

10 Quick Social Media Ad Writing Tips From an Expert



By Emily Copp

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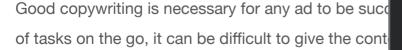
SOCIAL











If you take the time to refine your craft, it will pay off and lower costs.

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Our social media marketing specialist Gabrielle Maheux offers up tips to make your ad cd



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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 guick 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 is always helpful when it comes to the editing proces

3. Remove jargon

When we run a campaign on a complex topic we sp

ur drafts-it doesn't add value. In fact, it will make **claoussula** Marketing & Manage

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



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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 variations look like together? Do they have competing complementary or are they too similar?

7. Spend time on the call to action



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



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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 cop us what's performing better and help us make data-

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

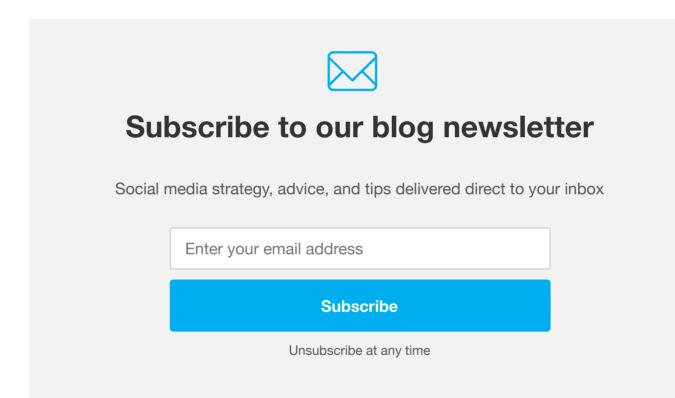




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The Travel Hacker

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!

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Jackson mariam

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

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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

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