

A man with a beard and a white shirt is sitting at a workbench in a workshop. He is looking at a laptop. The workshop is filled with various tools and equipment. The image is overlaid with a dark green filter. The text is in a bright yellow-green color.

Summoning your Facebook Ad Accounts

Lesson 2 of Facebook Ads for Haunted Houses

Facebook Ads for Haunted Houses

Our goal is to **sell more tickets while spending less money** on ads by making them more effective.

1. The dark magic behind Facebook Ads.
2. Summoning your Facebook Ad accounts.
3. Stop bleeding money with Ad Tracking.
4. Crafting ads with killer appeal.
5. Unleashing your first ad campaign.

** Advanced topics will be covered in another course.*



Part 2

Summoning your Facebook Ad Accounts

The boring stuff first

We'll make sure your Facebook accounts are set up correctly for Ads from the start.

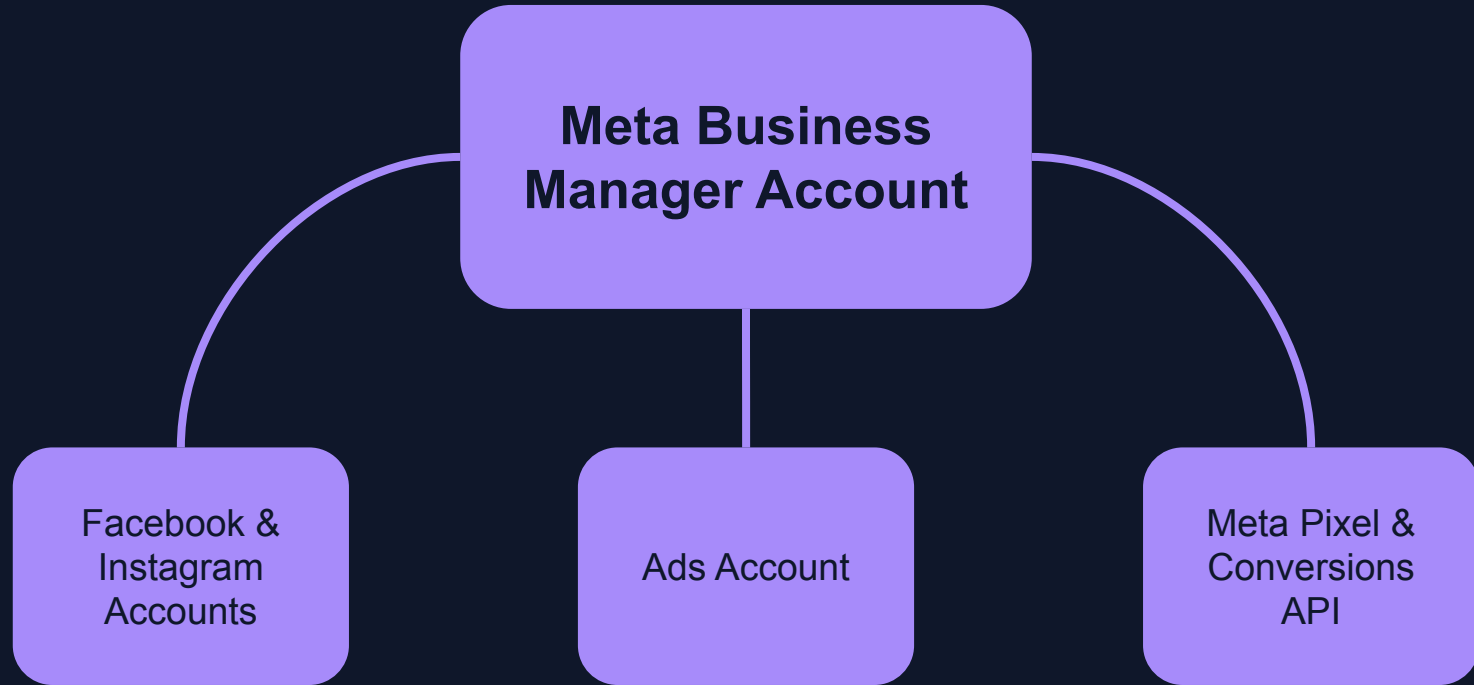
If you already have accounts, we'll make sure you set them up correctly.

If you have an ad agency, they've most likely already set this up.

What we're going to do today

1. Set up a Meta Business Manager Account
2. Link your Facebook page
3. Link your Instagram account
4. Create or link an Ad Account
5. Add billing information
6. Manage team members

Meta Accounts



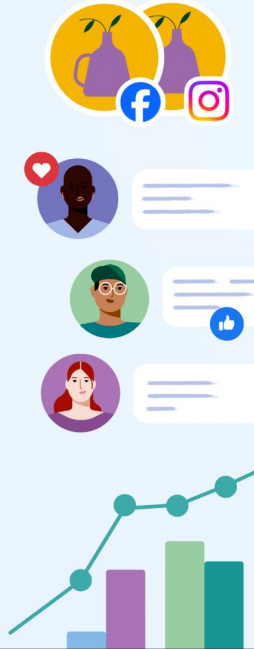


Get started with business tools from Meta

By logging in, you can navigate to all business tools like **Meta Business Suite**, **Ads Manager** and more to help you connect with your customers and get better business results.

Our business tools can help you:

- Save time by accessing everything you need to manage your business across Facebook, Instagram and Messenger all in one place
- Connect with the people who matter most to your business using a single inbox
- Track what's working best with performance insights across Meta technologies



Log into business tools from Meta

 Log in with Facebook

 Log in with Instagram

Create new account

Log in with a managed Meta account

 Meta

<https://business.facebook.com>

See you in Lesson 3!

Stop bleeding money with Ad Tracking

ScaryGood.com/courses/facebook

Like this course? Share it with your haunt friends!