



Image via Cathryn Lavery under CC0

10 Quick Social Media Ad Writing Tips From an Expert



By **Emily Copp**

12 JUNE 2017

SOCIAL



Good copywriting is necessary for any ad to be successful. If you're juggling a lot of tasks on the go, it can be difficult to give the content the attention it needs.

If you take the time to refine your craft, it will pay off in the long run with higher engagement and lower costs.

Manage all your social media in one place

Sign up with Hootsuite to:

- 1. Manage your social profiles with one login
- 2. Automate content discovery & publishing
- 3. Measure performance with social analytics

Hootsuite Social Media Marketing & Management

[Learn More](#)





Essential copywriting tips for your social ads

1. Simplify it

Whenever possible, simplify your writing. You don't want to make people work harder than is necessary to engage with your ad.

When people scroll through their feed, they're not always going to stop and click the "see more" button to read the full text. When Hootsuite boosts posts on Facebook, we remove all additional text so that the reader doesn't have to expand to see the rest of the content.

To simplify your copy, try taking out unnecessary adjectives and replacing long words with short ones.

2. Edit (at least twice)

When you've spent lots of time writing and putting together different ad formats, taking the time to go over everything again can seem a bit tedious. But you must resist the temptation to immediately hit publish.

Whether you're an expert writer or a novice, everyone makes mistakes. By carefully reviewing your work, you'll notice inconsistencies and errors. A quick proofreading session can be the difference between a bad ad and a great one.

If you don't have time to a proofread yourself, ask a friend to review your work. It is always helpful when it comes to the editing process.

3. Remove jargon

When we run a campaign on a complex topic we spend a lot of time writing our drafts—it doesn't add value. In fact, it will make

Manage all your social media in one place

Sign up with Hootsuite to:

- 1. Manage your social profiles with one login
- 2. Automate content discovery & publishing
- 3. Measure performance with social analytics

[Learn More](#)

Social Media Marketing & Management

uit



Swap out jargon for simple words that will deliver your message clearly to the audience.



When you [understand who you're targeting](#) and why, you can better speak to your target audience's unique experiences and pain points.

For example, you'll probably use much different language talking to an executive at a financial services organization than you would a retail shopper. It's important that your language and tone thoughtfully reflects your audience.

5. Test your ad copy with organic posting

If something performs well organically, there's a good chance it will perform well as an ad. That's why we use organic posting as a way to test ad copy.

We experiment with different headings, CTAs, and images to see what works. That way, we don't pay for ads that we know people won't engage with.

6. Consider the scrolling experience

When we're writing the ad copy, we think about the entire user experience—which on social often has to do with scrolling through a newsfeed.

You can't think of your ads (or even your ad sets) as isolated units. You need to consider how all of your ad messages fit together.

To keep your audience's scrolling experience top of mind, how do your ad variations look like together? Do they have competing or complementary messages, or are they too similar?

7. Spend time on the call to action

Manage all your social media in one place

Sign up with Hootsuite to:

1. Manage your social profiles with one login
2. Automate content discovery & publishing
3. Measure performance with social analytics



We use active language that focuses on the benefit to the reader—which encourages mo



Your [call to action](#) should set expectations of what’s coming next. You don’t want to be known for clickbait headlines and CTAs that don’t deliver on their promise.

8. Experiment with emoji

There’s a new type of language on social: the emoji. It’s a fun way to engage your audience (so long as it aligns with your brand voice). If you’re running a bilingual campaign, for example, the universal nature of [emoji can enhance the message](#) and create consistency across ads.

Whatever scenario you choose to use them in, remember that your audience is key. If your target audience wouldn’t use emoji, then you shouldn’t either.

9. Write for the right format

Every ad should be written with the format in mind. Depending on whether you’re writing for an ad with an image, video, or carousel, the way you write the copy will be different.

When you’re drafting copy, play around with the placement of text with other components like images. You’ll realize the difference it makes when your ads go live.

10. Test and revise

Don’t be afraid to try out some new techniques. But each round of testing. You should always be looking

We often do [split testing](#) as a way to test out different manage stakeholders that want to try a different copy us what’s performing better and help us make data-

Manage all your social media in one place

Sign up with Hootsuite to:

1. Manage your social profiles with one login
2. Automate content discovery & publishing
3. Measure performance with social analytics

[Learn More](#)



When you start writing copy for your next ad campaign, keep these tips in mind. They will



Get the most out of your advertising dollars with [AdEspresso by Hootsuite](#) or [Hootsuite Ads](#). Both are powerful options that make it easy to create, manage, and optimize social media ad campaigns.

[Learn More](#)

Filed Under: [Skills](#)



Subscribe to our blog newsletter

Social media strategy, advice, and tips delivered direct to your inbox

[Subscribe](#)

Unsubscribe at any time

Share this post via:



WRITTEN BY



Emily Copp



Emily is a Copywriter at Hootsuite. Chat with her about cooking without dairy.

Hootsuite Social Media Marketing & Management

Manage all your social media in one place

Sign up with Hootsuite to:

1. Manage your social profiles with one login
2. Automate content discovery & publishing
3. Measure performance with social analytics

[Learn More](#)



ARTICLES SIMILAR TO THIS



12 MONTHS AGO

[SHARE](#)



Why Digital Natives Need Social Media Training Just Like Everyone Else

10 MONTHS AGO

[SHARE](#)



Twitter Hacks: 21 Tricks and Features You Probably Didn't Know About

9 MONTHS AGO

[SHARE](#)

12 Comments

Sort by **Oldest** ▼



Add a comment...



The Travel Hacker

This is GREAT information. I've recently begun using Instagram to highlight my WebTV show about travel hacking, and it's been great!

I found that most people are very engaged and pay attention to your posts IF you make them interesting!

I definitely plan on using the stat about the importance of including a location - I had no idea that it was that important!

Like · Reply · 1 · Jun 30, 2017 2:15am



Jackson mariam

I am from united states of America, I want to testify ALS, I got infected with ALS disease in 2011, i visited spiritualists and pastors for cure but all to no avail. coming to an end until, i searched google and read get cured of ALS. i saw a post in a health forum at called DR Idahosa were all kinds of deadly diseases ALS, MND, Epilepsy, Leukemia, Asthma, Cancer, cured, at first i got shocked, but when i read the do of ... [See More](#)

Manage all your social media in one place

Sign up with Hootsuite to:

1. Manage your social profiles with one login
2. Automate content discovery & publishing
3. Measure performance with social analytics

[Learn More](#)



John Pasca

JOIN ILLUMINATI WERE EVER AND WHICH EVER COUNTRY YOU ARE



opportunity of making your desires come to accomplishment. If you are interested contact us now for all you seeks in life will comes to Reality. email us now:[Adamsmithilluminatiworld@gmail.com] or call the temple on +2348051980739 / whats-app . Join Illuminati online today to achieve your heart desire now for more information on how ... [See More](#)

Like · Reply · 14 hrs



John Pasca

JOIN ILLUMINATI WERE EVER AND WHICH EVER COUNTRY YOU ARE

Do you desire Fame, Riches, Powers, Wealth and do you want all your dreams to come to pass? Are you a business Man/woman, politician, musical, student etc the Great Illuminati Society offers you a life time opportunity of making your desires come to accomplishment. If you are interested contact us now for all you seeks in life will comes to Reality. email us now:[Adamsmithilluminatiworld@gmail.com] or call the temple on +2348051980739 / whats-app . Join Illuminati online today to achieve your heart desire now for more information on how ... [See More](#)

Like · Reply · 14 hrs



Kayashionista

cooler Post, ich habe so viel darüber gehört und man wollte es uns in der Firma sogar andrehen, aber da sieht man, dass diese Social Media Experten, wie sie sich nennen, doch keine Ahnung haben und wie peinlich wäre es wenn man mit Genussmitteln (die ab 18 zugelassen sind) bei Teenies plötzlich kommentieren würde oh je oh je.. da bleibt halt die gute alte Methode Investition in Beziehungen wie im realen Leben auch 😊

Gruss

Like · Reply · 14 hrs

Load 7 more comments

Manage all your social media in one place

Sign up with Hootsuite to:

- 1. Manage your social profiles with one login
- 2. Automate content discovery & publishing
- 3. Measure performance with social analytics

Save time managing your Social Media Marketing & Manage

Learn More



PRODUCTS

- Engagement
- Publisher
- Analytics
- Insights
- Campaigns
- Platform
- Amplify
- Ads
- Impact

INDUSTRIES

- Financial Services
- Healthcare
- Higher Education
- Government

PARTNERS

- Alliance
- Technology
- Digital Services
- Developer

DOWNLOADS

- Mobile
- App Directory
- Hootlet

EDUCATION

- Courses

PLANS

- Free
- Professional
- Team
- Business
- Enterprise
- Compare Plans

SOLUTIONS

- Social Marketing
- Social Selling
- Customer Service
- Employee Advocacy

WORK WITH US

- Careers

CORE NETWORKS

- Facebook
- Twitter
- Instagram
- YouTube
- LinkedIn
- Google+

ABC

- Com

Manage all your social media in one place

Sign up with Hootsuite to:

1. Manage your social profiles with one login
2. Automate content discovery & publishing
3. Measure performance with social analytics

[Learn More](#)