

# Anatomy Of A Content Ad



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Captivating "step by step" headline to pull in in the reader

[Blog Post] The Simple "2-Step" Template to Keep Your Facebook Ad Account Safe

It has "[blog post]" in the title - telling people: "you don't have to give up your email to get this!"

FB ad accounts are getting banned all over the place. Maybe even yours has? Don't worry, there are simple tactics you can use to avoid that from happening. Click here to learn how to keep your FB ad account safe in 2 simple steps this epic new blog post!

Benefit-related, highly personalized authentic, informal style



High contrast relevant image

Headline: utilizes "steps" but with a specific benefit attached

2-Step Process to Keep Your Facebook Ad Account Safe

Step 1: Running "ungated" content ads to educate and inform is one of the [...]

Awesome lead-in "Step 1" - which baits people (in a good way) to click the ad

[...] in the description show there is more content on the other side when clicked

URL Branding

No Facebook CTA button



# The Facebook Ad Builder

