From the 2013 Mustang Owners Manual.

Replacement of Integrated Keyhead Transmitters and Coded Keys
Note: Your vehicle comes equipped with two integrated keyhead transmitters.
The integrated keyhead transmitter functions as both a programmed ignition key that operates all the locks and starts your vehicle, as well as a remote keyless entry transmitter.
A maximum of eight coded keys can be programmed to your vehicle; only four of these eight keys can be integrated keyhead transmitters with remote entry functionality.
If your integrated keyhead transmitters or standard SecuriLock coded keys are lost or stolen and you don't have an extra coded key, you will need to have your vehicle towed to an authorized dealer. The key codes need to be erased from your vehicle and new coded keys will need to be programmed.
Replacing coded keys can be very costly. Store an extra programmed key away from your vehicle in a safe place to help prevent any inconveniences. Please visit an authorized dealer to purchase additional spare or replacement keys.

Programming a Spare Key
Note: A maximum of eight coded keys can be programmed to your vehicle. Only four of these eight can be integrated keyhead transmitters.
You can program your own integrated keyhead transmitters or standard SecuriLock coded keys to your vehicle. This procedure will program both the engine immobilizer key code and the remote entry portion of the remote control to your vehicle.
Only use integrated keyhead transmitters or standard SecuriLock keys. You must have two previously programmed coded keys and the new unprogrammed key readily accessible.
See your authorized dealer to have the spare key programmed if two previously programmed coded keys are not available.

Read and understand the entire procedure before you begin.

1. Insert the first previously programmed coded key into the ignition.

2. Turn the ignition from off to on. Keep the ignition on for at least three seconds, but no more than 10 seconds.

3. Turn the ignition off and remove the first coded key from the ignition.

4. After three seconds but within 10 seconds of turning the ignition off, insert the second previously coded key into the ignition.

5. Turn the ignition from off to on. Keep the ignition on for at least three seconds, but no more than 10 seconds.

6. Turn the ignition off and remove the second previously programmed coded key from the ignition.

7. After three seconds but within 20 seconds of turning the ignition off and removing the

previously programmed coded key, insert the new unprogrammed key into the ignition.

8. Turn the ignition from off to on. Keep the ignition on for at least six seconds.

9. Remove the newly programmed coded key from the ignition.

The key will start the vehicle's engine and will operate the remote entry system (if the new key is an integrated keyhead transmitter) if it has been successfully programmed. The theft indicator light will illuminate for three seconds and then go out to indicate successful programming.

If the key was not successfully programmed, the theft indicator light may flash on and off. Wait 20 seconds and repeat Steps 1 through 8.

Here are the additional instructions, if needed, to get the buttons to work. I had to use these on my key.

1. Close all doors, then open drivers door and press the Unlock button on driver's door while it is open, insert key into ignition.

2. Turn ignition from OFF to RUN 8 times within 8 seconds, with the 8th time ending in RUN. Door locks will cycle to confirm programming mode. (Off is the position where you can remove your key, RUN is the position just shy of starting your car.)

3. Within 10 seconds press any button on the first keyless remote to be programmed. Door locks will cycle to confirm programming. If you only have one remote then skip to step 5.

4. Within 10 seconds, press any button on the second keyless remote. Door locks will cycle again to confirm programming. Repeat step 4. for all other remotes.

5. Turn ignition to OFF. Locks will again cycle to indicate end of programming mode.

If the above procedure does not program the remote, please try this procedure
1. Turn the ignition from OFF to RUN 4 times within 3 seconds.

2. Turn the ignition OFF. The system will chime to confirm programming mode.

3. Within 10 seconds, press any button on first keyless remote. The system will chime once to confirm programming.

4. Within 10 seconds, press any button on second keyless remote. System will chime once to confirm programming.

5. Turn ignition to RUN to exit programming mode.