

# Increasing post click through and engagement

## **First-time marketer posts:**

Watch my video.

Read my blog post.

Buy this thing.

## **13 copywriting improvements:**

- 1) BENEFITS (not features)
- 2) The word “you”
- 3) Name-dropping / authority
- 4) Numbers
- 5) Percentages
- 6) Time (now/today)
- 7) Emotion-evoking words and topics (love/hate)
- 8) Hot topics
- 9) Ease
- 10) Promise of success
- 11) For audience, not you
- 12) New/different
- 13) UNIQUENESS

## **Standing out with uniqueness:**

Old: Watch my video!

New: See the hottest chocolate dish of 2020 - chocolate spaghetti with mousse

New better: Hottest chocolate dish of 2020 - chocolate spaghetti with mousse in 5 minutes recipe by Michael Jodan

## **Clickbait:**

Old: Read my blog post:

New: Read my blog post about Kim Kardashian’s shocking new fashion for Fall 2024

New better: Read my blog post about the Kim Kardashian’s shocking new fashion for Fall 2024 praised during New York Fashion Week

## **Commerce:**

Old: Buy this thing

New: Save 50% on your gas costs with this easy to install tire pressure meter.

New better: Save 50% on your gas costs with this easy to install tire pressure meter that you can install in 2 minutes - start saving 50% today!