

# Kreirajte Facebook Ads račun pomoću Business Managera

Vrijeme potrebno za završetak zadatka: 10-15 minuta

**Cilj:** Izrada Business Manager računa i Facebook Ad Accounta za vašu tvrtku.

**Idealan ishod:** Business Manager račun spreman za upravljanje svim vašim Facebook sredstvima i njihovo sigurno dijeljenje sa zaposlenicima. Stvorit ćete svoj Facebook Ads račun i postaviti način plaćanja.

**Preduvjet:** Osobni Facebook račun.

**Zašto je ovo važno:** Facebook Business Manager omogućava jednostavno upravljanje stranicama i oglasnim računima, dok također možete sigurno dodijeliti uloge svojim zaposlenicima. Vaš račun za Facebook oglase omogućit će vam da postavite svoje prve kampanje kojima promovirate svoje poslovanje.

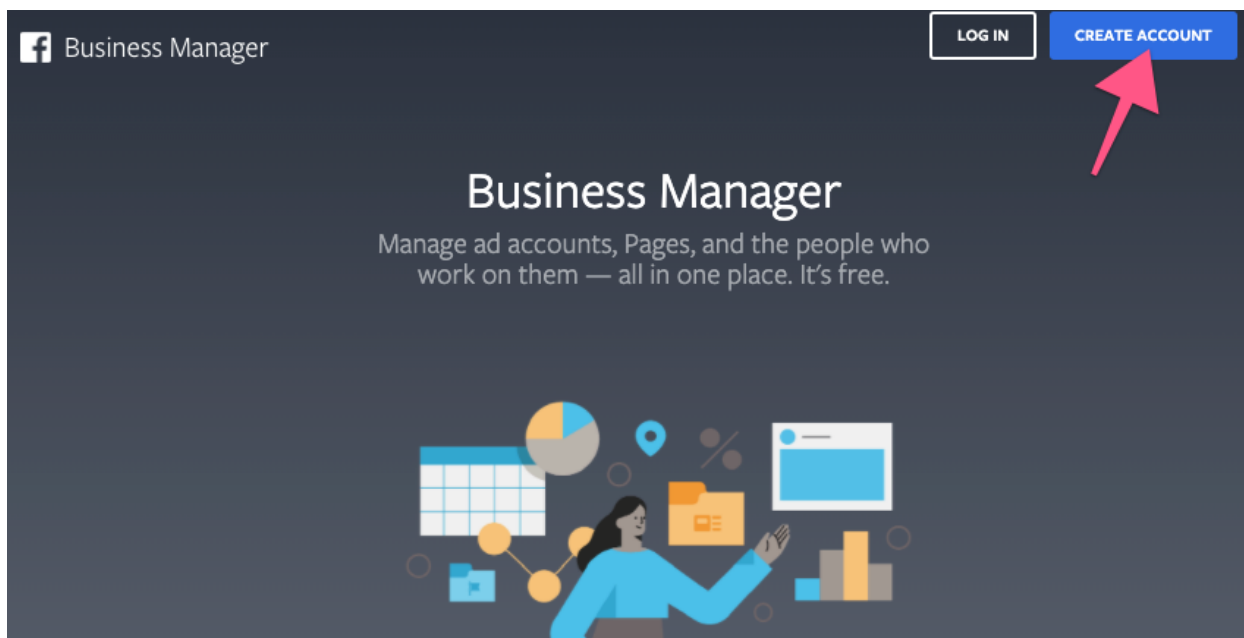
**Mjesto izvođenja:** Facebook's Business Manager.

**Kada je ovaj dokument koristan:** Kada prvi puta kreirate Business Manager račun.

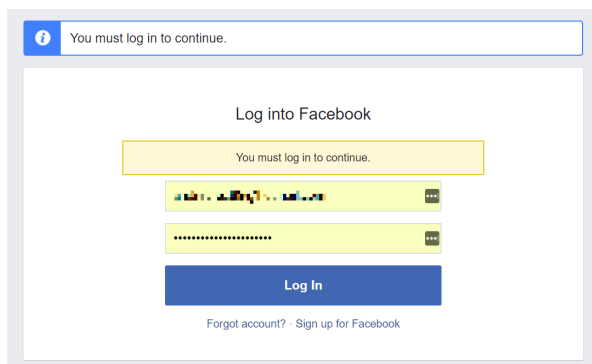
**Osoba odgovorna za ovaj zadatak:** Vlasnik poslovanja ili osoba odgovorna za plaćeno oglašavanje u njegovo ime.

## Korak 1: Kreiranje Business Manager račun

1. Posjetite <https://business.facebook.com>.
2. Kliknite na "Create Account" gore desno (na hrvatskom "Kreiraj račun")



3. Ako niste prijavljeni na svoj osobni Facebook račun, od vas će se tražiti da se prijavite:



4. Od vas će se tražiti da unesete određene podatke:
  - a. Ime svog poslovanja.

**Za sva pitanja klikni [ovdje](#) ili javi nam se na [info@offsetconcepts.hr](mailto:info@offsetconcepts.hr)**

- i. **Napomena:** ovo je ime vidljivo vašim zaposlenicima ili drugim osobama kojima dopuštate upravljanje vašim računom.
- b. Unesite svoje ime, svoj poslovni e-mail račun i kliknite "Submit" ("Podnesi").

**Create Your Business Manager Account**

**Your Business and Account Name**  
This should match the public name of your business since it will be visible across Facebook. It can't contain special characters.

Retroaddict Shop

**Your Name**

Your Facebook Name

**Your Business Email**  
This should be an email you use to conduct company business. We'll send an email to verify it. You'll also receive communications regarding your business account at this email.

retroaddict@[redacted].com

When you add people to your business, your name and business email will be visible to them.

Submit

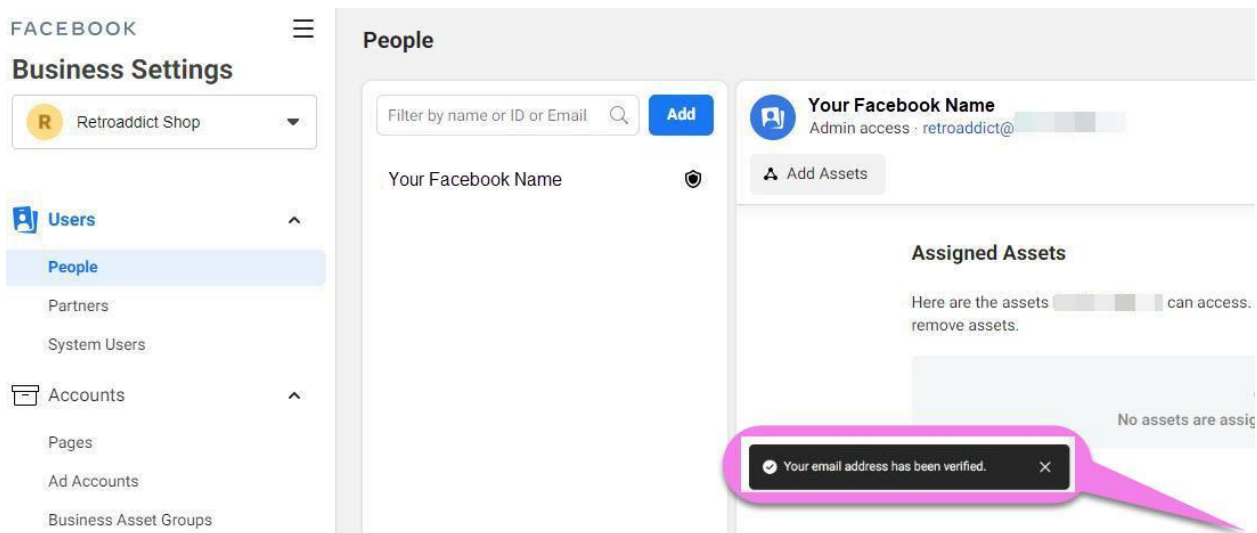
- c. Vaš Business Manager je kreiran! Kliknite link koji ste primili na svoj e-mail kako biste potvrdili svoj račun.

**Emoji Market was Created**

**Confirm Your Email Address**  
Click the link sent to [redacted] to receive full access to this account.

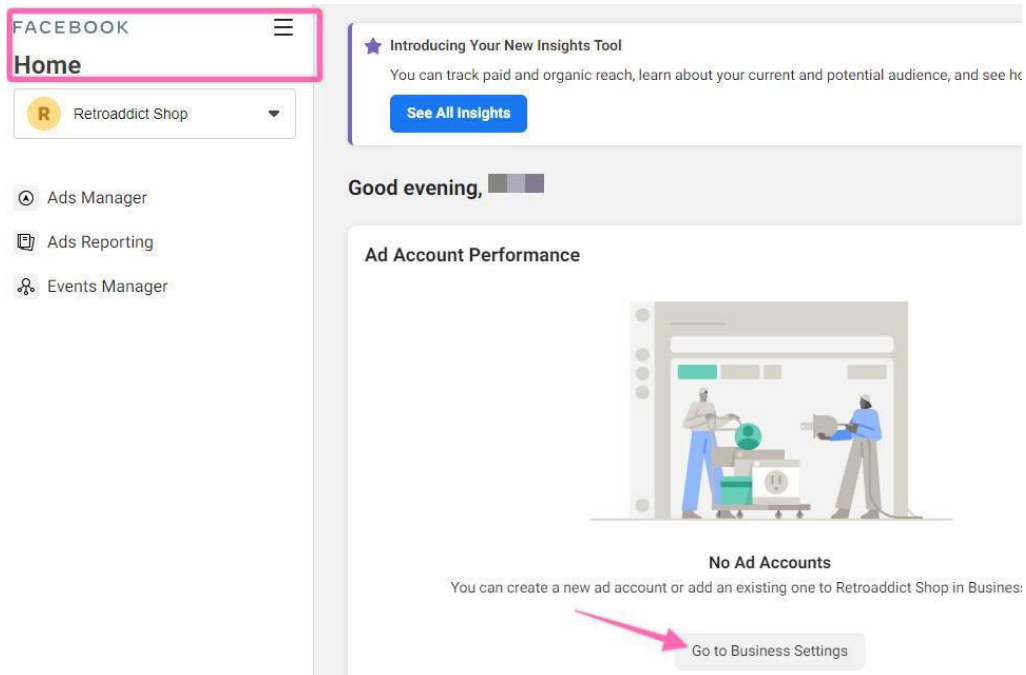
Done

- d. Nakon potvrde, bit ćete preusmjereni na postavke vašeg Business Managera s potvrđenom e-mail adresom u donjem krajnjem desnom dijelu:



## Korak 2: Kreirajte Ad Account

1. Kada ste na početnoj stranici Business Managera, kliknite na “Go to Business Settings”:



2. Kliknite na "Add":



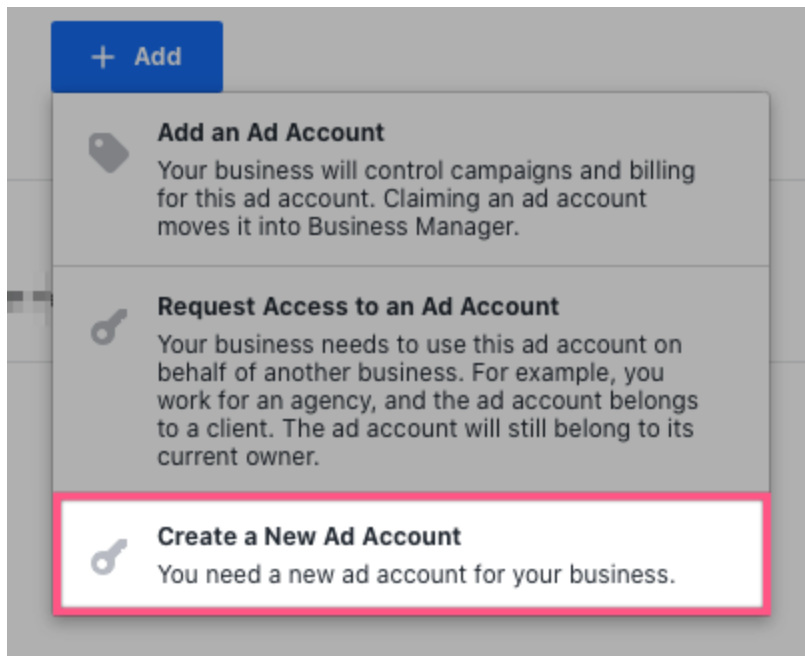
**Retroaddict Shop doesn't have any ad accounts yet.**

**Manage Your Ad Accounts**

All the Facebook ad accounts you've added to Business Manager will be listed here.



3. Kliknite na "Create a New Ad Account"




4. Unesite potrebne detalje za vaš novi Ad Account:
  - a. **Napomena:** Obratite pozornost na valutu koju želite koristiti za svoj račun jer to ubuduće ne možete mijenjati. Jedini način za promijeniti valutu je kreiranje novog Ad Accounta.

Create a New Ad Account ×

**i** Payment Information Has Moved  
You'll be able to add payment information after you create your account.

Ad account name  
Retroaddict Game Shop

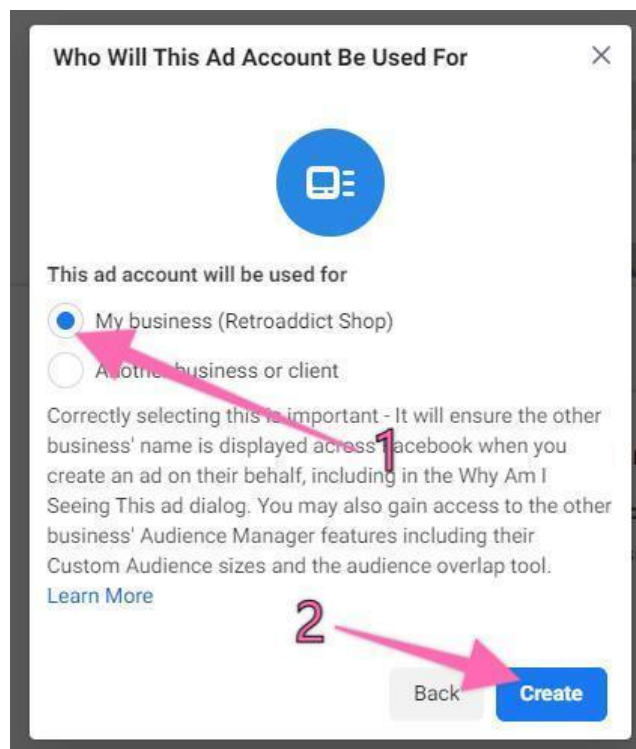
Time zone  
(GMT-07:00) America/Los Angeles

Currency  
USD – US Dollars 

By creating an ad account, you agree, on behalf of Retroaddict Shop as its authorized representative to [Facebook's Terms](#) including the payment terms for the selected payment method.

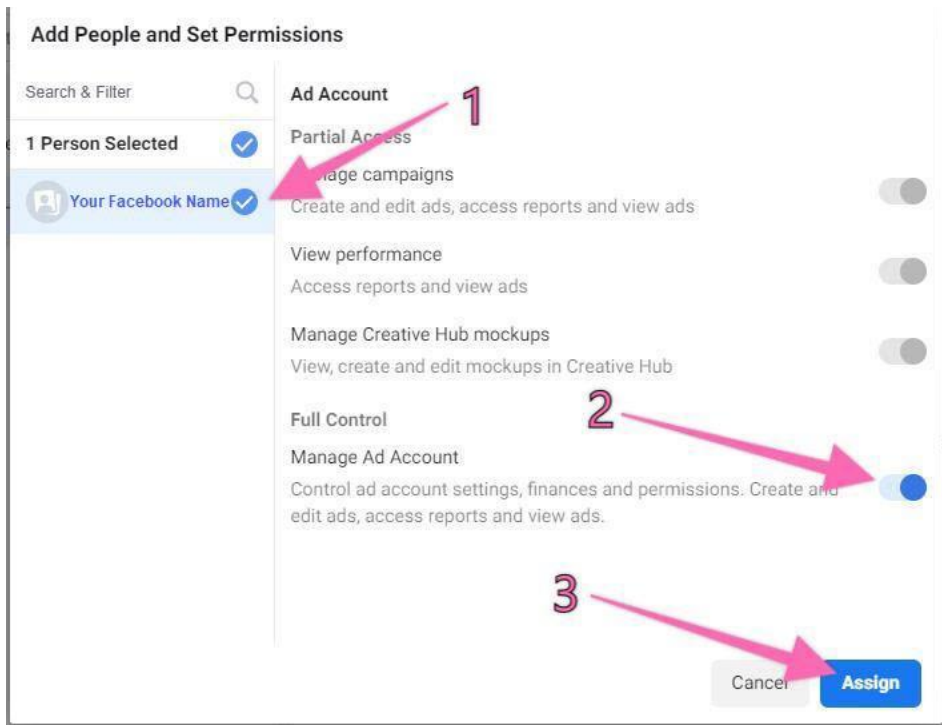
Cancel **Next**

5. Odaberite kreirate li ovaj Ad Account za svoju tvrtku ili za oglašavanje u ime druge tvrtke.

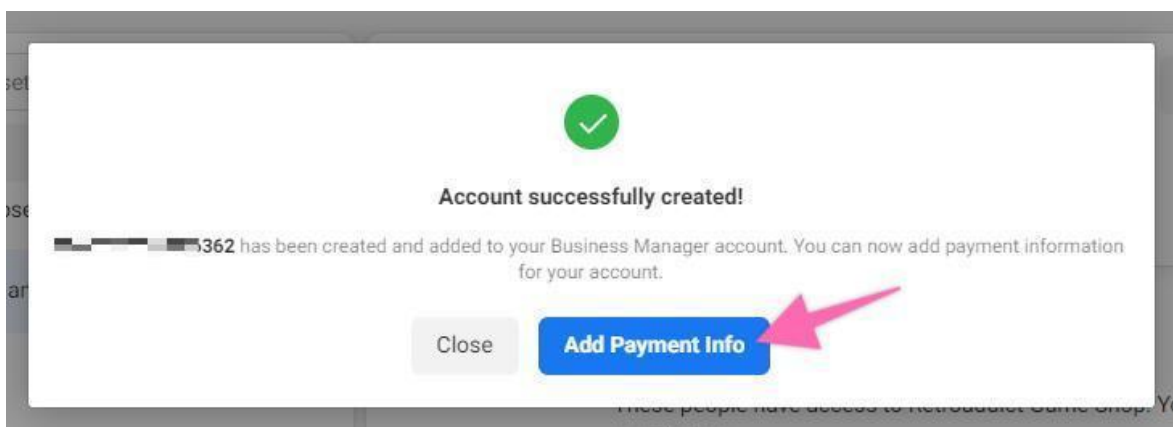


6. Od vas će se sada tražiti da dodijelite osobe svom Ad Accountu, za sada ćete dodati samo sebe.
  - a. U budućnosti biste također mogli dodati zaposlenike Ad račun.





7. **Vaš Ad Account je kreiran!** Ako nemate postavljen način plaćanja, trebali biste to učiniti sada. Kliknite na "Add Payment Info":

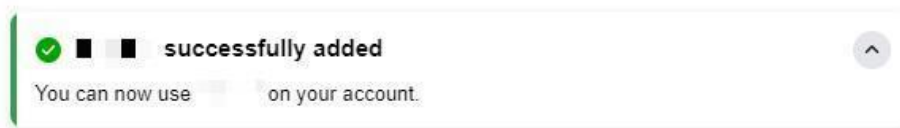


8. Provjerite jesu li vaša "Lokacija i valuta" točni, možete popuniti svoje "Poslovne i porezne podatke" (neobavezno), odaberite željeni način plaćanja, zatim kliknite na "Next":

The screenshot shows a form titled "Add Payment Information" with a close button (X) in the top right corner. The form is divided into several sections:

- Location and Currency:** Shows "United States of America, US Dollars (USD)" with an "Edit" link. A pink arrow labeled "1" points to the text.
- Business and Tax Info:** Shows "Optional - Add a tax ID or address" with an "Edit" link. A pink arrow labeled "2" points to the text.
- Add Payment Method:** This section has three radio button options:
  - Debit or Credit Card:** Includes logos for VISA, Mastercard, AMEX, and DISCOVER. A pink arrow labeled "3" points to the selected radio button.
  - PayPal:** Includes the PayPal logo and an unselected radio button.
  - Online Banking:** Includes logos for Wells Fargo and Citi, plus a "+ more" link. An unselected radio button is to the right.
- Ad Credit:** A checkbox labeled "I have an ad credit to claim." is currently unchecked.
- Security and Navigation:** At the bottom, there is a lock icon and the text "Your payment methods are saved and stored securely. Terms Apply". A pink arrow labeled "4" points to the "Next" button, which is highlighted in blue. A "Close" button is also visible.

9. Nakon uspješnog dodavanja podataka o plaćanju, sada možete unijeti podatke o adresi svoje tvrtke.



## Business Name

Add a name  
Retro Addict Shop

Enter your own name if you don't have a business name.

## Business Address

The legal address registered with your government and tax agency. If you're not a registered business, enter your mailing address.

Street address 1  
1281 Ninth Avenue

Street address 2  
2507

City or town  
San Diego

State  
California 

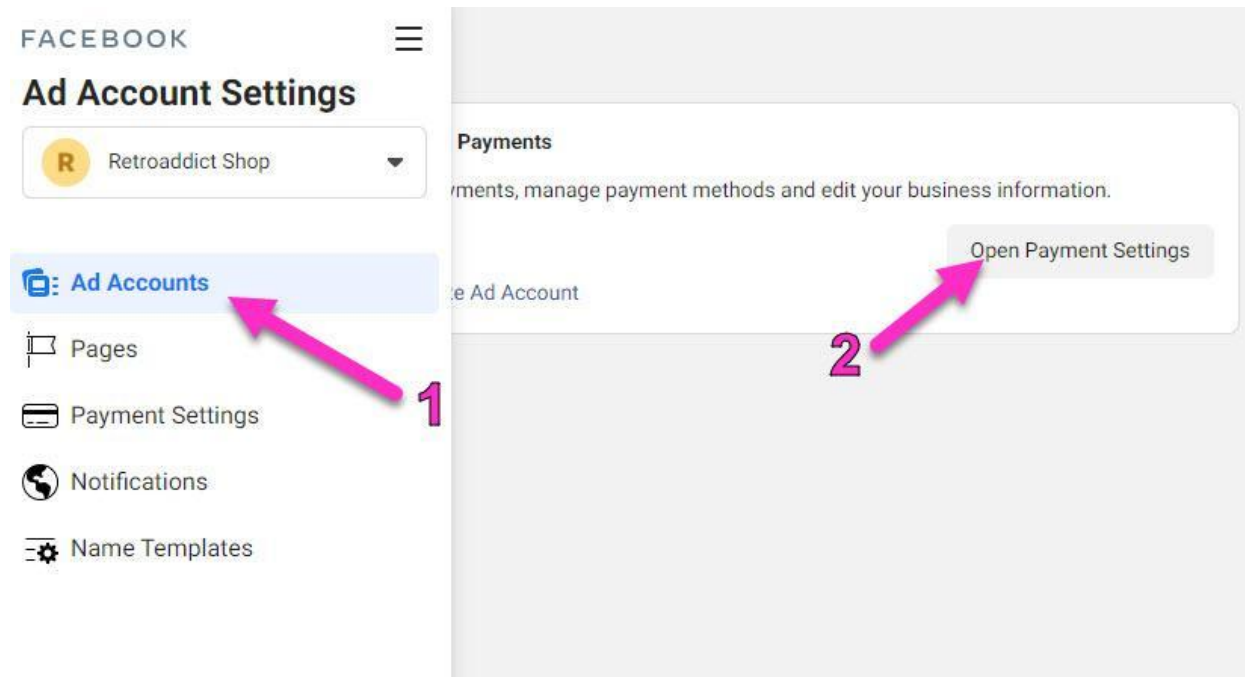
ZIP code  
92101

Facebook is required to share your business information with local tax authorities who request it.

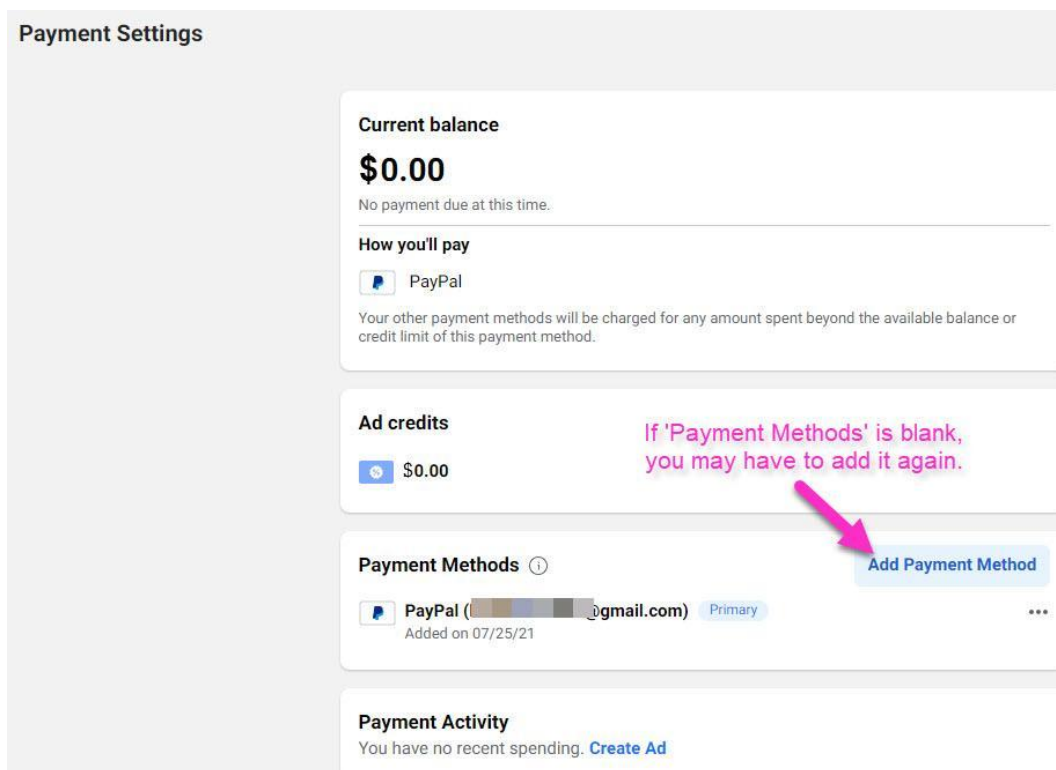
Close 

## Korak 3: Provjera vaših postavki plaćanja na Facebooku

1. Idite na postavke Facebook Ad Accounta, pod Business Payments kliknite na "Open Payment Settings".



2. Provjerite prikazuje li “Način plaćanja” točne podatke., Ako je prazan možda ćete ga morati ponovno dodati kao što ste učinili u koraku #8.



- To je to! Ako sada odete na svoju početnu stranicu Business Managera, trebali biste moći vidjeti svoj novi Facebook Ad Account:

