

Tools to Employ for Effective Copy



Let's review the three essential components of effective ad copy:

Opening

Your opening is the first and most important part of your ad. It should be composed of two parts:

Audience Call-out: Audience call-outs are words that indicate to whom the ad is directed. If you're an online clothing company using Facebook Audience Insights to target consumers who make between \$50,000-\$70,000/year and who enjoy the latest fashion, call-out examples could include:

- ➔ **New arrivals from top brands**
- ➔ **What to wear this summer**
- ➔ **The new styles of the season are here**

A good call-out means that you know your audience and are appealing to them directly.

Hooks: A line or phrase that piques the audience's interest using:

- ➔ **Pain points:** Identify the problem your product or service will solve.
- ➔ **Feelings:** Explain how they will feel before and after using your service.
- ➔ **Logic statements:** Provide data that will make them want to know more. You can do this for example by asking a "Did you know?" statement.

An example of a hook is: "Are you ready to become a master photographer?"

Transition

After you've grabbed the reader's attention you will discuss the solution and the benefits of using your product or service.

An example of a transition is: "Learn the art of French pastry making in this award-winning course and impress your family and friends."

Call to Action

Tell your audience exactly what to do.

Examples of "Calls to Action" include: "Enrol today"; "Swipe up to shop"; and "Click here to claim your 30-day free trial."

Important things to remember

When writing your copy

In terms of content:

- **Tailor your ad copy** to your audience.
- **Be recognizable.** Before publishing your ads, check your landing pages and make sure that content and tone align with your prior ads.
- **Mention price or special offers** (if it's aligned with your brand.) This can motivate customers to buy.
- **Include a timeframe** to create a sense of urgency.
- Use **data** and **customer reviews** where relevant. Customers are drawn to statistics and will want their purchasing choices to be validated.

In terms of style:

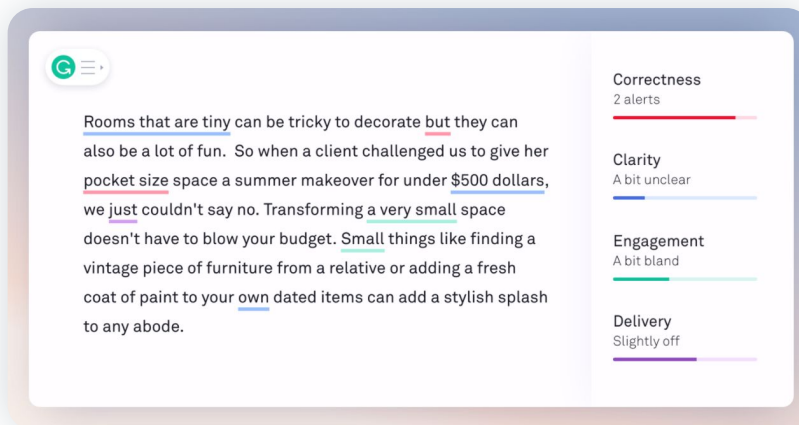
- Visuals should **complement** your text.
- Keep it **clean** and **simple**. Large blocks of text can make customers lose interest. Edit your copy down to short and engaging paragraphs that can easily be skimmed.
- Write and **rewrite**. Can you change your phrasing to the active voice? Eliminate vague or excessive adjectives? Include humor?

Even without employing professional copywriters or agencies, there are numerous **tools** available for you to create cohesive and **enticing campaigns**.

Grammarly

[Grammarly](#) is an AI-run digital writing tool that edits for basic grammar, punctuation, and spelling. A premium version also checks for tone, plagiarism, word choice, and readability.

The screen is split into two main sections, with your writing on the left side, and pending edit alerts to the right. The avirtual assistant in the rightmost tab grades your overall writing and filters edits for correctness, clarity, engagement, and delivery by color. Select one of these categories to populate edit suggestions, which you can accept or dismiss.



Tips and Tricks:

Grammarly.com uses a standard text editor but you can download [Grammarly](#) for [Microsoft Office](#) to gain access to formatting tools.

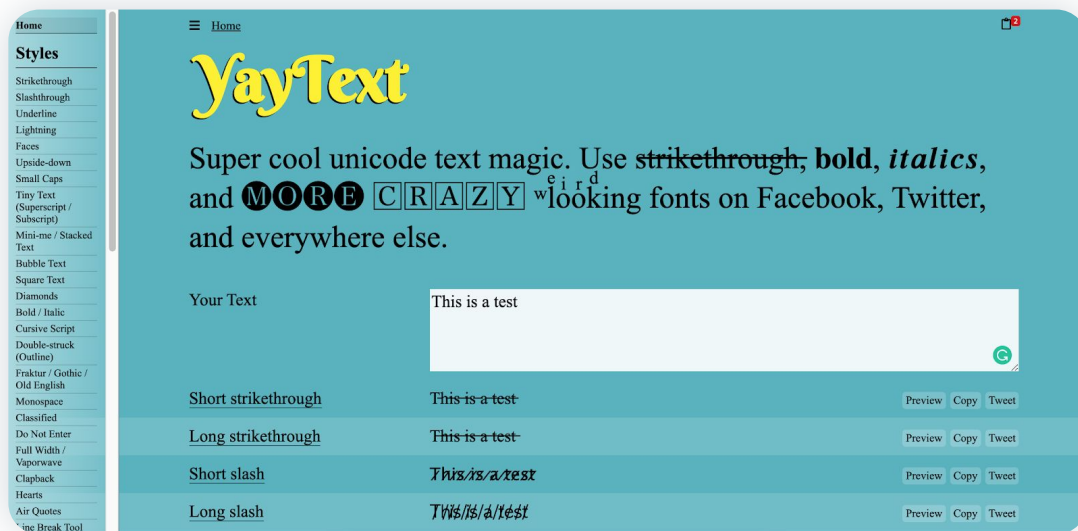
Steps:

- 1 Go to [grammarly.com](#)
- 2 Select "New."
- 3 Upload, type, or paste a document into the reader.
- 4 Set goals for audience, formality, tone, and intent.
- 5 After completing edits, go to the menu on the left hand side of the screen and download the text into a new Microsoft Word document.

Yaytext

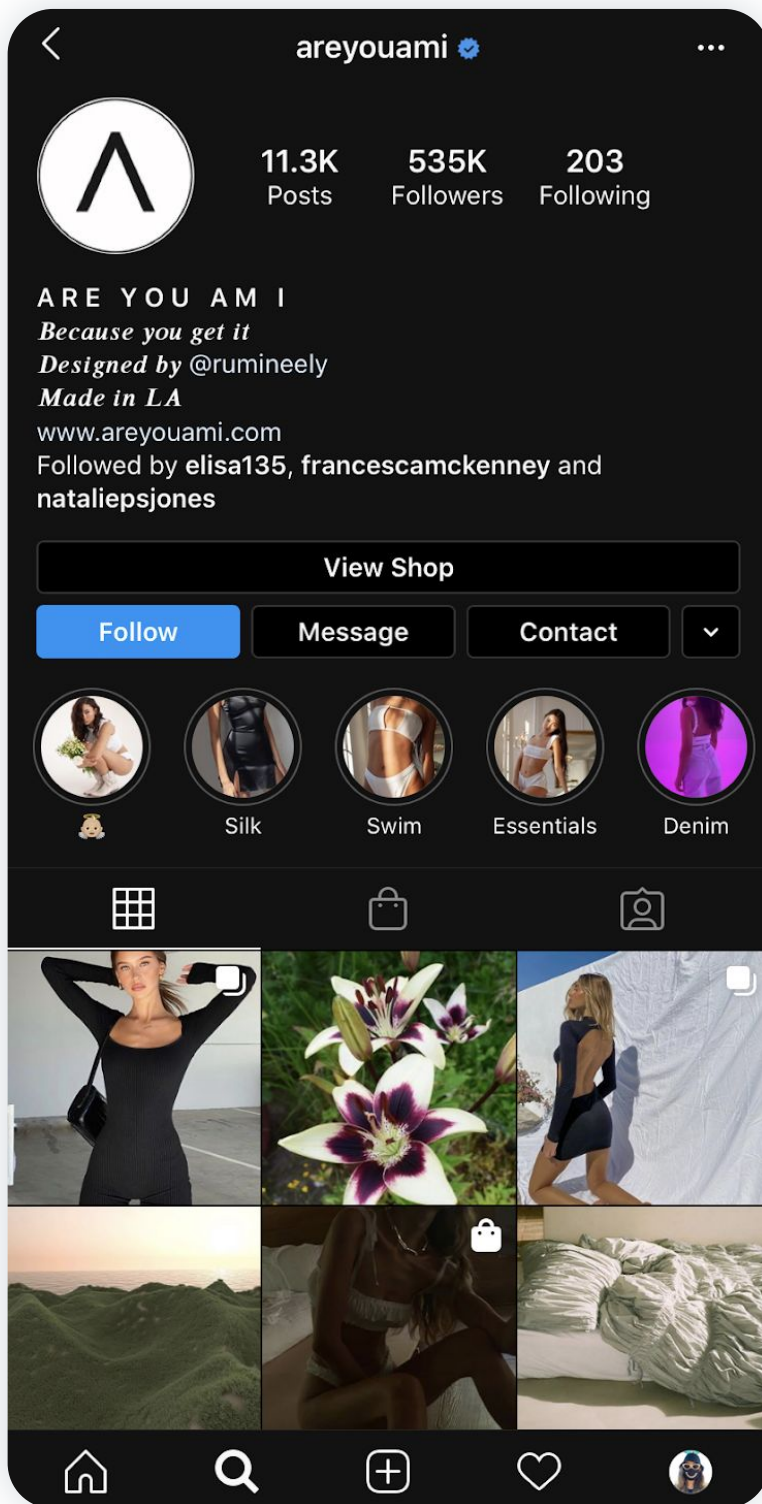
Yaytext.com converts your copy into different font styles. You can paste the converted text onto various platforms such as Instagram, Twitter, Facebook, and Youtube.

Selecting a style from the menu on the left of the screen will lead you to a page showing the font in action, along with usage suggestions. The menu also features various how-tos, complete with detailed instructions and diagrams.



Steps:

- 1 Type or paste into the box that reads "Your Text" on the homepage. Alternatively, you can **select by style** from the menu to the left and enter text there.
- 2 Select "**Preview**" to jump to the bottom of the page and see how the text will appear **across various platforms**.
- 3 Select the "**Tweet**" button, which automatically populates the text in a new tweet. Make sure to delete "via http://yaytext.com" before sending your tweet. Or copy the generated text by selecting the "**copy**" button and **paste** in your comment, post, or bio of choice.



Here is an example of YayText in action:

Are You Am I is a fashion brand based in LA. The spacing in the brand's name not only makes it visually pop but also clarifies any confusion so readers will not mistakenly call it "Are You Ami," as the spaceless handle might suggest.

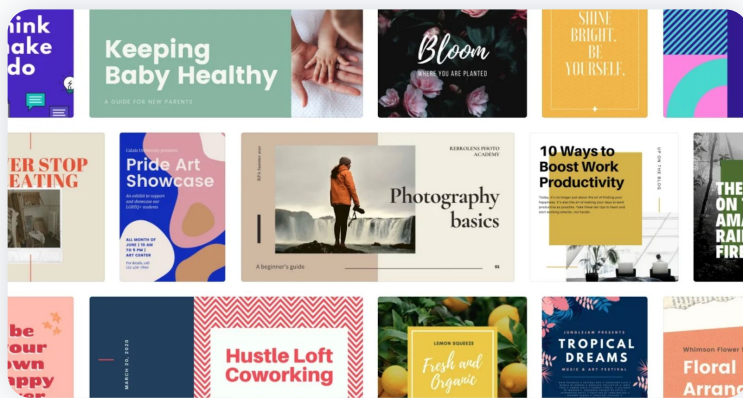
The description stands out from similar brand pages on Instagram because it is written in cursive. The style signals an exclusivity also implied in its motto: **Because you get it.**

Tips and Tricks:

Stick to one or two styles per post. Changing the font of a word or phrase can add emphasis, but too many styles will make the text appear scattered and off putting to the reader.

Canva is a design platform that offers templates for Instagram and Facebook posts (for both story and feed), posters, reports, presentations, logos, and more. Their templates can be especially effective when it comes to designing and composing visuals that include copy. To get started, visit <https://www.canva.com/>. It is free to sign up, but some features are only available through the premium version, which you can access for 30 days through a free trial.

As you develop your digital marketing campaign and post more consistently, you will need to develop original content. This will ensure you don't have to spend time acquiring permission to reuse photos and define your brand's look.



Steps:

- 1 Select a **Template** for your desired platform or project.
- 2 Click on an element of your project (e.g. text box or image) to reveal the **toolbar** and **edit**.
- 3 **Upload** a picture or drag and drop it into your project from your desktop. You can also select a photo to use from Canva's archives.
- 4 Add stickers, grids, charts, lines, and other graphics from "**Elements**" in the menu to the left. You can also add and edit text, music, and backgrounds here.
- 5 Select "**Share**" to allow other contributors to edit the document.
- 6 When you have completed your edits, select "**Download**" to save your work. Select a File type. Sizing and quality options are also available in the premium version. Press "Download" to complete.
- 7 Share the ad on your platform of choice.

Emojipedia

Emojipedia is a reference website for all things emoji. It offers names, descriptions, history, statistics, and compatibility of each emoji, along with references for how each appears across various platforms and its latest versions. You can search by typing in the bar or browse by category.

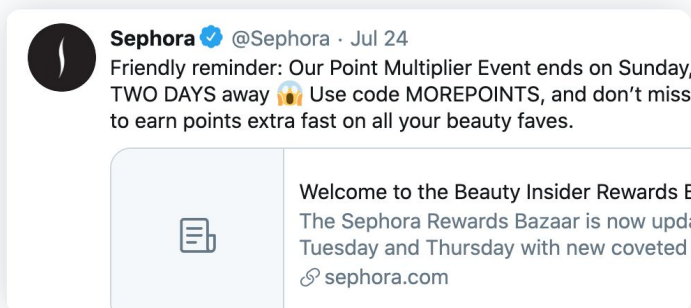
Emojis have become popularized across social media platforms as a sort of hieroglyphic alphabet. They can tell a story, if several symbols are used in sequence, or act as punctuation, to give a different connotation from those our standard symbols offer. As with font variation, however, overuse can muddle your message and visually overwhelm readers.

Creative Tips:

- **Create** a poll and ask your audience to comment with a 👍 [thumbs up emoji] or 👎 [thumbs down emoji]
- Ask your audience to decode a string of emojis in the **comments** for a chance to enter sweepstakes.



Let's take a look at emojis in action.



Sephora's Twitter feed is a great example of emojis in use. In this post, the "Face Screaming in Fear" emoji emphasizes the urgency of the campaign's deadline. It also coordinates icons with the product's benefits (e.g. water droplet and leaf icons to symbolize clean ingredients) and increases digital engagement by calling on customers to comment with specific emojis.

Creative Tips:

- Coordinate the color scheme of your ad with the colors of the product.
- Choose contrasting background/text colors to make your image and copy both stand out.
- Use lines or other graphic elements to add visual interest to a plain background.
- Use a consistent color scheme for each campaign across platforms (newsletter, Instagram/Facebook posts, etc.) to make campaigns easy to locate while scrolling through a feed or blog.

Case Study

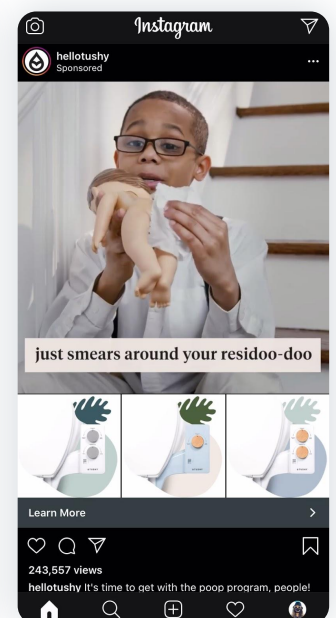
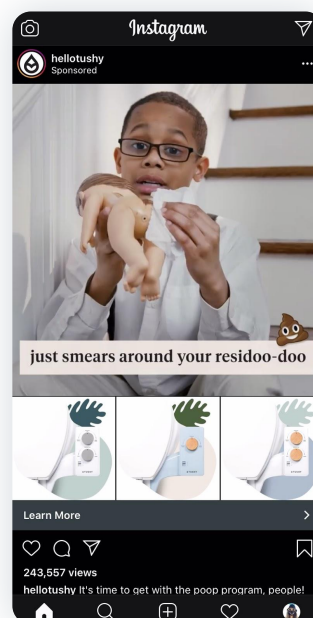
Let's take a look at an ad that makes creative use of copy and emojis in their visuals. **Tushy** is a bidet brand that has boosted sales during COVID-19 lockdowns. Its primary advertising platform is Instagram.

Tushy's brand is clean, cheeky, humorous, and light. Here are some of the ways it cultivates this image.



In this frame, a peach emoji covers the word “**bum**” and acts as a censor in the caption as the child narrates. This gives the ad a lighthearted, family-friendly feel.

Here the emoji underlines the humor introduced by a pun. This could have also been an opportunity to introduce a different font style, by writing the caption as “just smears around your residuedoo-doo.” Rhymes and alliteration throughout the ad and in the caption also set the tone and pacing.



The final frame is simple and focuses on the key elements of the ad.

It features the **brand name**, the **website**, and a **“shop now” button**. The call to action is direct and stands out in green against a neutral background.

The leaf graphics behind the bidets align with the brand’s “clean” and “natural” aesthetic. Their color scheme is visually cohesive not only with the products but also with the backgrounds featured in the video (e.g. bathroom walls).

