



Affiliates on Facebook

Best Practices



Best Practices for Affiliates on Facebook.

Facebook Ads enable users to interact with your ads in several different ways; however, the most successful campaigns on Facebook have a simple message and a primary call-to-action. Focus on your primary objective when building your ad.

Objective

Keep it simple. Focus on your primary objective when building your ad. Users are busy. Be clear about what you are offering and asking them to do. The easier the call-to-action, the more likely they will do it. Make the action fast and keep it within the user experience.

Audience

Leverage Targeting. Facebook's effective and accurate targeting capabilities are based on authentic user data. Reach the audience you are looking for.

Keyword Targeting. When keyword targeting, think outside the box. Brainstorm the related keywords of users who may not directly state they are interested in your product, but who may have listed their interests in similar products/services.

Engagement

Incentivize. Who doesn't love a prize? Consider incentives that will entice users to engage with your offer.

Images. Use relevant, appropriate, attention grabbing images. Users are more likely to interact with and trust an ad that they can relate to. Try to stay away from logos. Social, lifestyle and other eye-catching images will attract more attention.

Tone

Be Authentic. Facebook users are clear and open about who they are. Do the same by being straightforward about what you have to offer. Authenticity will gain user trust in your offer.

Make it Entertaining. The Facebook audience loves humor. Ads with a humorous message have higher rates of user engagement.

Rinse and Repeat

Refresh Creative. Find what works and what doesn't work for your ads. To ensure that your ads don't become stale, refresh your ad creative after a couple of days, or if you see traffic declining. The changes you make could be as simple as using a different image, call-to-action, or ad title.



Health Ads

Use Effective Language

The text on a diet ad should present realistic, accurate information about weight in a neutral manner. Content that depicts a health condition in a derogatory or inflammatory way or misrepresents a health

Language should not:

1 Single out individuals or degrade the viewer of the ad.

Examples: Are you fat? Do you have bad acne?

2 Guarantee or claim specific weight loss results.

Example: Lose 10 pounds in 2 weeks! Slim down now!

3 Imply that certain body types are more desirable than others.

Example: Want to look attractive? Lose 10 pounds now.

4 Present weight conditions or any other health conditions in a negative light.

Examples: Being overweight sucks. Wrinkles make you look old.

Images

Any images accompanying the ad text must adhere to the above guidelines, and images that are offensive, depict unlikely changes in weight, or depict ideal body types may not be used. Comparison images of any kind (i.e., before and after images) will not be permitted.

Targeting

Weight loss ads must be targeted to users aged 18+. Please use age appropriate targeting for other health ads.

Recurring Billing


If your offer has recurring billing you must follow the guidelines below:

- Ensure the offer is clearly described on the initial landing page. This includes subscription notification and price next to the user entered data (email, phone, mailing address, etc).
- Offer must have an opt in checkbox in order to proceed to the next ordering step (must be un-checked by default).
- Terms and conditions must be listed above the fold and in clear sight.



Unacceptable Ad

You're Fat



Don't be. Burn that belly fat fast. Get rid of 20lbs in 5 days, now!

This Ad is Targeted to Users:


- who live in the United States
- who are female
- who are 15 and older
- who like the gym

This ad is unacceptable because it degrades the viewer of the ad, makes unrealistic weight loss claims, and has an inappropriate image.



Acceptable Ad

Get Fit and Be Healthy!



Follow these 5 easy tips that will help you live a healthier lifestyle and get the body you have always wanted.

This Ad is Targeted to Users:

- who live in the United States
- who are female
- who are 18 and older
- who like the gym



Ringtone Ads

Landing Page

- 1** The price and billing interval must be clearly and accurately displayed on the initial landing page above the fold and on any page that prompts for a user's personal information (such as per week or once per month).
- 2** If a user signs up for your service by transmitting a code by text message, the price and billing interval must be clearly and prominently displayed beside the code.
- 3** If your service requires a subscription, you must provide a clearly visible opt-in checkbox or other clear mechanism indicating that the user knowingly accepts the price and subscription service. This should be on the first page where personal data is entered, and the user should not be able to proceed without opting in.
- 4** All of the items above should be located in a prominent place on your webpage, as determined by Facebook in its sole discretion, and should be easy to find, read, and understand.

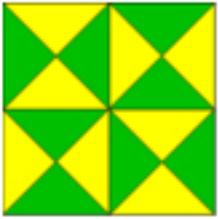
Language

The text on the ad and the landing page should not:

- 1 Degrade the viewer of the ad.**
Example: Are you stupid? How many triangles do you see?
- 2 Mislead the viewer of the ad.**
Example: 5 of your friends just got this new ringtone.

Unacceptable Ad

How many triangles?



Take this IQ quiz and see if you are smarter than your friends. Score higher than 5 of your friends and get ringtones!


This Ad is Targeted to Users:

- who live in the United States
- who are female
- who are under 17 years old

This ad is misleading because it implies that 5 of the user's friends have taken this quiz.

Acceptable Ad

Download Ringtones



Download your favorite Ringtones online now! First week free then 4.99/per tone after that. Get your subscription now!

This Ad is Targeted to Users:

- who live in the United States
- who are female
- who are 21 and older
- who graduated from college



Dating Ads

Use Effective Language

The ad text or image must clearly state and represent the company or product that is being advertised.

Language should not:

1 Call out a specific user attribute

Example: Single and 23?

2 Insult or offend the user.

Example: Still alone and single?

Images

The image on your ad may not be provocative, inappropriate or reveal excessive skin.

Targeting

Ads for dating sites, services, or related content must follow these targeting criteria:

1 Relationship Status

The 'Relationship Status' targeting parameter must be utilized and set to Single.

2 Sex

The 'Sex' targeting parameter must be utilized and a single value of Male or Female must be selected.

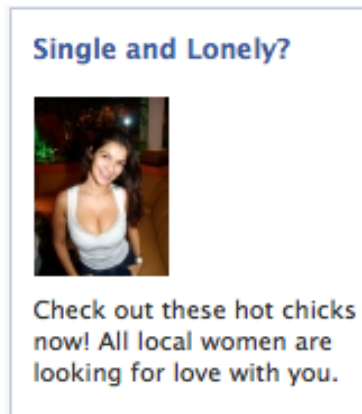
3 Age

The 'Age' targeting parameter must be utilized and the age range selected must start at least at 18 years old.

4 Interested In

The 'Interested In' targeting parameter must be utilized and a single value of either Men or Women must be selected.

Unacceptable Ad

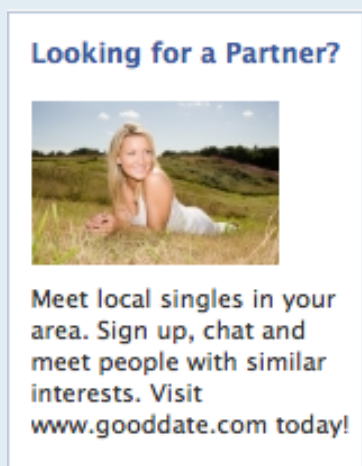


This Ad is Targeted to Users:

- who live in the United States
- over the age of 16
- who are single or in a relationship
- who are interested in men or women

This ad is unacceptable because it insults the user, does not meet the dating targeting criteria, and has a provocative and revealing image.

Acceptable Ad



This Ad is Targeted to Users:

- who live in the United States
- who are between the ages of 18 and 25
- who are male
- who are single
- who are interested in women

Please be sure to review our Ad Guidelines at www.facebook.com/ad_guidelines.php. If you have any questions, email us at affiliates@facebook.com.