

READ THIS BEFORE RUNNING YOUR FACEBOOK CAMPAIGNS

Facebook is a great source of traffic for targeting those who could be interested in solutions for anti-aging, energy, better performance, focus, weight loss and even beauty.

But there are a few things you must know before you get started. Review our Affiliate Terms of Service prior to sending traffic.

The first thing is that you can get you plenty of good, targeted traffic if you stay clear of any non-compliant terms. Here's how to stay on the right side of Facebook's advertising terms:

- Always use a landing page or quiz in between the ad and the offer.
- If using our sample quiz landing page always modify the content to fit your brand. You will experience higher ad costs if you don't personalize the content and make it unique as possible.
- Do NOT run directly to our sales page. This will result in getting your ad account shut down and you will be banned as an affiliate.
- Always have links to your privacy policy, terms of service and contact pages on your footer. We recommend including a link to your blog or content pages in your footer as well since Facebook looks favorably on sites with good user experiences.
- Avoid terms such as "weight loss", naming specific health conditions like diabetes, cancer, or high cholesterol or anything promising to fix or "cure" a

chronic health condition or old age. This will keep your ad account compliant.

- Do not use headlines or copy with the word “trick” or “secret” or seem to withhold information. [Facebook doesn't like that.](#)
- Choose terms such as “energy”, “better mood” “crack the code on aging” or “longevity”.
- Focus on personal experiences of feeling great and having more energy, convey ideas like improving energy, performance, strength, stamina, and rewinding the clock.
- Send quality traffic to our page and let us do the converting for you.
- Our landing pages don't have exit popups.
- If you need a specific landing page configured a certain way and we don't have it, get in touch with us and ask if it can be done.
- We will only provide a hashed email csv for lookalike audience creation once you have a minimum of 100 sales. Once you hit a minimum of 100+ sales a month, email us and we will enable you for 80% commissions across the entire funnel.
- We've seen a lot of affiliates make \$5k - \$10k a day that we want to help you succeed in any way we can.
- A 2-3% conversion rate from your own landing page or quiz is normal once your targeting is dialed in.

- We like to keep our refund and chargeback rate low. If we notice your refund rate consistently exceeds 10%, we will restrict your ability to promote.
- Attempting to send traffic to our checkout page will result in an **instant ban** for the affiliate doing it.
- Review our top performing email swipes for ad copy ideas. However, **DO NOT use email swipe copy for your Facebook ads.** This will result in non-compliant ads and will get your ad account banned.

Target only traffic from the US, Canada, UK, Ireland, Australia, and New Zealand.

Our demographic is 46+ (the ideal demo is 55+) and 65% Female 35% Male

The following Interests and Groups can help you refine your audience and give you ideas for high converting traffic:

Alternative Health, Natural Health, Traditional Medicinals, Silver Sneakers, Dusty Old Thing, AARP, Blood Sugar, Joint Pain, Weight Management

CellXRenewal Facebook Ad Copy

Images: Minerals, Weird Fruit, Food or Drinks, Seaweed, or Odd Rocks

AD#1

HL: The Little-Known Longevity Mineral Revealed...

Copy:

"I had no idea that a space scientist back in the 70's cracked the code on aging...He unlocked a way to:

Look better.

Look younger.

Feel better.

Live longer.

Live better.

Celebs and millionaires have been using his discovery for over 40 years...

It's like no other mineral on earth, it's even been called a cellular regenerator...Click "Learn More" below to find out how it might help you..."

AD#2

HL: The Longevity Mineral That's Essential for Seniors...

Copy: "I know the feeling I had when I was younger, I didn't have to think twice about my energy and stamina. But older Americans like us are losing our confidence every day...and it's having an impact on our quality of life.

That's why the Longevity Mineral is an essential for anyone who wants to restore strength and energy. Discover an important way to turn back the clock now..."

Alternate Angles: Crack the code on aging.