

## BEST PRACTICES

# Paid Social Copy

Crafting successful ad copy requires distinct strategies across different social media platforms. Understanding these nuances doesn't have to be a hassle. Read on to learn the best practices for writing ad copy on LinkedIn, Facebook, and Twitter. Remember that testing your ad copy is essential to ensure high-performing ads across all three social platforms.



### Meta

- ▶ Follow character count guidelines.
- ▶ Create personalized ads for segmented audiences.
- ▶ Speak directly to your target audience.
- ▶ Keep messaging concise, compelling, and direct.
- ▶ Establish a clear story that introduces your brand.
- ▶ Lead with your value proposition, how it will help your audience, and what they need to do next.
- ▶ Leverage one clear CTA.
- ▶ Provide social proof that cements your credibility.
- ▶ Ensure your language matches the visual creative and the landing page.
- ▶ Use emojis to grab attention if they make sense for your brand, product, or message.
- ▶ Stay on tone with your brand.

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in

## LinkedIn

- ▶ Follow character count guidelines for each specific ad format.
- ▶ Employ a professional tone and avoid slang or unnecessary jargon.
- ▶ Align your ad copy with the specific landing pages being used, but ensure not to use the copy verbatim.
- ▶ Clearly describe the offer and who it's for by calling out your audience in the first sentence of your headline to improve performance.
- ▶ Offer thought-leadership insights and key takeaways that make your content unique.
- ▶ Leverage bullet points to draw the viewer's eye down the length of the ad.
- ▶ Match your CTA with the objective you selected initially.
- ▶ Use emojis sparingly and tastefully (also consider the colors of the emoji in relation to the LinkedIn background and ad creative).
- ▶ Limit the use of uppercase or all-caps text.
- ▶ Keep messaging concise, urgent, and direct while testing long-form and short-form copy. Long-form copy is gaining popularity and can be used to address pain points, call out benefits, and build trust with users.




## Twitter

- ▶ Keep the text short, between 50 to 100 characters.
- ▶ Be strategic with hashtags and use no more than 2.
- ▶ Avoid mentions.
- ▶ Ask a "yes" question.
- ▶ Convey a sense of urgency.
- ▶ Include a clear, direct CTA.

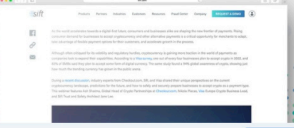
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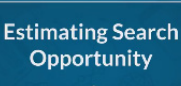


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