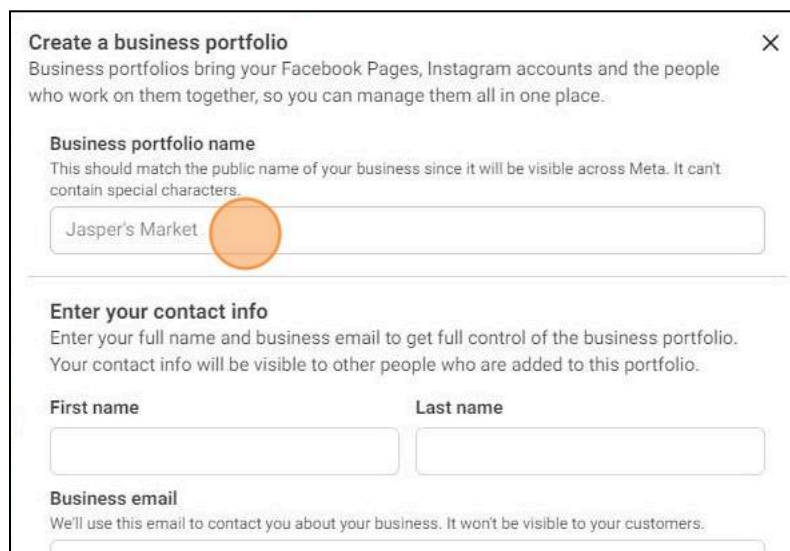
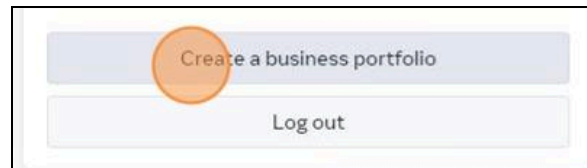


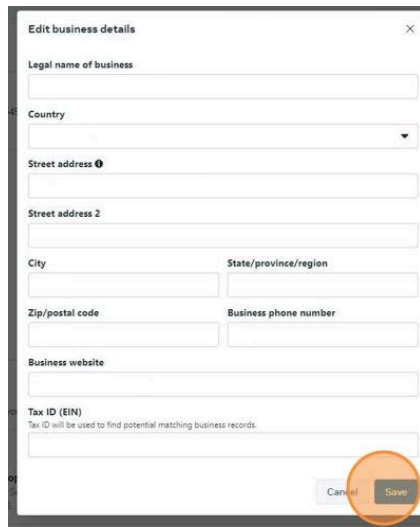
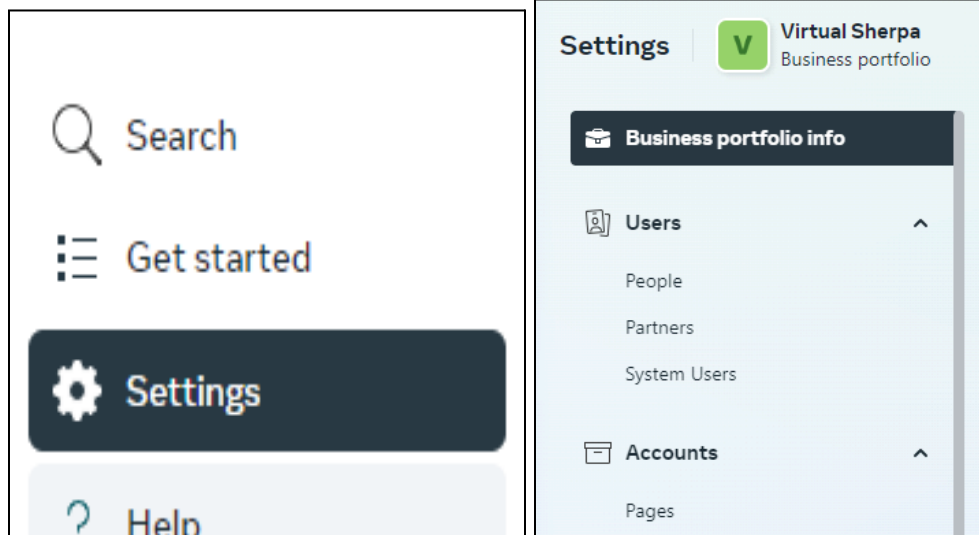
Step-by-Step: Create a Facebook Ads account using Business Manager

Create a Business Manager Account

1. **Access the Business Manager Website**
 - Open your browser and go to business.facebook.com.
2. **Start Creating an Account**
 - Click on "Create Account" at the bottom of the page.
3. **Log In to Your Personal Facebook Account**
 - If not already logged in, enter your credentials to access your Facebook account.
4. **Set Up Your Meta Business Manager Account**
 - To setup your Meta Business Manager account, you can create a business portfolio
 - Fill out the form with the required fields.

A screenshot of the "Create a business portfolio" form. The form has a title "Create a business portfolio" and a close button (X). Below the title is a description: "Business portfolios bring your Facebook Pages, Instagram accounts and the people who work on them together, so you can manage them all in one place." The form is divided into two sections. The first section is "Business portfolio name" with a description: "This should match the public name of your business since it will be visible across Meta. It can't contain special characters." Below this is a text input field containing "Jasper's Market", which is highlighted with an orange circle. The second section is "Enter your contact info" with a description: "Enter your full name and business email to get full control of the business portfolio. Your contact info will be visible to other people who are added to this portfolio." This section contains three input fields: "First name", "Last name", and "Business email".

- Once you've created your portfolio, head to the settings, then the Business portfolio info, then edit your information.



The screenshot shows the 'Edit business details' form. It contains the following fields:

- Legal name of business
- Country (dropdown menu)
- Street address 1
- Street address 2
- City
- State/province/region (dropdown menu)
- Zip/postal code
- Business phone number
- Business website
- Tax ID (EIN) (with a note: 'Tax ID will be used to find potential matching business records')

At the bottom right, there are 'Cancel' and 'Save' buttons.

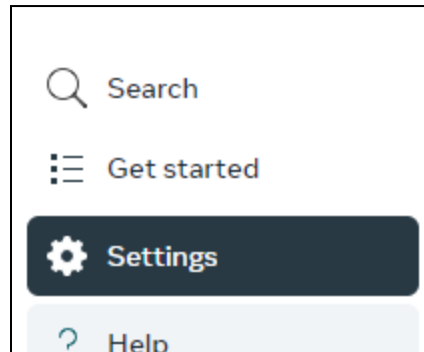
5. Confirm Your Account

- Check your email for a confirmation link. Click the link to verify your account and complete the setup process.

Create a Facebook Ad Account

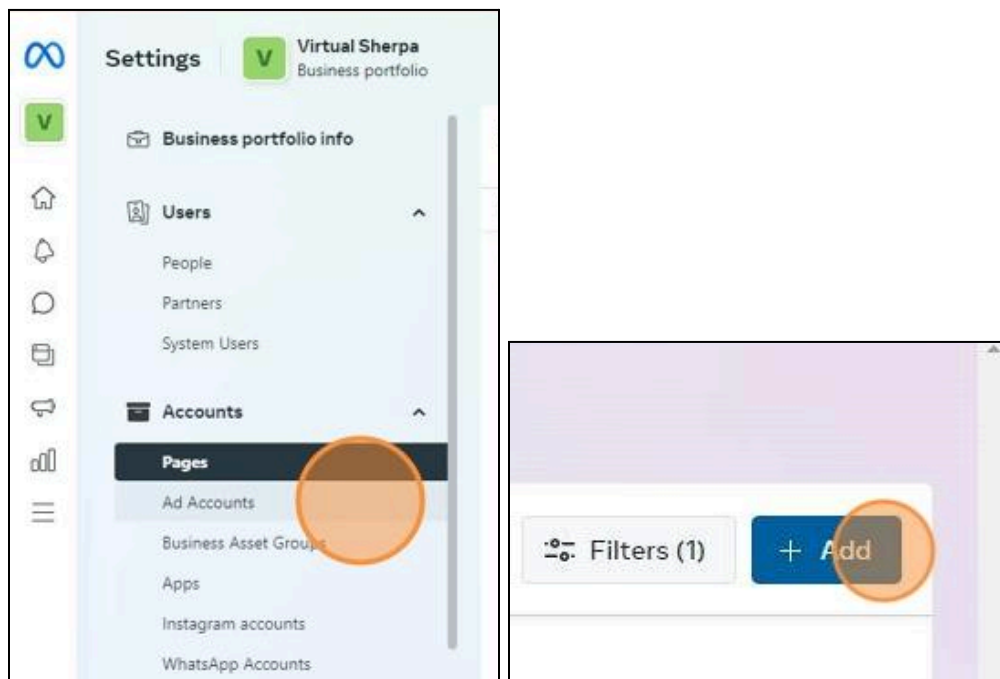
1. Navigate to Business Settings

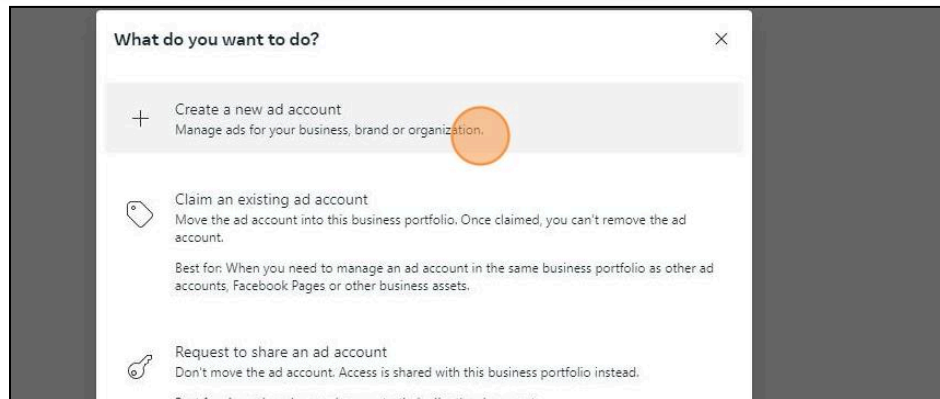
- From the Business Manager homepage, click on “Go to Business Settings.”



2. Add a New Ad Account

- Click the 'Add' dropdown and select "Create a New Ad Account."



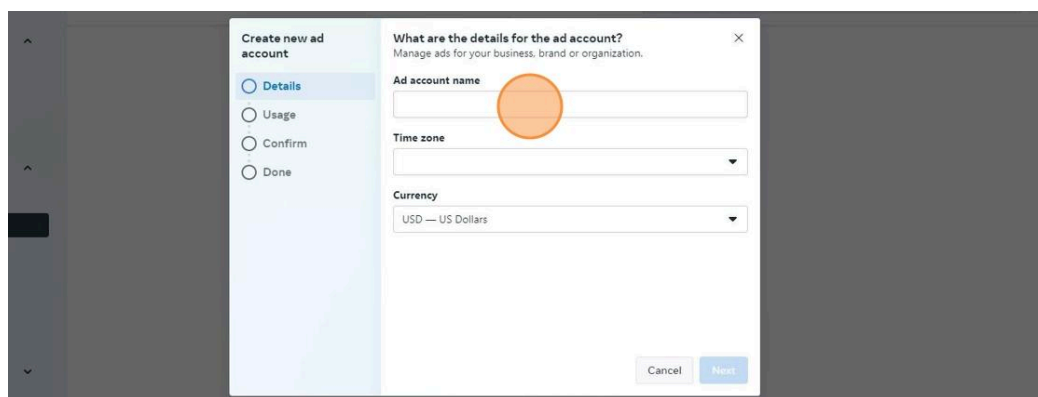


What do you want to do?

- + Create a new ad account**
Manage ads for your business, brand or organization.
- Claim an existing ad account**
Move the ad account into this business portfolio. Once claimed, you can't remove the ad account.
Best for: When you need to manage an ad account in the same business portfolio as other ad accounts, Facebook Pages or other business assets.
- Request to share an ad account**
Don't move the ad account. Access is shared with this business portfolio instead.

3. Enter Ad Account Details

- Provide the necessary details for your new Ad Account. *(Note: Choose your currency carefully as it cannot be changed later.)*



Create new ad account

- Details**
- Usage
- Confirm
- Done

What are the details for the ad account?
Manage ads for your business, brand or organization.

Ad account name

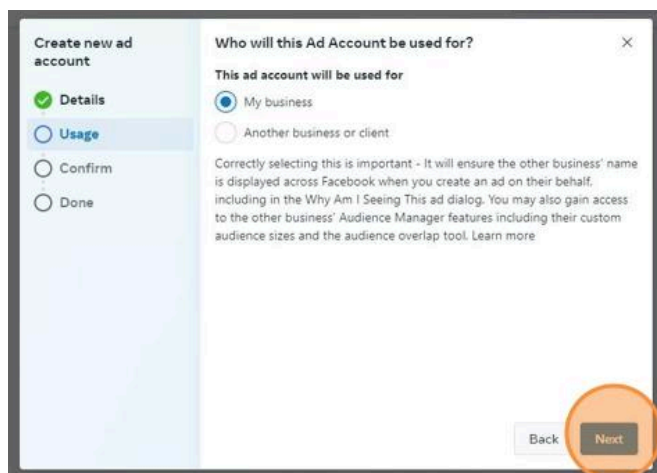
Time zone

Currency
USD — US Dollars

Cancel Next

4. Specify Ad Account Use

- Indicate whether the Ad Account is for your business or if you're advertising on behalf of another business.



Create new ad account

- Details
- Usage**
- Confirm
- Done

Who will this Ad Account be used for?

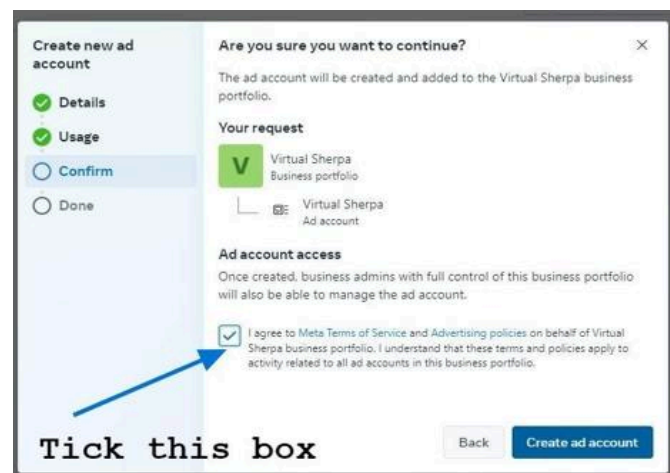
This ad account will be used for

☒ My business

☐ 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 Next



Create new ad account

- Details
- Usage
- Confirm**
- Done

Are you sure you want to continue?

The ad account will be created and added to the Virtual Sherpa business portfolio.

Your request

Virtual Sherpa Business portfolio

Virtual Sherpa Ad account

Ad account access
Once created, business admins with full control of this business portfolio will also be able to manage the ad account.

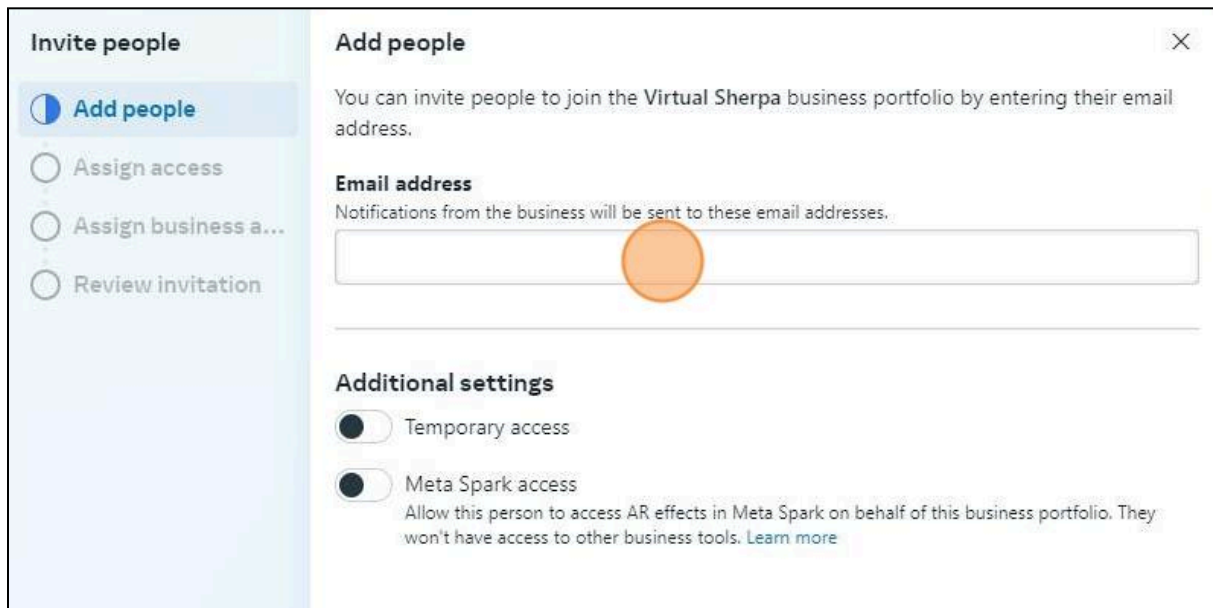
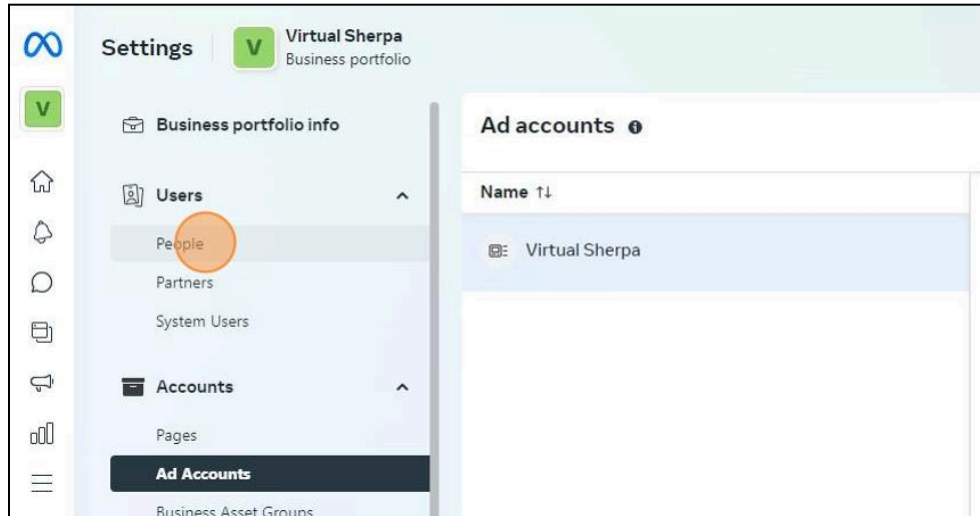
☒ I agree to Meta Terms of Service and Advertising policies on behalf of Virtual Sherpa business portfolio. I understand that these terms and policies apply to activity related to all ad accounts in this business portfolio.

Back Create ad account

Tick this box

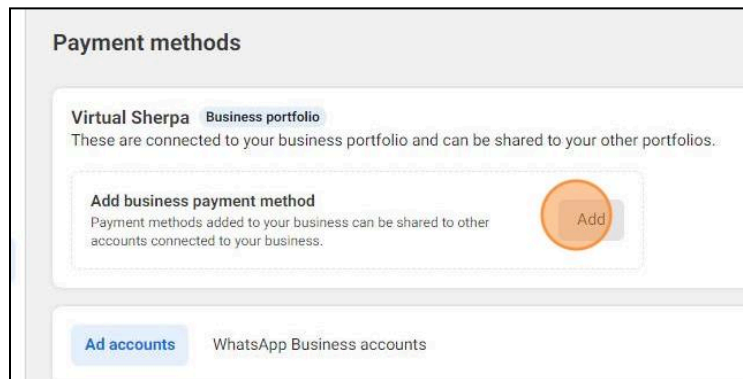
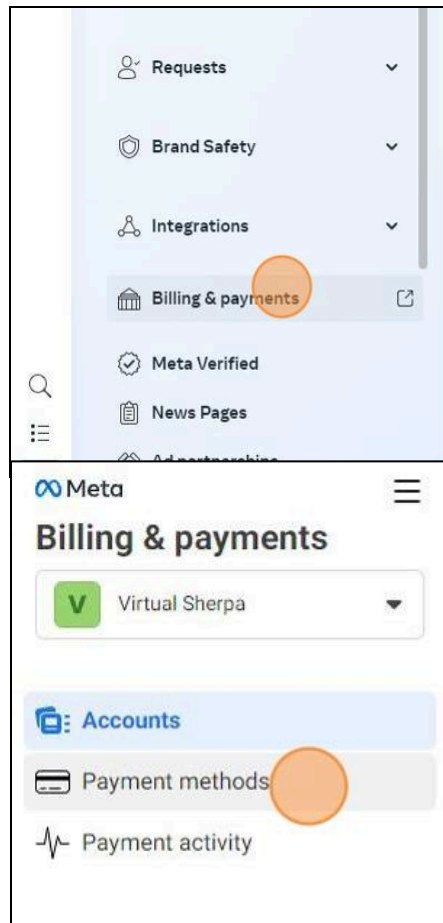
5. Assign People to Your Ad Account

- Initially, add yourself. You can add employees or contractors later as needed.



6. Set Up Payment Method

- Click on Billing and payments, then it will open a new tab. On the billing & payments page, select payment methods, and click add.



Add payment information

Payment methods added here can be used for any account in your Business Manager.

US
United States of America

USD
US Dollars

Payment method
Debit or credit card







 Your payment methods are saved and stored securely. [Terms apply](#)

Next

7. Provide Payment and Business Details

- Optionally, fill in your tax details, select your preferred payment method, and click 'Next.' Enter your business address details to complete this step.

Verify Your Payment Settings

1. Open Payment Settings

- Click 'all tools', then 'ads manager.' It will open a new tab. Select 'billing and payments'

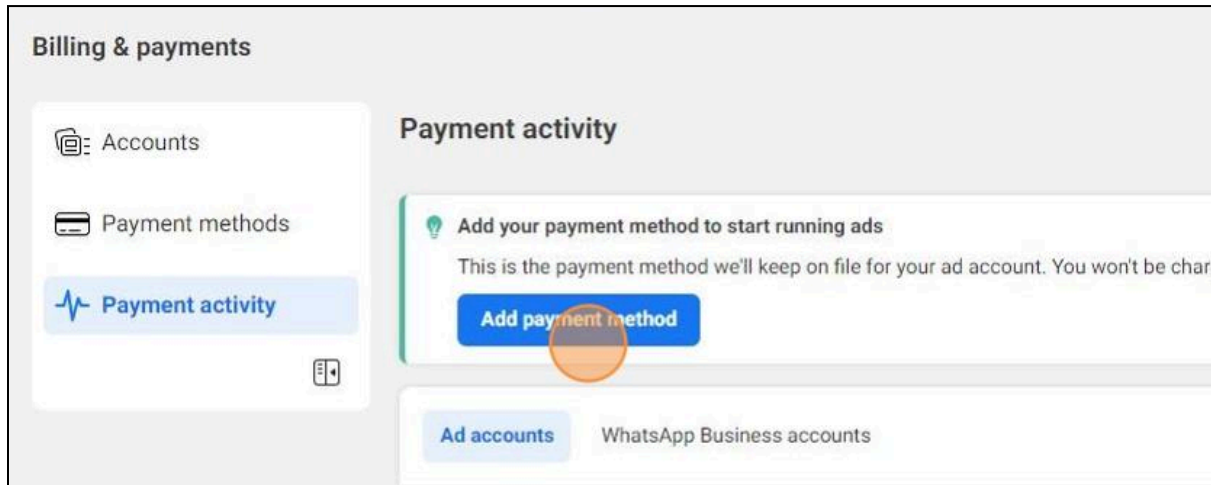
Inbox
Content
Planner
Ads
Insights
All tools
Edit

Advertise
Ad limits per Page
Ads
Ads Manager
Apps

Virtual Sherpa
Account Overview
Campaigns
Ads Reporting
Audiences
Billing & payments
Advertising settings
All tools

2. Check Payment Method

- Ensure the 'Payment Method' shows the correct information. If it's blank, re-enter the payment details as outlined earlier.



3. Confirmation

- Return to your Business Manager Home page, where you should now see your newly created Facebook Ad Account.