



Templates For Appealing to Facebook to Reactivate Ad Account, Business Manager or Facebook Profile

NOTE: Please make sure you read and adjust each template to fit your situation before you submit them to Facebook

TEMPLATE 1:

To get Facebook to reactivate your business manager or advertising access

Hi, please I need help and I am not getting any.

I really need this account because I teach Facebook advertising to local businesses in my community which will be impossible if I do not have access to advertise on Facebook.

I promise to study all Facebook's advertising policies and community standards all over again to ensure I comply with them.

I will really appreciate it if I am forgiven and my advertising access re-activated.

Thanks.

Your name

TEMPLATE 2:

For Getting Back Ad Accounts (if you are sure you are not against their ad policies)

“Dear Facebook Review Team,

Thank you for this notification but I believe our Business Account has been disabled by mistake as none of our ads violate Facebook policy.

The products we are advertising is PUT PRODUCT AND BRAND HERE

Here is the link: www.urlandingpagelink.com

Before we started using the platform, our team spent a good amount of time to learn the Facebook ad violation policies

And we did our best keep up with your policies

We would gladly suggest that our ad account is been carefully checked and re-activated as we promise to maintain and never to purposely violate any of the Facebook Ad policy

Also, we are open to receive suggestions or advice that will help avoid a situation like this in future while using the platform

Thanks

Your name,

Head of Marketing Dept.

Quality Product

TEMPLATE 3:

Hello facebook review team,

I realized now that my ad account has been shut down because of my business practices on facebook. Am writing to request that I be given a second chance.

I admit that my practices were clearly against Facebook's policies but at the time of running my promotions, I was a newbie in facebook advertising.

I was running MLM adverts which clearly against your policy. Because am currently going through the blueprint program and after reading your policies I now I know better.

Going forward I won't promote anything that is MLM related on your platform anymore. I won't run adverts that make claims, mislead or set unrealistic expectations for people.

I will only promote educative blog posts and contents on my new business.

Lastly, I want to appreciate your hard working in making sure that only people with ethical business practices have access to advertising on facebook.

Am requesting that ad account be reinstated and I promise to play my part in supporting your hard work with my business practices on facebook.

Thank you.

TEMPLATE 4:

Hello, hope you are having a great day.

It appears my ads were seen as MLM ads by your bots, which led to my business manager being disabled. I was actually promoting a free training to people who are interested in publishing books in amazon kindle. I used the word online business a lot in my ads and landing page which may have made it look like I was promoting an MLM or a get rich quick scheme. I have gone through your blueprint course and read your policies a couple of times and I think asking people to sign for a training is not something that is against your policies.

That being said, I admit I used words that may have sounded like I was making promises to people which is wrong. Am asking that I be given another chance. Going forward my ads will only talk about what am promoting and not making any promises to people.

Using words that sound like I was giving people a guarantee instead of showing them the reality

My ads will talk about the free training itself and not making any promises to people. Lastly, I want to appreciate your hard working in making sure that only people with ethical business practices have access to advertising on facebook.

Am requesting that ad account be reinstated and I promise to play my part in supporting your hard work with my business practices on facebook.

Regards

Name

Head of marketing

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TEMPLATE 5:

Hello facebook review team,

Hope you are having a good day. it seems my ad account may have been mistakenly disabled. I was running ad inviting people to attend a free online training which I don't think is against your policies. However, I used some business terms on my landing page which may have made my ad look like a get rich quick scheme but all I was doing was inviting people to watch a free video training.

After my account got shut down, I signed up for your blueprint course and also really took time again to go through your policies and I realized I may have done something wrong. Now I know the terms I shouldn't use on my landing page

Please any other area I may have gone let me know, am willing to make any changes required of me in order for me to be completely in line with your policies. I would really appreciate if my account can be reinstated, we rely on this account to grow my business, especially in these difficult times. thank you

I want to appreciate your hard working in making sure that only people with ethical business practices have access to advertising on facebook and I promise to play my part in supporting your hard work with my business practices on facebook.

Thank you.

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TEMPLATE 6:

Dear Facebook Review Team,

Thank you for this notification but I believe my Business Account has been disabled by mistake as none of my ads violate Facebook policy.

The products I am advertising are "XXX products" and in any way my ads contain images or videos that promote adult content, shocking images or claims. Also, my ads do not focus on a person weight loss issue and do not contain copyright material.

It's for the reasons mentioned above that I am kindly requesting my business account to be reviewed and that you allow me the privilege to continue advertising in your extraordinary platform.

Thank you so much for your attention

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TEMPLATE 7:

Dear Facebook review team,

I logged into to my business manager to find out my advertising access has been restricted. This came as a surprise to me because I try to create compliant ads every time I run an ad as much as I can.

I started out as an inexperienced advertiser on Facebook few years ago and that would be the only time when I would have created adverts that violated Facebook's policies.

I have since then grown into a more experienced advertiser as I have a ritual of regularly reeducating myself with your policies once every month just to make sure am not taking anything for granted.

Right now, I don't have any adverts running at the moment. I just want to briefly tell you about some of the recent past adverts that I ran so you can see for yourself whether they really did violate your policies.

I create educative and engaging articles that share useful tips with people who are interested in travelling abroad or relocating abroad. The adverts I create for these articles just tells my audience what they article talks about and what they will learn by reading it. The article page, which is the landing page has all the required links such as disclaimers and the rest. At the end of the article, I now call on those who are interested in more in-depth information to sign up to my newsletter. These adverts are clear with no hidden agenda and they are very engaging.

This is the main advert I run most of the time.

Here is the URL to the landing page =>

And the post ID of the advert => 898661620485087

The last advert I ran was to get fans on two new pages I created. First of all, the names of the page stated clearly the type of information I will be sharing on those pages, then I put some insightful information I know my audience will be interested in. I also promoted some of the posts on the page just to get some engagement. I wasn't even selling anything there.

Here are the post ID for the adverts => 113461463487641, 106596180840836

From my understanding of your policies I don't think any of these adverts violates Facebook's policies or am I getting things wrong? Am open to corrections.

Based on these reasons, I would love to request that my advertising access be restored and if there's any corrections you think I should make please let me know and I will make sure to implement them moving forward.

Once, my access is restored I will still do due diligence and go ahead to reeducate myself again with your policies in case there are any assumptions I made or things I may not have seen the last time I studied your policies.

I think you are doing a great work by making your platform the best platforms for us business people and I look forward to doing business with you and supporting your good work by staying strictly within your policies.

Awaiting your positive response

Name

Head marketing team.

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TEMPLATE 8:

I'd like you to take another look at my account, I think there is a mistake somewhere.

I see ads on travel services all the time where people try to educate their audience. That's all I do with my ads. I simply write educative articles and advertise them, then introduce my service at the end for those who are interested. And I don't think this is against your policy because my ads are very clear and not misleading. please, I'd like to appeal for you to reconsider your decision. Thank you.

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TEMPLATE 9:

My name is (Your Name)

It just came to my awareness that one of our ad accounts got disabled which is very unfortunate, My assistant come to the conclusion when she logged into our business manager to go over our quarterly goals/spend for Facebook Ads.

It is in our most interest to not perform actions that go against any policies Facebook has. We always consider the policies before taking any action in creating campaigns.

However, I'm aware that the following guidelines might not have been considered. "Adverts must not contain deceptive, false or misleading content, including deceptive claims, offers or business practices".

The copy we used in some of the ads might have been a form of misleading content. I've considered to not use the kinds of triggers in the future.

We are looking to increase our spend in Q4 of 2019 and would therefore highly appreciate if we could get our access to this specific ad account back.

We are looking for a long term partnership with Facebook and will keep a stricter eye on the policies from now on.

Please to our appeal into consideration.

Kind Regards,

(Your Name)