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(October 2020 updated) If you're working on managing pages or ads on the world's largest social network, you should start using Facebook Business Manager. You may be interested in joining the Facebook ad community in English (MasterMind) A Facebook business manager is a tool that can save hours managing Fan Pages and advertising campaigns in this social network. If you're a small business owner, consultant or marketing agency, you're the kind of person who can get big benefits from a Facebook business manager. If you have a business - As a business owner, you can easily assign employees and consultants to a Page or campaign simply by adding email addresses or personal Facebook accounts. - If you manage multiple Facebook pages, you can also manage them through this platform, whether they belong to the same company or not. - Perhaps the most interesting feature is that you can group multiple pages and promotional accounts within a single project and assign any team member to all of these pages and accounts with one click. Are you an agency or consultant - are you an agency, consultant or freelancer? With Business Manager, you can request access to your customers' pages or ad accounts simply by setting up your email address or personal Facebook account. Gone are the days when you had to tell every customer to set your payment method and this will allow you to access all the Facebook pages With this you save a lot of time! Pros pros and cons: it's easy to process multiple pages and advertising accounts. Avoid mixing personal profiles and business tasks. This allows cooperation with other companies. Provides additional features that aren't available on Facebook, such as pixel sharing, catalog downloads, etc. Cons: Facebook does not provide much information and support. This requires additional training due to complex and incompatible processes. It should support bugs - even if Facebook is working to fix bugs and improve the tool, some bugs usually appear daily. Facebook Business Manager Business Listing Interface After you have created a trading administrator account and logged you will come with the following interface. In which you can see various businesses or business administrators that you have access to your Facebook account, for example in my case currently I have access to more than 6 different accounts and Active. If you only have access to a business manager, you won't see that list, and instead you'll see the image below. When I speak actively, I mean various advertising accounts, fan Pages or Instagram profiles, product catalogs that belong to a company or organization. When you click on some of these business accounts, we access a section where we can perform different actions. Viewing a review of your ad account, spending on your campaign days have been active based on what you choose from the menu. You can view ad accounts associated with that business manager, as well as Facebook Pages or Fan Pages. If you need to manage some of these assets just click on one of them. In case you click on your ad account, you will be sent to Ads Manager, where you can manage all campaigns. The two main sections of the business manager are the Business Manager and Publication section. How is the business manager organized? You know the pros and cons of having a commercial admin account on Facebook, now I tell you what its structure and the basic functions of each section are. A business administrator or business manager has 5 main sections, and in each of these sections you can perform management and management tasks such as: #1 Business Manager on Facebook In this section, you can make many adjustments related to the settings and information about the company advertised in Facebook ads. Here you can set up Facebook's pixel, conversions, and standard and custom account events, as well as see what video or photo files are available in the library, include billing data, and even an account health review, that is, see if your account has ever violated the advertiser's policy. One of the most important parts of this section is the business configuration. Business settings are where you're going to make significant adjustments, because that's where you can include others to help you manage your campaigns and manage fan pages. In this section you have access to sections such as: Users. Where you can add people to your organization who are responsible for advertising campaigns or Fan Pages, in this section you can choose the level of access that we believe these employees should have, and if you want to have access to only some of the assets. For example, you can give a traffic jam to manage everything related to campaigns, but not have access to the administrative part of the Fan Page, as it is not its Account. Here's how we can add people in this section, just as you can add pages, advertising accounts, Instagram accounts among other assets, regardless of whether they belong to other organizations or because we create them from scratch. I believe these are two main business configuration functions that are very important that you learn to manage, thereby making it easier to manage for all the people who work in your organization. In addition to this you also have other features that are worth seeing, which I will explain in detail in the post that I am preparing. #2 Facebook Ads Manager is becoming an increasingly powerful and reliable tool because Ads Manager has enough tools that allow you to create and control campaigns: In this section you certainly spend most of your time because this is where Facebook advertising campaigns are created and managed. Here you have access to various tools with which you can perform the following actions: Ads Manager Setting Up a Creative Hub advertising account to develop graphic parts Create Audience Design Design True Facebook offers many tools that deserve a post or a series of articles. Below is a listing of the other sections you'll find in The Business Manager, I'm already preparing a series of articles to explain in detail what they serve and how to get the most out of each section. 3 Analysis and Reports Analytics Brand Collaboration Manager Attribution Audience Research Experiments Analysis Traffic Report Advertising Reports #4 Customer Interaction Posts page #5 Product Sales and Services Directory Sales Manager Creation and basic business manager configuration Create account is very simple, you log in to business.facebook.com and log into your Facebook account then click the Create account, it's for the account to create a business manager. - After pressing the button, create an account window where you have to enter some data such as the company name of your name, company mail, contact details and location. It is recommended that the owner of the company that created the account be sure that the person who created the business manager account will not leave the company, as this can cause problems when you want to restore the ability to manage the platform's assets. After we've read these suggestions, click on. - Once you've entered the data you asked for in the previous Facebook move send an email to confirm that it is ours and subtly so that we can use a business manager. So you have created a business manager profile for your company or agency. One of the first tasks you can do after you create an account is to include some people on your team on the platform. Learn how to add people to a Facebook business administrator who has a hierarchical organization. The person who appointed the account (administrator) is at the top, is responsible for the main tasks and for the appointment of accounts, pages to the platform employees. To add a person, click Add People. Immediately the window opens, you enter the person's email and assign him a role. You can add new users through their corporate email, but you really need a personal email address, the same one they linked to their Facebook profile to check in as a contributor. Assign pages, ad accounts to a Facebook business manager, when you already have connected pages and ad accounts, and administrators are also included in the platform, it's time to assign those business manager assets to each member of the team. This is a very simple task that requires only three steps. Click pages or ad accounts (depending on what you're trying to assign). Choose the appropriate pages or ad accounts that you need to access. Click Add Person and select the administrator you need to give them access to these pages or advertising accounts. In addition to appointing customer account administrators, you can also request access to new ad pages and accounts, link apps to your company, create projects, and add payment methods. You can find these options in the left sidebar and explore each one to your liking. Facebook's business manager facilitates customer management and communication in one place also allows us to have more control over who has access to different pages and accounts, the Facebook team has done a great job, it is worth spending a couple of hours setting up and knowing the tool to use in our favor all the features offered by the platform. (2 votes, average: 5.00 out of 5) Download... 5) Download... facebook business español iniciar sesion. facebook business español pdf. crear facebook business español. business manager facebook español. https //business.facebook.com español. facebook business page español

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