

How to set up Facebook Business Manager for your Brand

Create a Business Manager account, Facebook page, and Facebook Ad Account for your business, to start managing all your Facebook Assets and sharing them with your employees securely.

Last Updated / Reviewed: 12/11/2024

Execution Time: 20-30 minutes

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

 **Execution Time:** 20-30 minutes

 **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 set up a Facebook and Instagram page if you do not already have one, and then link them to the Business Manager. You will have created your Facebook Ad Account and set your Payment Method.

 **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 and agency team.

 **Where this is done** In Facebook's Business Manager.

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

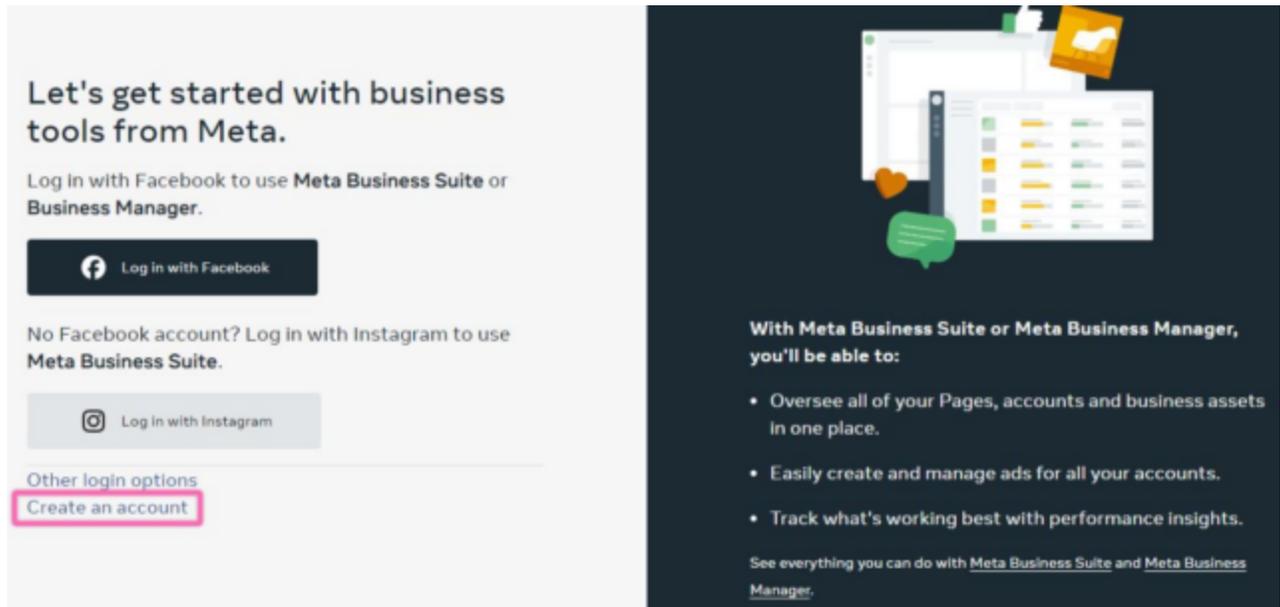
 **Who does this:** The business owner or the person responsible for paid advertising on his behalf.  **Note:** If you are a FRANCHISEE, check with your franchisor team prior to engaging in these steps, as they may have some of these pieces in place already.

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

Create a Business Manager Account

01► Go to <https://business.facebook.com> in your browser. Log in first to see if you already have a business account. If not, it will prompt you to create a new one.

02► Click on “Create an Account” at the bottom.



03► You must log in if you have not logged in to your personal Facebook account.

04► You are now creating your Meta Business Manager Account:

- Enter your Business name.

Note: This name is visible to your employees or other people who are allowed to manage your assets.

- Enter your name and business email, and click “Submit.”



Create your business account in Business Manager

Your business and account name

This should match the public name of your business since it will be visible across Facebook. It can't contain special characters.

Your name

Your business email

This should be an email you use to conduct company business. We'll send an email to verify it. You'll also receive communications regarding your business account at this email.

When you add people to your business, your name and business email will be visible to them.

05 Your Meta Business Manager is now created! Click the "Done" button then proceed to your email account and click on the link you received in your email to confirm your account.



Emoji Market was Created



Confirm Your Email Address

Click the link sent to [redacted] to receive full access to this account.

Done

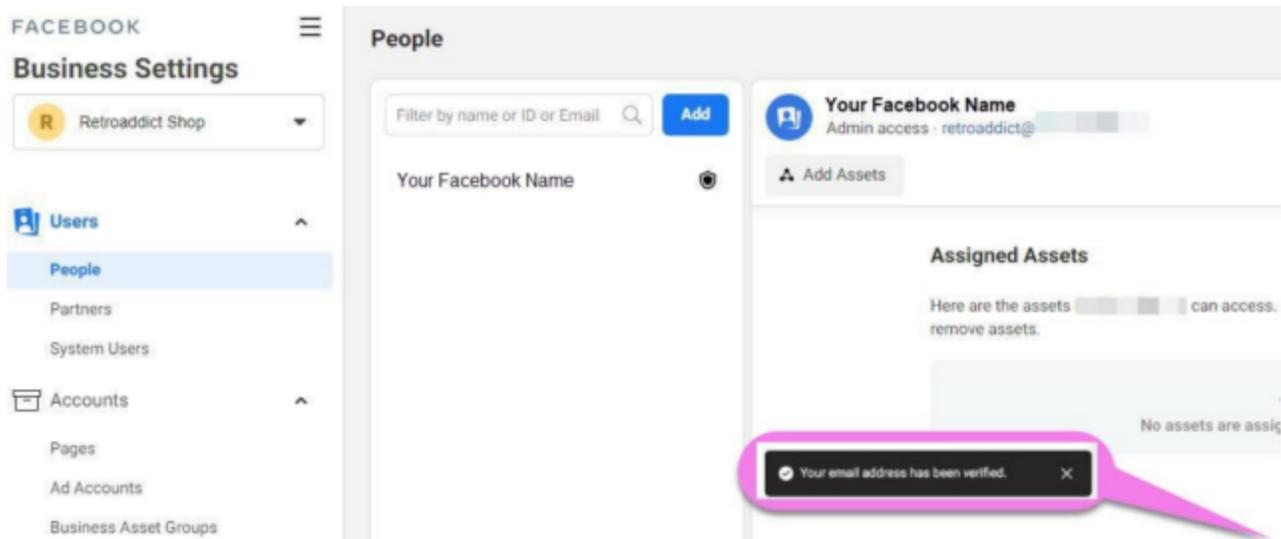
Business Manager

Please confirm your email address

Please click the link below to confirm that your email address for [redacted] should be updated to [redacted]@gmail.com.

Confirm Now

06 After confirming, you will be taken to your Meta Business Manager setting with an email verified at the bottommost right portion:



Create a Facebook Page on Business Manager

01▶ If you **already have a Facebook page**, you now should claim it via Facebook Business Manager (FBM).

- Head to the FBM “Settings” by clicking on the gear icon on the left-hand menu of the FBM home page (or go directly to this url: <https://business.facebook.com/settings/>)
- Click on Business Settings and another page will appear. Under the “Accounts” tab on the left side of the screen, hit the “Pages” button, which shows all of the Pages under your supervision.
- Click on the “Add” button that appears on the screen and then the “Add a Page” selection.
- Enter the name of the Facebook Page or its URL and then click the “Add Page” button to finalize the claim.
- Once you claim the appropriate Pages, you can manage them yourself or [delegate others](#) to do it within FBM.

02▶ If you **do not already have a Facebook page**, create one following these steps.

- Go to [Business settings](#).
- Below Accounts, click **Pages**.
- Click **+ Add**.
- Click **Create a New Page**.
- Choose a category for your page.
- Enter a Page name and fill in any requested fields. You can make further edits later.

- Click **Create Page**.
- Click **Assign Partners** and select **Business ID**. Paste in this ID: 10153479623514564. Toggle all of the options to "On."

03▶ Customize your Facebook page with a profile photo, links to your website, business hours, etc. [Instructions here](#).

Create an Instagram Account and Link to FBM

01▶ Follow [these steps](#) to set up an Instagram account

02▶ Don't forget to link Instagram to Facebook Business Manager!

- Go to [Business settings](#).
- Click **Accounts**.
- Click **Instagram accounts**.
- Click the blue **Add** button.
- Click **Connect your Instagram account**
- Enter your Instagram username and password. **Note:** We may send you a security code to the email or phone number associated with the account to verify your identity.
- You'll have the option to select the ad accounts and pages you'd like to assign on the next screen. Assign your business Facebook page, and if you have an ad account, you can assign that as well. Click **Finish**. You can also click the **X** to skip this step.
- Click **Assign Partners** and select **Business ID**. Paste in this ID: 10153479623514564. Toggle all of the options to "On."

Create an Ad Account on Business Manager

01▶ On your [Business Manager Home page](#), click on "Ad accounts" under "Accounts":



Business settings



Users



Pages

Ad accounts

Business asset groups

Apps

Instagram accounts

Commerce accounts

02> Click on the "Add" dropdown:



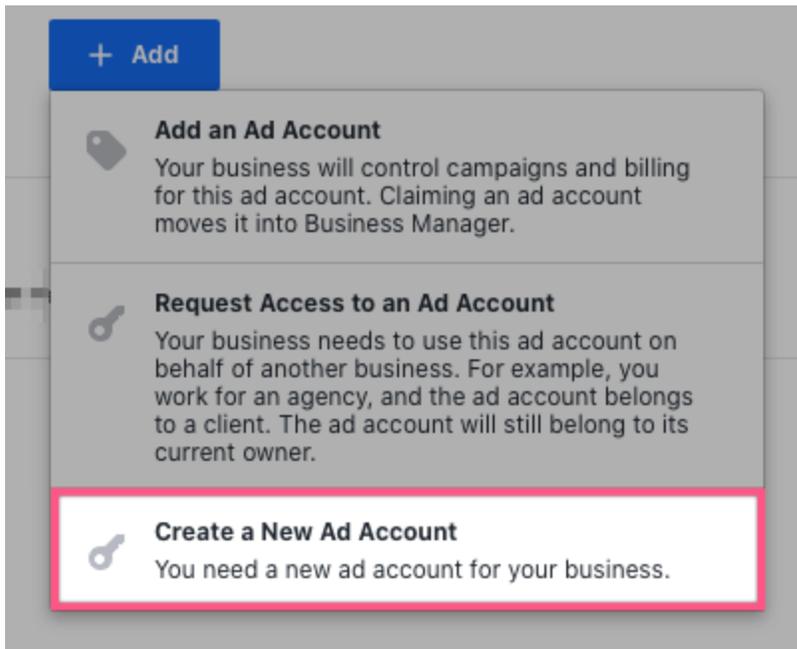
Retroaddict Shop doesn't have any ad accounts yet.

Manage Your Ad Accounts

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



03▶ Next, click "Create a New Ad Account"



04▶ Insert the details for your new Ad Account:

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

Retroaddict Game Shop

Time zone

(GMT-07:00) America/Los Angeles

Currency

USD – US Dollars 

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.

Cancel **Next**

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

Add people and set permissions

Search & filter

1 Person Selected

Partial access

- Manage campaigns
Create and edit ads, access reports and view ads
- View performance
Access reports and view ads
- Manage Creative Hub mockups
View, create and edit mockups in Creative Hub

Full control

- Manage ad accounts
Control ad account settings, finances and permissions. Create and edit ads, access reports and view ads.

Cancel Assign

07 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":

Account successfully created!

362 has been created and added to your Business Manager account. You can now add payment information for your account.

Close Add Payment Info

08 Make sure your "Location and Currency" is correct. Select your preferred time zone, then click on "Next":

Add payment information



Business location and currency

Country/Region United States of America	Currency US Dollars
Time zone (GMT-08:00) America/Los Angeles	

 Your location and currency cannot be changed once set.



Next

09▶ You can choose to fill up your tax details (optional), select your preferred payment method, and then click on "Next."



Add payment information



Business and tax info

[Edit](#)

Optional - Add a tax ID or address

Add payment method

Debit or credit card



PayPal



Online banking



I have an ad credit to claim.



Your payment methods are saved and stored securely.

[Terms apply](#)



Next

10> 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.

Close

Save

Checking Your Facebook Payment Settings

01► Go to your [Meta Ad Account Settings](#) and click on "Ad account settings".

∞ Meta

Ads Manager



 Account Overview

 Campaigns

 Ads Reporting

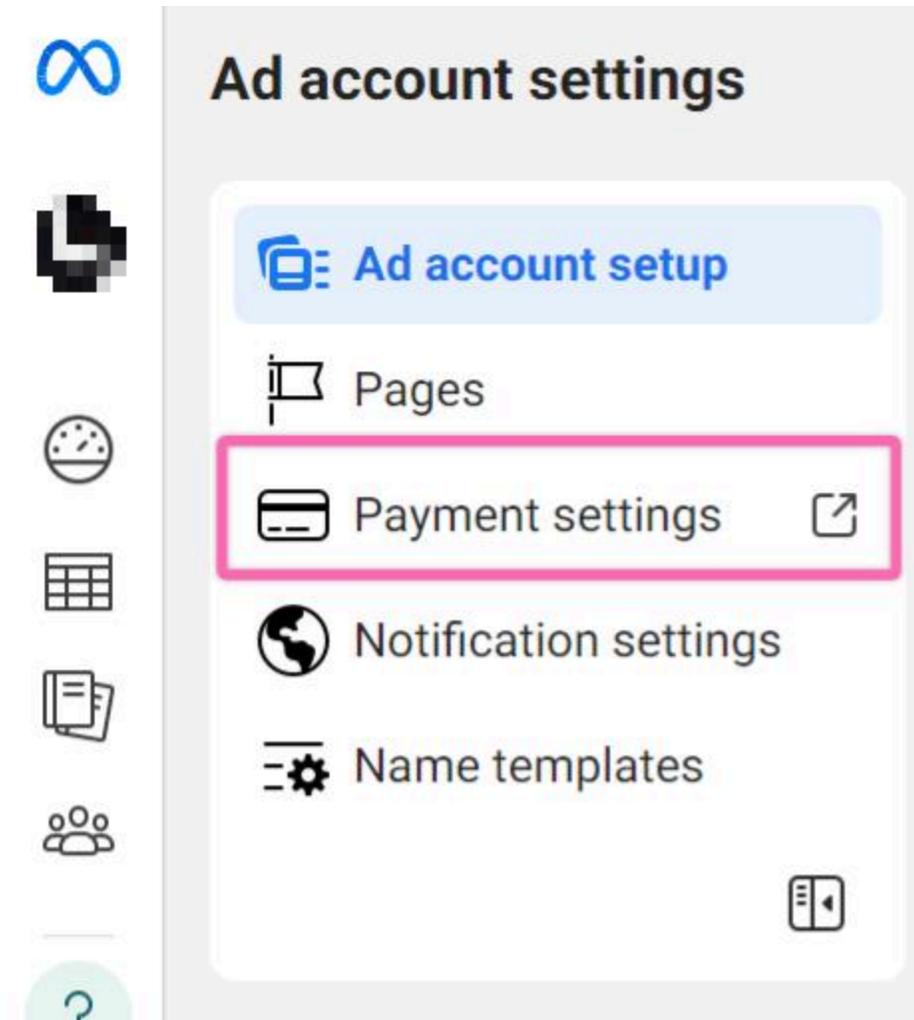
 Audiences

 Billing & payments

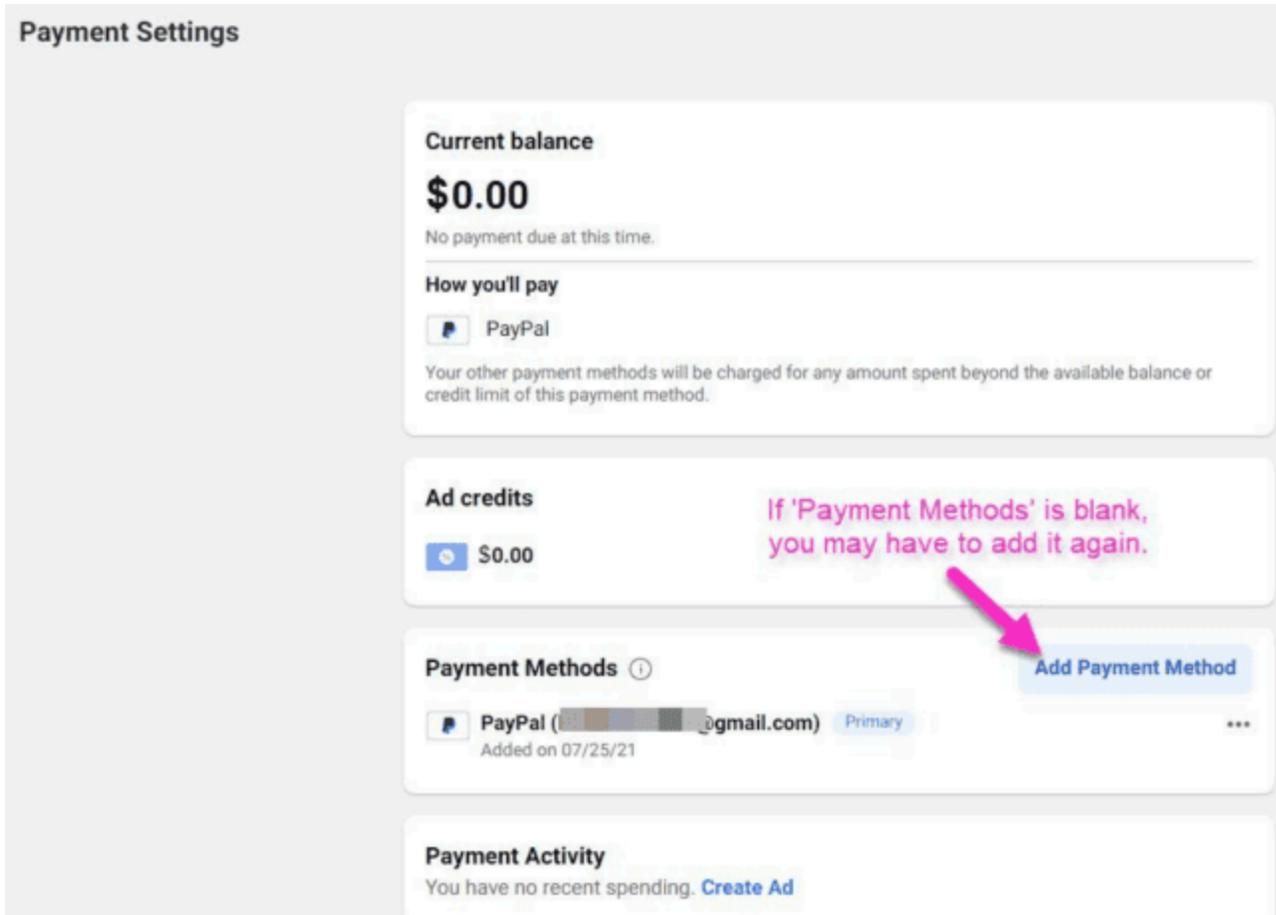
 **Ad account settings**

 All tools

02▶ Next, click on “Payment settings”. This will lead you to a new tab on your browser.



03► Check if "Payment Methods" is showing the correct details. If it is blank – you may have to add it again by clicking on the "Add Payment Method" button.



Payment Settings

Current balance
\$0.00
No payment due at this time.

How you'll pay
PayPal
Your other payment methods will be charged for any amount spent beyond the available balance or credit limit of this payment method.

Ad credits
\$0.00

Payment Methods ⓘ
PayPal (██████████@gmail.com) Primary
Added on 07/25/21

Payment Activity
You have no recent spending. [Create Ad](#)

If 'Payment Methods' is blank, you may have to add it again.

04▶ 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:

FINAL STEP: Grant Agency Access by visiting [this link](#)

01▶ Follow the prompts to grant CyberMark access to the ad account, page, and any other Meta assets you have..

02▶ For reference, CyberMark's business ID is 10153479623514564