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# Facebook Business Manager eBook

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# Facebook Business Manager

So you want to create Facebook ads to enhance your business? You've come to the right place! Follow the below steps to setting up a Business Manager Account, and you will soon be on your way to creating, managing and running successful Facebooks ads.

## Create a business manager account:

1. Visit [business.facebook.com](https://business.facebook.com) and create and account.
2. You will then need to enter your business' details including your name, business name and email address.

## Link your business Facebook page:

3. Next up is the important part...linking your Business Facebook Page.  
In this section you have 3 options depending on the type of Business Facebook page you are using.
  - Add your own Facebook page that you own
  - Request access to someone else's Facebook page that you will be managing for them
  - Create a brand new business page if you don't have one already
4. Once you've decided, search for the page's name and select it to link it to your Business Manager account.

## Create a Facebook Ad Account:

5. You now need to add your Facebook Ad Account. If you have an Ad Account already, just simply enter in the Account ID to connect it. If you don't, you can create a new one by selecting Add Ad Account, and Create New Account.
6. Follow the prompted steps here to set up your new Ad Account.

## Add people to your facebook ad account:

7. If you have additional people who you wish to access and create ads for your business, you will need to add them to your ad account.
8. Simply select Add People, and search and select the people who you wish to include to work on your Page.  
A Page Role needs to be assigned to each person and can be one of the following:



**Admin** - can manage all aspects of the business page. Admins have the most authority and access to the page.



**Editor** - can manage all aspect of the business page, except for assigning page roles and managing settings.



**Moderator** - can answer questions, resond to comments, remove and ban people from the page, create ads and view Page Insights. They cannot create content.



**Advertiser** - can create ads for the page and view Page Insights only.



**Analyst** - can only view Page Insights. Analysts have the least amount of control and access.

9. If you have business partners or ad agencies you would like to connect, you can also do this under the People and Assets section of Business Manager.

## Add your business instagram account:

1. If your business has an Instagram account, you can also link this to your Business Manager account under the People and Assets section as well. Linking your Instagram account will allow you to create ads on Facebook Manager and share them across to Instagram as well.

## Setting up a payment method:

Before you can get started on creating ads, you need to set up a payment method. Here's how"

2. Under the Ads Manager Dashboard, select 'Settings', then 'Payment' on the left-hand side of the screen.
3. Choose the 'Add Payment Method' button and follow the steps to add in a new payment method for your account.

There you go!

Now you are all set up in Business Manager ready to begin creating compelling Facebook Ads to promote and take your business to the next level.