

COPYWRITING FOR SOCIAL MEDIA



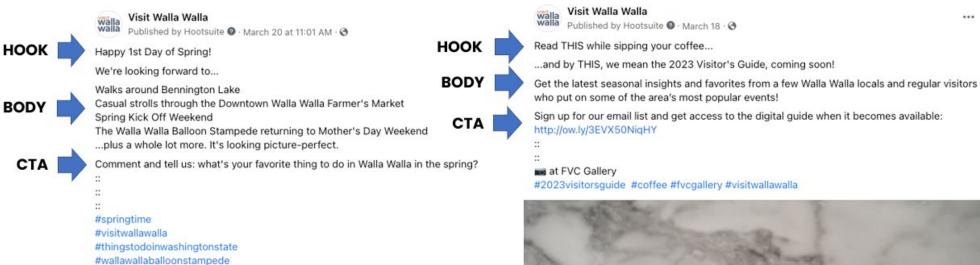
Why is copywriting for social media different than other copywriting?

- 1) Different platforms require adjusted copy directives
- 2) You're competing for attention against everything else in the feed
 - 3) Conversations can't be predicted

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Use questions, bold statements, and if it's on-brand, clever tie-ins to the featured image to stop that scroll	 Short form vs. longer, mini-blog style Play with emojis to break up longer ppgs 	 Remember platform specific issues Make it attractive to leave the platform (WIIFM)
Experiment with short and longer hooks to see if you can get people to click to see more	longer ppgs	Mix up your CTAs (comment, bookmark, get the whole story, shop the selection)

A few parting shots:

- Social media is conversational, so decide what kinds of conversations you want to have with your followers. This will help you with copy style and also will help you make your content more engaging!
- Social media should grow your email list. Make sure you plan dedicated posts for email list growth and track your results!
- Listen to everything Steph & Sarah said they're awesome!







#wallawallawine

Erica Walter
erica@ericawalterwrites.com

@ericawalterwrites

At Erica Walter Writes, our mission is to help small businesses send marketing emails that don't suck. We host a monthly workshop, The Get Email Marketing Experience, where you can learn from Erica on a variety of email marketing topics like segmentation, design, planning, strategy, and so much more. Erica's newest course, PRESS SEND: Email Marketing Mastery for Wineries, is live filming now (and if you're a winery, it's not too late to get in!).