

## Fringe Artist Resource: Pixel Set-Up (Beginner)

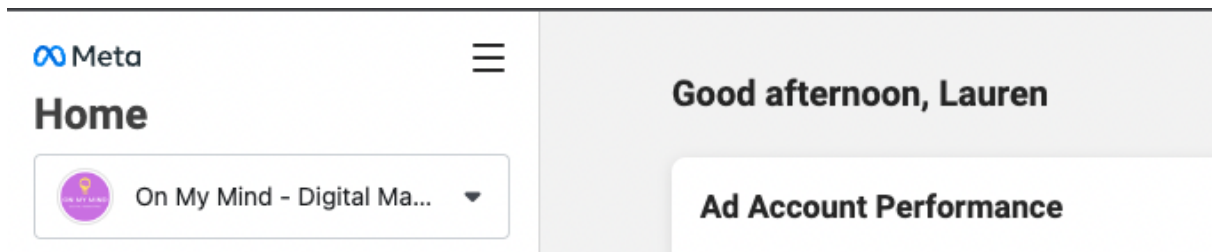
If you're interested in running paid advertising in Google, Facebook or Instagram, but don't yet have the accounts setup, then this process is for you!

If you already have your accounts configured and are looking for the steps on implementing your pixels in Fringe AVR, please read our Advanced [Pixel Tracking Setup Guide](#).

### Facebook & Instagram Ads (Meta)

#### STEP 1: Create a Business Manager Account

- Check to make sure you do not already have an active Business Manager account. It is best to use an active one, rather than creating a new one. Go to <https://business.facebook.com/> And if it logs you in with a similar welcome screen then you already have an account



- If you do not have a Business Manager account follow these steps to [create one](#).

#### STEP 2

- [Link your Facebook and Instagram accounts](#) into your business manager account

#### STEP 3

- Create or [Link in an existing ad account](#)

#### STEP 4

- Create a tracking Pixel using the below instructions:
  1. Go to [Business Settings](#) in Business Manager.
  2. Select your business.
  3. Click **Data Sources**.
  4. Select **Pixels**.
  5. Click **Add** by the search bar at the top of the page.
  6. Type in a name for your pixel.
  7. Optional: Enter your website URL.
  8. Click **Continue**.
  9. To install your pixel on your website, click **Set up the Pixel Now**. If you'd like to stay in Business Manager, click **Continue Managing My Business**.

**Note** if you intend only to use this Pixel for tracking results in Adelaide Fringe AVR then you do not need to install it on your website.



### Google Analytics

Ensure you have a Google Analytics 4 account (Note that Google no longer supports Universal Analytics so you will need to set up Google Analytics 4)

STEP 1: Go to <https://analytics.google.com>

- If this is your first time creating an Analytics account, under *Welcome to Google Analytics*, click Start measuring.
- If you already have an Analytics account and want to create a new one, in **Admin**, in the *Account* column, click Create Account.

Now that you have your Accounts Created, you can Follow the steps to [Set Up Your Pixel Tracking In Adelaide Fringe AVR.](#)