

Set Up Your Business Organization and Invite Your Agency Partner

If your agency partner shared this checklist with you, it means you're getting set up to advertise on Snapchat!

In this guide, we'll share the steps you need to take to create your own **Snapchat Business Organization** and invite your agency as a member to manage your advertising.

This allows you to own your own advertising data, creatives, ad accounts, and other assets, while still granting your agency the appropriate access to manage your advertising.

Step 1: Set Up Your Snapchat Business Organization

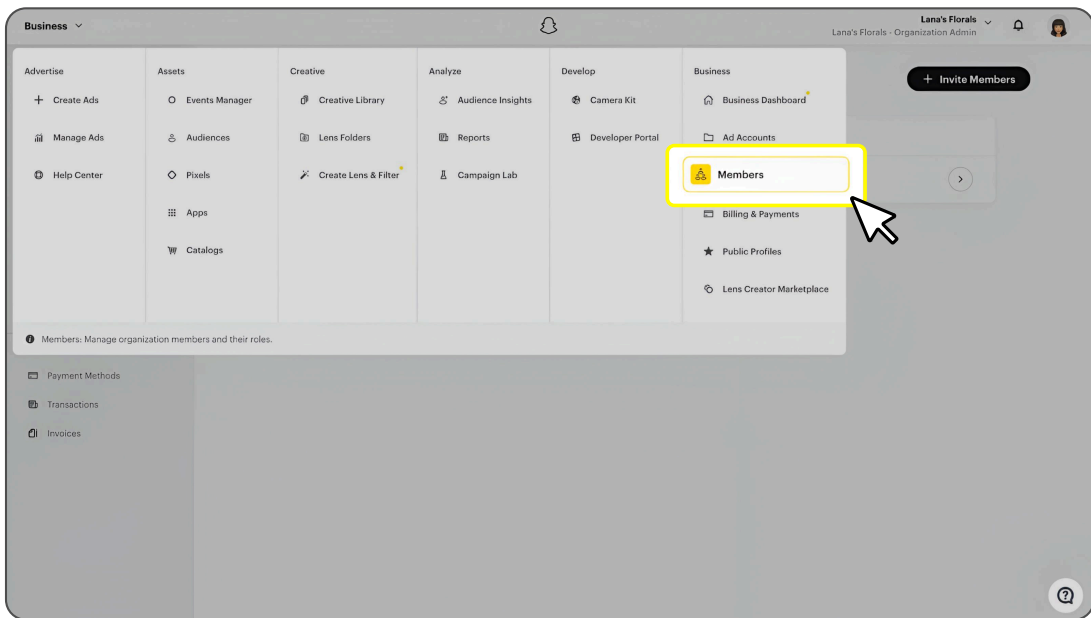


Follow the **Advertiser Onboarding Guide** for full set up details.

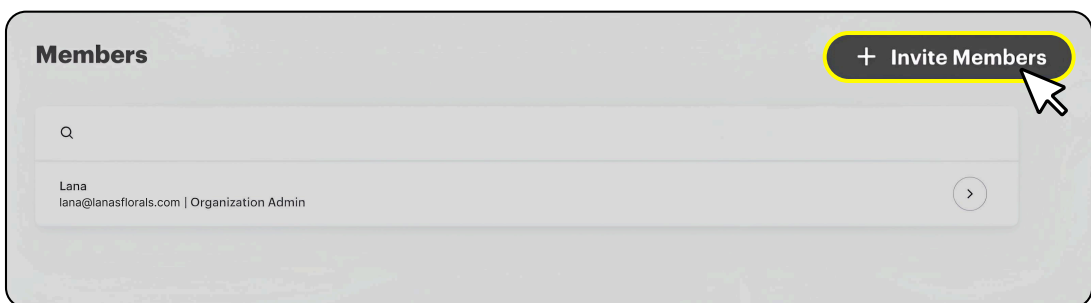
- ☐ Create a **Snapchat Account** for your brand
- ☐ Upgrade it to a **Business Account** and create your brand's business Public Profile
- ☐ **Verify business details** to activate your Business Organization in Business Manager

Step 2: Invite Agency Individuals to Your Business Organization

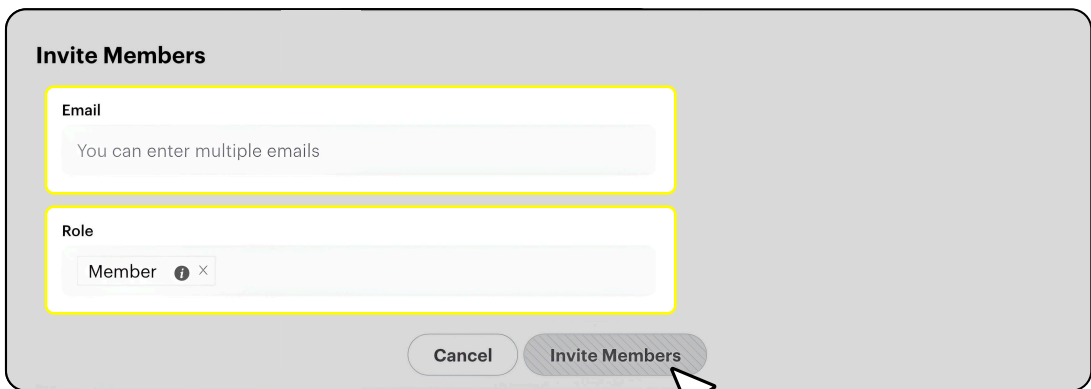
- ☐ Log in to business.snapchat.com
- ☐ Navigate to the **Business** section of the main dropdown menu and then select **Members**



- ☐ Click **+ Invite Members**



- ☐ Add agency members' **business email addresses**
 - Assign proper org-level and asset-level roles. For more information on roles and permissions, [click here](#).
 - This will send an "invitation to join" email to the agency individuals who have been invited.
 - Note:** Subject line will be "Welcome to Snapchat Ads."



Once your agency partner accepts their invitation to join, they will become a member of your business organization.



You're Now Ready To Begin Advertising On Snapchat!