THE ULTIMATE GUIDE TO BULLETPROOF YOUR FACEBOOK ADVERTISING

How to scale your Ads profitably without getting ban hammered

Relevant for:

- eCommerce brands
- Dropshippers
- Affiliate advertisers
- Course sellers
- Any other advertisers that need more stable advertising solutions with no downtime

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INTRO

Facebook is the most powerful advertising tool ever created. But mastering it (more specifically, mastering how to avoid bans) takes a lot of time and energy.

But not to worry. On the following pages, you'll uncover the secrets used by marketing agencies to prevent bans, scale their campaigns, and grow profits in record time (even for 'riskier' niches, such as CBD and supplements!)
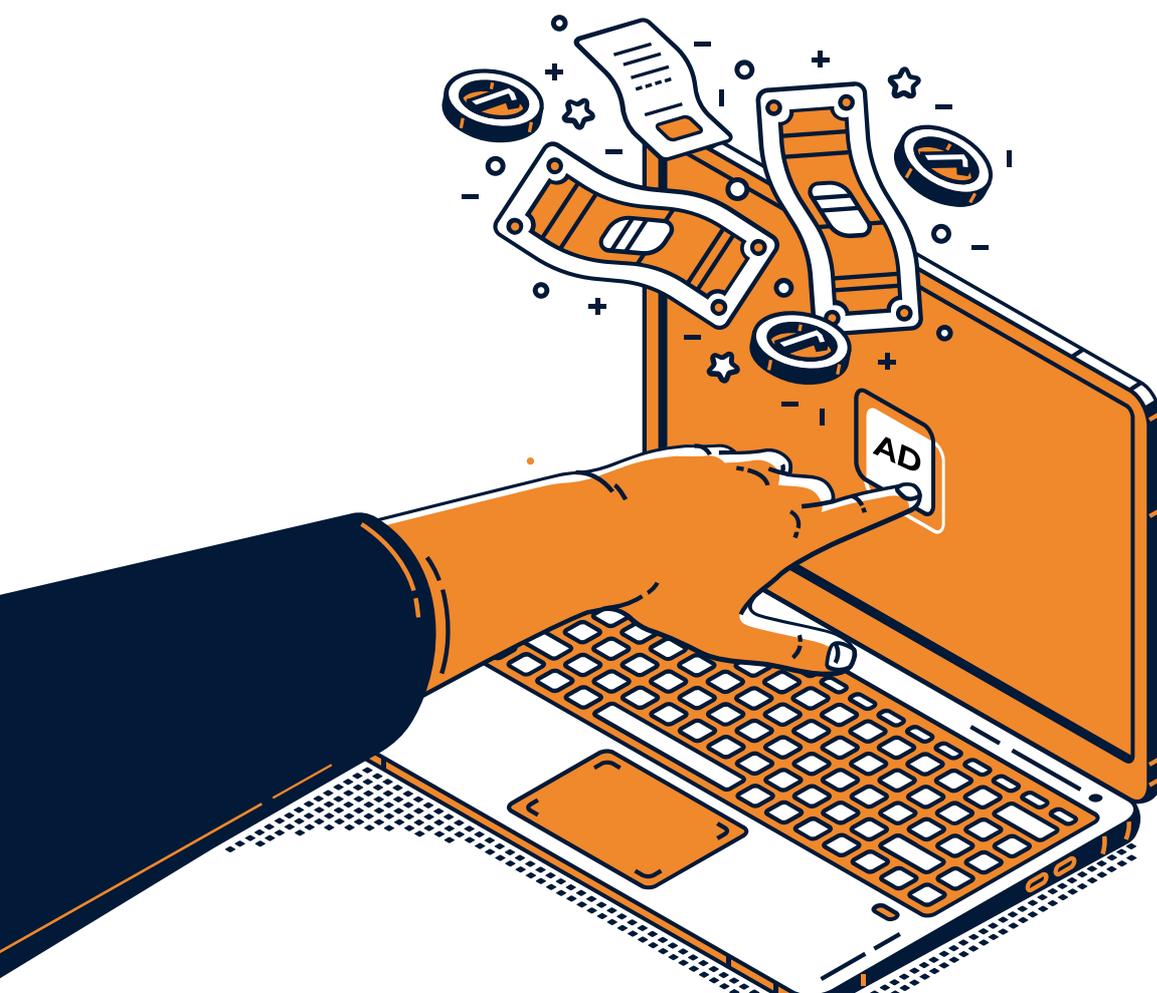
How to remove any and all points of failure from your business by **decentralizing your advertising assets**

So many businesses nowadays (even fully-fledged, 7 to 8-figure brands) fail because they lack a proper setup for their Facebook assets - causing them to build on 'shaky grounds' with one devastating point of failure.

Even if you follow policies to the T, the Facebook algorithm is notorious for randomly disabling ads, ad accounts, BMs, and even profiles.

BUT THERE'S ONE SIMPLE METHOD

(missed by almost all businesses advertising on Facebook) that minimizes the risk of bans and ensures your business continues to grow.

Here it is: Decentralizing your ad assets.

Essentially, this means spreading your assets instead of piling everything into one place (which is the dreaded point of failure I mentioned earlier!)

I see many 7 & 8-figure brands place ALL of their assets into the same BM they run ads from. This is a huge risk because even one BM disablement puts your whole business at risk. And many of these bans are triggered automatically for seemingly no reason.

Here's how to properly set up your assets in three steps:

✓ Have one master BM that holds the pixel(s) that you will be using. This BM should be used for one thing only, holding your pixel(s)

✓ Have multiple "satellite BMs" that hold the page(s) and ad accounts you will be using to advertise (in case you have multiple)

✓ Share the assets (pixels, pages, ad accounts) to a third BM that will only be used for running the ads.

| BM OWNING PIXEL | BM OWNING FAN PAGE | BM OWNING AD ACCOUNT |

SHARE ASSETS

| BM RUNNING THE ADS |
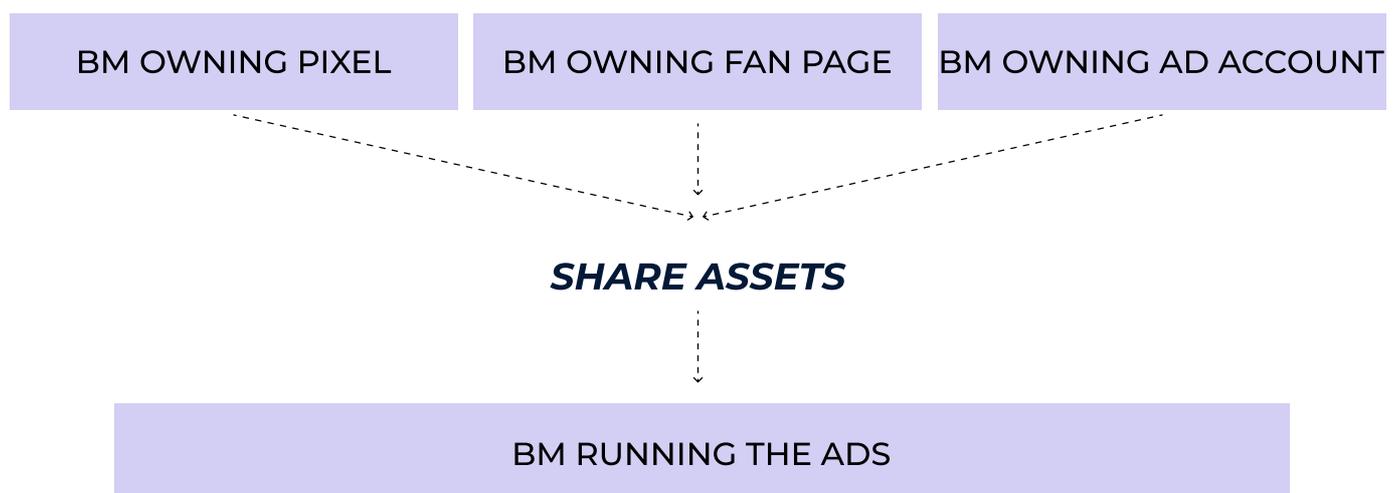
01 This way, the risk is decentralized. If one asset (such as the ad account) gets disabled, it puts much less risk on the other assets.

02 On top of that, here are some other important things you need to be doing to ensure your setup is as optimized as possible.

03 Ensure every team member regularly checks to see if they're tied to disabled assets (separate from your business). If they are, this can put their profile and your assets at huge risk.

04 The world of Facebook Ads is constantly changing. And you need to be able to adapt to handle the constant new challenges. Make sure to follow these steps and bulletproof your business.

How to create completely compliant funnels in "riskier niches"

Have you ever wondered how some advertisers are running ads for non-compliant products and offers?

Well, there's a secret to this. And with it, you can run ads for 'riskier' niches with little to no issues.

There are specific tweaks you can make to your funnel (ads and landing pages), which can be the difference between a blocked ad account and a profitable campaign.

As an example,

*Here's how I'd do it for the **CBD niche** (this niche is notorious for compliance issues and campaign bans.) Many advertisers lose their advertising access over trying to do it. However, there is a way to run ads in this niche compliantly and within Facebook policies. (we're not talking about black-hat)*

You can apply the same principles to create your compliant funnel in other risky niches.

There are 2 main things that you need to get right:

Website compliance

Funnel and ads compliance

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Website **Compliance**
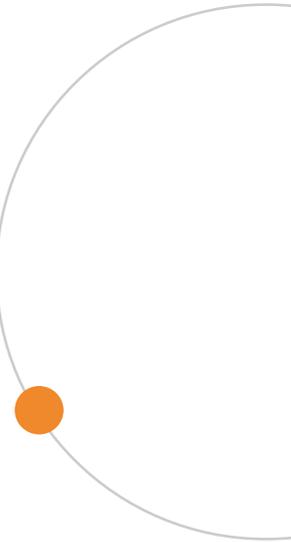
01 Avoid making direct claims - For example, when talking about the benefits of CBD and making claims. Instead of saying "CBD does XYZ" or "Our product does XYZ". Phrase the wording like this "CBD has been shown to do XYZ benefits". Making direct claims can trigger the ad policy.

02 Back it up with research - For any claims (even indirect claims), make sure to back them up with a research study and find a way to mention it on the page.

03 Indirect flow of traffic - Make the flow more indirect. Have a blog post on the website talking about the benefits of CBD (according to the research) and drive traffic there. From there you can have CTAs on your product page where you make the sale.

04 Physical address and phone number - Especially in riskier niches, you need to show Facebook that you are a legit entity in case of a manual review. Make sure you have a phone number and a physical address clearly shown on your website.

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Funnel & Ads Compliance

01 Make sure you're ONLY driving cold traffic to the blog post on your website. After people have visited the website, you can retarget people and drive them directly to the product page.

02 Check out the example TOF ad copy attached. Notice how it's less direct than a typical direct response copy. It's more focused on being educational. You need to really focus on not being pushy with strong claims, and focus just on identifying potentially interested customers to push them into your funnel. You will convert them later.

03 For retargeting. You can drive people directly to the product page. Remove any 'riskier' keywords, such as 'CBD' and focus on providing some sort of discount or offer to get people to click through.

Account warm-up method to minimize the chance of a new account going down.

Whenever you use a completely fresh ad account (i.e. you have a new offer, domain, or market for which you want to use a different ad account), the risk is always higher than it will get blocked.

The Facebook algorithm always evaluates completely new accounts much harsher than established accounts with lots of spending history.

One thing you need to make sure you avoid at all costs is getting a significant amount of blocked ads right away. This can happen even in 100% compliant niches, sometimes your ad can get rejected for whatever random reason.

If you were to try to launch 5 ads right away in a new account and configured them to go "active" as soon as the FB review process is done, it increases the risk of the account going down if even 1 or 2 of the ads get rejected.

Here's what you need to do instead:

01 Start with creating one ad. You can submit the ad to be published, but make sure that it's configured as "off". An ad will still be reviewed by the FB algorithm even when configured to be "off". However, if the ad were to be rejected, the fact that you selected "off" minimizes the chance that the account will get blocked.

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02 Once the first ad is approved, you can duplicate it, change up the copy/ creative, and submit the 2nd ad for review.

03 Repeat the process a few more times for the first 3-5 ads. After the first 5 ads are reviewed and approved, you can start increasing budgets and slowly start being more aggressive with new ad approvals.

Follow this process with any new account to make sure you minimize the chance of your account getting blocked.

How to get around account spending issues.

You might have noticed this already. On many occasions, when you create a completely new account, you'll have a **spending limit** (it can be $25 per day, $50 per day, etc) that slowly raises over a few weeks.

This can be especially infuriating if you already have a validated offer for your business that you'd like to scale. In these cases, you're losing money every day because you're not spending as much as you'd like on an offer that you know will be profitable for you.

The simplest method I know to make sure you have no spending limit on a fresh account is to open an agency account. If you're interested in opening an agency account and would like to learn more about whether you're eligible and the terms, you can book a time here:

🔗   https://orangetrail.io/
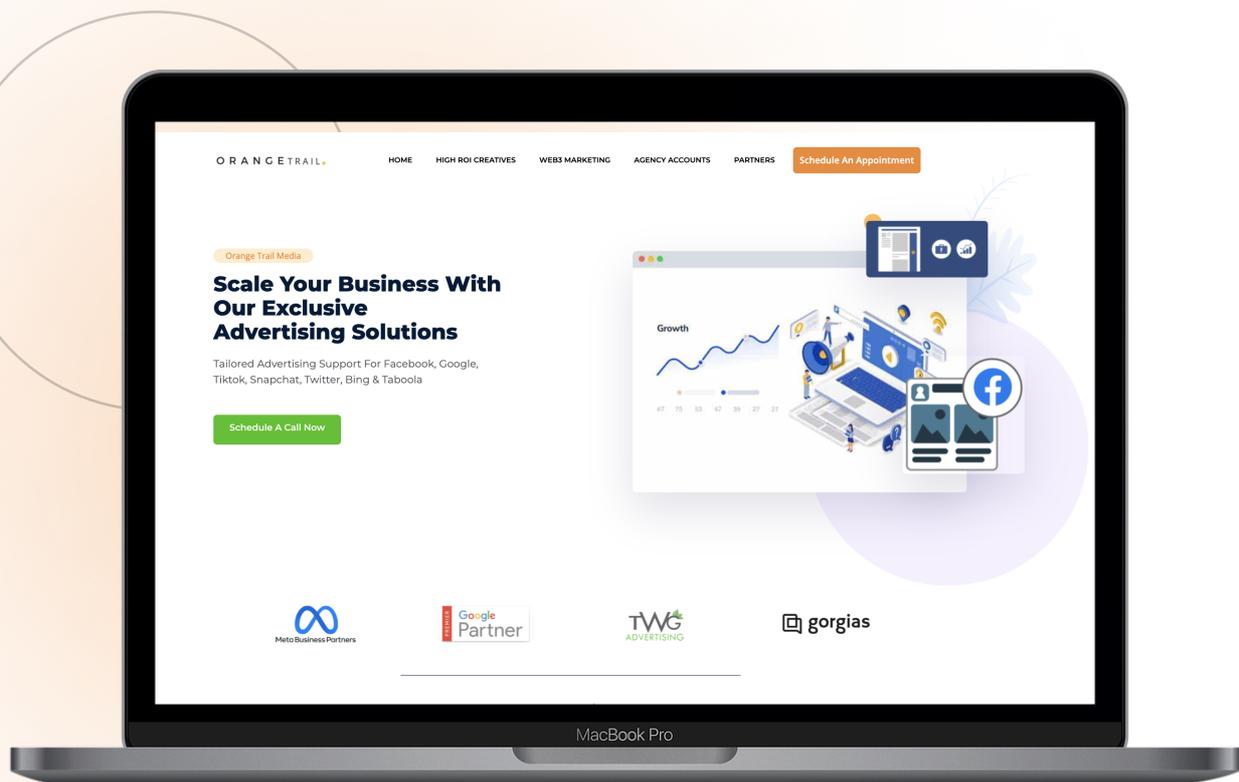
Ad Policy Cheat Sheet: The Secret Niches

Everybody knows that there are certain categories which are completely non-compliant and would get your ad account banned faster than you can say "Zuckerberg".

However, did you know that it's not all "black & white"? There are certain niches which many people think are forbidden, but they are actually just restricted (ie limited). This means that with the right type of creatives/funnel and strategy, you can run ads successfully(and compliantly) in these niches and with almost no competition.

Here's a list of some of these niches:

- CBD
- Vapes
- Dating/Relationships (You'd need to apply for approval, we can help with this).
- Lawsuits/compensation
- Financial advice/services
- Sex toys
- Insurance

- Crypto
- Drug and addiction treatment
- Erotica and freedoms (as long as the product promotes reproductive health rather than sexual pleasure)
- Supplements
- Dieting
- Medical procedures
- Hemp

It's important to take a specific and very careful approach when attempting to run ads in these niches to make sure your ads and funnels are compliant with Facebook Ad policy. If you're looking for more help, get in touch by booking a time on our site.

ENDING

One key difference between the top advertisers in any niche and the rest is this: Top advertisers stack the odds in their favor. They make sure their chances of being taken out of the game by random technicalities such as ad account bans or other technical issues are minimized.

One way you can do this is to open an agency ad account. Agency ad accounts are the highest-tier ad accounts you can get. They are much harder to get blocked, have unlimited spending limits from the start, and get a premium level of support for any issues.

If you're interested in opening an agency account, book a call with our team here: https://orangetrail.io/