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Standard Operating Procedure

Creating Separate Facebook Ad Accounts with Different Credit Cards

This SOP outlines how to create and manage multiple Facebook ad accounts within a single Business Manager, each tied to a unique credit card. It's meant for teams or individuals who need to keep client billing, project expenses, or campaign budgets separate—cleanly and legally.

When to Use This

- Running ads for multiple clients.
- Keeping budgets separate by project or campaign.
- Using different credit cards for different business entities.
- Reducing the risk of billing confusion or disputes.

Step-by-Step Process

Set Up Facebook Business Manager

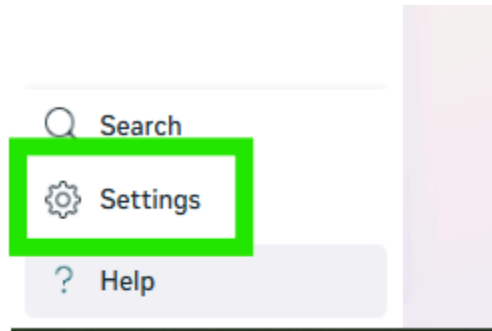
If you don't already have a Business Manager account:

1. Go to business.facebook.com.
2. Click "Create Account."
3. Enter your business name and email.
4. Follow the prompts to complete setup.

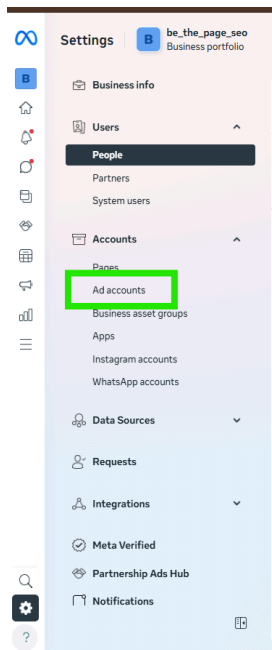
Create a New Ad Account

From your Business Manager dashboard:

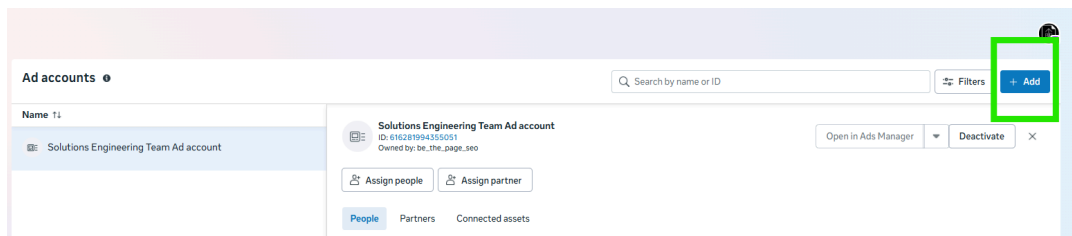
1. Go to "Business Settings."

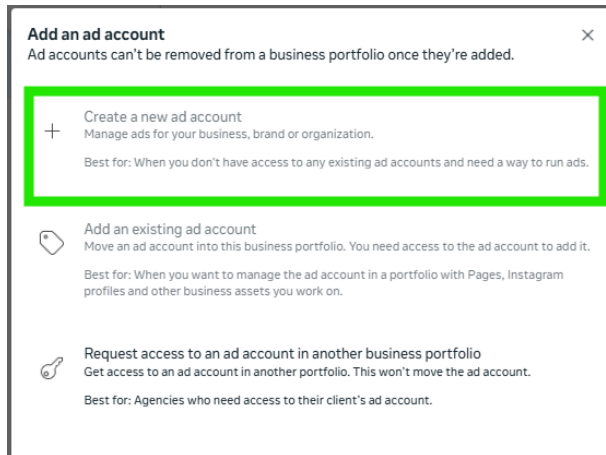


2. Click “Accounts” > “Ad Accounts.”



3. Click “Add” > “Create a New Ad Account.”





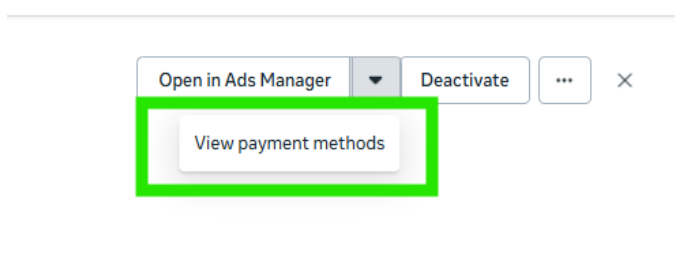
4. Enter a clear name (use the client or project name for easy tracking).
5. Set the correct time zone and currency.
6. Assign the account to yourself or your team.

Note: There are limits on how many ad accounts you can create. If you hit a cap, you may need to request access to more.

Add a Payment Method

To link a specific credit card:

1. Navigate to the new ad account.
2. Click the Dropdown for "Open in Ads Manager."
3. Click on "View Payment Methods."



4. Click on "Add Payment Method."



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5. Enter the credit card details you want to assign to this account.

6. Set it as the primary payment method.

Each ad account should have a dedicated credit card to avoid any billing overlap. Reusing the same card across accounts can lead to confusion.

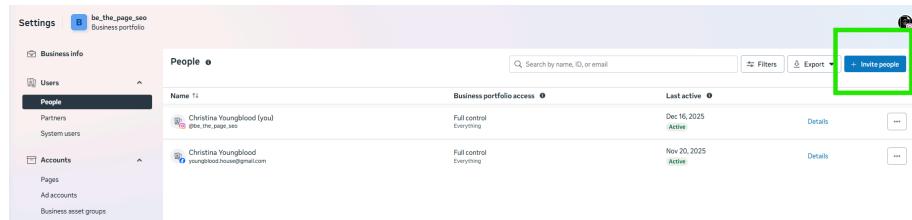
Assign People to the Account

To give access:

1. Go to “Business Settings” > “People.”



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2. Add team members or clients.
3. Assign them to the relevant ad account with appropriate permissions.

If you're managing an ad account for someone else, be upfront about who owns the account and who's paying for it. It might seem like a small detail, but getting clear on this from the start can help you avoid confusion and protect everyone involved.

Keep a Simple Internal Record

A shared document or spreadsheet goes a long way. At a minimum, you'll want to track the following:

- Ad account name.
- Client or project the account is tied to.
- Credit card used (just the last four digits is enough).
- People who have access.
- Billing cycle or payment terms.

Use a consistent naming system across accounts so things stay organized and easy to find.

Best Practices to Keep Things Tidy

A few simple habits can save you time and stress:

- Check billing activity once a week
- Remove access for past clients or users who no longer need it
- Deactivate any ad accounts you're not using
- Store payment and access info somewhere safe and easy to access



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Important Notes

We do not want multiple personal Facebook accounts to get around ad limits or payment restrictions. This violates Facebook's policies and risks an account ban. Stick to Business Manager—it's built to support agency workflows and multi-account setups.