



ALEX FEDOTOFF

Facebook Ad Account Safety CheatSheet

- Don't use aggressive photos or just stock corporate photos, red borders, arrows, etc. DO NOT piss user.
- On your website clearly disclose shipping times, FAQ, privacy policy, terms, and conditions, return policy. Make your website look like a brand website, not random offer page.
- Keep the Facebook page clean with some content, updated photos/posts, your company information, and website link
- Use profanity filter to eliminate negative comments from your ads
- Always use business manager to login into your ad account, NEVER use a personal profile to login especially from different locations
- Hide OR delete negative comments. Don't respond to them or engage in conversation with those people
- Don't give specific promises in your ads. Make \$\$\$ in 3 months with this product. Lose XXX pounds in 2 days with this cream etc.
- Don't call out the audience in your ads: Are you a tired truck driver? Are you frustrated with your ad results?

- Don't use domains like myshopify, clickfunnels, leadpages. Use your own domains
- At any given point for each 1 DISAPPROVED ad, you must have 10 approved ads. Run low budget approved PPE ads to maintain this ratio.
- Have a clean business manager set up with a registered company, credit card, address etc. (must be real and congruent). Create 5-10 ad accounts from the new business manager so you have backup ad accounts
- Have a look at FB policies: <https://www.facebook.com/policies/ads/> and make sure you don't show too much of skin, human body, before and after weight loss, guns in your images etc.