



Create a Facebook Ads Account Using Business Manager

Last Updated / Reviewed: December 6, 2021

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 is this 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 is this done? In Facebook's Business Manager.

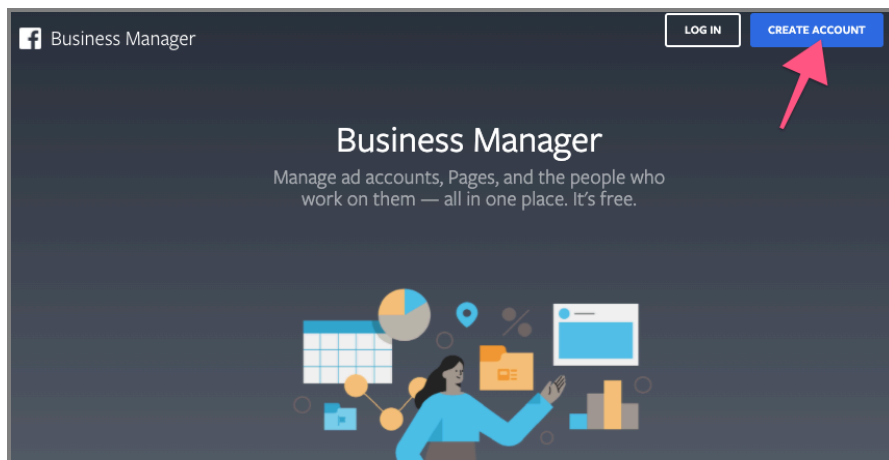
When is this done? The first time you are creating a Business Manager account.

Note: You can add more Business Manager accounts (the current limit is 3 per user) and ad accounts as you go along.

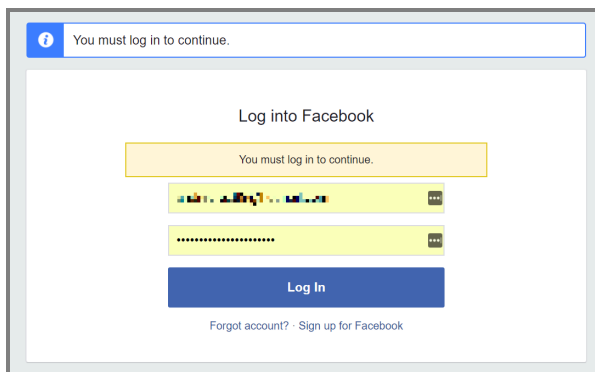


● Create a Business Manager Account

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



3. If you're not logged in to your personal FB 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”.

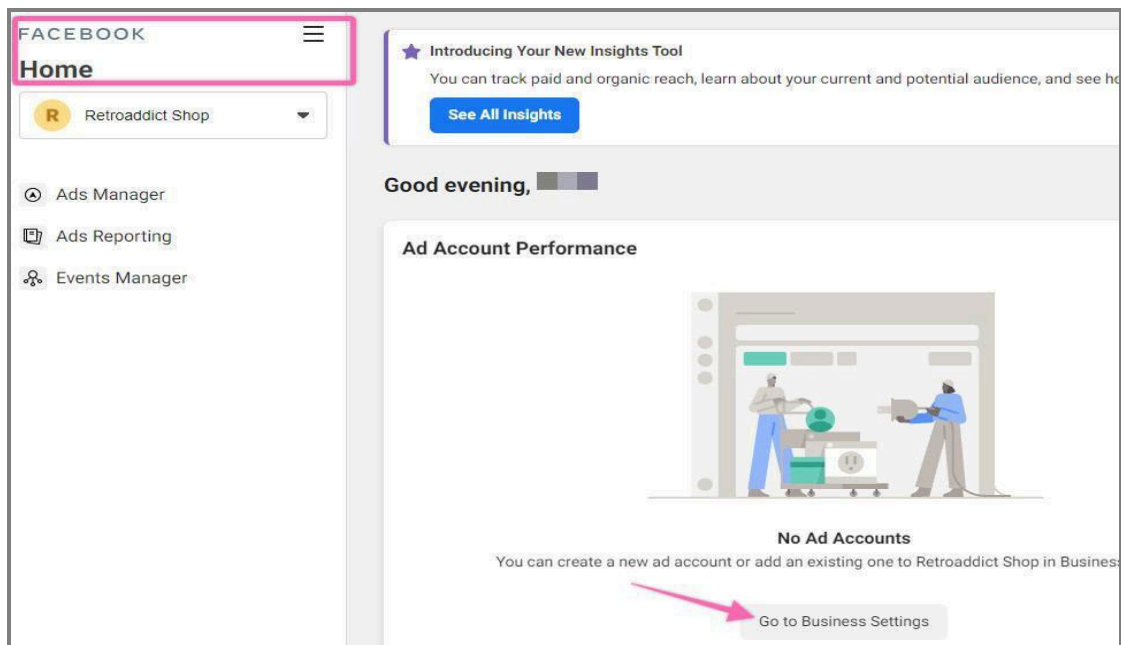
- c. **Your Business Manager is now created!** Click the link you received on your email to confirm your account.

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

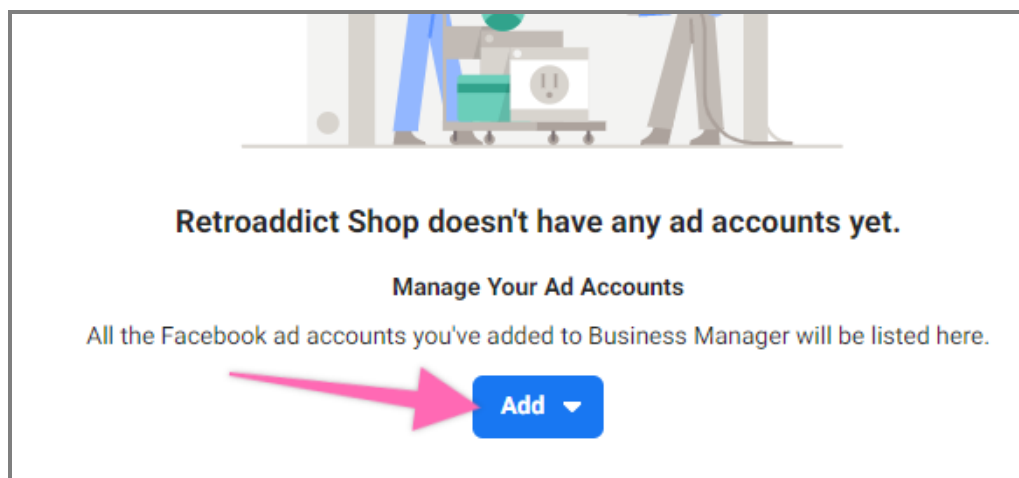


- **Create an Ad Account on Business Manager**

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

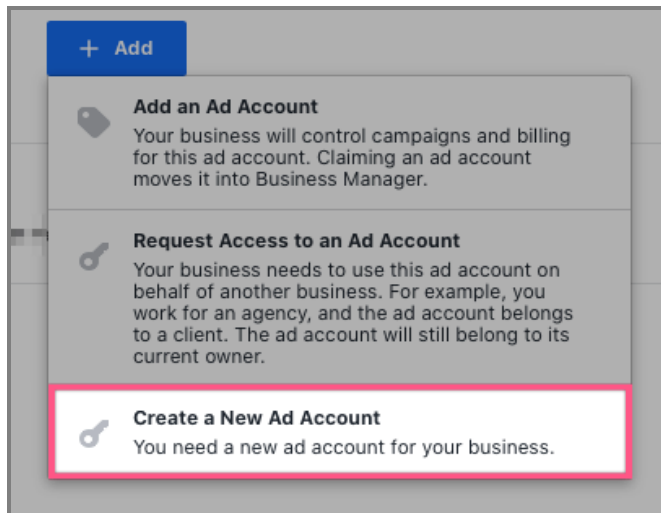


2. Click on the ‘Add’ dropdown:





3. Click “Create a New Ad Account”



4. Enter 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.

This is a screenshot of the 'Create a New Ad Account' form. At the top, there's a title bar with a close button. Below it is an information box stating 'Payment Information Has Moved' with a subtext 'You'll be able to add payment information after you create your account.' The form has three main sections: 'Ad account name' with a text input field containing 'Retroaddict Game Shop'; 'Time zone' with a dropdown menu set to '(GMT-07:00) America/Los Angeles'; and 'Currency' with a dropdown menu set to 'USD — US Dollars', which is highlighted with a red box and a yellow warning triangle icon. At the bottom, there is a disclaimer: '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.' Below the disclaimer are two buttons: 'Cancel' and 'Next'. A pink arrow points from the disclaimer text towards the 'Next' button.



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)

☐ Advertise on behalf of 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. In the future, you might want to add employees or contractors to that Ad account as well.

Add People and Set Permissions

Search & Filter

1 Person Selected

Your Facebook Name

Ad Account

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

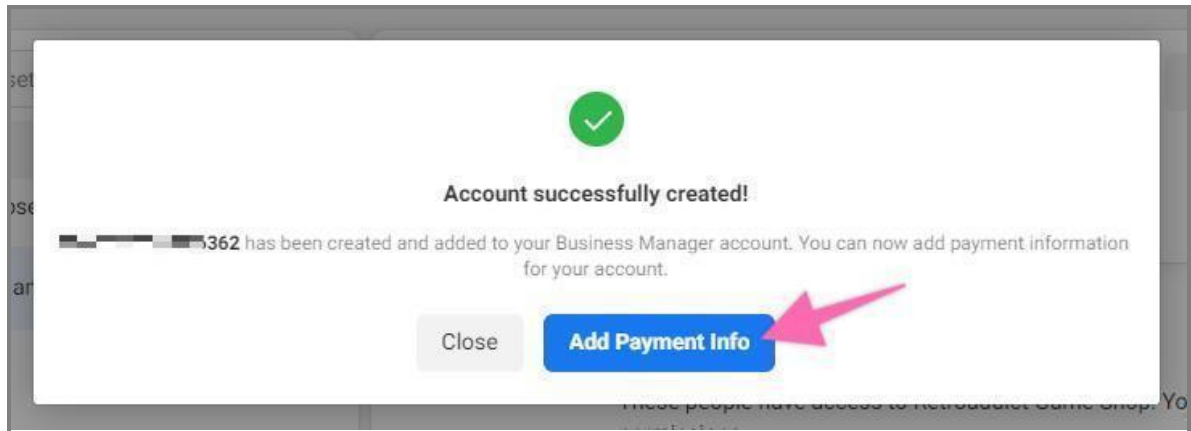
Manage Ad Account

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

Cancel Assign



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':



9. Input your credit/debit card details.

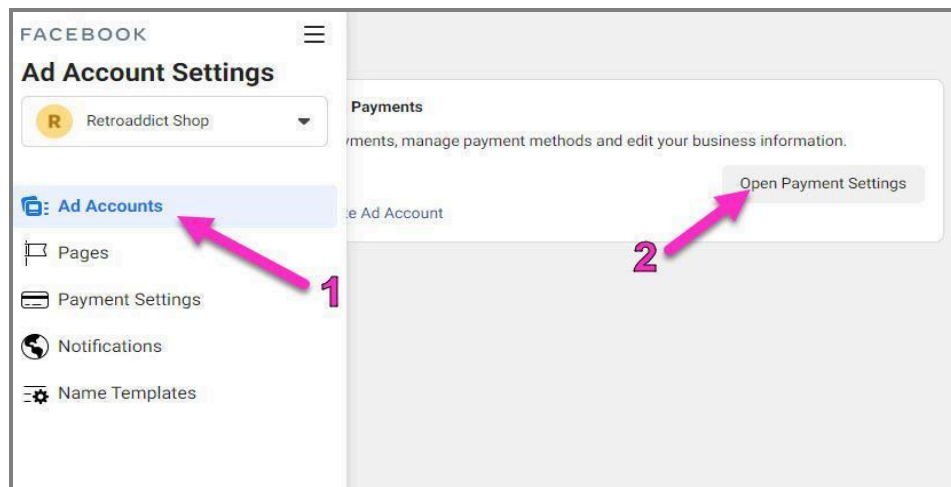
A screenshot of a 'Debit or Credit Card' form. The form has a title bar with a close button. Below the title is a section 'Card Details' with icons for Visa, Mastercard, American Express, and Discover. The input fields for 'Name on card', 'Card number', 'MM/YY', and 'CVV' are grouped together and highlighted with a pink rectangular border. At the bottom right, there are 'Back' and 'Save' buttons, with a pink arrow pointing to the 'Save' button.

10. After successfully adding your credit card details, you can now input your business address details.

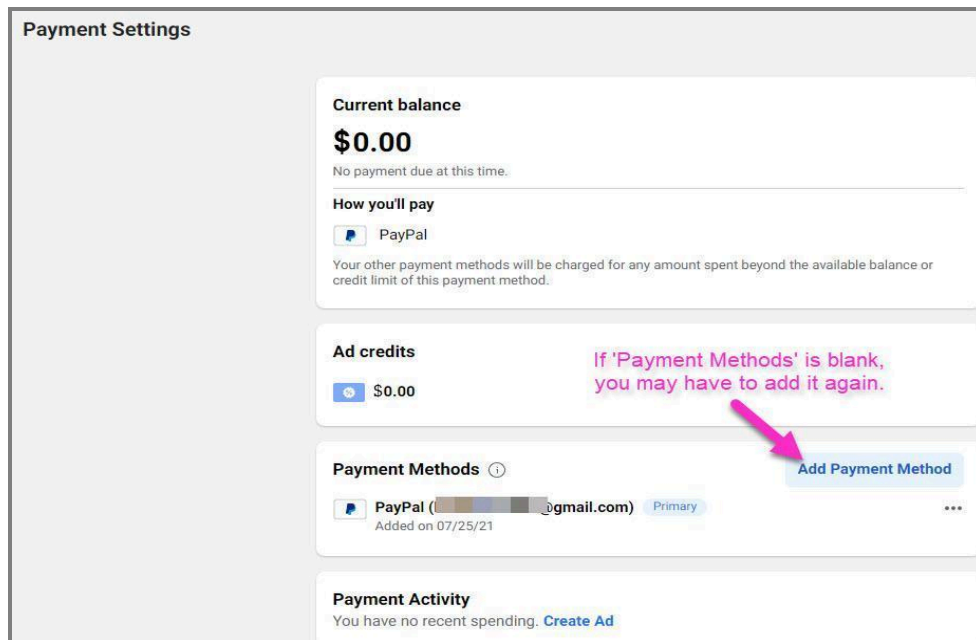
A screenshot of a 'Business Address' form. At the top, a green success message states 'successfully added' and 'You can now use [card icon] on your account.' Below this is the 'Business Name' section with a text input field containing 'Retro Addict Shop' and a note to 'Enter your own name if you don't have a business name.' The 'Business Address' section includes a note about legal address and fields for 'Street address 1' (1281 Ninth Avenue), 'Street address 2' (2507), 'City or town' (San Diego), 'State' (California with a dropdown arrow), and 'ZIP code' (92101). At the bottom, a note mentions Facebook's data sharing policy, and there are 'Close' and 'Save' buttons, with a pink arrow pointing to the 'Save' button.

● 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	>
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 Create Report