**Overview**

**Regular Facebook:**

* Facebook App
* Web.facebook.com
* [www.facebook.com](http://www.facebook.com)
* Facebook.com

**Business Facebook:**

* Buniness.facebook.com

This Facebook account is for business. There are some key values which we need to understand to work on Facebook business.

**Asset:-**

Any tool app or software which is used for a specific purpose in Facebook marketing.

**Business Manager Benefits:-**

1. It worked like an umbrella and holds all the assets together.
2. It makes the people management easy.

**Facebook page:-**

1. When we like or follow a Facebook page, its posts start to show up in front of us.
2. The page is owned by a man or business.

**Ads account or Ads manager: -**

All the ad complaints are created and run inside the Ads account. It is very important and most of the time we spend on it.

**Pixels:-**

It tracks the user data from the website.

**Brand safety -🡪 Domains:-**

To verify your website

**Business Info:-**

We can change the name of a business. It is not public. Only page information is public. People see your page.

**Business Suit:-**

It is for community management.