

Creating Your Facebook Business Manager & Ad Account



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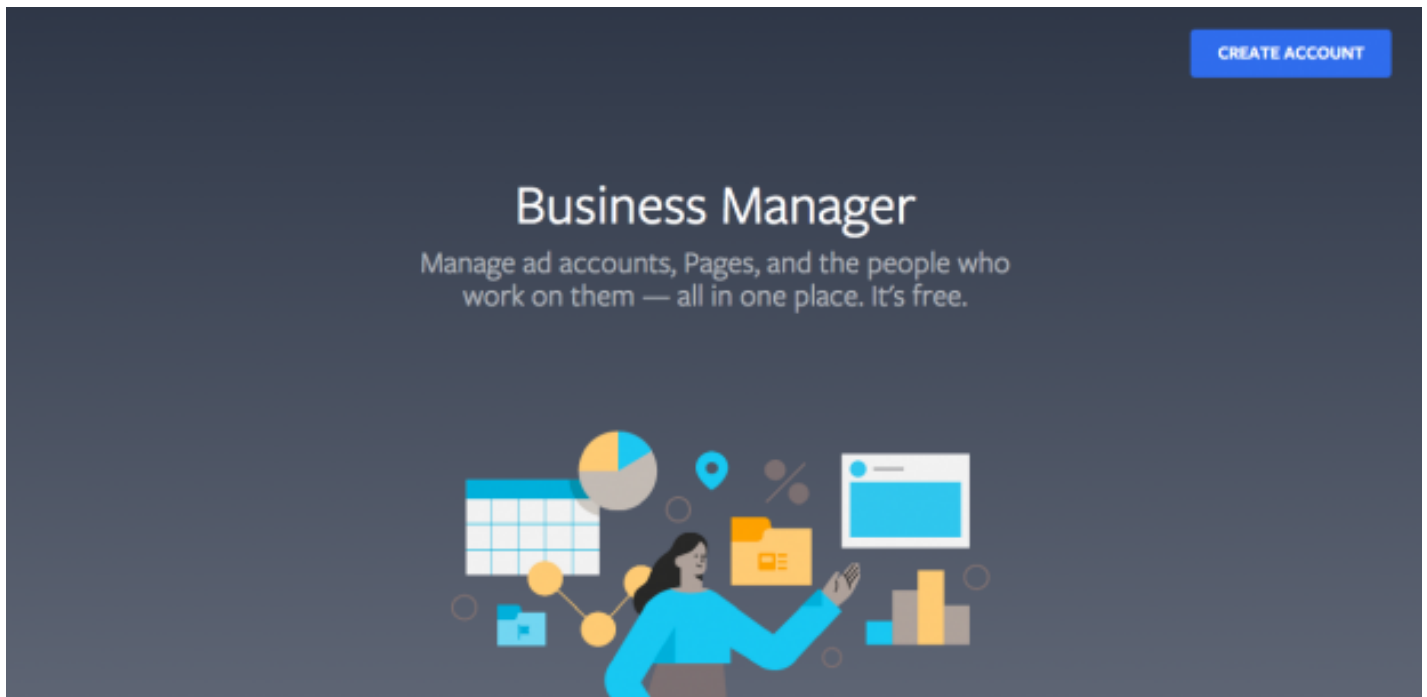
SETTING UP BUSINESS MANAGER



If your business uses Facebook, you should be using Facebook Business Manager. It's an important tool that keeps your Facebook business assets centralized, safe, and organized.

Step 1. Create a Business Manager account

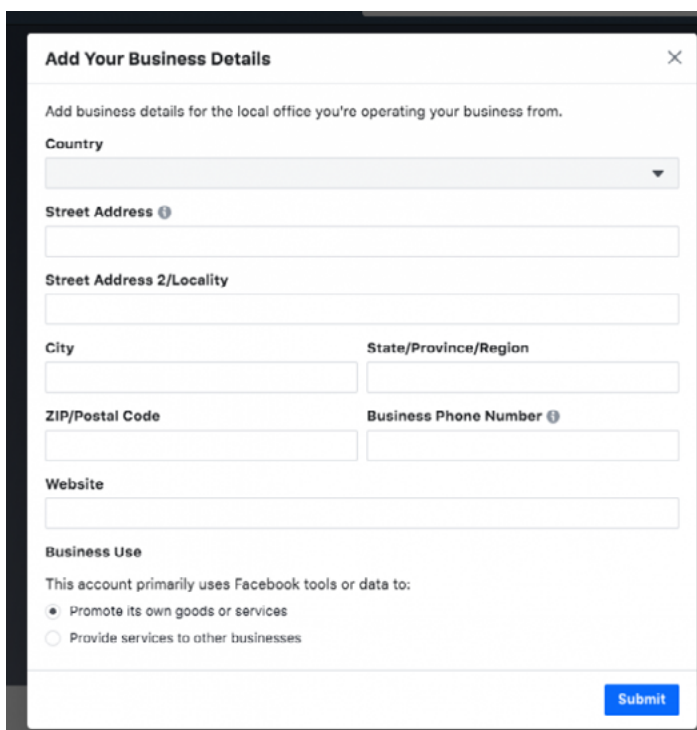
Go to business.facebook.com



Click 'create business' or 'create account.'

Write the name of your business under '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.

Next, add your name and business email. You'll be asked to verify it.

A screenshot of a web form titled "Add Your Business Details" with a close button (X) in the top right corner. Below the title is a subtitle: "Add business details for the local office you're operating your business from." The form contains several input fields: a "Country" dropdown menu, a "Street Address" text field with a location pin icon, a "Street Address 2/Locality" text field, a "City" text field, a "State/Province/Region" text field, a "ZIP/Postal Code" text field, a "Business Phone Number" text field with a location pin icon, and a "Website" text field. At the bottom, there is a "Business Use" section with the text "This account primarily uses Facebook tools or data to:" followed by two radio button options: "Promote its own goods or services" (which is selected) and "Provide services to other businesses". A blue "Submit" button is located at the bottom right of the form.

Step 2: Enter your business details

Enter your business details: address, phone number, and website. You'll also need to specify whether you'll use this Business Manager account to promote your own business, or to provide services to other businesses (like an agency). When you're finished, click Submit.

Check your email for a message with the subject line "Confirm your business email." Within the message click Confirm Now.

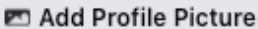
Step 3: Add your Facebook business page

Here, you can add an existing Facebook business page or create a new one. For the purposes of this tutorial, we'll assume you're managing your own assets, rather than acting as an agency, so we won't get into the Request Access process. But be sure to keep this difference in mind.

To add your Facebook page to Business Manager:

1. From the Business Manager dashboard, click 'Add Page.' In the pop-up box, click 'Add Page.'
2. Start typing the name of your Facebook business page in the text box. Your business page name should autocomplete below, so you can just click on it. Then click Add Page.

Profile Photo - Optional 



Use a logo or image that helps people identify this Page in search results.

Cover Photo - Optional 



Use an image that represents what this Page is about.



Step 4: Add / create your Facebook Ad Account

Note that once you add your ad account to Facebook Business Manager, you can't remove it, so it's especially important only to add accounts you own. To access a client account, click Request Access instead.

If you're already using Facebook ads, you can link your existing ad account as follows:

From the Business Manager dashboard, click Add Ad Account, then Add Ad Account again, and then enter the ad account ID, which you can find in Ads Manager.

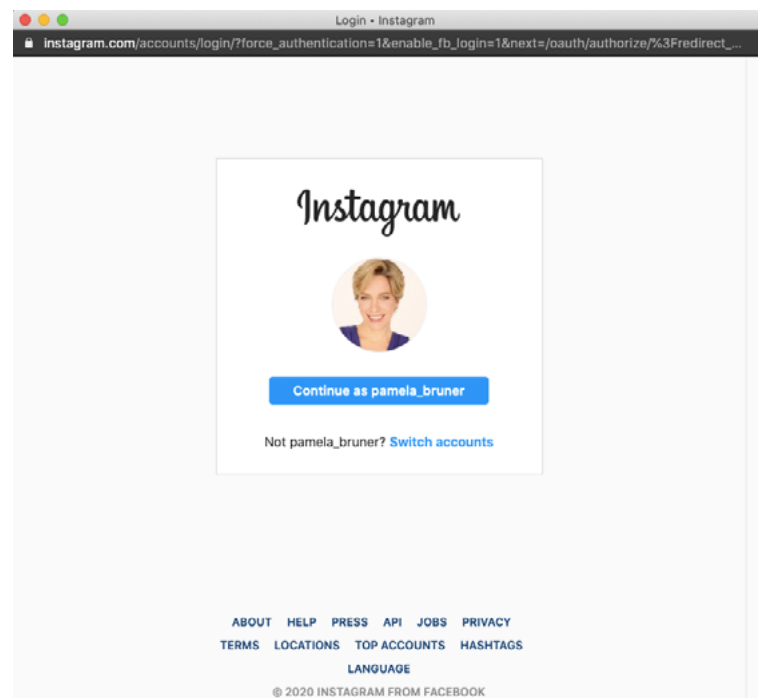
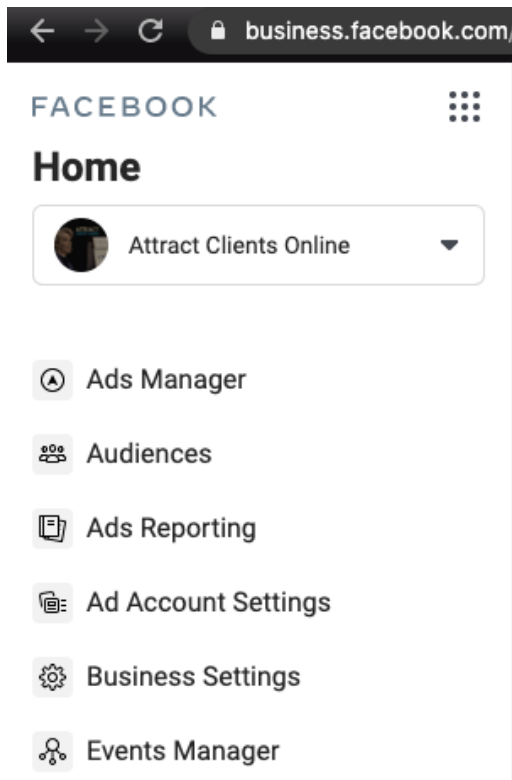
If you don't already have a Facebook ads account, here's how to set one up.

1. From the Business Manager dashboard, click Add Ad Account, then Create Account.
2. Enter your account details, then click Next.
3. Indicate that you are using the ad account for your own business, then click Create.

Each business can create one ad account right from the start. Once you are actively spending money in your first ad account, you will be able to add more based on your advertising spend. There is no option to request more ad accounts.

Step 5: Add your Instagram account

Now that you've got your Facebook assets set up, you can connect your Instagram account to Facebook Business Manager as well.



1. From your Business Manager dashboard, click Business Settings on the left side.
2. In the left column, click Instagram Accounts, then click Add. In the pop-up box, click 'Connect Your Instagram Account.'
3. In the next pop-up, you'll be prompted to log in to your account. Enter your username and password & click 'log in.'

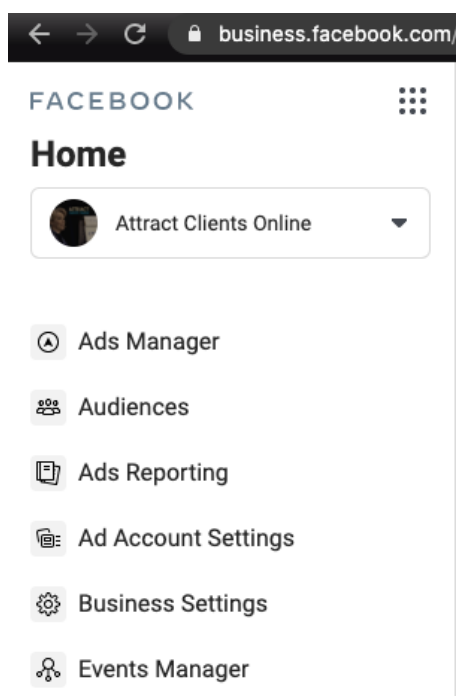
Step 6: Set up Facebook Pixels

A Facebook Pixel is a small bit of code that Facebook generates for you. When you place this code on your website, it gives you access to information that will allow you to track conversions, optimize Facebook ads, build targeted audiences for your ads, and remarket to leads.

We recommend setting up your Facebook pixel right away, even if you're not ready to start your first ad campaign yet, because the information it provides now will be valuable when you are ready to start advertising.

For now, let's get your pixel set up from within Facebook Business Manager.

From your Business Manager dashboard, click Business Settings. In the left column, expand the Data Sources menu and click Pixels, then click Add.



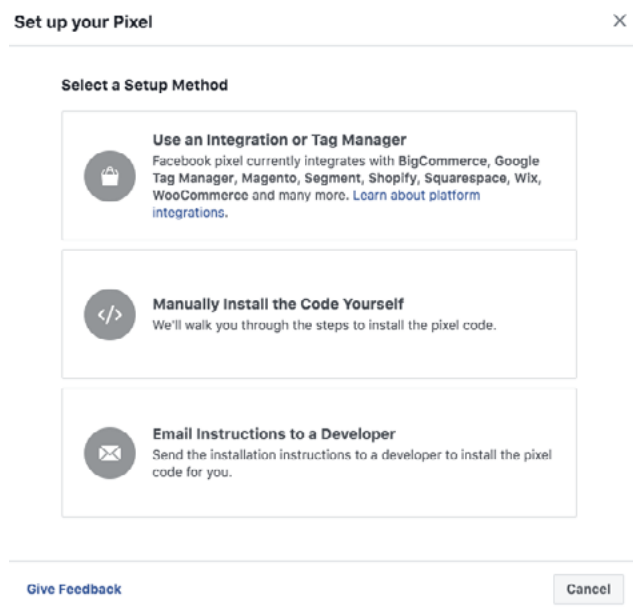
Enter a name (up to 50 characters) for your pixel. Enter your website so Facebook can provide the best recommendations for how to set up your pixel, then click Continue.

On the next screen, click 'Set up the Pixel Now.'

The next steps become more complicated. We recommend reaching out to your web designer at this point if you're uncomfortable.

Step 6: Set up Facebook Pixels

To put the pixel to work gathering information on your website, you now need to install some code on your web pages. There are a few ways to do this depending on what website platform you use.



Set up your Pixel ✕

Select a Setup Method

-  **Use an Integration or Tag Manager**
Facebook pixel currently integrates with BigCommerce, Google Tag Manager, Magento, Segment, Shopify, Squarespace, Wix, WooCommerce and many more. [Learn about platform integrations.](#)
-  **Manually Install the Code Yourself**
We'll walk you through the steps to install the pixel code.
-  **Email Instructions to a Developer**
Send the installation instructions to a developer to install the pixel code for you.

[Give Feedback](#) [Cancel](#)

If you work with a developer or someone else who can help you edit your website code, click Email Instructions to a Developer to send your developer everything they need to install the pixel.

If neither of the above options apply, you need to insert the pixel code directly into your web pages. That's what we'll walk you through.

1. Click Manually Install the Code Yourself.
2. Copy-and-paste the pixel code into the header code of your website. That is, post it after the `<head>` tag but before the `</head>` tag. You need to paste it into every single page, or into your template if you're using one.
3. Turn on automatic advanced matching. This lets you can track data more accurately.

3 Automatic Advanced Matching

Use information that your customers have already provided to your business, such as their email addresses or phone numbers, to match your website's visitors to people who are on Facebook. This can help you attribute more conversions to your ads on Facebook and reach more people through remarketing campaigns. [Learn more.](#)

☒ Turn on Automatic Advanced Matching

Choose the customer data you want to collect

- ☒ Email
- ☒ Phone Number
- ☒ First and Last Name
- ☒ City, State, and ZIP Code
- ☒ Gender

This information will be hashed to better protect user privacy before it is sent to Facebook. Sensitive information, such as financial, health and government ID data will not be collected. [Learn more.](#)

Congratulations! You've successfully created your Facebook Pixel!