



FACEBOOK ADS MASTERY

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APPROVED QUICKLY**



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Get Your Facebook Ads Approved Quickly

The Facebook Ad platform is one of the best tools available to marketers today. It's also one of the most robust with lots of potential tripwires that can make your life miserable...

It's vitally important that you, as an aspiring media buyer or entrepreneur looking to advertise, have the maximum possible knowledge about the latest Facebook Ads Compliance Guidelines.

Now that sounds like a pretty easy thing to do. You might be thinking, "*I'll just read the policies and make sure I don't do any of that stuff.*" Unfortunately, it's not that simple for two reasons.

1. Facebook Ad Compliance changes every quarter.
2. The policies themselves are extremely vague.

Each quarter, the folks over at Facebook get together to talk about their quarterly earnings and see what they can do to maximize their profits and improve customer experience. Both of these topics usually lead to pretty significant changes to the compliance guidelines *every three months*.

If that's not enough to bug you, the policies themselves are extremely vague. You might read one of the guidelines and think your ad doesn't violate it in any way... only to get a message telling you your ad was disapproved with a three-word explanation as to why. Something like "*Get-Rich-Quick*" or "*Multi-Level Marketing*."

Marketers and copywriters with little understanding of current compliance standards can often make mistakes that create a lot of headaches. *Even experienced media buyers*, if they don't stay up-to-date, run the risk of getting banned from the platform for violating the terms.

Because of these vague and ever-changing reasons, we've created this bonus guide to help you understand the most important parts of working within the guidelines, so that you can get your ads approved quickly and start generating revenue for your business.

But before we get to those strategies, let's talk a little about the ad review process and what happens if there's a violation.

How the Ad Review Process Works

Facebook Advertising software is the best in the business, but that comes with a caveat. **Most of their monitoring is robotic**, based on the algorithm. There are rarely any real people reading and checking out the quality of your ad.

Here's the bottom line: they are phasing out the number of actual human beings involved in policy decisions. They want it all to be done by their artificial intelligence algorithm.

The problem this creates for media buyers like you is that often **you'll create ads that seem to be 100% in compliance with their policies, but the algorithm rejects it anyway!**

The process works like this: before the ad begins running, the automated tools check it against the advertising policies. This usually takes 24 hours, though that can vary (longer or shorter in some cases). The algorithm scans all the different parts of your ad including...

- Images
- Video & Audio
- Text
- Targeting Information

It also scans the landing page that your ad sends people to, *even down to the HTML code in some cases* (to check SEO practices).

If Facebook's algorithm finds a violation at any time, the ad is rejected. This also happens even after the ad runs, and it can continue to happen at any time no matter how long the ad exists.

In general, Facebook's policies lean towards punishing people who even have the *possibility* of creating a negative experience for users. And the main reason for this is the algorithm can't actually "see" what's going on with the ad.

But it can check for other things:

- What people are saying in comments
- The experiences people have after they leave Facebook for your landing page

Because Facebook can't see and monitor everything, they are hyper-focused on the quality of your creatives and your ad copy.

That's why it's so important to make sure your ads are in compliance.

What Happens If You Violate Facebook's Policies

There's a reason it's so important to learn Facebook's policies: ***it's risky to make a bad ad!***

Here's what happens if you violate any of the policies:

- Your ad will be rejected

- If your ads don't get fixed or continue to violate policies after multiple disapprovals, ***your account might be banned***
- A banned account removes your ability to start (or acquire) NEW ad accounts
- Banned marks (or severe policy marks) also *stay within your personal FB profile*

Getting banned is the absolute worst thing that can happen if you aren't in compliance with the guidelines. Though, this isn't always permanent...

There is a long, painful, drawn-out process to remove those marks from your profile, but it's *extremely* difficult. Facebook is very uncommunicative about why they ban people, and it's very difficult to get any help (unless you're lucky enough or big enough to get a personal representative).

Lots of people who consistently violate the policies get banned from the platform and can't ever use it again for advertising. It's a very serious issue: ***it could make or break your career as a media buyer or even your entire business.***

But it's not as bleak and terrifying as it might sound. If you go about creating your ads with Facebook's policies in mind, you won't run into many issues and will rarely have to worry about getting banned.

The bottom line is this: ***create a great user-experience for your customers, establish trustworthiness, create great relationships with users, and treat your audiences well.***

But even if you do that, you can still run into issues. We don't want that to happen to you, so we've put together seven tips to help you avoid getting banned while still creating awesome ads that convert.

7 Tactics to Get Your Ads Approved Quickly

1. Learn the Facebook Ad Policies

The first and most important thing you can do is *learn the policies by heart* as much as possible. You can find all the details here: <https://www.facebook.com/policies/ads/>.

If you open that document, you'll see dozens of categories and topics that violate Facebook's policies. Here are just a few of them:

- *Anything related to elections and political campaigns*
- ***Outrageous health claims***
- *Most "money-making" offers*
- ***Long-form copy ads***
- *Overly-specific targeting*

- **ALL CAPS & repetitive punctuation marks (???, !!!, ?!?!)**
- *Any claim that's hard to prove*

Here's the best advice we can give you: whenever you're creating an ad, *keep this document open at all times* so you can instantly check your content against any potential violations. We also recommend that you *read through it (or at least skim) once a week minimum*.

This will ensure you keep it front of mind and will immediately know of any potential changes Facebook ads to the document.

2. Request a Review... Or Just Re-Do

If your ad *does* get rejected—and it happens to every company (even the ones that have been doing this for years)—you have two options.

1. Request another review
2. Edit or create a new ad

You only ever want to request a second review of your ad if you believe it was incorrectly rejected by algorithm. This actually happens all the time—the algorithm isn't perfect. You can request this review in the [Account Quality](#) section under “Tools” in your Ad Manager.

But most of the time, your safest bet is to pull out the [Policies document](#) and go through your ad step-by-step, making any changes to things you think might have violated the terms.

If you only have a few items, just edit the original. If there are a ton of mistakes, you might be better off starting a new ad from scratch.

3. Avoid the 3 Most Common Compliance Mistakes

The three most common rejections we see here at Lurn are...

- MLM (Multi-Level Marketing)
- “Get-Rich-Quick”
- Misleading Claims

Whenever the algorithm labels something as “**MLM**”, it's usually because an ad didn't fully describe the business model being advertised. This is the case with lots of “pyramid scheme” businesses where the main revenue generator is actually recruiting people to be on your “team” rather than selling products.

“**Get-Rich-Quick**” is a label applied to ads that promise quick compensation for very little investment or big paydays with little work on the customer's part.

The **“Misleading Claims”** is applied when an ad promises something that seems too good to be true, or that might be hard to prove. Something like, *“We’ve made millions of dollars in the creator economy,”* is extremely difficult, if not impossible, to verify and would trigger this label.

The best thing you can do to avoid these common rejections is to **be very clear about what you’re offering and don’t make claims about results!**

4. Find Communities

One of the best things you can do to make sure you aren’t violating any policies is to *keep your ear to the ground* and listen to what other people are talking about.

If you’re planning on being a media buyer as a career, or if you want to buy ads for your own business, you need to surround yourself with people who understand and stay up-to-date on Facebook’s ad policies.

The best ways to do this are...

- **Get in groups about Facebook advertising**
- *Sign up for Reddit Communities based on this topic*
- **Subscribe to the Facebook blog**
- *Get notifications about FB product feature updates*
- **Watch the news**
- *Take classes in the Meta Blueprint course catalog*

Just being around people and information sources that understand this topic can go a long way towards protecting yourself from violations.

5. Research Your Competitors

Another fantastic tactic to create compliant ads is to **research what your competitors are running**. This is a fantastic way to see what the algorithm is approving to run on the platform.

But there’s a big caveat attached to this one: *only use high-engagement ads as your research models.*

Remember that the ad review process is ongoing, even after the ad goes live. Often, the ads your competitors run simple don’t have a lot of engagement (likes, views, shares, or comments), so the algorithm might not have caught any issues yet.

Only use competitor ads with lots of engagement as the basis for what you think will work. Don’t look at obviously non-compliant ads and say to yourself, *“They’re running it, so I can run it too!”* You need to be better than that.

As you build a reputation as a quality company with great products and a great customer experience, you can start toeing the line and playing in the grey areas of compliance. But most companies can't do that, especially not at first. And it's best not to even try because it's so risky.

6. Write Creative Copy First

As much as we've told you to focus, focus, *focus* on compliance, you still need to make sure you are creating great ads that actually get results. That's why we recommend **writing your ad scripts or ad copy FIRST!**

Before you start worrying about compliance and all the things to avoid in your ad, sit down and write the best, most creative ad copy you possibly can. *THEN*, once you have your messaging down, you can go through and review it for compliance.

Worrying about compliance before you write will often stifle creativity. You'll end up with poorly written, non-engaging, ineffective marketing.

Start with creating awesome advertising first, then check it for compliance before you run it.

7. Watch This Documentary

This final tactic is a bit of an odd one, but we believe it should be required viewing for all media buyers who use social media advertising.

You need to watch the Netflix documentary called [The Great Hack](#). This movie explores the bad practices by a data company named Cambridge Analytica and its manipulation of social media audiences during the 2016 presidential election.

The reason we want you to watch this is because **it explains all the reasons WHY Facebook has implemented such stringent policies** for its advertisers. They are trying to protect people from something like that happening again. That means you, the media buyer, have to get comfortable navigating their requirements.

Just know that there *is* a benevolent reason behind it all.

Keep Yourself Up-to-Date

As we said earlier, compliance policies on the Facebook Ad platform change all the time (usually every quarter). If you're committed to running ads or being a media buyer, you've signed up for a lifetime of constant research and relearning.

But you need to know that **it's totally worth it!** Running Facebook Ads is one of the best ways to get traffic to your sites and generate revenue for your businesses.

There are some risks involved, but if you keep the company's policies in front of you and focus on creating an amazing experience for your audience, you shouldn't have anything to worry about.

Take the tactics we've shown you today and put them into practice. If you do, you shouldn't have anything to worry about when you run your next ad.