



Ministry of Information
Technology & Telecom
Government of Pakistan

 **DigiSkills.pk**
Sara Jahan Hamara

Ignite
NATIONAL TECHNOLOGY FUND



Hands-on Exercise No. 2
DigiSkills.pk 2.0 Batch-02
Digital Marketing

1. Create and setup Meta Business Suite/Manager Account.



**Let's get started with business
tools from Meta.**

Log in and you'll automatically be directed to the one
that's right for you.



Create an account



Create your business account in Business Manager

Your business and account name

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

Your name

Your business email address

This should be an email address that 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 address.

When you add people to your business, your name and

Submit

• Track what's working



AA Groceries Store has been created!

Confirm your email address

Click the link sent to itsahab@gmail.com to receive full access to this account.

Done



AA Groceries ...

Home

Notifications

Inbox

Posts and stories

Commerce

Planner

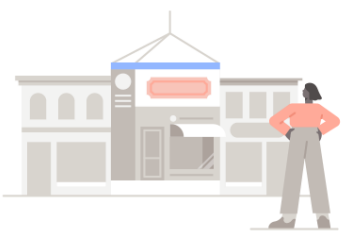
Ads

Insights

All tools

Settings

Home



No Facebook Pages or Instagram accounts

You don't have access to any Facebook Pages or Instagram accounts for AA Groceries Store in this tool. You can create a new Page or manage access to an existing Page or Instagram account in "Business settings".

[Go to Settings](#)

[Switch business account](#)

2. Create and setup a new page through Business Suite/Manager.

Settings



AA Groceries Store
Business account

Business acco...

Business assets

People

Paid partners...

Requests

More busin...

Ad account ...

Billing

All assets

Pages

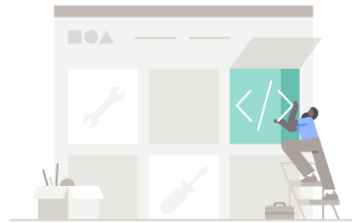
Ad accounts

More ▾

Search

Filters (1)

Add assets



No Pages added

Add Pages to this business account so you can manage all of your business assets in one place.

Add Pages

Create Facebook Page

☒ Details

☐ Confirm

☐ Done

How do you want to describe the Page?

Connect and share with new and existing customers on Facebook.

Page name

Use the name of your business, brand or organisation, or a name that explains what the Page is about. [Learn More](#)

AA Groceries Store

Category

Choose a category that describes what type of business, organisation or topic the Page represents. You can add up to three.

Department store

Description • Optional

Write about what your business does, the services that you provide or the purpose of the Page.

Cancel

Next

Create Facebook Page

☒ Details

☐ Confirm

☐ Done

Are you sure that you want to continue?



Store business account.

Summary of changes



AA Groceries Store
Meta business account



AA Groceries Store
Facebook Page

Page access

Once created, business admins with full control of this business account will also be able to manage the Page.



I agree to [Meta Terms of Service](#) and [Pages, Groups and Events Policies](#) on behalf of AA Groceries Store business account. I understand that these terms and policies apply to activity related to all Pages in this business account.

Back

Create Page

Create Facebook Page

✓ Details

✓ Confirm

○ Done

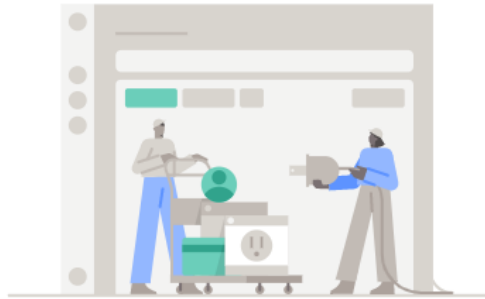
Page created successfully

The AA Groceries Store Page has been created and added to the AA Groceries Store business account.

Done

3. Create a new Ads Manager account through Business Suite/Manager.

Ad accounts



AA Groceries Store doesn't have any ad accounts yet.

Manage your ad accounts

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

[Add](#) ▼

Create a new ad account



Payment information has moved

You'll be able to add payment information after you've created your account.

Ad account name

AA Groceries Store

Time zone

(GMT+05:00) Asia/Karachi



Currency

PKR — Pakistani Rupee



By creating an ad account, you agree on behalf of AA Groceries Store as its authorised representative to [Meta Terms of Service](#), including the payment terms for the selected payment method.

Cancel

Next

Who will this ad account be used for?



This ad account will be used for

- ☒ My business (AA Groceries Store)
- ☐ 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

4. Add at least 1 user to your Business Manager.

Add people and set permissions

Search and filter



1 person selected



Adeel Ahm...



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

5. Assign Page and Ad account assets to the user(s).



AA Groceries Store

Owned by: AA
Groceries Store

ID:
[1037396696979078](#)

...

Open in Ads Manager



Add People



Assign Partners



Add Assets

People

Partners

Connected assets

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.



Save



Adeel Ahmad
Admin access

Edit

 Add Assets

Assigned assets

 Add Assets

Here are the assets that Adeel Ahmad can access. View and manage their permissions. Add or remove assets.

Search by ID or name



Pages



AA Groceries Store



Ad accounts



AA Groceries Store

