SENIOR CARE MARKETING MAX
A Division of Ring Ring Marketing

THE HOME CARE AGENCY'S META ADS COMPLIANCE CHECKLIST

STAY APPROVED, GENERATE LEADS AND SCALE SAFELY WITHOUT ACCOUNT RISK



WELTON HONG

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ABOUT SENIOR CARE MARKETING MAX

Senior Care Marketing MAX is a major division of **Ring Ring Marketing**, which has provided advanced digital marketing techniques to help small businesses succeed for over a decade.

RRM founder and CEO **Welton Hong** created SCMM to deliver the same market growth and revenue generation for senior care providers and related firms.

Mr. Hong and his team at RRM have a proven record of helping business owners generate more leads, convert those leads into clientele, and expand their local market share.

Unlike other local marketing firms, Senior Care Marketing MAX is founded on high-level technological proficiency. Before founding RRM, Hong was a senior technologist at R&D facilities for Intel, Sun Microsystems, and Oracle.

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Introduction

Running Meta ads for a home care agency can feel unpredictable especially as policies evolve and enforcement becomes more automated. What worked before can suddenly stop delivering, leaving your lead flow and revenue at risk. The key to stability is not guessing what Meta wants, but building a structured, compliant approach from the start.

This checklist transforms complex policy guidelines into clear, actionable steps. By following each section, you will protect your account, improve approval rates and create campaigns that generate consistent, high-quality inquiries without unnecessary disruptions.

1 Master Meta's Policy Landscape for Home Care Advertising

- [ ] Recognize that home care falls under sensitive categories like health age and personal circumstances.
- [ ] Avoid language that implies a user's health condition, financial tatus or caregiving situation.
- [ ] Understand that Meta uses automated systems that evaluate patterns, not intent.
- [ ] Monitor your account history since past disapprovals affect future ad reviews.
- [ ] Regularly review and update messaging as policy enforcement evolves quietly.

2 Eliminate Common Ad Compliance Mistakes

- [ ] Remove direct references to personal attributes (e.g., health conditions,age, caregiving roles).
- [ ] Avoid second-person phrasing that assumes the viewer's situation.
- [ ] Eliminate guarantee-based or medical outcome claims in your messaging.
- [ ] Replace clinical or diagnostic language with supportive, service-focused wording.
- [ ] Ensure your ad structure (not just copy) complies with targeting rules.



3 Configure Special Ad Categories Correctly

- [ ] Declare the Employment Special Ad Category for caregiver recruitment campaigns.
- [ ] Review whether client-facing ads could trigger additional regulatory scrutiny.
- [ ] Avoid targeting by age, gender or sensitive demographics in restricted categories.
- [ ] Adjust expectations for broader targeting and reduced segmentation precision.
- [ ] Build campaigns with compliance in mind from the setup stage, not after rejection.

4 Write and Design Compliant, High-Converting Ads

- [ ] Focus messaging on services offered rather than the viewer's personal situation.
- [ ] Use third-person or neutral phrasing to reduce compliance risk.
- [ ] Highlight benefits like peace of mind without promising medical outcomes.
- [ ] Avoid sensitive condition labels in images or on-image text.
- [ ] Use respectful, dignity-centered visuals instead of exaggerated transformations.
- [ ] Keep calls to action supportive (e.g., "Schedule a consultation") rather than urgent or fear based.

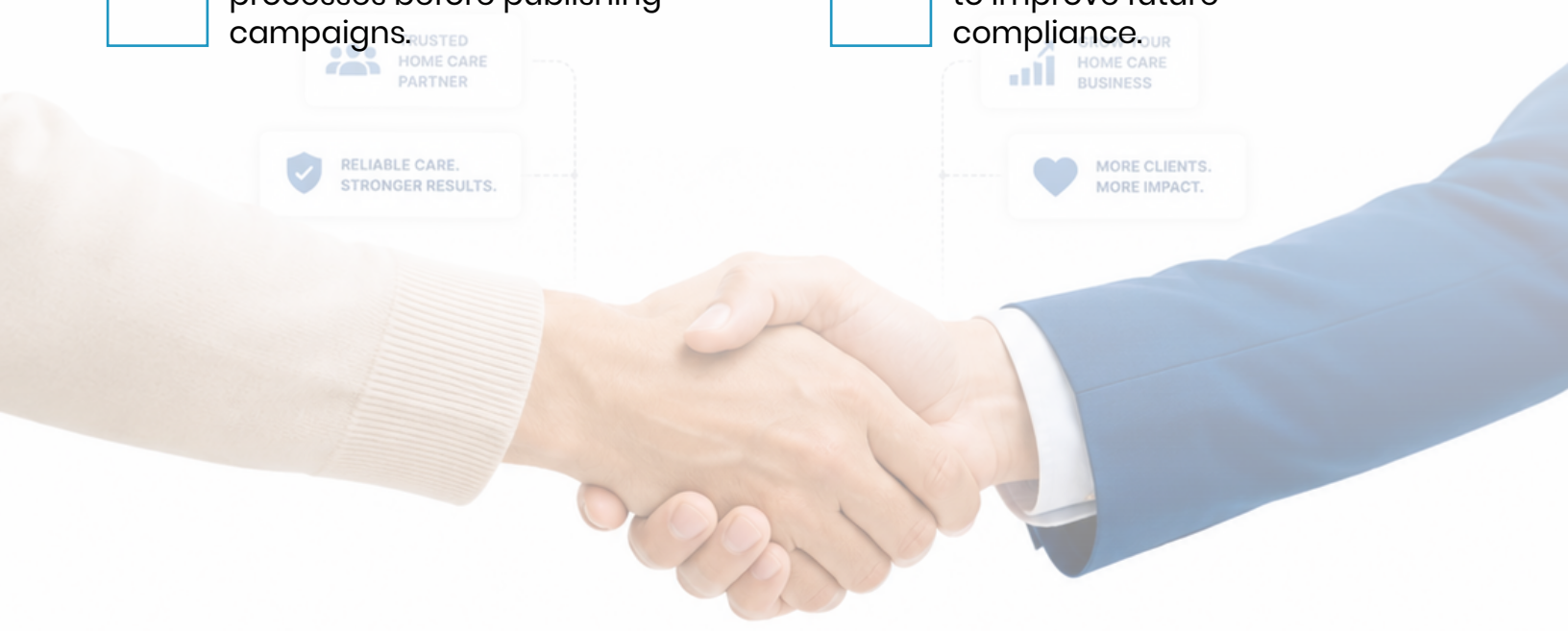


5 Build a Policy-Proof Funnel from Click to Conversion

- [ ] Ensure your landing page messaging aligns with your ad copy.
- [ ] Remove diagnostic or condition-based assumptions from headlines and content.
- [ ] Use intake forms that ask about needs without requesting sensitive health details.
- [ ] Limit required fields to only essential information for booking consultations.
- [ ] Include clear privacy and consent language on forms.
- [ ] Keep follow-up communication educational and supportive, not fear-driven.

6 Implement Internal Compliance Systems and Documentation

- [ ] Create standardized messaging guidelines for all ads, pages and communications.
- [ ] Maintain a list of restricted or high-risk words based on past disapprovals.
- [ ] Establish internal review processes before publishing campaigns.
- [ ] Use disclaimers to clarify positioning (e.g., non-medical services) when appropriate.
- [ ] Archive approved ads and campaigns for future reference.
- [ ] Track patterns in rejections to improve future compliance.



7 Monitor Performance and Protect Your Ad Account

- [ ] Check ad status daily for approvals, imited delivery, or review issues.
- [ ] Watch for sudden drops in performance that may signal hidden compliance flags.
- [ ] Track approval rates alongside cost-per-lead and conversion metrics.
- [ ] Submit clear, concise appeals referencing policy when necessary.
- [ ] Avoid repeated rapid resubmissions that increase scrutiny.
- [ ] Keep business information verified and limit unnecessary account access.
- [ ] Separate recruitment and client campaigns to reduce cross-risk.

8 Choose the Right Marketing Partner for Compliance and Growth

- [ ] Evaluate partners based on complianceexpertise, not just lead volume promises.
- [ ] Ask about their proactive processes for preventing ad disapprovals.
- [ ] Review examples of compliant ads in regulated industries.
- [ ] Confirm their understanding of Special Ad Categories and targeting rules.
- [ ] Ensure they align messaging across ads, funnels and follow-ups.
- [ ] Look for structured testing systems rather than aggressive scaling tactics.



Conclusion

Meta advertising for home care agencies is no longer just about creative messaging or budget—it is about discipline. Agencies that treat compliance as a core strategy, not an afterthought, experience more stable growth, fewer disruptions and stronger long-term performance.

By implementing this checklist, you shift from reactive problem-solving to proactive control. Instead of worrying about the next rejection, you build campaigns that are designed to succeed within the rules, giving you confidence, consistency and a competitive advantage.





Take the Next Step

If you want to ensure your Meta ads are fully compliant while still driving consistent leads, the next step is to evaluate your current campaigns through a compliance-first lens. Small adjustments in messaging, targeting and funnel structure can dramatically improve both approval rates and performance.

For expert guidance tailored specifically to home care agencies, contact **Senior Care Marketing Max** at **(888) 383-2848** or **(408) 982-6096** or email **info@ringringmarketing.com**. A focused conversation can help you identify risks, refine your strategy and build a scalable system that keeps your agency visible, compliant and growing.



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You can reach us at **info@ringringmarketing.com**
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