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Thread: [Promoting affiliate program through FB ads? Is it against the ToS?](#)

James Burnham - March 16, 2020, 2:43 am

I want to promote an affiliate program with ads, but I hesitate a bit because I am not sure how I should word things to not trigger facebook banhammer. I will have to talk about money and I worry that facebook mods may consider it a get rich quick scheme.

Do you have any advice for that?

Theocritus - March 16, 2020, 4:40 am

you just have to be very careful how you word it in regards to the TOS. that said you can still get the ad/ad account etc banned anyway if it triggers something. But as long as you make sure not to overstep in regards to the TOS, facebook will generally put it back up after you contact them about it

Mr Professor - March 17, 2020, 3:17 am

Don't directly send them to your offer.

Send them to a lead magnet, collect their email and then set up an autoresponder sequence.

Winds - March 17, 2020, 3:25 am

(Mar 17, 2020 03:17 AM)Mr Professor Wrote: [\[CITE\]](#) Don't directly send them to your offer.

Send them to a lead magnet, collect their email and then set up an autoresponder sequence. That's what you should do ^

You can also build a landing page that once they'll click on a button (buy now/purchase now or something) they'll get redirected to the offer.