



**Phase #1: Micro Budget Testing (Targeting)**

- 50+ Adsets
- Small variations in each adset
- Budget \$2.50 to \$5.00 per adset
- Spend 3 days minimum
- Turn off at \$20 with no results
- Use \*best\* (proven) ads

**Phase #2: Verify Targeting/Positioning**

- Starting Budgets of \$250 to \$285
- Run 3 Days WITH stop-loss rules ON
- Use winning audiences from Phase #1
- Test copy angles/hooks
- Lowest cost bid

**Phase #3: Produce (Scale/Optimize)**

- Take winning audiences from Phase #2
- Campaign Budget of \$850 to \$2,500 per day
- Test bidding strategies
- 1 Targeting Per Campaign
- Upload all winning copy variants to every adset (turn all off but 2-3 to start)