

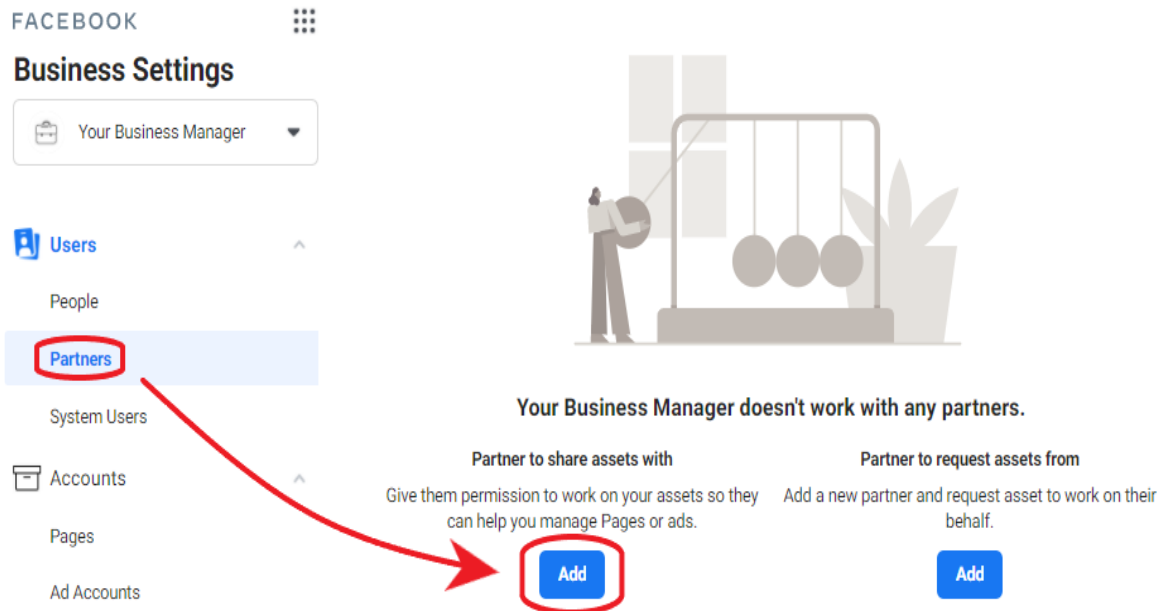
# GrowthTrack | Adding a Facebook Advertising Partner



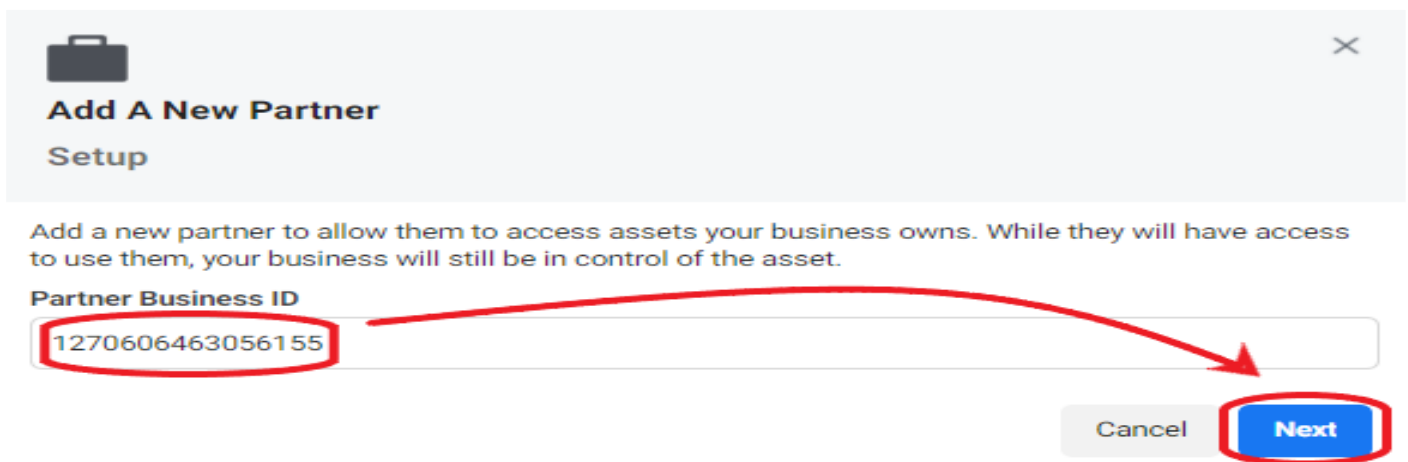
- In order for you to run Facebook and Instagram ads, you will need to authorize CW to have access to your Business Page.
- To complete this step, you must be a “Business Manager Admin”.
- Note: This is not the same as being an admin for facebook.com/yourbusinesspage (although you may already have both). For more information on Facebook for Business, please visit [Get Started with Facebook Business Manager: Get our Free Guide.](#)

**Step 1.** Login to Business Manager <https://business.facebook.com/settings/> and select the **Partners** tab.

**Step 2.** Select the **Add** button for **Partner to share assets with**.



**Step 3.** Enter our Partner Business ID: **1270606463056155** and then select **Next**.



**Step 4.** Select the **Business Page(s)** being used and toggle the **Create Ads** option and select **Save Changes**.

### Assign Assets to Online Ad Manager

**Select Asset Type**

- Pages
- Ad Accounts
- Catalogs
- Apps
- Pixels
- Instagram Accounts
- Offline Event Sets
- Block Lists
- Lines of Business
- Custom Conversions
- Leads Access
- Domains

**Select Assets**

Search & Filter

**Name**

- Y Your Business Page

**Page**

**Standard Access**

- Publish content
- Publish as the Page.
- Moderate messages and comments
- Send messages and moderate comments as the Page.

**Create ads**

- Advertise for the Page.

**View Page performance**

- View all Facebook Analytics and Page Insights about the Page.

**View Earnings Insights**

- View the earnings insights for the Page.

**Admin Access**

Cancel **Save Changes**

**Step 5.** The asset **Online Ad Manager** has now been added. You have completed this process!

### Assets Added

1 Page has been added to the Business Online Ad Manager.

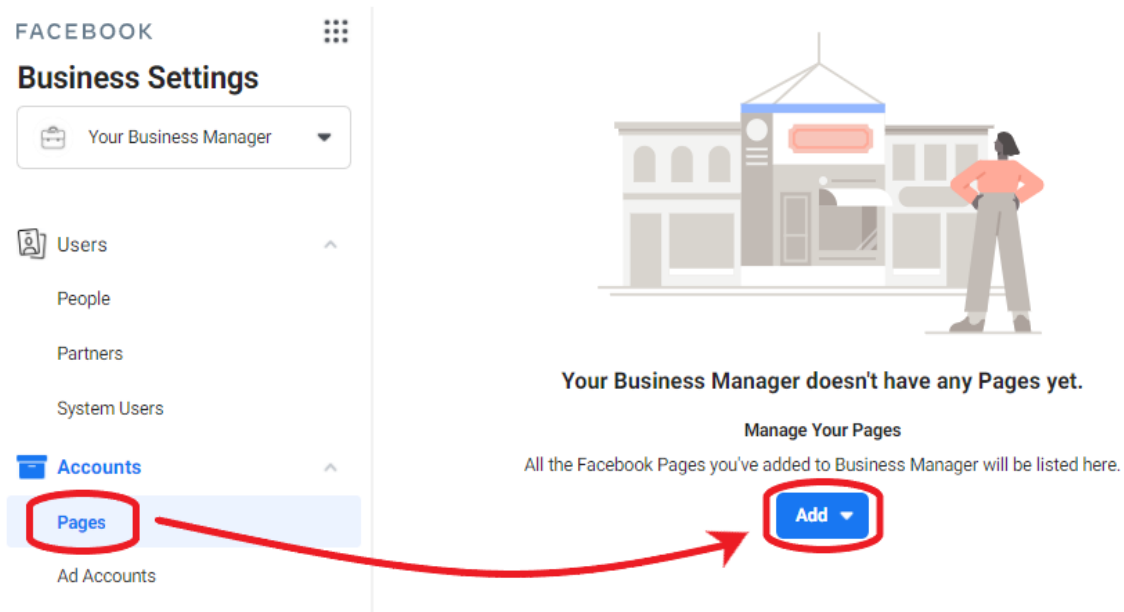
**Done**

# Adding a Facebook Advertising Partner Troubleshooting

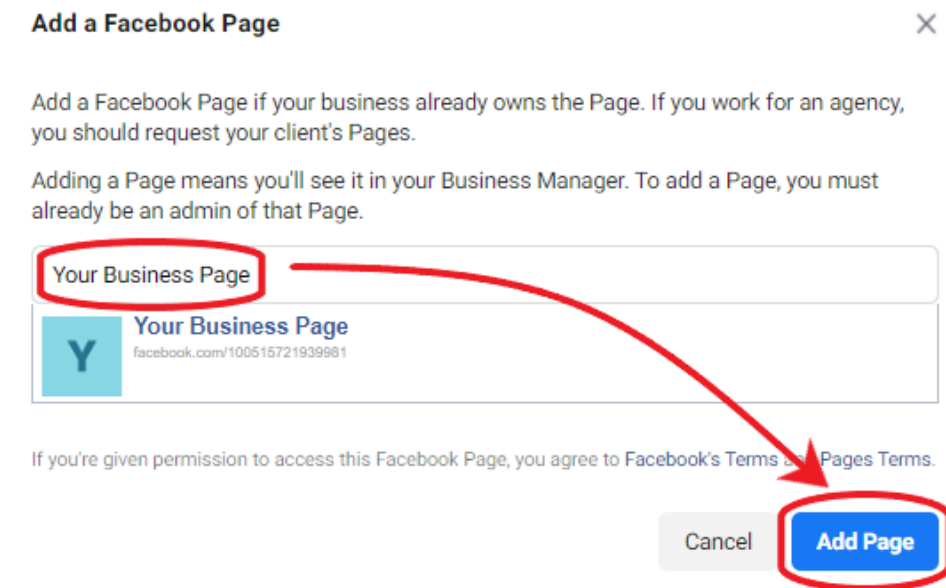
If your **Business Page** does not appear under **Step 4**, you will first need to add your page to your **Business Manager**.

**Step 1a.** Select the **Pages** tab.

**Step 1b.** Select **Add** and then **Add a Page**.



**Step 1c.** Enter the **Facebook Page name or URL** of your **Business Page**.



**Step 1d.** Your **Business Page** asset has now been added to your **Business Manager**. You may now proceed with **Step 4** (above).



### Add Your Business Page

Since you're already Page admin on this Page, your request was approved automatically.

Close

## What if I do not have access or know who has access to the Business Manager?

If you do not have access to the **Business Manager** and would like to run Social Media ads there is a work around which involves adding our created Facebook Profile as an advertiser to the **Business Page**.

**Step 1.** Login to your **Business Page** <https://www.facebook.com/yourbusinesspage> and select the **Settings** tab.


**Step 2.** Select the **Page Roles** tab.

The screenshot displays the Facebook Business Manager interface. On the left, the 'Manage Page' sidebar lists various management tools. The 'Settings' option at the bottom of this sidebar is circled in red. On the right, the 'Page Settings' menu is visible, with the 'Page Roles' option highlighted in blue and circled in red. Other options in the settings menu include General, Messaging, Page Info, Templates and Tabs, Event Ticketing, Notifications, and Advanced Messaging.

**Step 3.** Assign **Evelyn Rose** ([theonlineadsmanager@gmail.com](mailto:theonlineadsmanager@gmail.com)) **evelyn.rose3751** the Page Role of **Advertiser** and select **Add**.

## Assign a New Page Role

× Advertiser ↕ Add

 Evelyn Rose

Page, they can create ads.

**Step 4.** The advertiser request is now pending on our end. Inform your account rep that this process has been completed and they need to open a support ticket with IT referencing the workaround was used and to have this finalized.

### Advertiser

Can create ads, see who created a post or comment, and view insights. If an Instagram account is connected to the Page, they can create ads.



**Evelyn Rose**  
Advertiser · Pending

Cancel Invitation