

Create a Business Manager.

Before you begin make sure you have a personal Facebook account to confirm your identity.

- 1. Go to <u>business.facebook.com/overview</u>
- 2. Click create account on the top right corner.
- 3. Enter a name for your business, your name, work address, email address and click next.
- 4. Enter your business details and click submit.

Add Ad Account.

There are 3 ways to add ad accounts to your Business Manager.

- 1. Add an Ad Account: Adding an ad account moves it permanently into Business Manager. You must be both the owner of the ad account and an admin in Business Manager to add the ad account. Please note, once you add an ad account and it's moved into your Business Manager, this action can't be reversed. All management of your ad account must be completed within your Business Manager profile. You can't add an ad account that's owned by another Business Manager. If you still want to work on an ad account that's owned by a different business, you can request access to it.
- 2. Request Access to an Ad Account: If you request access to an ad account in Business Manager, the admin of that Business Manager can grant you permission to work on it.
- 3. Create a new ad account: If you create a new ad account in Business Manager, it'll permanently belong to that Business Manager. Once created within Business Manager, the ad account can't be transferred to an individual owner who doesn't own a Business Manager.

Add Ad Account.

Before you begin, you can't add an ad account to a Business Manager if:

- The ad account you're trying to add has already been added by another business. An ad account can only be owned by one Business Manager. Instead, you can request access to the ad account.
- You have already added a personal ad account to Business Manager. You can only add one
 ad account from your personal Facebook account into Business Manager. Instead, you can
 create a new ad account in Business Manager or you can request access to another ad
 account.
- You've reached your ad account limit for adding new ad accounts to your business. There's currently no available option to request more ad accounts. Your ad account limit increases based on your advertising spend. Learn how to view your ad account limit in Business Manager.
- The ad account is a prepaid ad account. Prepaid ad accounts can be added to Business Managers only if they're from certain locations.

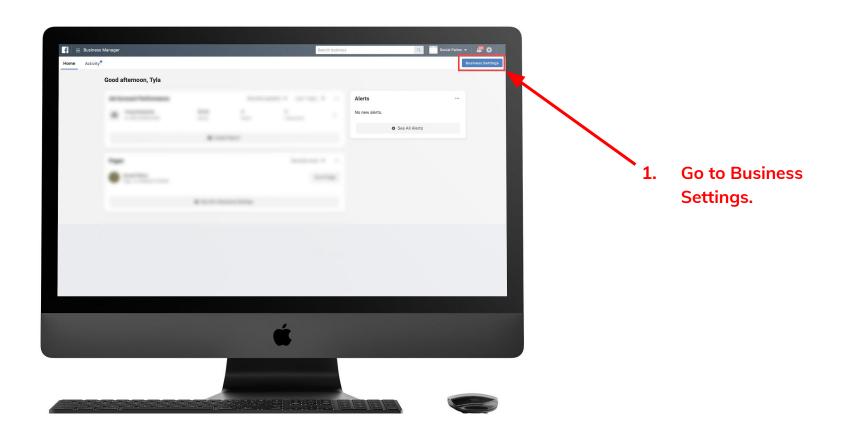
Add Ad Account.

Steps to add an ad account in Business Manager:

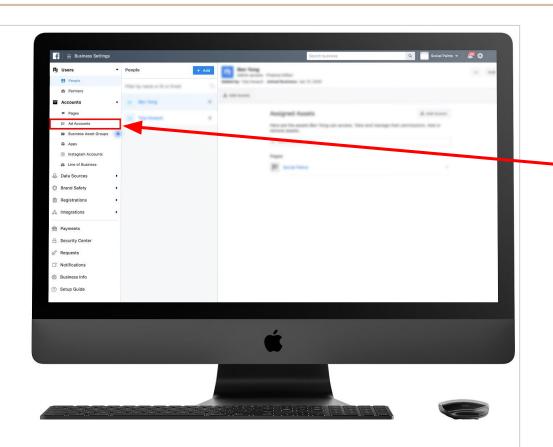
- 1. Go to Business Settings.
- 2. Click Accounts and click Ad Accounts.
- 3. Click + Add.
- 4. Choose one of the 3 options: Add Ad Account, Request Access to an Ad Account or Create a new ad account.
- 5. If you choose to request access or add an ad account, enter the ad account ID. Learn where to find the account ID.
- 6. Follow the prompts to select people and access levels.

Note: Deactivating an ad account doesn't delete the ad account from your business. A deactivated ad account still counts towards your ad account limit.

Steps One.



Step Two.



2. Click Accounts and click Ad Accounts.

Step Three.



It's about time your social media stood tall.

