

# Facebook Business Manager

## A Quick Setup Guide

facebook for business

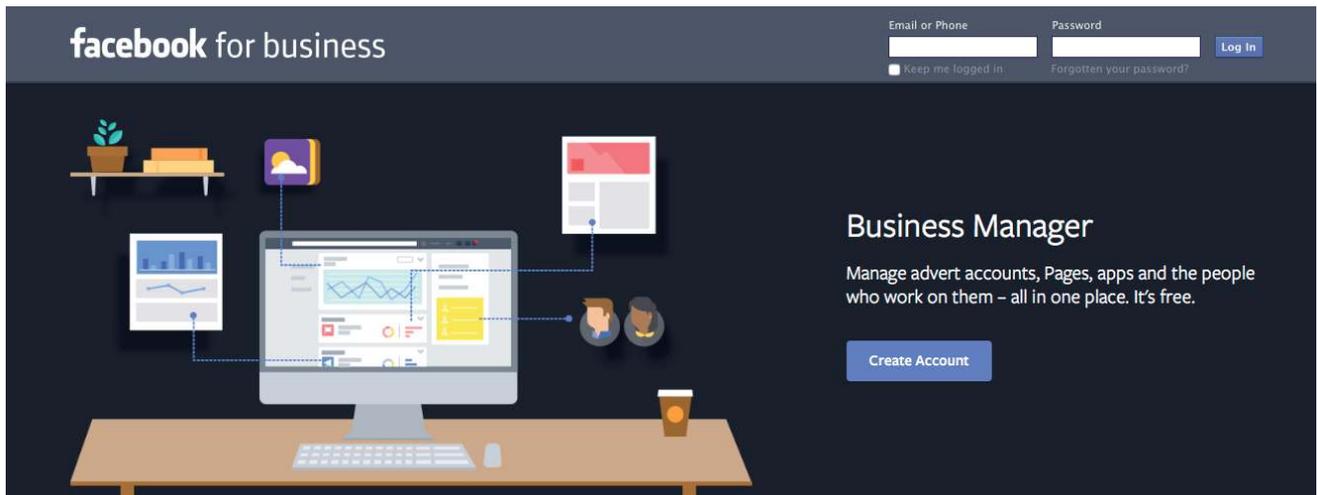


# Creating your Business Manager Account



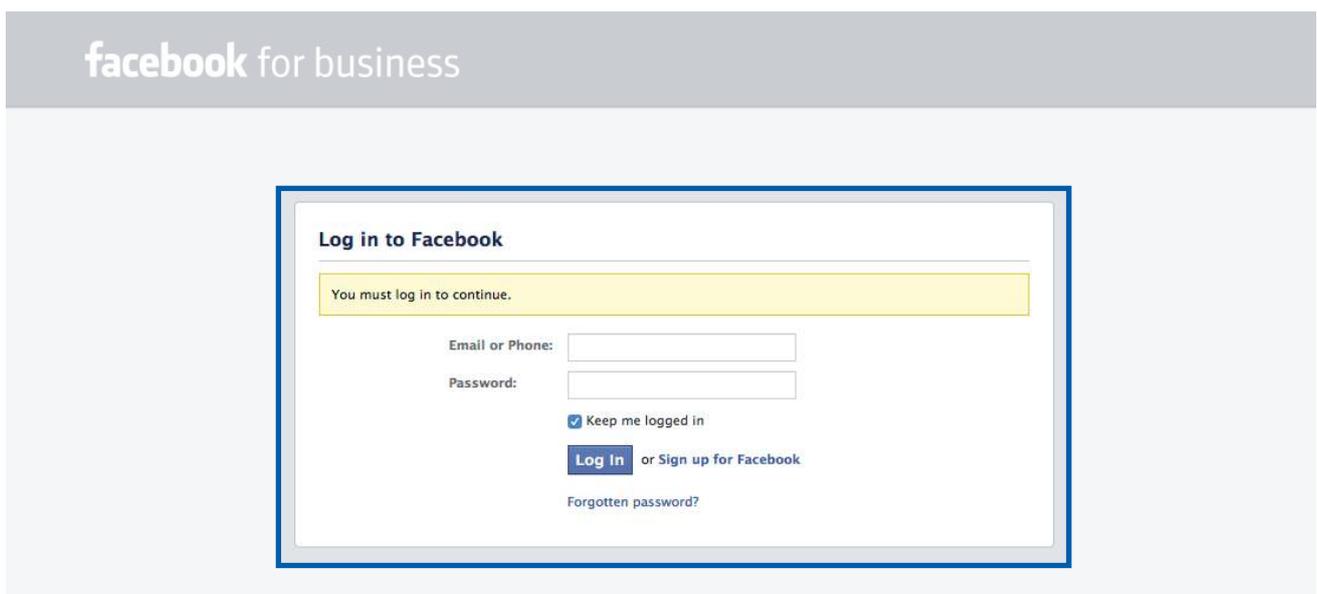
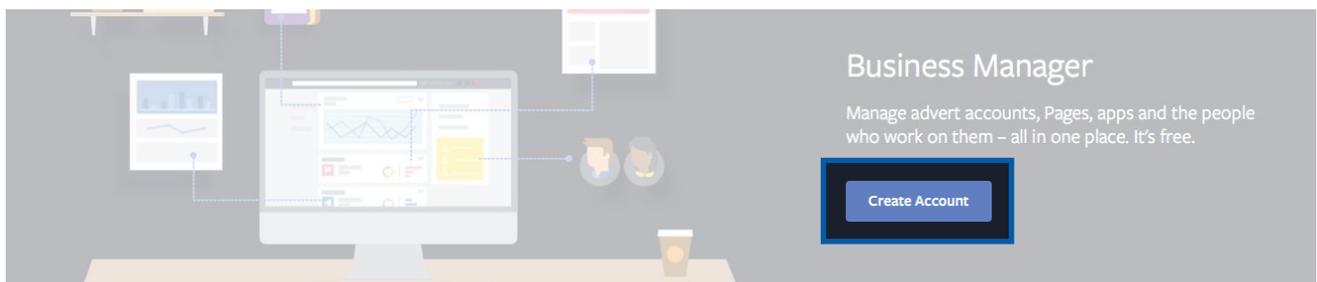
1

Create a Facebook Business Manager account by using the following link:  
<http://business.facebook.com>



2

Click on 'Create Account' and login to your own personal Facebook account.



3 Enter your **Business name** and click 'Continue'.

Create your new Business Manager account



Create your Business Manager in two quick steps. Then, use it to:

- Manage your advert accounts, Pages and apps, all in one place
- Request access to advert accounts and Pages
- Give the people you work with specific roles and permissions
- Organise and streamline your overall advertising effort

**Business name**

e.g. Acme Industries

Enter the name of the business that you work for (an advertising or marketing agency or a company, for example). If you serve clients, you'll add them later.

Step 1 of 2

Cancel Continue

4 Enter your **First name, Surname** and **Business email address**. Then click 'Finish'.

Create your Profile



Nothing from your personal Facebook Profile will be shown in Highli to employees.

**First name**

e.g. Jasper

**Surname**

e.g. Wood

**Your business email address**

e.g. jasper@business.com

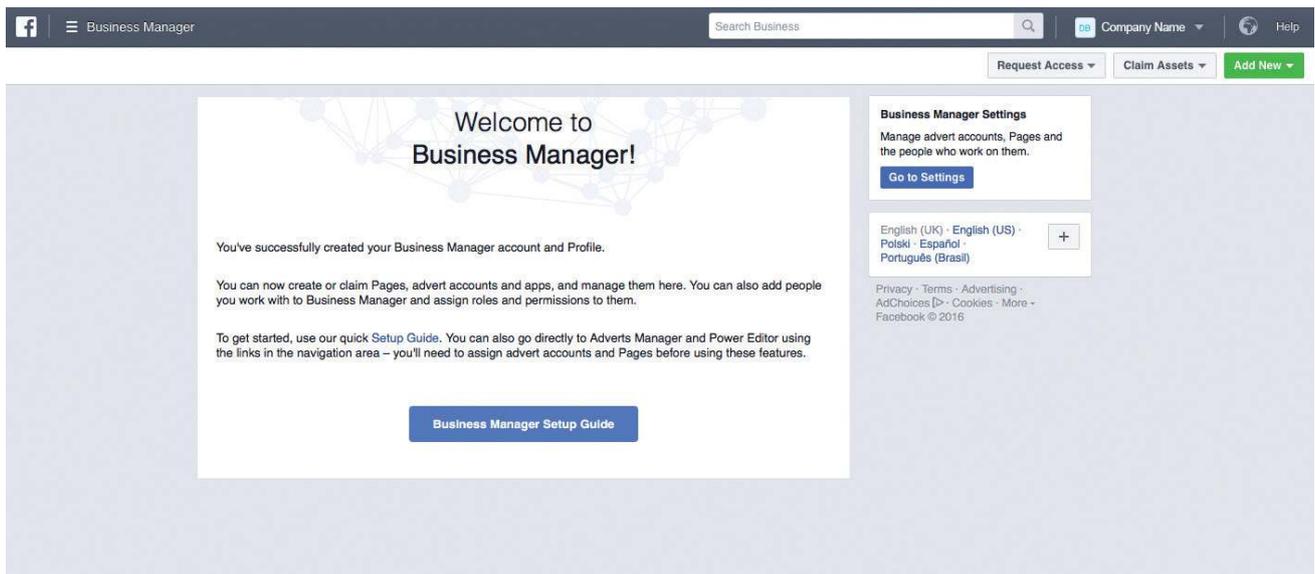
This is the email address that we use to send you notifications about your business.

Step 2 of 2

Back Finish

5

Your Business Manager account is now created. You should now see your dashboard, similar to shown below.

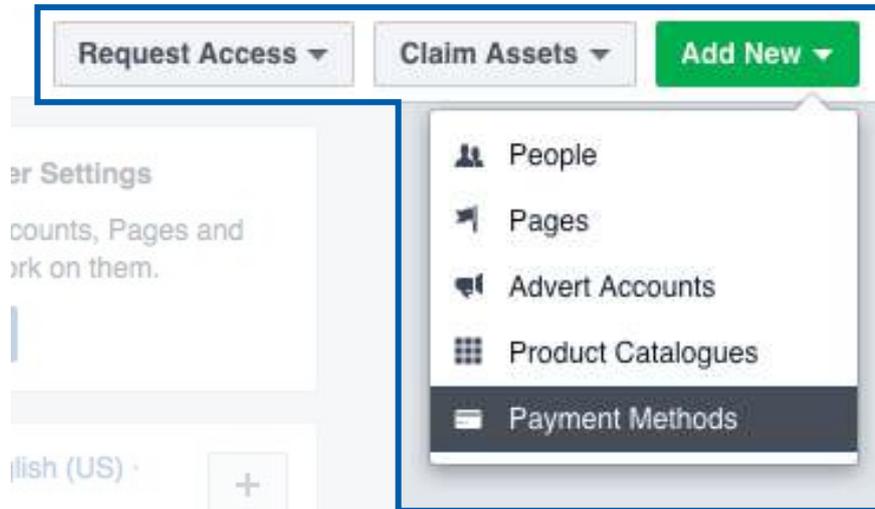


Please proceed to the next step:  
**Setting up your Payment Method**

# Setting up your Payment Method

1

The next step is to set up your Payment Method, using the menu at the top in the right hand corner, select 'Add New', scroll down and select 'Payment Methods'.



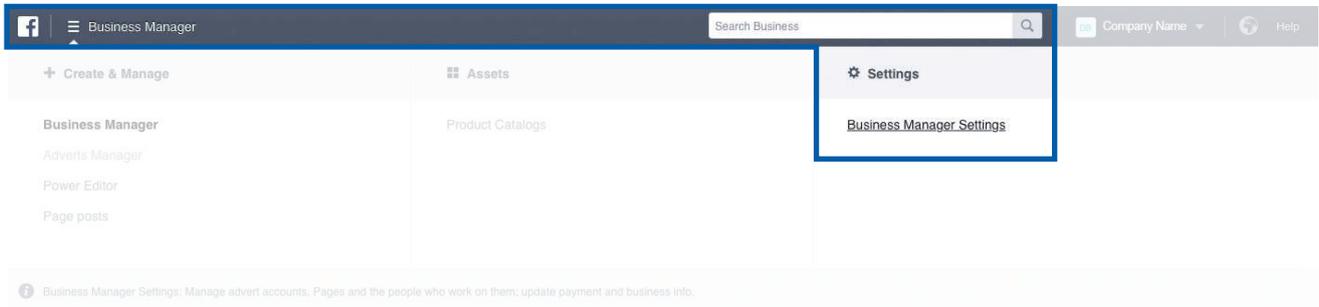
2

Add your Card Details then click 'Continue'.

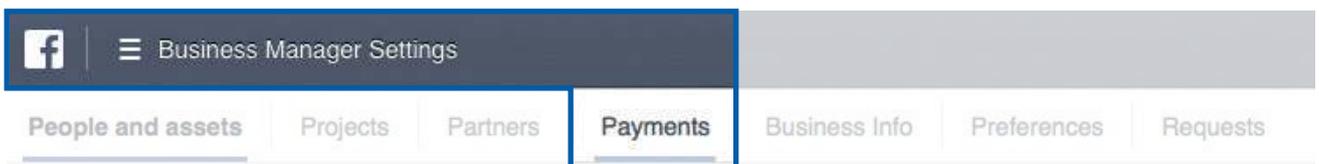
A screenshot of the 'Select a payment method' form in Facebook Business Manager. The form is titled 'Select a payment method' and has a 'Help' icon in the top right corner. Below the title, there is a sub-header 'Add a new payment method to Business Manager · Terms apply'. The form contains two dropdown menus: 'Billing country' set to 'United Kingdom' and 'Currency' set to 'British Pound Sterling'. Below these, there is a section for 'New Credit or Debit Card' with a radio button selected. To the right of this section are logos for VISA, MasterCard, and American Express. The form includes input fields for 'Card number', 'Expiry' (with sub-fields for 'MM' and 'YY'), 'Security code', and 'Billing postcode'. At the bottom of the form, there is a security notice: 'Your payment info is stored securely. Learn more.' and two buttons: 'Cancel' and 'Continue'.



You have now successfully added your Payment Method. To check that it has been added, use the menu at the top of the page, click '**Business Manager**' and select '**Business Manager Settings**'.



When the Business Manager Settings have loaded, click '**Payments**' in the top menu. You should then be able to see your card and connected Advert Accounts.



Please proceed to the next step:  
**Creating your Advert Account**



**facebook** for business

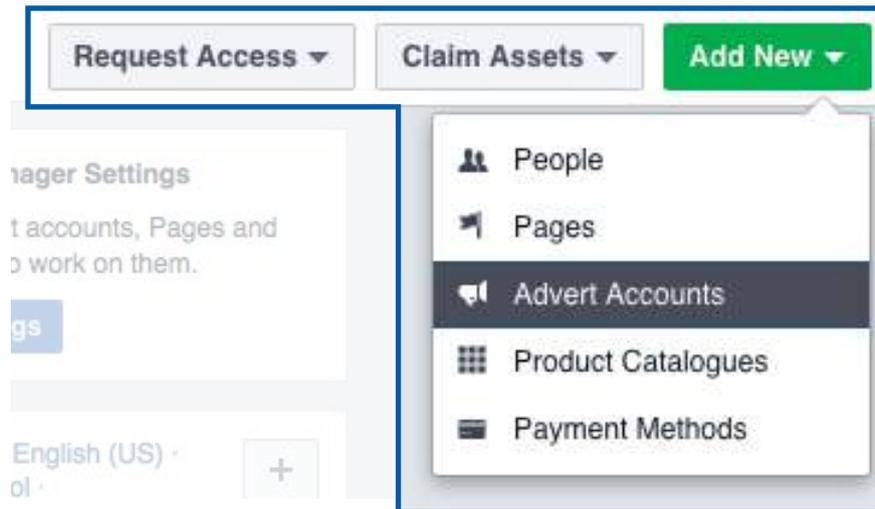


# Creating your Advert Account



1

To create your Advert Account, click the 'Add New', similar to when you added your Payment Method. Scroll down and select 'Advert Accounts'.



2

Enter your 'Advert account name', make sure time zone is '(GMT+00:00 Europe/London)', the currency is 'GBP - British Pound Sterling' and select the 'Payment method' that you added in the previous step and click 'Create Advert Account'.

A screenshot of the 'Create New Advert Account' form. The form is titled 'Create New Advert Account' and has a close button in the top right corner. The form contains the following fields:

- Advert account name**: A text input field.
- Advertising on behalf of**: A dropdown menu with 'Company Name' selected.
- Time zone**: A dropdown menu with '(GMT+01:00) Europe/London' selected.
- Currency**: A dropdown menu with 'GBP - British Pound Sterling' selected.
- Payment method**: A dropdown menu with 'Select payment method' selected.

At the bottom right of the form, there are two buttons: 'Cancel' and 'Create Advert Account'. Below the form, there is a disclaimer: 'By creating an advert account, you agree on behalf of Dani's Doughnuts as its authorised representative to Facebook's Terms, including the payment terms for the selected payment method.'

3

Select **Your Name** to add yourself to the **Advert Account** and click **'Save Changes'**. If your name does not appear, click **'Skip'** - it will automatically assign you to the Advert Account.

Add People to Company Name

1 of 1 Person Selected Default Role: Advert Account Adverti...

Your Name (Me) Advert Account Adverti...

Skip Save Changes



You have now successfully created your Advertising Account. Click **'OK'** to finish.

**Advertising Account Created**

You've just created a new advert account:  
**Company Name**

**Note:** To use this advert account, you'll need to select a payment method. If you need to set up a new payment method, please go to [Payment methods](#) and add a payment method to your business.

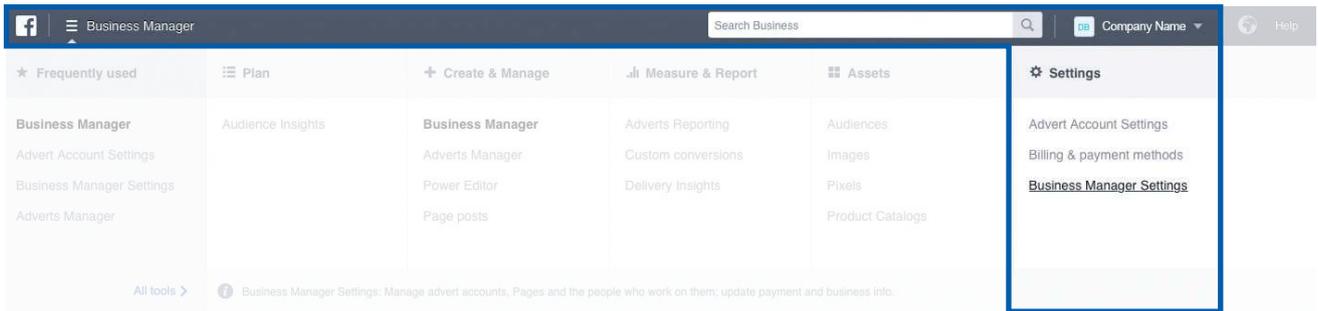
OK

Please proceed to the next step:  
**Assigning Matrix as a Partner**

# Assigning Matrix as a Partner

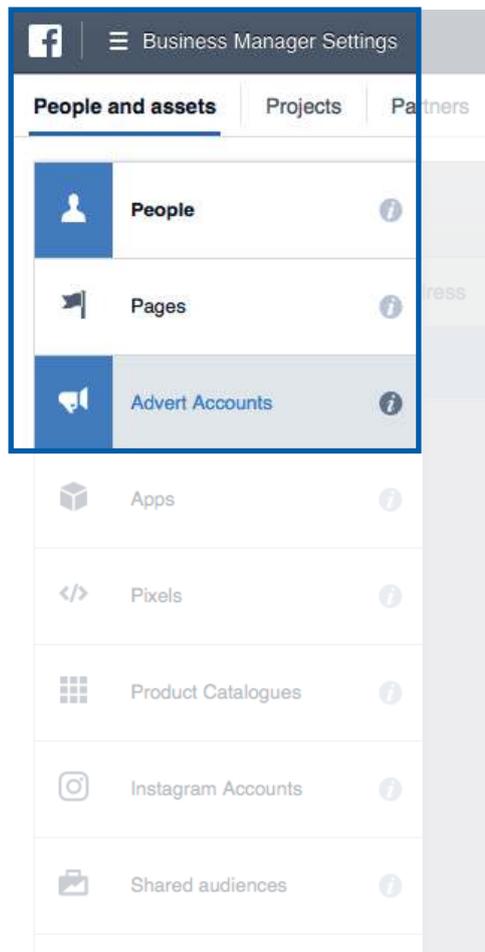
1

Now you have **created a new Advert Account**, you need to assign Matrix as a Partner. To do this click **'Business Manager'** and select **'Business Manager Settings'**.

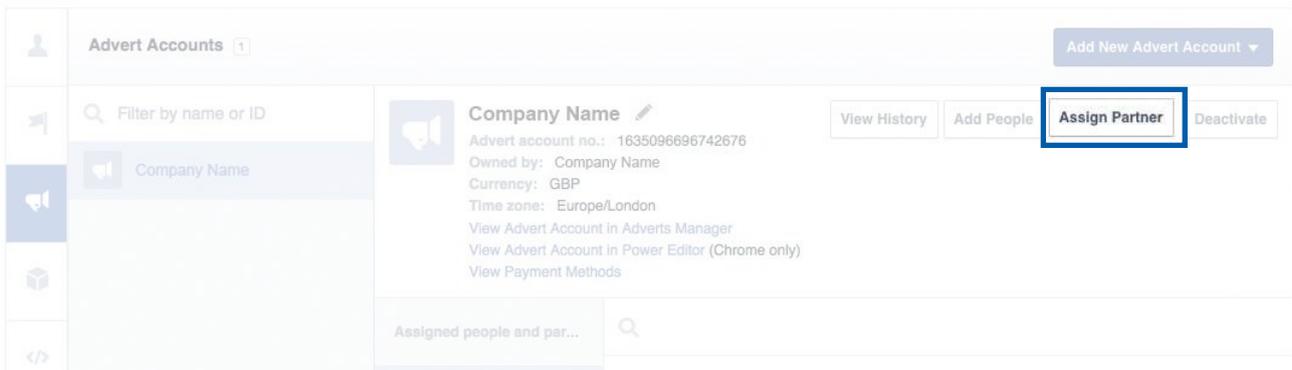


2

When the Business Manager Settings have loaded, hover the mouse over the icons and select **'Advert Accounts'**.



3 Click 'Assign Partner'.



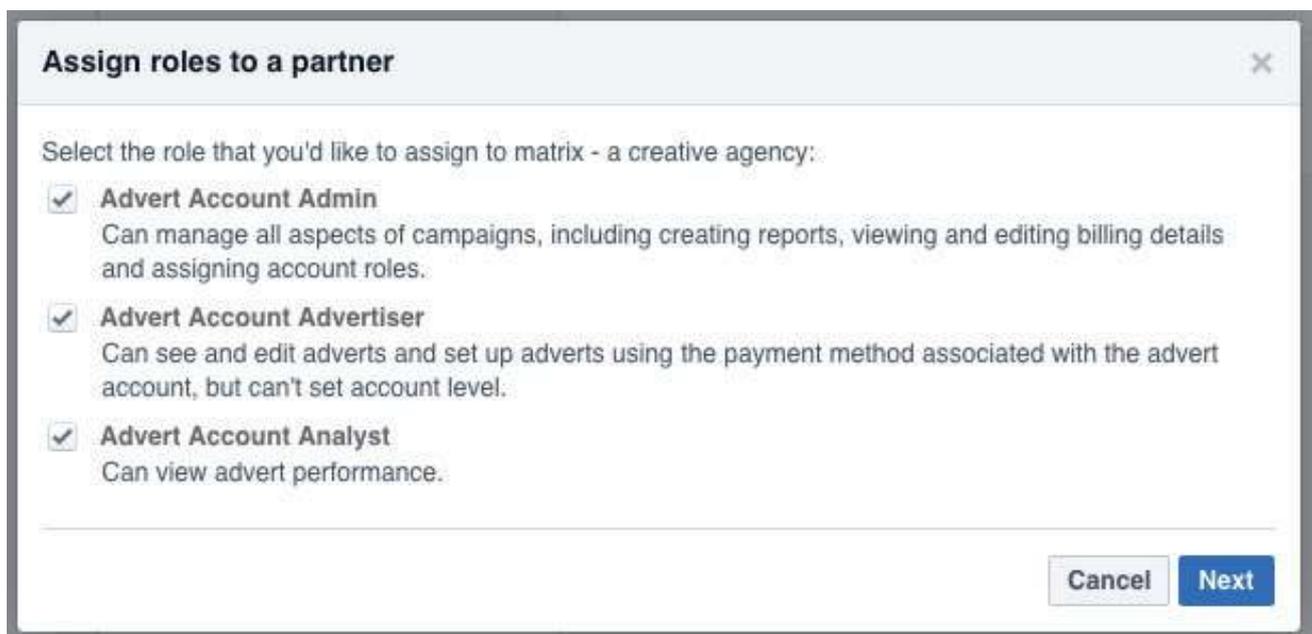
The screenshot shows the 'Advert Accounts' section in Facebook Business Manager. A card for 'Company Name' is displayed with details: Advert account no.: 1635096696742676, Owned by: Company Name, Currency: GBP, Time zone: Europe/London. There are links for 'View Advert Account in Adverts Manager', 'View Advert Account in Power Editor (Chrome only)', and 'View Payment Methods'. The 'Assign Partner' button is highlighted with a red box.

4 Enter our business ID: 1003353769709100 and click 'Next'.



The dialog box is titled 'Assign advert account to a partner'. It contains the instruction: 'Assign **Company Name** to a partner by entering their business ID below. The partner can find their business ID in the "Business Info" tab.' The input field contains the business ID '1003353769709100'. The 'Next' button is highlighted.

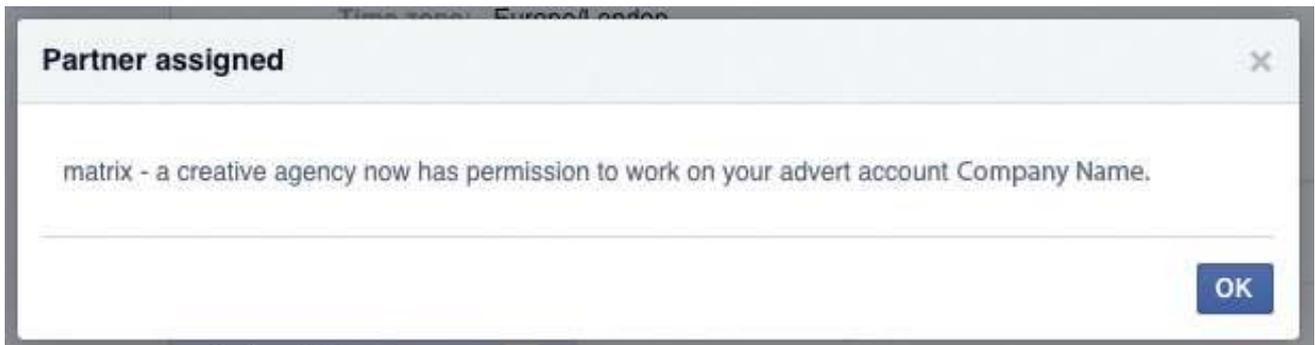
5 Tick each of the boxes to assign all roles to Matrix and click 'Next'.



The dialog box is titled 'Assign roles to a partner'. It asks to 'Select the role that you'd like to assign to matrix - a creative agency:'. Three roles are listed with checked boxes: 'Advert Account Admin' (Can manage all aspects of campaigns, including creating reports, viewing and editing billing details and assigning account roles.), 'Advert Account Advertiser' (Can see and edit adverts and set up adverts using the payment method associated with the advert account, but can't set account level.), and 'Advert Account Analyst' (Can view advert performance.). The 'Next' button is highlighted.



You have now successfully assigned Matrix as your partner. Click 'OK' to finish.



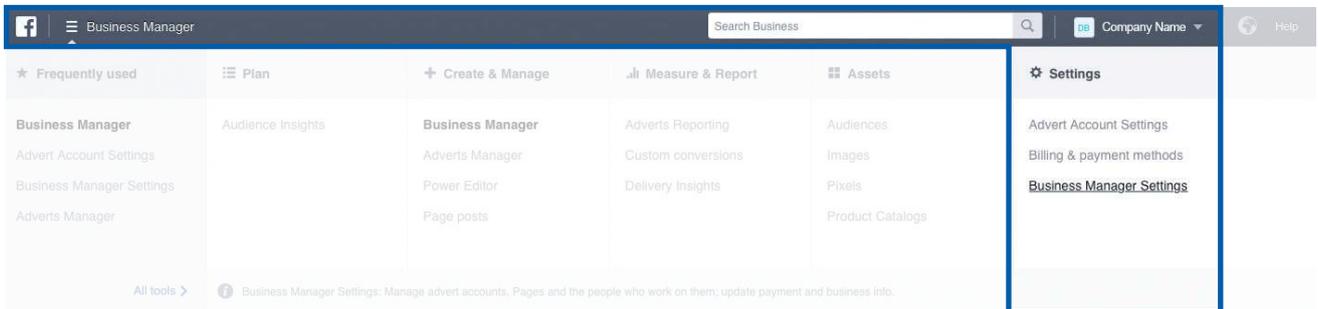
Please proceed to the next step:  
**Claiming your Facebook Business Page**



# Claiming your Facebook Business Page

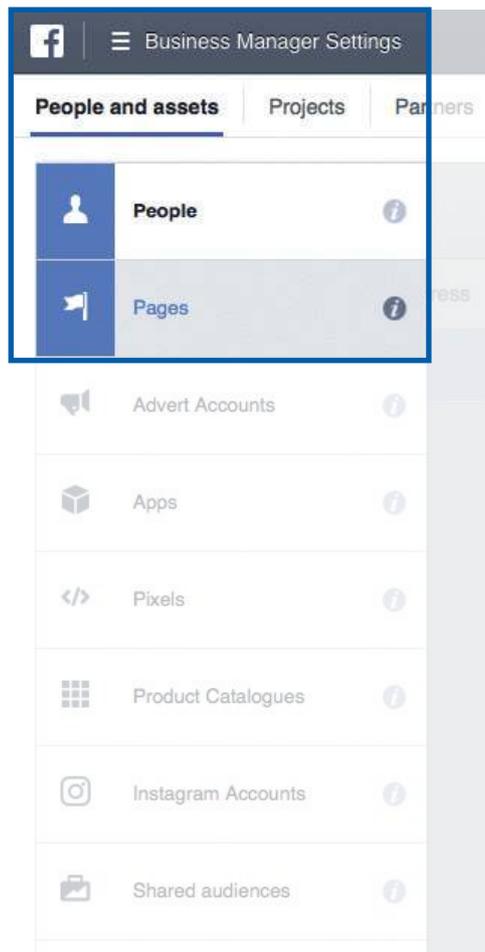
1

You now need to add your Facebook Business Page to your Business Manager account. Please make sure you are an **Admin** on the **company's Facebook page**. To do this click '**Business Manager**' and select '**Business Manager Settings**'.



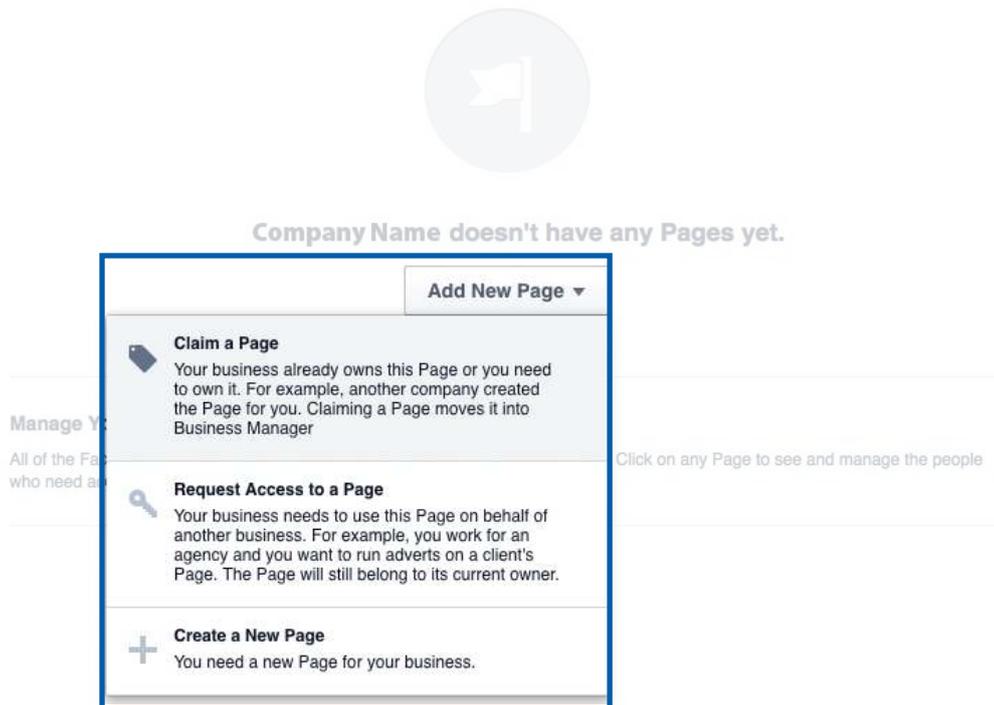
2

When the Business Manager Settings have loaded, hover the mouse over the icons and select '**Pages**'.



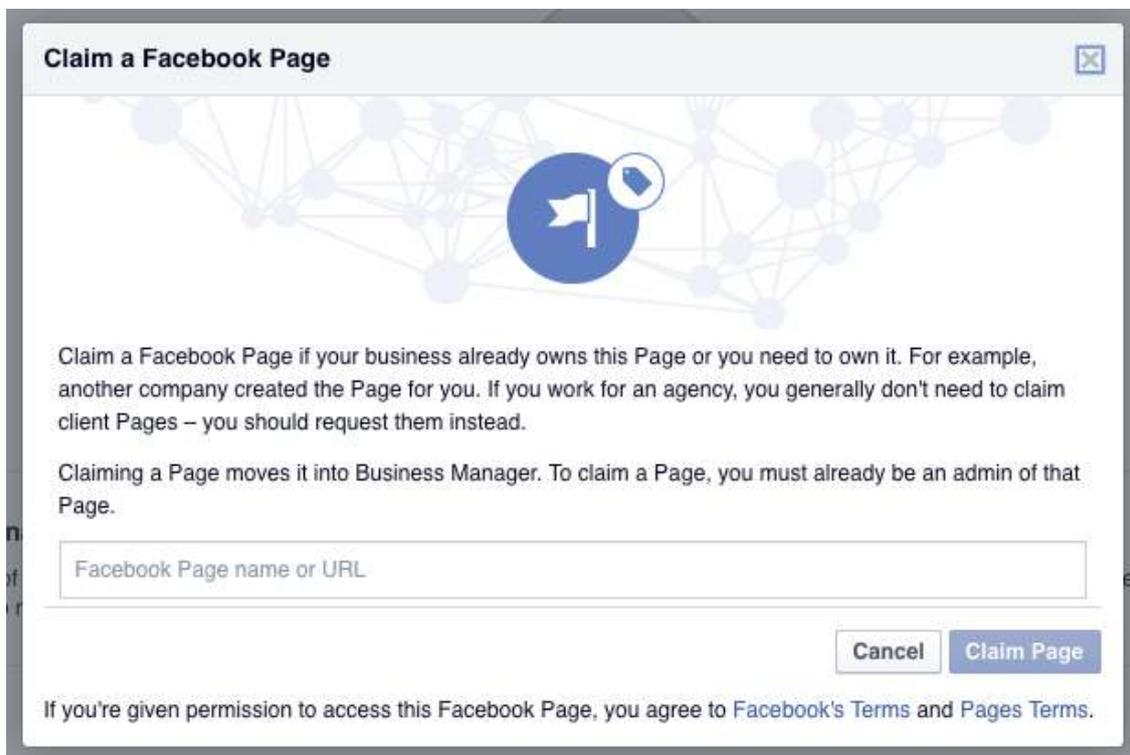
2

Click 'Add New Page' and then select 'Claim a Page'.



3

Open your business Facebook page in another tab, then copy and paste the URL into the box shown and click 'Claim Page'.



4

You have now successfully claimed your Facebook Business Page. Your Business Manager should now look similar to the screenshot below.



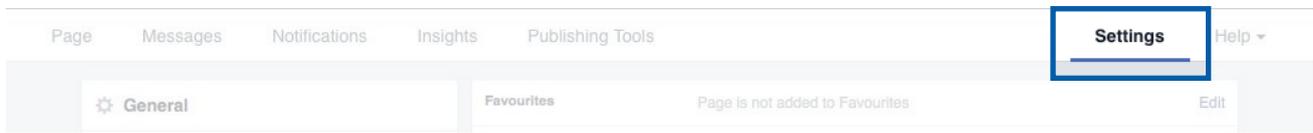
Please proceed to the next step:  
**Adding Matrix as an Admin**



# Adding Matrix as an Admin on your Facebook Page

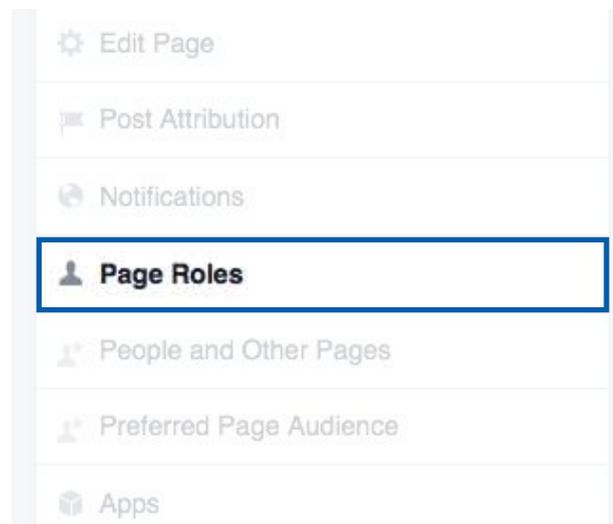
1

Please add Matrix as an **admin on your Facebook business page**, to ensure we can select your page in advert creation. This means that your Facebook page will be connected to your advert. To do this, make sure you can see your page and click **“Settings”** at the top of your page.



2

In the settings, please scroll down and select **“Page Roles”**.



3

Please add the email **“mike@thinkmatrix.uk”** and click **“Save”** at the bottom of the page.

Everyone who works on your Page can have a different role depending on what they need to work on. [Learn more.](#)

Type a name or email... ×

**Admin** ▾  
Can manage all aspects of the Page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create adverts, see which admin created a post or comment, view Insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page, and assign Page roles.



Congratulations.

Your Business Manager is now  
ready for us to start creating  
your Facebook adverts.