

How to Avoid & Correct Ad Account Bans



THE BAN HAMMER COMPANION GUIDE

The Simple Steps And Resources Your Need
To Avoid And Correct Ad Account Bans

CURT MALY

Welcome!

First off, I want to thank you for downloading this ebook.

My assumption is that you have either had some ads that have been disapproved or maybe an ad account that has been disabled and are now looking for answers why...and how to avoid that in the future.

This ebook was put together to assist you by providing resources and knowledge on how to be a good advertising citizen on Facebook.

That being said, we do not make any guarantees or assurances as to the effectiveness of anything that is listed in this document and cannot guarantee that you will not have any ads or account issues in the future. It's Facebook's sandbox - they get to make the rules and we must accept them even if we don't always agree with them.

The items listed in this document are not 'Black Hat' or loopholes, just methodologies that have arisen from our experience as advertisers. If you are trying to get around the system or promote something that is not allowed on Facebook this document will not help you and you should stop reading it now.

If you have any additional questions, please reach out to us on Messenger here, but please do not send us questions about helping to get your account back if your ad accounts have been disabled (we'll only tell you to try the stuff listed in this document).

To Your Success!

ABOUT THE AUTHOR



Before we dive into the content, I'd like to introduce myself.

My name is Curt Maly.

I co-founded Black Box Social Media, a digital advertising agency in 2010, and have become quite well known for my Facebook advertising strategies.

Over the last decade I've spent \$10's of Millions of dollars on Facebook ads and had the pleasure of running ads for a lot of well known companies and people like Mike Dillard, Russell Brunson, Eben Pagan, Frank Kern, The San Antonio Spurs, and many more...

During all this time I've had many experiences with ad disapprovals, account closures, and even had my personal and commercial rights on Facebook removed for 888 days (but that's a story for another time).

The content in this document are the resources and guides that I have used personally when confronting account issues over the years. While I can't promise you any resolution from what I share below, I do know that understanding what a good advertiser is in the eyes of Facebook will go a long way towards keeping your accounts safe in the future.

WHY AD ACCOUNTS GET BANNED

In 2020 the world went a little crazy and along with it the Facebook ban hammer went crazy too.

With all of the new advertisers coming online due to their physical locations being closed and with unscrupulous marketers trying to take advantage of people during the pandemic. We saw the Facebook algorithm quickly banning ad accounts and even Business Managers in people's accounts that were seemingly doing nothing wrong.

Sometimes it's what we call a 'False Positive Error' other times Facebook was in the right to ban those advertisers.

We were inundated with questions from fellow advertisers asking what could be done to get their accounts back in good standing and so we hosted a free training workshop to explain what was happening and what could be done about it. [Click here to watch the workshop replay now.](#)



RESOURCES AND REVIEW LINKS

We always encourage our agency clients and our coaching students to read through Facebook's advertising policy so that they understand what types of ad content are allowed.

Facebook Advertising Policies: its always being updated and its always good to review: <https://www.facebook.com/policies/ads/>

Another great resource from Facebook is their Blueprint course. You don't have to go through it right now, but we encourage all advertisers to complete the course because it may open up additional support options to you as an advertiser in the future...*no promises here, but it definitely won't hurt you to go through these.*

Blueprint: We always strongly suggested to demonstrate good faith in learning the ad guidelines and adhering to Facebook's suggested best practices inside their Blueprint courses:

<https://www.facebook.com/business/learn>

Those are the preliminary resources, but that's not really why you are here.

Have you been hit with the BAN HAMMER? Have You Had Your Ad Account Disabled?

Here are steps you can try to get your account back...

Step 1: Try to follow up with Facebook in all the different ways you can every 48 hours.

Step 2: Save all this resources links to review, when/if this happens again. These are different paths that you can take to start to recover your ad account.

Keep in mind, you will never get a reason "why" it was closed, you ad account MAY just get turned back on.

RESOURCES AND REVIEW LINKS

Work with these resources and save these links. You are going to work with these resources WHILE you also move to Step 3 below all of these links:

Disabled Payments & Ads Manager Review Request: If you believe your ad account was disabled by mistake, you can request a review.

<https://www.facebook.com/help/contact/531795380173090>

Request Review of Ad Account: If your ad account was disabled because it didn't comply with our Advertising Policies or other standards, you can request a review if you believe it shouldn't be disabled.

<https://www.facebook.com/help/contact/2026068680760273>

Disapproved Ads:

<https://www.facebook.com/help/contact/1582364792025146>

Report a Blocked or Unavailable Group or Event: If you're getting an error that a group or event is unavailable use this form to report it:

<https://www.facebook.com/help/contact/157461604368161>

Link to Access Facebook Chat:

Go to: <https://www.facebook.com/business/help>

- ▶ Click the 'Get Started' button next to the words 'Find answers or contact support'
- ▶ Choose 'Ads'
- ▶ Scroll down to the option that says 'Chat with a representative'

NOTE: The chat feature is not available to all users

Facebook Business Help Center: This is your resource for tips, troubleshooting and guides on how to get the most out of Facebook Business Tools. <https://www.facebook.com/business/help>

ADDITIONAL ACCOUNT RESOURCES

While that is all working, you can set up a New Ad Account ... and if you need to, set up a NEW Page.

You will start to run ads and create a HOT28 so you will start to get new and quick engagement vs trying to go after the old engagement.

If you get the old page/ad account back within a few days, great, just go back to what you were doing.

If it takes a bit longer, you can start to work on your new page and new ad account and just keep moving ahead.

After 30-45 days of hearing nothing on the old ad account, I would just keep moving ahead. It's a small probability that after 45 days of having your account closed that there would be much more that FB would do.

The rumor is after 6 months of an inactive ad account, no one internally at FB can even recover it.

With the HOT28 strategy and with Black Friday coming up, you can rebuild an audience much quicker than waiting on Facebook and recovering the old audience.

Good Articles to Read on What's Next When a FB Ad Account Get Closed

How to Recover a Suspended Facebook Ads Account

<https://www.socialmediaexaminer.com/how-to-recover-suspended-facebook-ads-account/>

5 Reasons Your Facebook Ads Manager Account Could Get Shut Down

<https://www.socialmediaexaminer.com/5-reasons-facebook-ads-manager-account-could-get-shut-down/>

Facing a Facebook Ban? READ THIS! 7 Urgent Steps to Take When Your Facebook Account Gets Hacked

<https://www.searchenginejournal.com/facebook-account-hacked/285117/#close>

Manage disabled ad accounts <https://help.hootsuite.com/hc/en-us/articles/115002871208-Manage-disabled-ad-accounts#why-are-accounts-disabled--0-0>



If you've lost access to your account, been hacked, or run into other account issues you will find resource links that can help you for this and other account problems.

Unauthorized Charge - Ads If there are unknown charges on your ad account. <https://www.facebook.com/help/contact/733689746780575>

Facebook Account Hacked: If you're worried about the security of your account report it here: <https://www.facebook.com/hacked/>

I Have an Issue Accessing My Page If you have lost your Page admin status because one of the Pages admins was hacked you can report it here: <https://www.facebook.com/help/contact/1280439701975125>

Reporting a Violation or Infringement of Your Rights Use this to report Copyright or Trademark infringements
<https://www.facebook.com/help/contact/634636770043106>

Security Features and Tips

<https://www.facebook.com/help/285695718429403>

Keeping Your Account Secure Learn more about what you can do to keep your account secure. <https://www.facebook.com/help/securitynotice>

Sometimes people get in via a "back door" in Facebook Apps.

What can I do about malicious software on Facebook?

<https://www.facebook.com/help/389666567759871>



Contacted By a Facebook Rep? Watch This!

WHAT WOULD YOU DO? *(Most people miss this boat by a long shot!)*

After you have been advertising on Facebook for a while you will undoubtedly receive an email or see a notification in your feed about receiving free advertising advice from Facebook.

And when that time comes, you'll likely question whether or not you should take them up on this offer...

How do I know?

Well, having taught 1000's of entrepreneurs and agency owners on the nuances of Facebook advertising over the last 10 years, this question is one that is asked over and over again.

So what's my recommendation here?

WILL A FACEBOOK REP HELP?

Should you take Facebook up on these 'expert' calls? - Yes! Absolutely you should...

But not for the reason you would think.

Their advice is probably not going to be helpful...and in some cases it'll be just plain wrong. But you still need to take that call.

I'll explain why in full detail inside this quick Q&A video. ---> The Path to this Q&A video is... <https://www.socialmediaadgenius.com/rep-advice>



A FINAL WORD!

We can make no guarantees about the results you will see with any of the resources that you find in this guide. We do not take any responsibility and we are not liable for any damage caused through use of information from this guide, be it indirect, special, incidental or consequential damages (including but not limited to damages for loss of business, loss of profits, interruption or the like).

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Your results will vary and depend on many factors...including but not limited to your background, experience, and work ethic. All business entails risk as well as massive and consistent effort and action.

