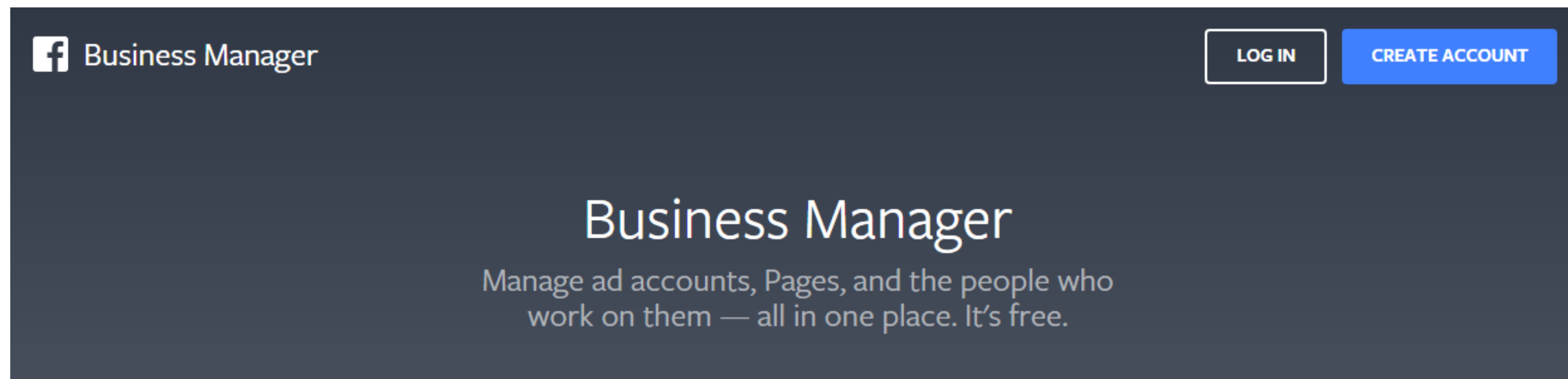


Business Manager – Create Account



Register

- Go to <https://business.facebook.com/> and click on *Create Account*

Business Manager – Login to Facebook

Business Manager

LOG IN CREATE ACCOUNT

Log into Facebook

You must log in to continue.

Email or Phone Number

Password

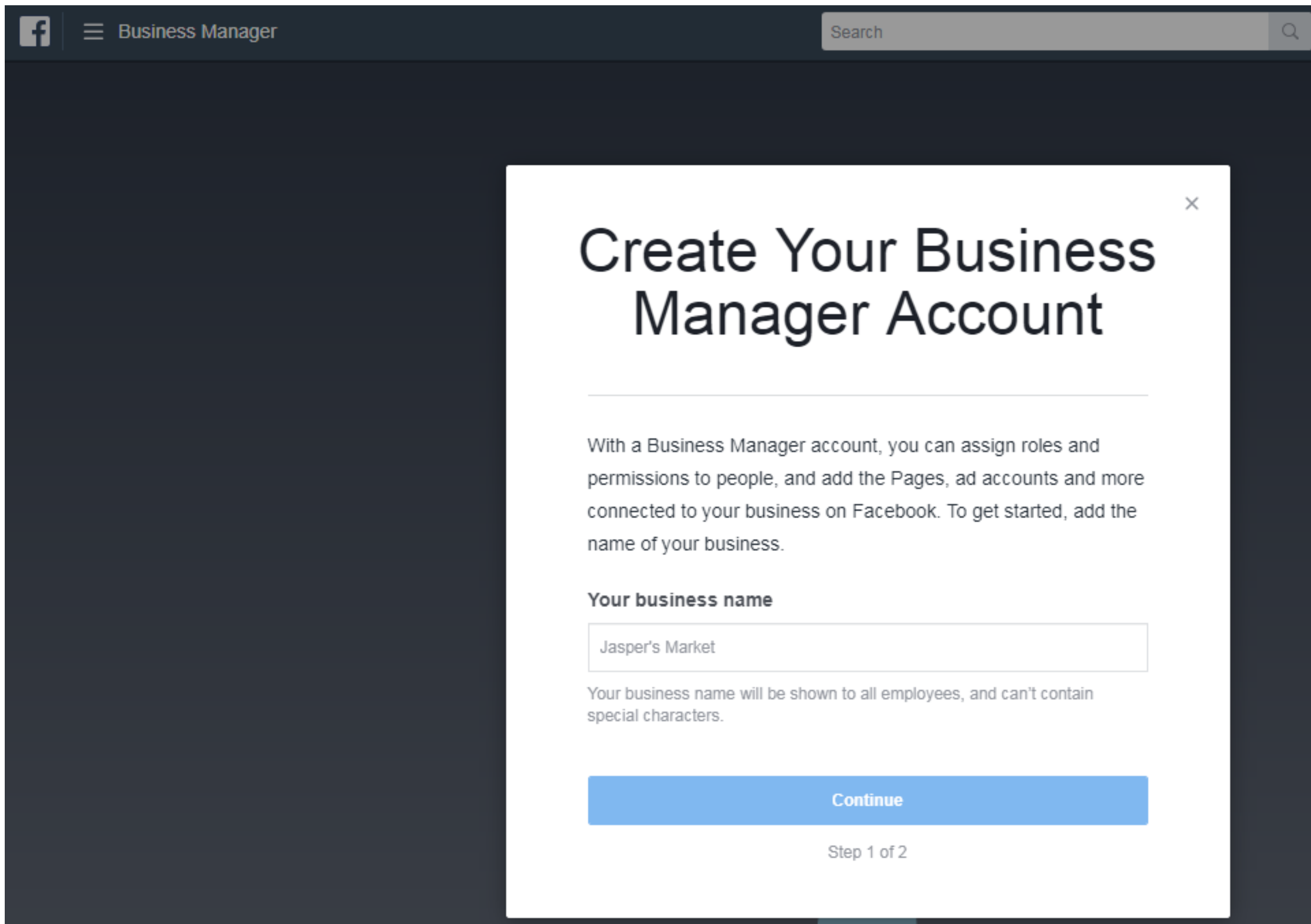
Log In

[Forgot account?](#) · [Sign up for Facebook](#)

Log In

- Log into Facebook with your personal profile or Sign Up for Facebook if you don't have an account yet

Business Manager – Create Account

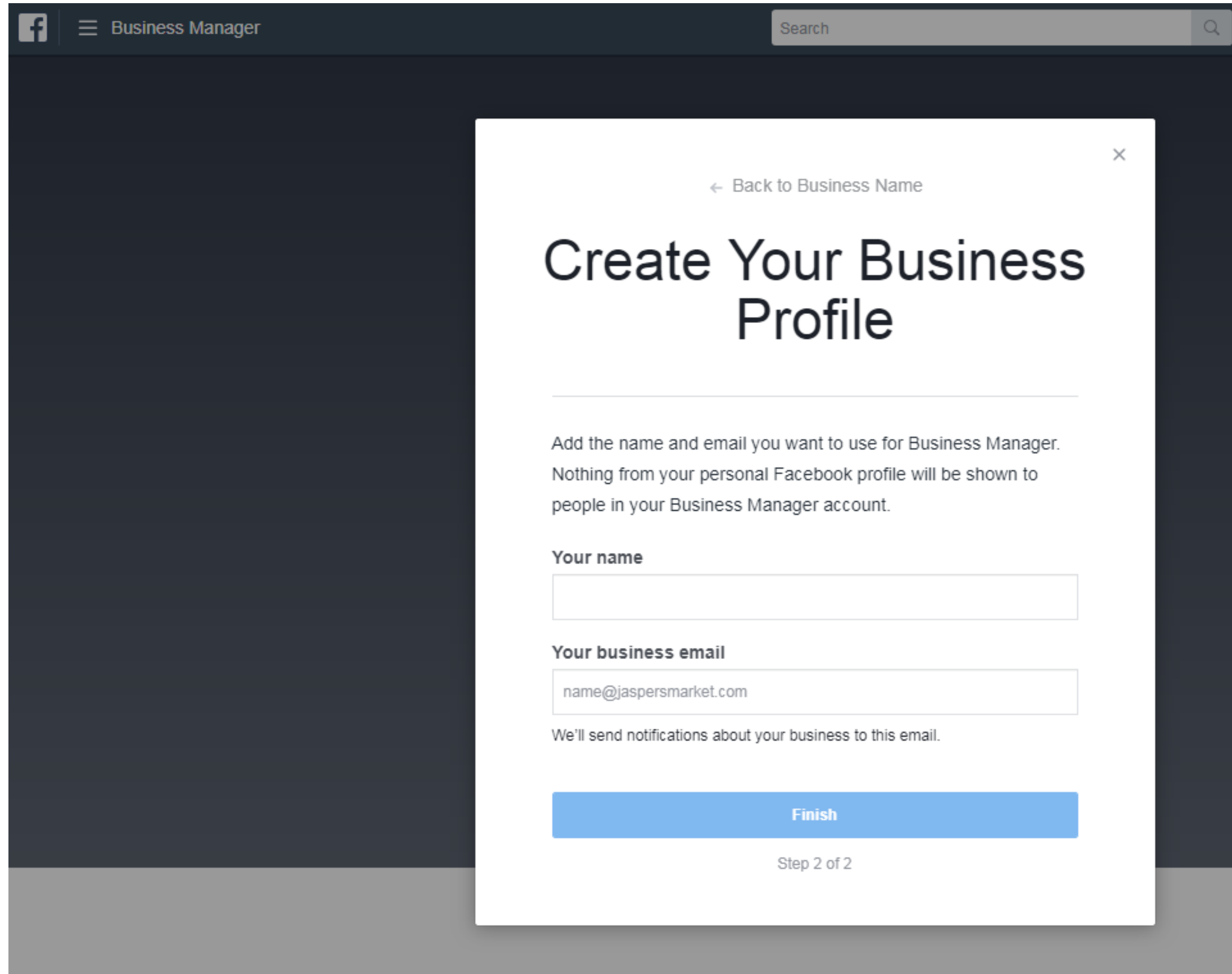


The screenshot shows the Facebook Business Manager interface. At the top, there's a dark header with the Facebook logo, a hamburger menu, the text 'Business Manager', and a search bar. The main content area is dark, and a white modal dialog box is centered. The dialog box has a title 'Create Your Business Manager Account' with a close button (X) in the top right corner. Below the title is a horizontal line. The text inside the dialog reads: 'With a Business Manager account, you can assign roles and permissions to people, and add the Pages, ad accounts and more connected to your business on Facebook. To get started, add the name of your business.' Below this is a section titled 'Your business name' followed by a text input field containing 'Jasper's Market'. Under the input field, a note states: 'Your business name will be shown to all employees, and can't contain special characters.' At the bottom of the dialog is a blue 'Continue' button and the text 'Step 1 of 2'.

Create Your Business Manager Account

- Add the name of your business to continue
→ it'll be visible for your employees

Business Manager – Create Business Profile

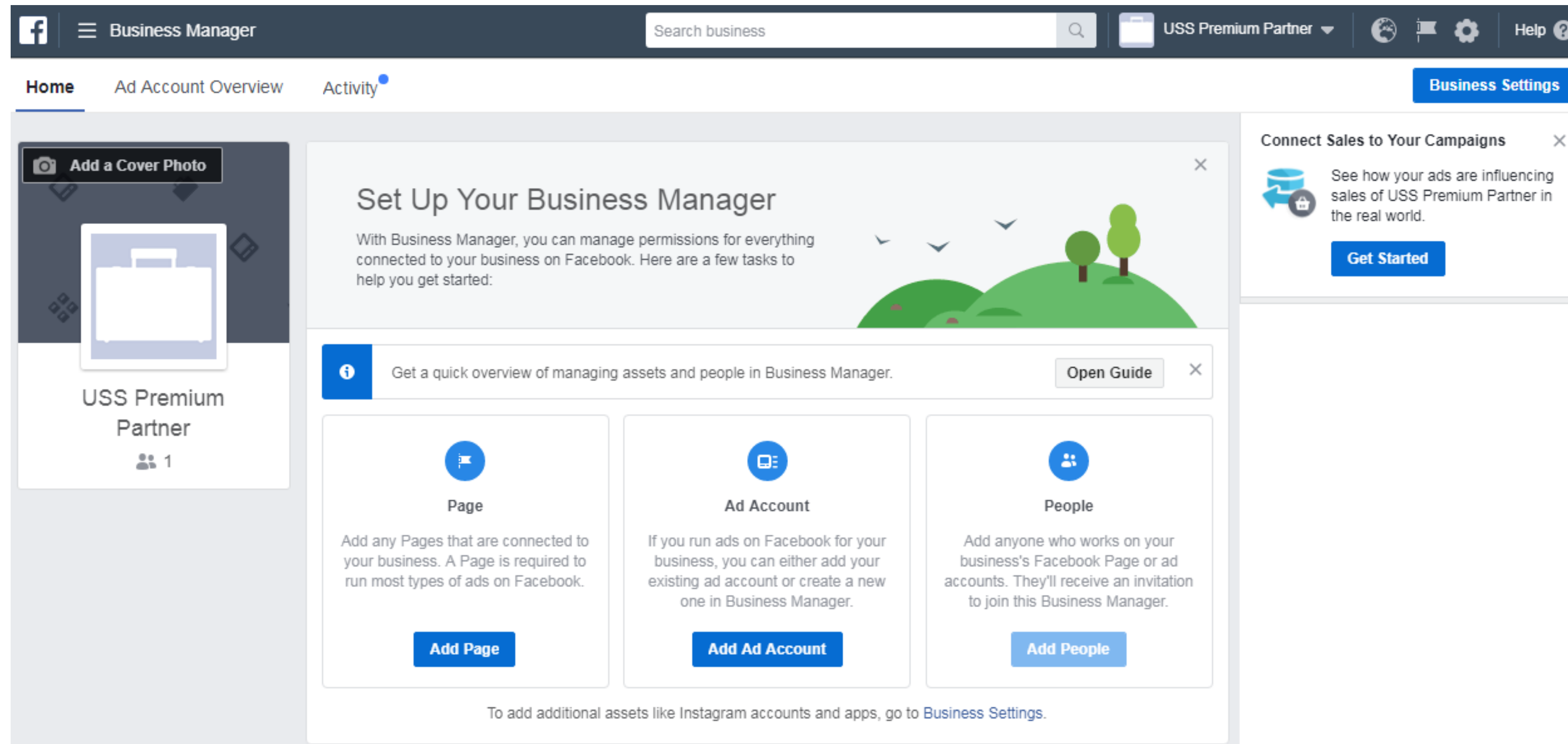


The screenshot shows the Facebook Business Manager interface. At the top, there's a dark header with the Facebook logo, a menu icon, and the text 'Business Manager'. To the right is a search bar. The main content area is dark grey. A white modal dialog box is centered on the screen. The dialog has a close button (X) in the top right corner and a back arrow with the text 'Back to Business Name' in the top left. The title of the dialog is 'Create Your Business Profile'. Below the title is a horizontal line. The text inside the dialog reads: 'Add the name and email you want to use for Business Manager. Nothing from your personal Facebook profile will be shown to people in your Business Manager account.' There are two input fields: 'Your name' and 'Your business email'. The 'Your business email' field contains the text 'name@jaspersmarket.com'. Below the email field is a note: 'We'll send notifications about your business to this email.' At the bottom of the dialog is a blue button labeled 'Finish'. Below the button, it says 'Step 2 of 2'.

Create Your Business Profile

- Add the name and the email you want to be displayed in your Business Account
- The Business Account is separated from your personal profile

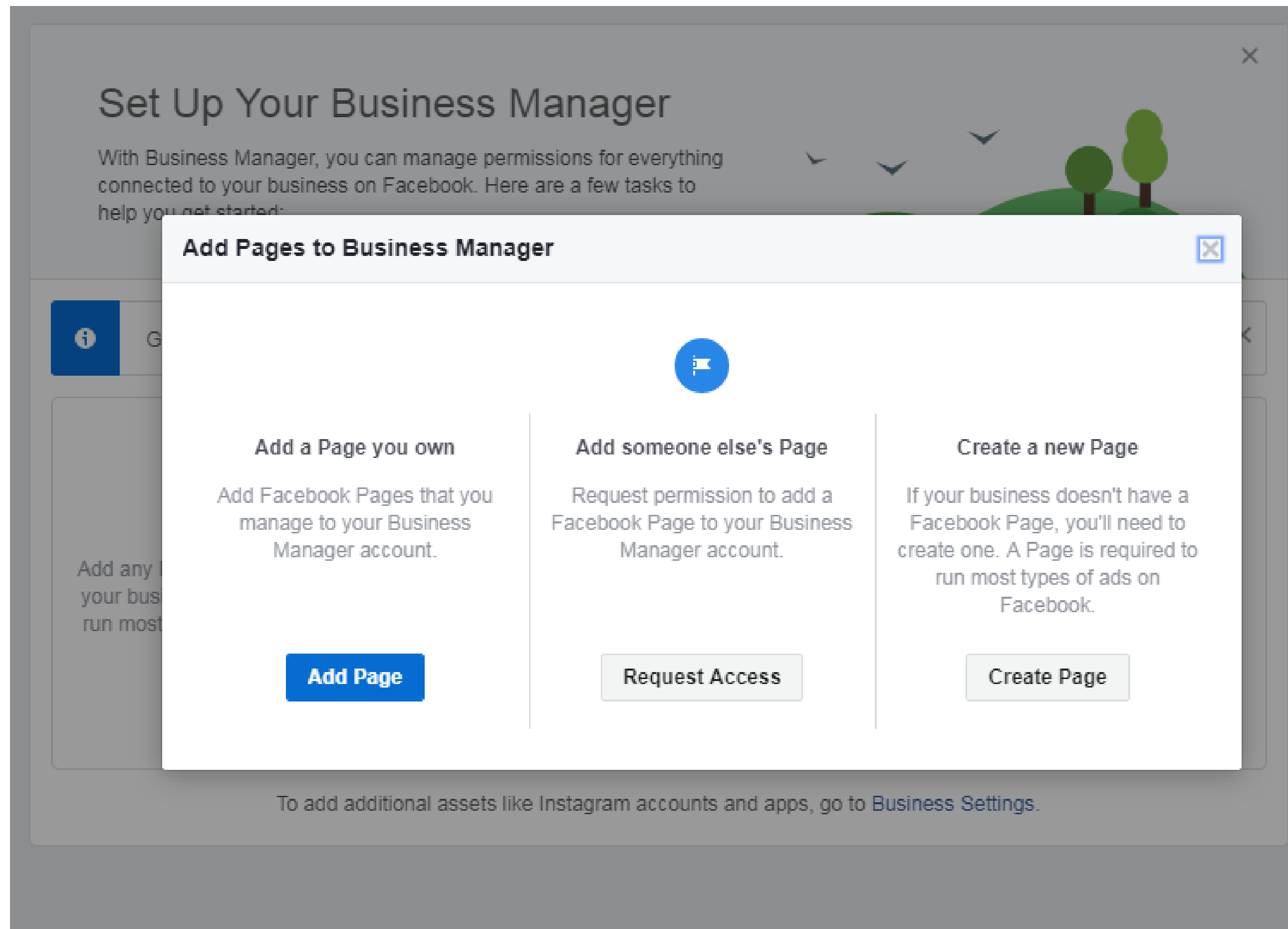
Business Manager – Set Up



Add Page / Create Page

- now it's time to set up your page
- you can add e.g. a Profile Image and a Cover Photo or colleagues which need access to the pages
- Start with a click on *Add Page*

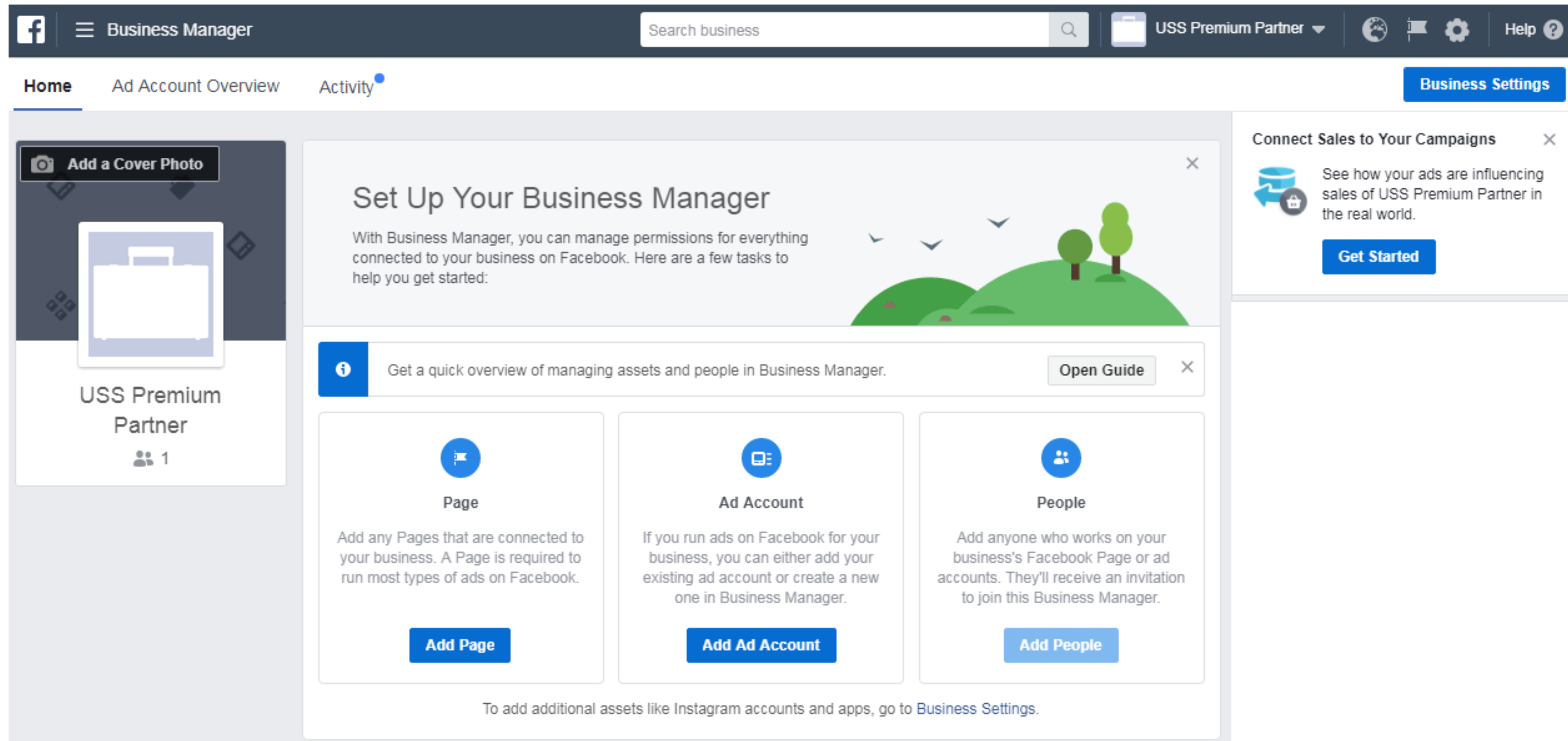
Business Manager – Set Up



Add Page / Create Page

- Choose the page you want to *add* to your account
- If you don't have access to the page, *request permission* from the Page Owner
- If you don't have a Facebook page yet, click on *Create Page*

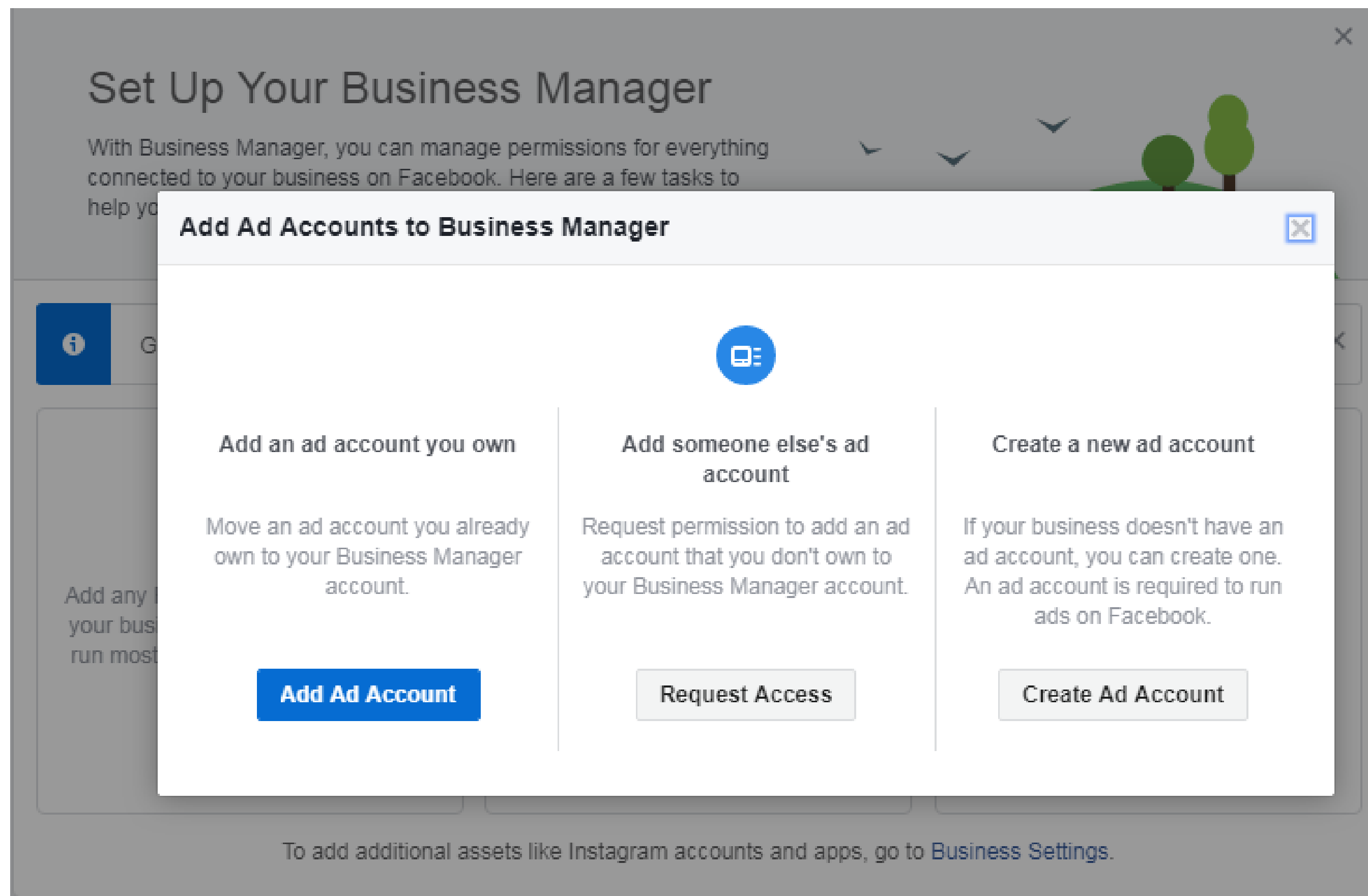
Business Manager – Add Ad Account



Add an Ad Account

- after you added the Facebook page it is time to create the Ad Account

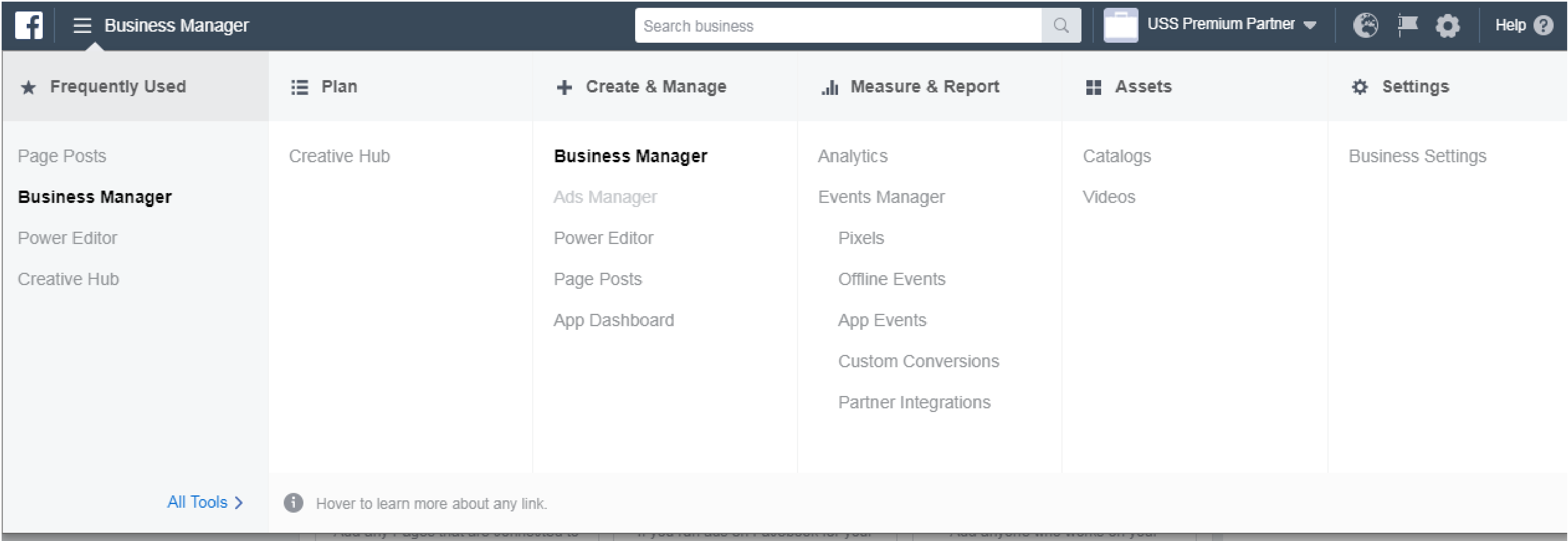
Business Manager – Add Ad Account



Add Ad Accounts to Business Manager

- If you already own an Ad Account and want to use it, you can **add** it now
- If you want to use an existing Ad Account which you don't have access to, *request permission* for it
- If you don't have an Ad account yet, *create* a new one

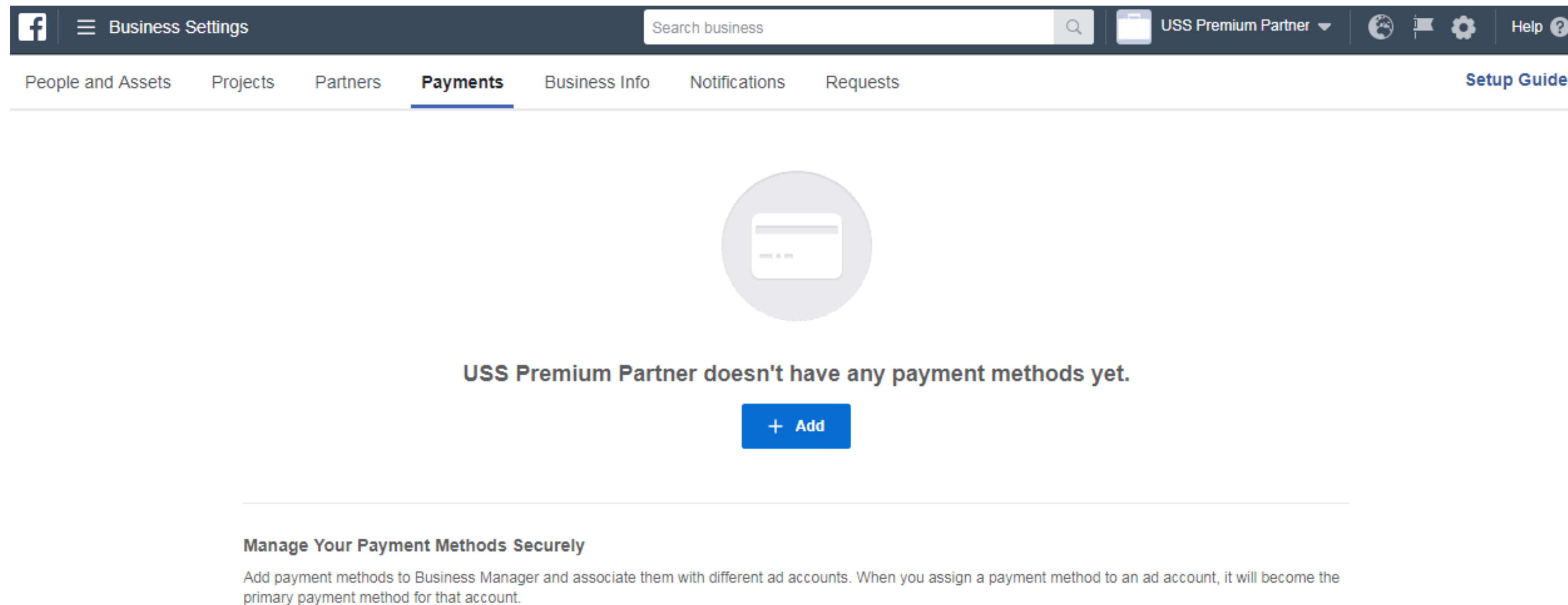
Business Manager – Manage Settings



Change Settings

- You can always manage your settings by clicking on the *text field* in the upper left, opening *All Tools* and then choosing *Business Settings* on the right side

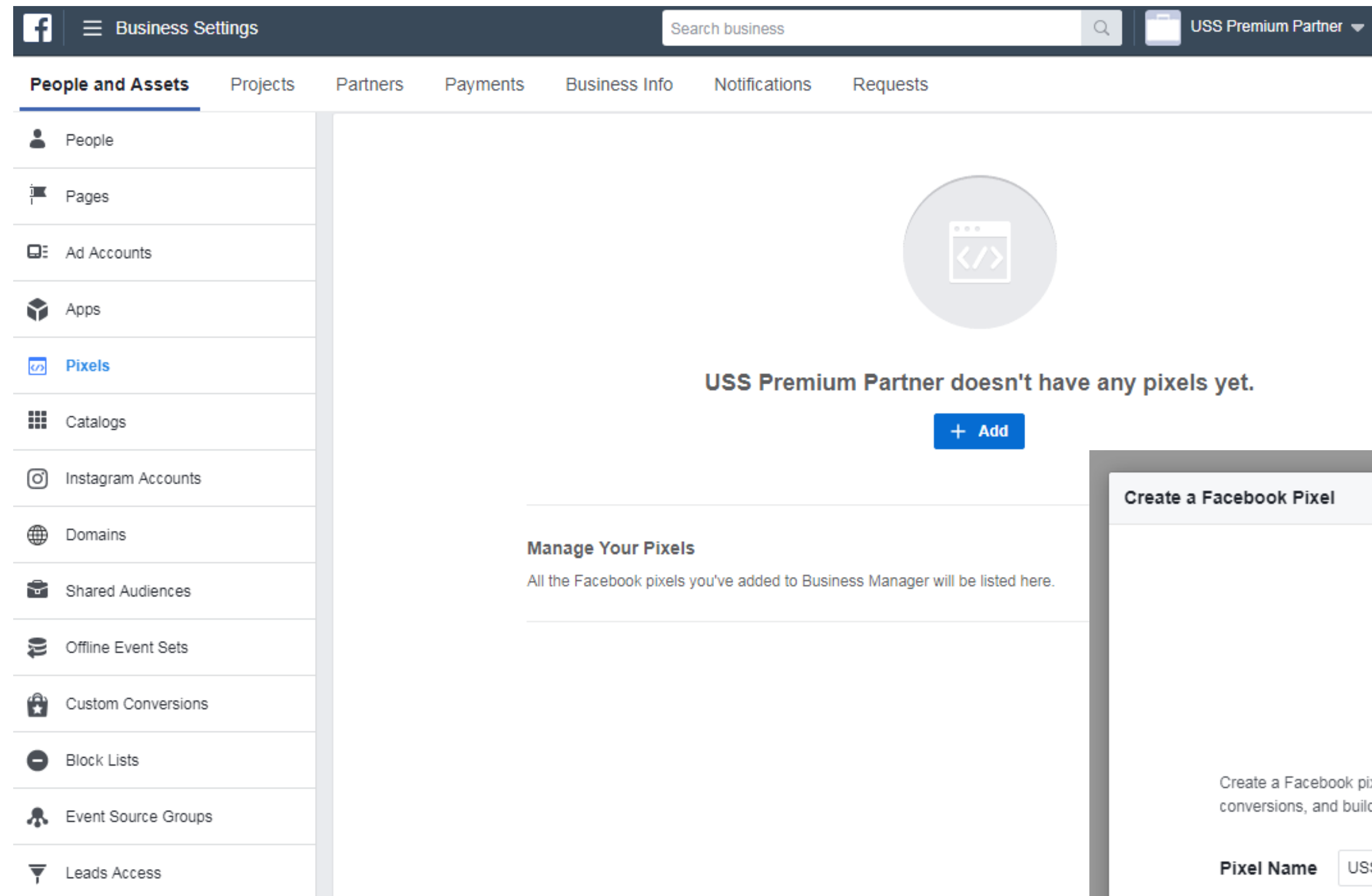
Business Manager – Add Payment method



Add Payment

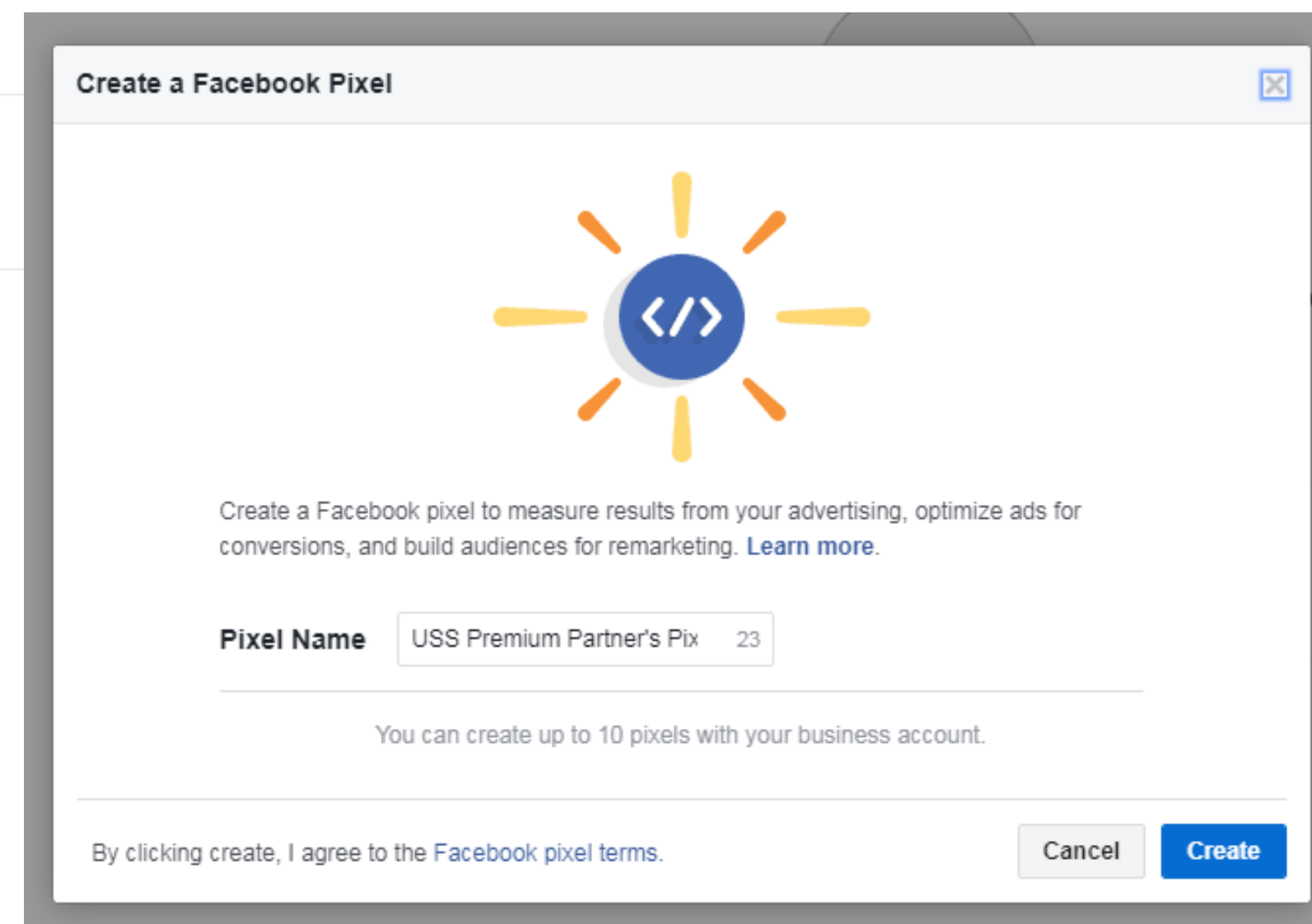
- To use your Ad Account you need to add payment information
- Click on Payments after opening the Business Settings in order to choose your desired payment method if you haven't already added it

Business Manager – Create Facebook Pixel

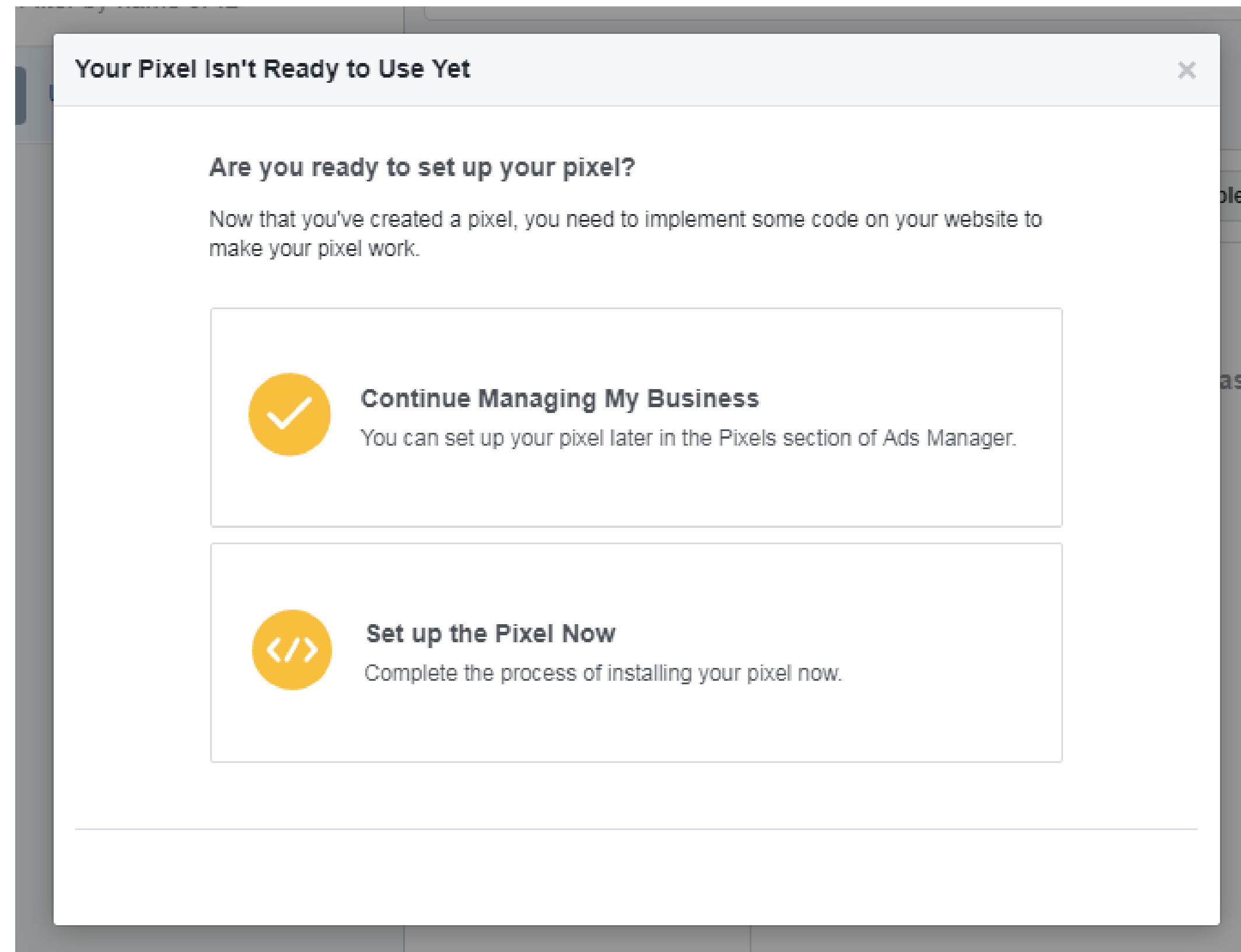


Create Facebook Pixel

- Go to Business Settings and click on Pixels to manage your Facebook Pixels or create new ones
- Click on *Add* and enter the name you want to use for the account, then click *Create*



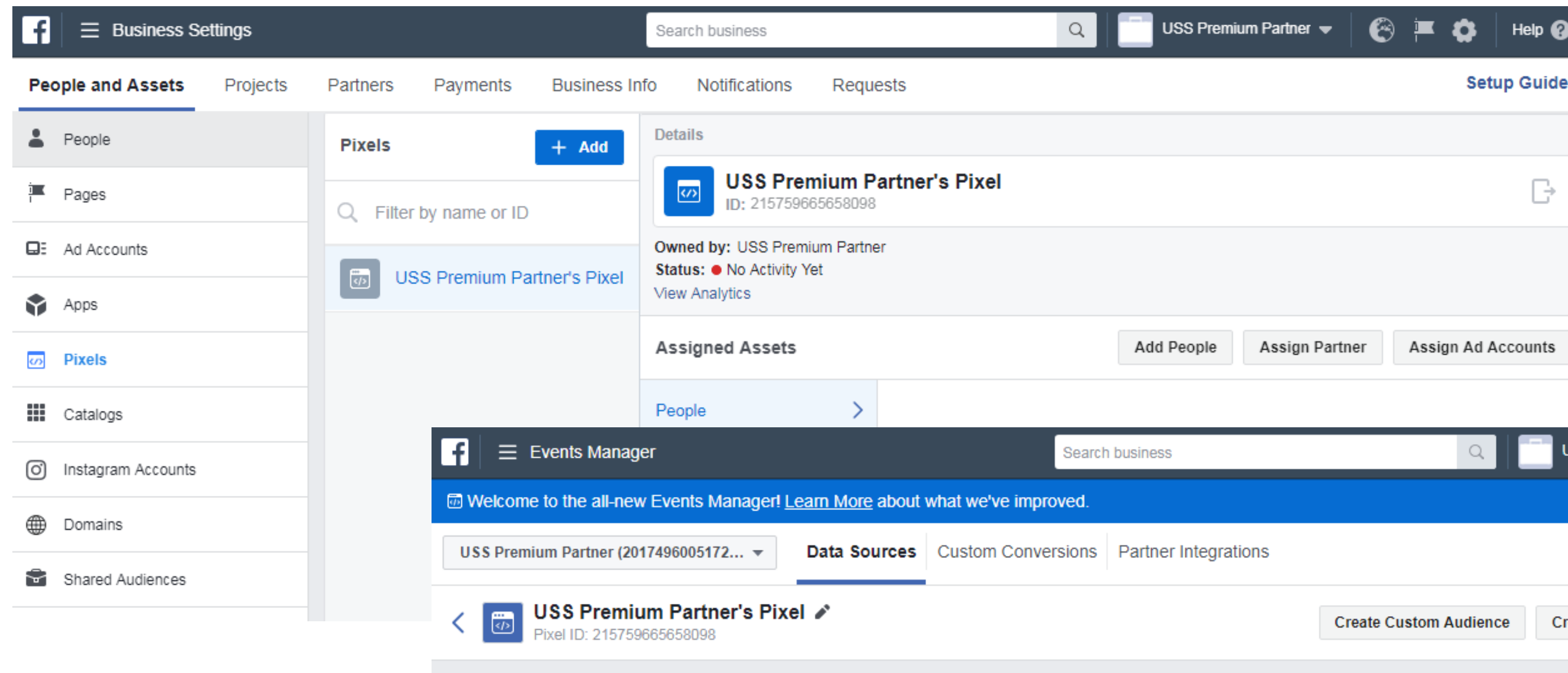
Business Manager – Implement Facebook Pixel



Implement Facebook Pixel

- To use the Pixel for your Ad Campaigns you need to implement the code on your website
- Click on *Set up the Pixel Now*

Business Manager – Implement Facebook Pixel



Implement Facebook Pixel

- The pixel has been created, click on the Name right next to the blue icon, you'll be redirected to the *Events Manager*
- Click on the green button „Set up Pixel“

Finish setting up your Facebook pixel

We haven't received any activity from your pixel. [Complete set-up now](#) to track website conversions and create audiences based on site traffic.

[Set Up Pixel](#)

Need help with setup? [Visit the pixel implementation guide.](#)


Business Manager – Implement Facebook Pixel

Learn more about what we've improved.


Install Your Pixel Code

To use Facebook pixel, you must first install pixel code on your website. This code sends site visit information back to Facebook so you can measure customer actions and create smarter advertising.


Choose an option to install the pixel code. You can change this choice later.

 **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](#)

Administration | Marketing | SEO

About Production Controlling Marketing

URL

For a better usability and/or in order to give Search Engines a clue what's happening on a specific page, it can be helpful to change the URL of the page.

About Us	hostname/	aboutus	
Privacy Policy	hostname/	privacypolicy	
Terms And Conditions	hostname/	terms	.html
Impressum	hostname/	impressum	.html
Newsletter	hostname/	newsletter	.html
Contact	hostname/	contact	.html
Helpcenter	hostname/	helpcenter	.html

[Go!](#)

Google Analytics

Please provide Google Analytics Tracking Code for Shop

[Go!](#)

Please provide Google Analytics Tracking Code for Mobile

[Go!](#)

Facebook Tracking Code 2

Please provide Facebook Tracking Code if you have one

[Go!](#)

Install Facebook Pixel on your website

- Choose *Manually Install the Code Yourself* and copy the code given
- Open the USS partnership backend and go to Marketing > SEO
- Insert the Tracking Pixel Code in the determined box