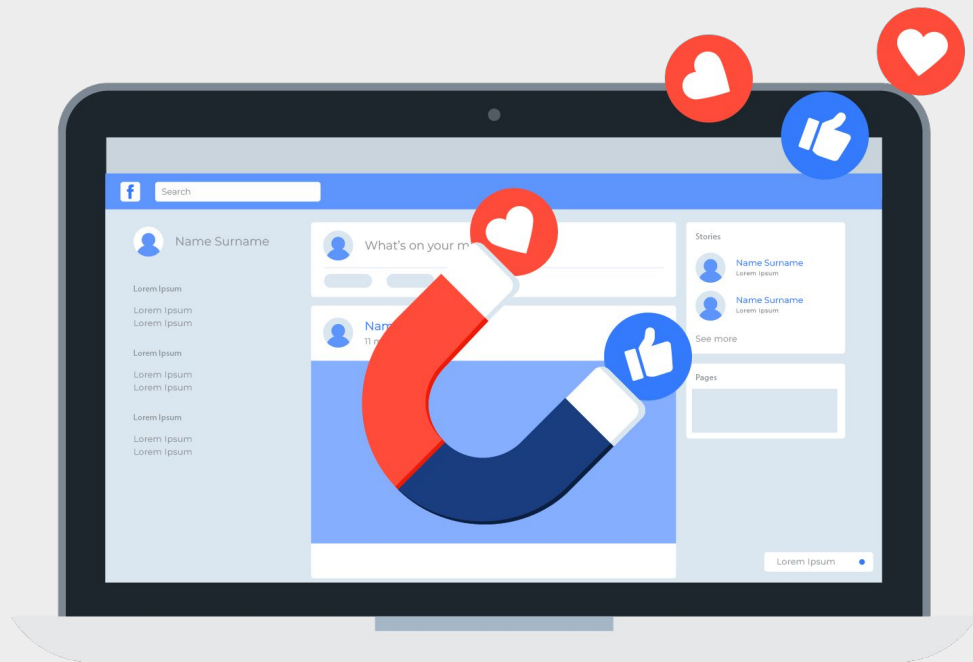


# STEPS FOR SETTING UP PROFITABLE ADS



# Starting Steps

- Create a page and a business account in Meta Business Suite
- Create an ad account and connect it to your page
- Create a Pixel



# Setting Up A Good Ad Foundation

- Create a custom conversion
- Run an ad to cold traffic, and create a custom audience of that cold traffic
- Run retargeting ads to that traffic to keep warming them up



# Making Your Ads Profitable

- Over time, reduce ad costs and improve ad targeting to make the ads more profitable

