Okay, so I just want to let whoever's making this video for know that there are things that need to be taken of the Facebook, Facebook ad campaign and so like these.

**It’s not it's simply not connected to a catalog and what you need to do here. So basically for each product we can, what you can do one way is to request a review, but this product will not be approved and I can explain why. So mentioning healthcare, have trouble with neck pain to feel pain relieve your stress muscle. So these are these are medical claims. It's not allowed.**

Okay,

Okay so this should be it should have a different tax, it just shouldn't be, you know, a way that it's like curing something or solving the pain problems or it should be written in a lighter way and not using healthcare yeah, and things like medical terms. So, Facebook see that as doing medical claims that are not proven and it's against the rules.

**Okay, what about the other one? Same thing with the other one probably.**

Relieve pain? Yeah, injuries it should yeah just try to make the text lighter without claiming that like it will not treat arthritis and these issues, it will help me do something it helps it promote something. So just use the different words and then, after changing it, you can request the review.

**Do I need to delete them now? Or how do I what do I need to do with those now?**

No, you can just leave it like that yeah, just maybe not using them for advertising because if you use these kinds of words in ads, or send people to that page, your ads will be rejected.

**So let me ask you this. So these right now are not showing up. So they basically have these kind of on hold just that they're not in the catalogue right now because of these violations. So I could just leave them here forever and they just stay there.**

Yeah, nothing happens.

**Okay Okay, good. Okay**.

Yeah and okay, so Okay, says let's see what it is saying. Okay, it's always showing some issues but I think that like I never saw a catalog that has no issues so sometimes it just like yeah something I don't even know what is all stuff means but pretty much everything is should be so like maybe like you don't have any purchase and they can see it as an issue. So okay, most important thing is that everything is working, fix all the dissolve pretty much okay.

**Let me ask you, I have a quest for you. So what the person was saying, as like you were talking about testing products, he said yes, he'll find products and he's going to test him. He said, the testing is going to be about $50 a day for him to run the test and I forgot how many days he said it would take but so, now that we've hooked Instagram up to it, does that mean that instead of the $50 a day on Facebook ads, it's would be $100 a day between Facebook and Instagram.**

No, no.

When setting a campaign, you have option to set automatic placements or select manually, which where do you want the ad to show up. Basically Facebook and Instagram all are all the same thing. So it always go even if we haven't connected Instagram, it will also go to Instagram unless we excluded because when you run a campaign, it goes to all places and Facebook optimized to show where most of people are clicking. The only difference is that with testing products, especially if it's a new ad account and we need to do some warm up, we can start with some engagement campaigns or traffic campaigns and actually test products in a way to see which one will get more clicks and more engagement not going for the sales right away and in within the test what we can do, we can actually use like more maybe even, I don't know, 10 or 20 different products and run companions see which will perform better. So there are a few different strategies to do that but it doesn't matter its placement is Instagram, Facebook, there are actually a lot of placements. There, we can show you that within the ad manager so let's see.

**If so was there’s a reason you would want to exclude Instagram from putting up from putting any particular product on Instagram?**

No, not really. You never know, you never know we drawn? Watch, we'll work on the politics but definitely because it's okay. So what I would recommend starting like doing is a lot of advertisers would start right away on beginning with conversion ad setup group just said, like $50 or $100 a day and your ad account is new and it's empty. So definitely should do some warm up. What I usually do as a first campaign is actually getting page likes just a small budget for a few days, nothing special, just do it as a warm up, then maybe some engagement ads you can actually create all ads for sales but set it as engagement and you will see which of these is getting better engagement or even more clicks then you can do some traffic and then you know when you start getting if you get some sales with engagement that's and with traffic as in you're actually ready for conversion ads for purchase as conversion event.

**And i asked you like what you just mentioned well, I guess what you just mentioned right there, I've actually it's yeah, so I'll know to keep that information because yeah, I want to make sure that the person who has.**

Smaller budget just social stuff with like, $10 a day for the first campaign not at 50 right away. Because when you start sometimes when you start a bigger budget Facebook can like reject your eyes automatically. They can see there's something suspicious, like you just started and you started pushing hard. They don't like that.

**Okay. Okay. All right, is that so is everything else looks good then and everything's up to date and**

Yeah, Yeah. So it's all connected. Everything is functional just need some warming up and yeah, this is something let's see just how it broke. So it requires some checking, but let's see because not everyone have this. This option so, I haven't done it much but it's.

Yeah, so this is what you want and it's actually get a sharp on Facebook and Instagram.

Facebook used to run.

Okay, can you just type your okay? Okay, it's the same catalog. Alright, so it's also highly likely that Instagram will reject the products because lately, they're actually looking to have Instagram with some number of followers aged account with some engagement on it. So there's this stuff like approving new accounts. So it could be but then you can just request it again at some time and see maybe they'll approve it. It's for tagging products, like when you post on Instagram to be able to tag product. So when people click on your image, they can actually click ready a case. Alright, let's publish now you have all kinds of tools here. I actually haven't used it much. Oh, all kinds of stuff here too.

**So what's the name of that part so, if I have to have somebody come in and set that up,**

It’s the shops it's shops within the Ecommerce manager

**in Facebook or in.**

Yeah, it's done on Facebook but it's it works for Instagram. So it can be

**Facebook shops It was the what manager again?**

Ecommerce,

**Ecommerce manager**

Okay so they're giving some tools here and would be actually a nice just check if we got something on the Facebook page. Now there's also something very weird is that even the shopping template is selected the reason?

There is no shop tab showing here. I am not sure if I think this is probably his bug on Facebook. Just see it showing you like it's here. Yeah, like everything is fine.

Okay,

It's actually work maybe will take just some time and it will show up and or it's under review so literally for Facebook to approve it. It's for it’s so you can tag products when you post on Facebook and so pretty much that's all about it even when you're running ads, special and conversion ads, it's really doesn't matter much for advertising, it is only if you are posting the Facebook any cerement and want to get something organic. Like I know you can for example you can have an image with few different products and you can tag products on that image so and people can click on it and go directly to your store. So that's something additional. It's not really necessary for advertising and so I think that would be it. Now if you have any question?

**Okay. All right, well, I really appreciate your help.**

Thank you okay, if you need anything else or any problem appears or we just have a question just send me a message in Fiverr and I'll be happy to assist.

**Okay, I sure well,**

Okay. All right luck with your business.

**Thank you.**

Bye