

Overview Of Facebook Business Manager

Setting Up Your Facebook Business Assets with Websalve

To ensure smooth management of your Facebook Pages and Ads, here's how we recommend setting up your accounts so Websalve can support you effectively:

Structure Overview

- Websalve will serve as your primary business partner on Facebook.
- You should have their own Business Manager account.
- Within your Business Manager, you should have:
 - One Facebook Page per business
 - One Ad Account per business


Why one Page and one Ad Account per Business Manager?

This setup ensures that issues with ads (e.g., disapprovals, account reviews) in one business do not affect your other businesses or locations.

Step-by-Step Setup Guide

Step 1: Create Your Business Manager (If You Don't Have One Yet)

If you don't already have a Business Manager, we recommend creating one for each business entity.

 You can only create two Business Managers from your personal account, so if you need more, Websalve may need to assist by logging in directly.

Step 2: Create a Facebook Page


Option 1 – You Create It From Your Personal Facebook Account:

1. Log into your personal Facebook account
2. Click your profile picture (top right) and select "See all profiles"
3. Click "Create"
4. Choose "Public Page" and follow the on-screen prompts


Option 2 – Websalve Creates It Through Business Manager:

1. Websalve logs into our Business Manager
2. Navigate to “Business Settings” > “Pages”
3. Click the blue “Add” button, then select “Create a new Facebook Page”
4. Complete the required details

Step 3: Create Your Ad Account

 Best practice: The Ad Account should always be created from your own Business Manager.

Option 1 – You Create It Yourself:

1. Log into your Business Manager
2. Go to “Business Settings” > “Ad Accounts”
3. Click the blue “Add” button
4. Choose “Create a new ad account”
5. Follow the setup steps ( Note: You cannot change the currency after setup!)

Option 2 – Let Websalve Help:

- We can assist in two ways:
 - You add us to your Business Manager
 - OR, you provide us temporary access to your personal Facebook login

Step 4: Add Websalve as a Partner to Your Business Manager

This gives us access to help manage your Page and Ad Account securely.

Option A – You Invite Websalve:

1. Go to Business Settings > Partners
2. Click the blue “Add” button
3. Select “Give a partner access to your assets”
4. Enter Websalve’s Business ID: Business portfolio ID: 115761269453852
5. Assign access to your Page and Ad Account
6. Once done, we’ll accept the partnership on our end

Option B – Websalve Requests Access:

1. We will send you a request from our Business Manager

2. You will receive a notification on your personal Facebook profile
3. Accept the request from your Business Manager

Step 5: Add Team Members to Manage Your Page or Ad Account

If you're unable to post or boost content, you might need to adjust user permissions.

1. Open Websalve Business Manager
2. Go to “Pages” and select the relevant Page
3. Click “Assign people”
4. Choose the team members you want to grant access
5. Click the blue “Assign” button

Repeat the same steps for Ad Accounts, under the “Ad Accounts” section in Business Settings.

Need Help?

Websalve is here to support you throughout this process. If at any point you need us to assist directly, we're happy to:

- Help set up your Business Manager
- Guide you through creating Pages or Ad Accounts
- Manage permissions and access

Let's build your digital presence the right way — with safety, structure, and success in mind.