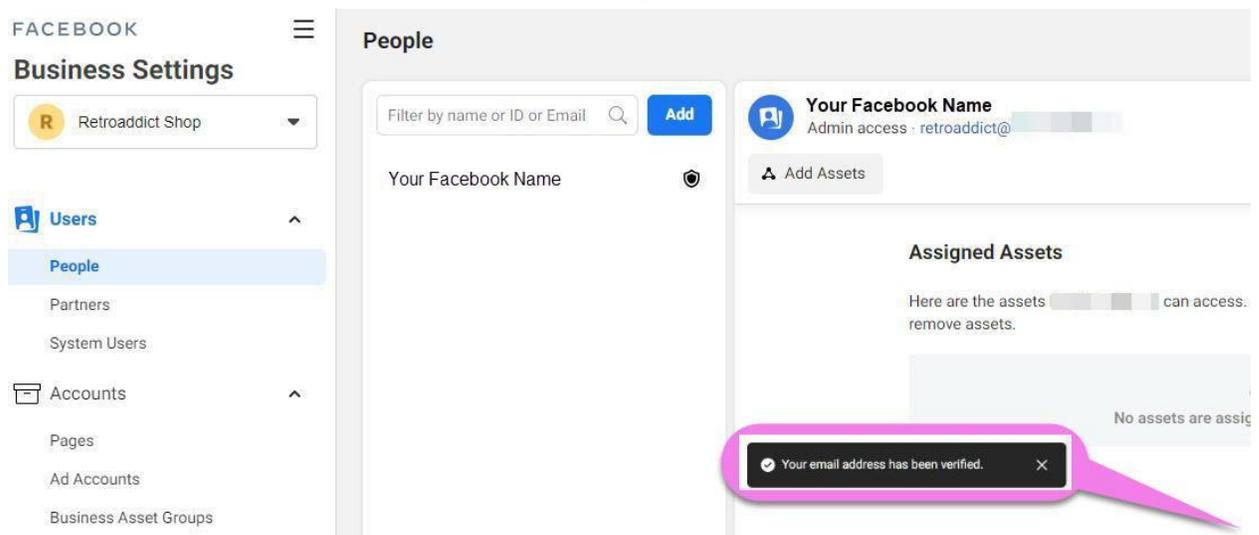
4. You are now creating your Business Manager Account:
 - a. Enter your Business name.
 - i. **Note:** This name is visible to your employees or other people that you allow managing your assets.
 - b. Press Continue, and enter your name and your business email, and click "Submit".

A screenshot of the "Create Your Business Manager Account" form. The form is titled "Create Your Business Manager Account" and has a close button (X) in the top right corner. It contains three main sections: "Your Business and Account Name" with a text input field containing "Retroaddict Shop"; "Your Name" with a text input field containing "Your Facebook Name"; and "Your Business Email" with a text input field containing "retroaddict@[redacted].com". Below the email field, there is a note: "When you add people to your business, your name and business email will be visible to them." A pink arrow points to a blue "Submit" button at the bottom right of the form.

- c. **Your Business Manager is now created!** Click the link you received on your email to confirm your account.

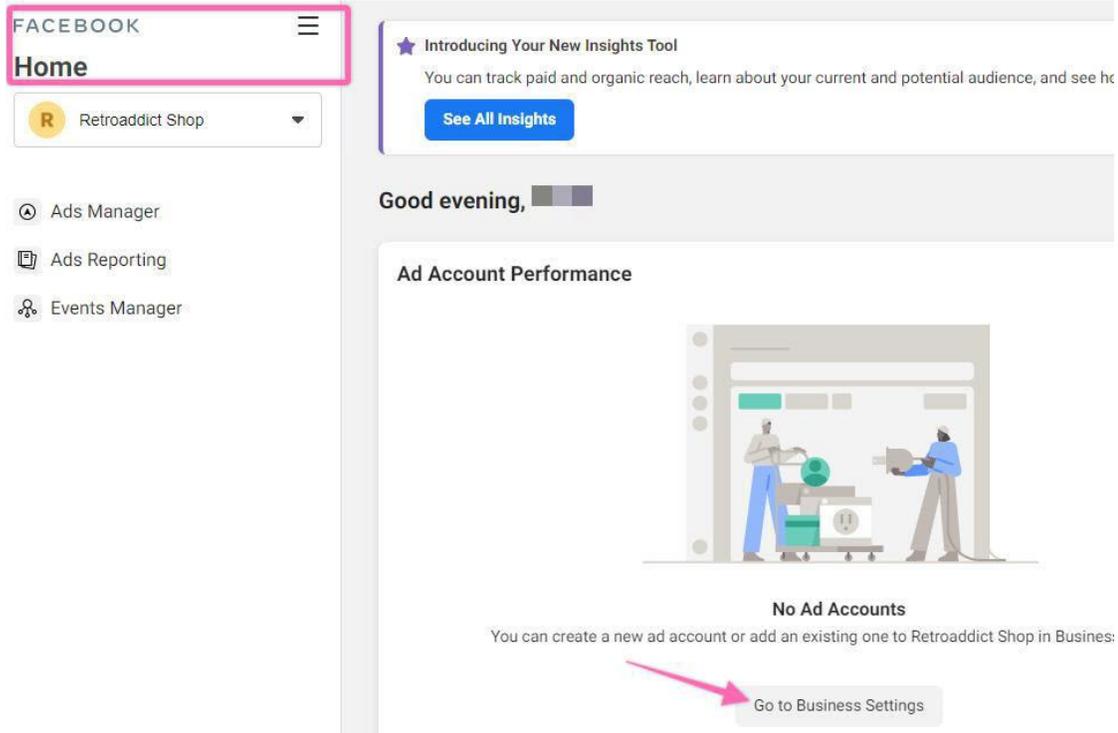


- d. After confirming, you will be taken to your Business Manager setting with email verified at the bottom most right portion:



Create an Ad Account on Business Manager

- 1. When in your [Business Manager Home page](#), click on “Go to Business Settings”:



2. Click on the 'Add' dropdown:



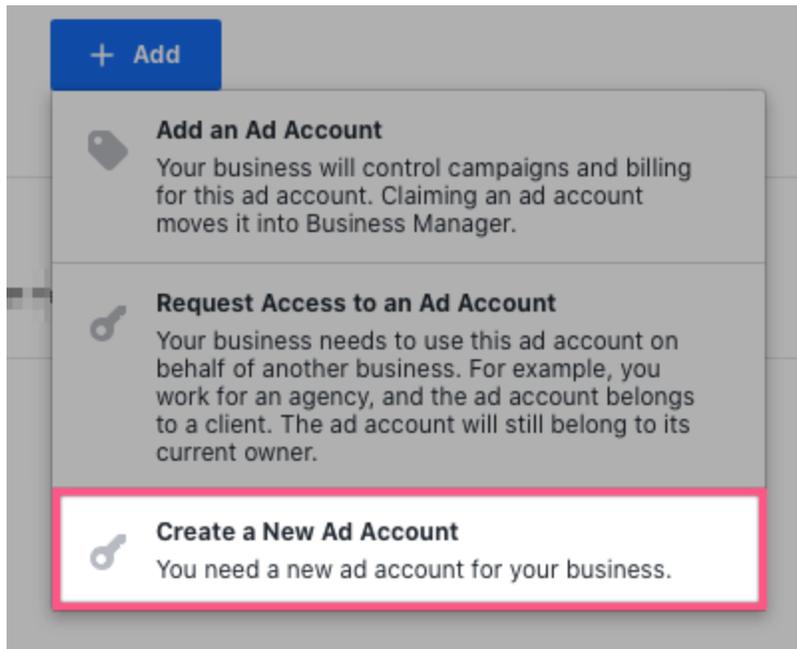
Retroaddict Shop doesn't have any ad accounts yet.

Manage Your Ad Accounts

All the Facebook ad accounts you've added to Business Manager will be listed here.



3. Click "Create a New Ad Account"



4. Insert the details for your new Ad Account:
 - a. **Note:** Pay attention to the currency you want to be used for your account as you cannot edit this in the future. You can always create a new Ad Account if you want to do so.

Create a New Ad Account ✕

i **Payment Information Has Moved**
You'll be able to add payment information after you create your account.

Ad account name

Time zone

Currency

By creating an ad account, you agree, on behalf of Retroaddict Shop as its authorized representative to [Facebook's Terms](#) including the payment terms for the selected payment method.

5. Select whether you are creating this Ad Account for your business, or to advertise on behalf of another business.

Who Will This Ad Account Be Used For

This ad account will be used for

My business (Retroaddict Shop)

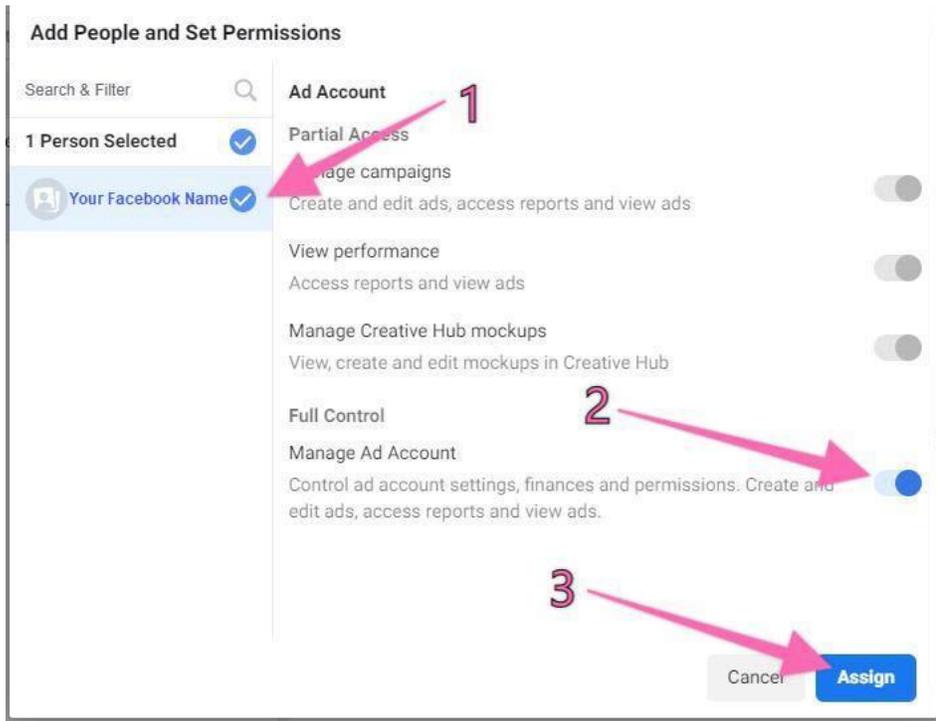
Another business or client

Correctly selecting this is important - It will ensure the other business' name is displayed across Facebook when you create an ad on their behalf, including in the Why Am I Seeing This ad dialog. You may also gain access to the other business' Audience Manager features including their Custom Audience sizes and the audience overlap tool.

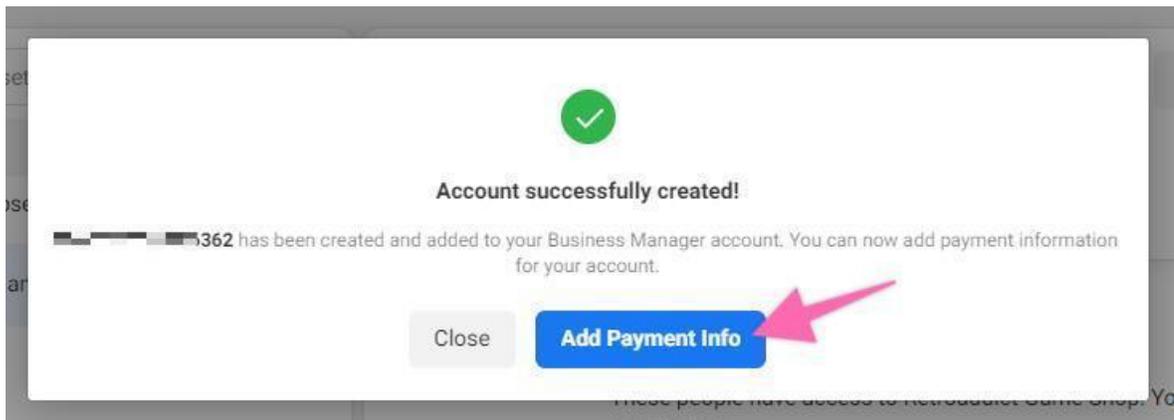
[Learn More](#)

Back Create

6. You will now be prompted to assign people to your Ad Account, for now, you will only add yourself.
 - a. In the future, you might want to add employees or contractors to that Ad account as well.



7. **Your ad account has been created!** If you don't have a Payment Method set up, you will want to do it now. Click on 'Add Payment Info':



8. Make sure your 'Location and Currency' is correct, you can fill up your 'Business and Tax Info (optional), choose your preferred payment method, then click on 'Next':

The screenshot shows a dialog box titled "Add Payment Information" with a close button (X) in the top right corner. The dialog is divided into several sections:

- Location and Currency:** Shows "United States of America, US Dollars (USD)" with an "Edit" link. A pink arrow labeled "1" points to the text.
- Business and Tax Info:** Shows "Optional - Add a tax ID or address" with an "Edit" link. A pink arrow labeled "2" points to the text.
- Add Payment Method:** This section has three radio button options:
 - Debit or Credit Card:** Includes icons for VISA, Mastercard, AMEX, and DISCOVER. A pink arrow labeled "3" points to the selected radio button.
 - PayPal:** Includes the PayPal logo and an unselected radio button.
 - Online Banking:** Includes icons for Wells Fargo and Citi, plus a "+ more" link. An unselected radio button is to the right.
- Ad Credit:** A checkbox labeled "I have an ad credit to claim." is currently unchecked.
- Security Notice:** A lock icon is followed by the text "Your payment methods are saved and stored securely." and "Terms Apply" below it. A pink arrow labeled "4" points to this text.
- Buttons:** At the bottom right, there are "Close" and "Next" buttons. The "Next" button is highlighted in blue.

9. After successfully adding your payment details, you can now input your business address details.

✓ **successfully added**

You can now use on your account.

Business Name

Add a name
Retro Addict Shop

Enter your own name if you don't have a business name.

Business Address

The legal address registered with your government and tax agency. If you're not a registered business, enter your mailing address.

Street address 1
1281 Ninth Avenue

Street address 2
2507

City or town
San Diego

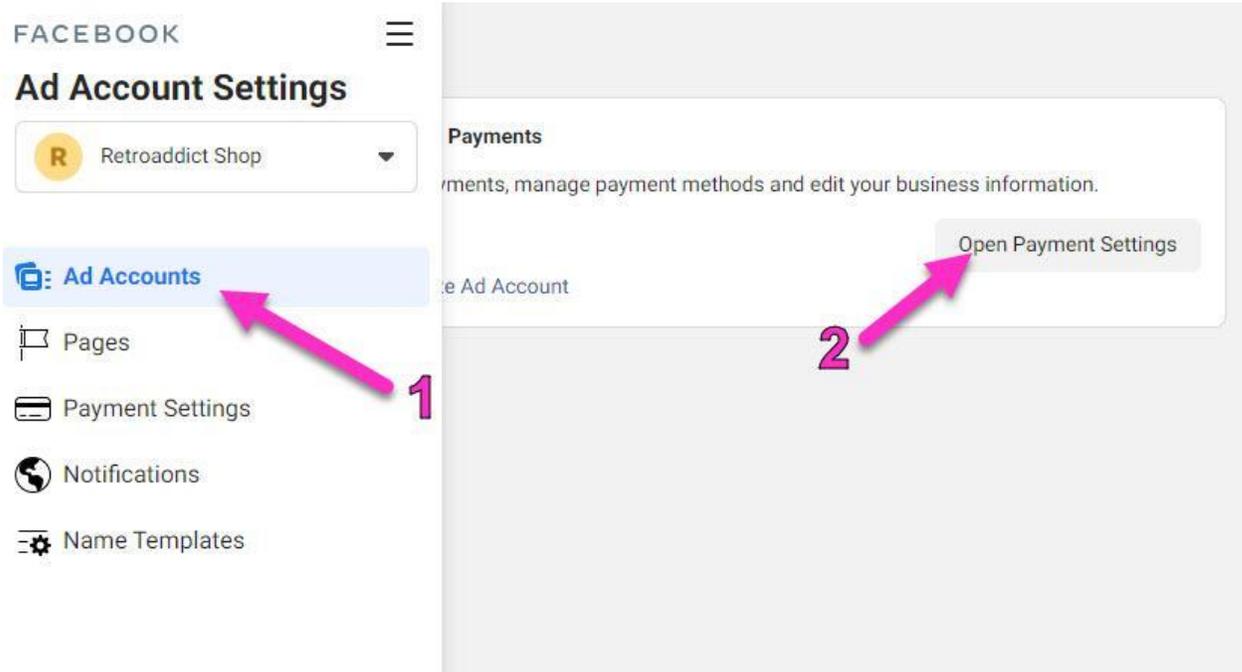
State
California ✓

ZIP code
92101

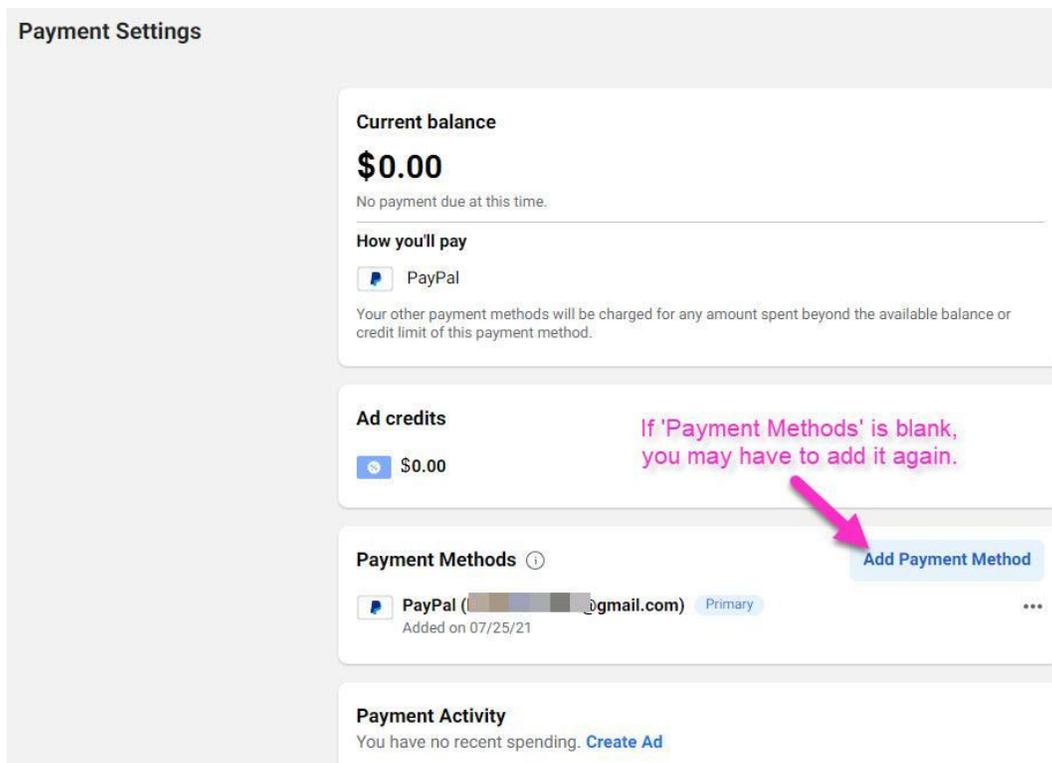
Facebook is required to share your business information with local tax authorities who request it.

Checking Your Facebook Payment Settings

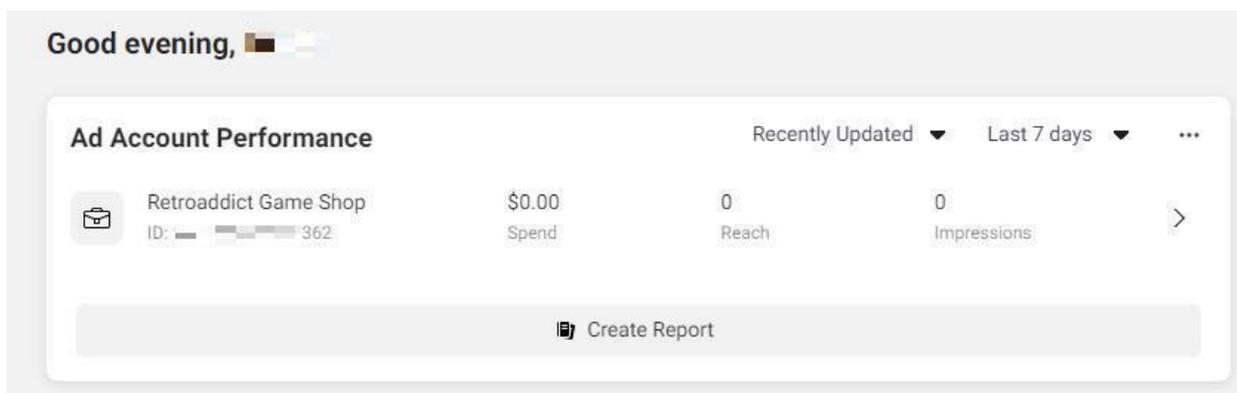
1. Go to your [Facebook Ad Account Settings](#), under Business Payments, click on 'Open Payment Settings.'



2. Check if 'Payment Method' is showing the correct details, if it is blank – you may have to add it again like you did in [Step #8](#).



3. **That's it!** If you now go to your [Business Manager Home page](#) you should now be able to see your new Facebook Ad Account:



Good evening, 

Ad Account Performance

Recently Updated ▾ Last 7 days ▾ ...

	Retroaddict Game Shop ID:    362	\$0.00 Spend	0 Reach	0 Impressions	>
---	--	-----------------	------------	------------------	---

 Create Report