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Nine Facebook Copywriting Tips You Can Implement Right Now



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9 Facebook Copywriting Tips You Can Implement Right Now!

Get Your Ads Read - And Clicked!

Copywriting doesn't have to be difficult.

In fact, after reading the tips below you'll be well on your way to write good copy. This isn't a be all, end all advice to write copy. Do your due diligence and always test!

Tip #1: It's All About Having a Conversation!

Copywriting is essentially conversational writing. Imagine you're sitting in a bar with a friend and you're telling him about your product. How you would talk to him?

Whenever you're writing copy, write as if you're talking to a good friend. Write your first draft of copy, and then speak it out loud when you're done.

Do you sound natural? Can you talk like that to a friend without feeling awkward? If yes, change it. The readers who read it will think you're talking to them *personally* and not like a robot.

Which brings us to...

Tip #2: Always Write to ONE Reader...and Call Them Out!

Imagine standing in a crowded train station during peak hours and you're shouting, "Website design! Professional website design for only \$99!"

Who do think will stop and come and talk to you? Probably 1 or 2. They might not even buyers and just there because they're curious.

Say you're shouting, "Wordpress users! We can help you design a professional website for only \$99!"

Wordpress users will prick up their ears, "Oh me? Yeah I'm a wordpress user...". You got their attention. You called them out.

Let's go further, "Calling business owners who are struggling to design a new wordpress website for your store! We can help you design a professional website for only \$99!"

Now how many people do you think will come and approach you? Probably lots more than just 1 or 2. And they're most likely to be buyers too.

The takeaway here is, trying to talk to everyone means you're talking to no one. Talk to the ONE person you want to help. The thousands of others who feel like you're talking to them will also respond.

Tip #3: You MUST Know Your Audience!

Before you can even call out to the person you want to talk to, you have to know exactly who you want to talk to.

This is where proper avatar research is extremely important. First, think about who you're selling to. Who will be your *most ideal* client? One that you'd LOVE to be your client or customer...

Find out all about them! Here are some questions for you to get started:

- What do you think your prospect is struggling with?
- What do you think are their TOP 3 frustrations/obstacles they're having?
- What do you think they failed at?
- What keeps them awake at night?
- What are they afraid of?
- What are they angry about? Who are they angry at?
- What do they secretly desire MOST?

When you know your customer in a deep level, you can easily connect with them because you're showing how much you *understand them*.

This is especially true if your offer promises a solution to a problem. You're showing your reader how much you understand them, and in turn they'll trust you that you know how to solve their problems.

Be personal, caring, like you're watching out for your best friend.

When you be a friend to someone, and not talk like a business owner, you'll get better engagement. No one wants to talk to a salesperson!

They want to talk to someone who *understands* them - because Facebook is a social place!

Which brings us to the next tip...

Tip #4: Stories Are AWESOME.

Remember this: The nature of Facebook is extremely social.

People do NOT log on to Facebook to shop or buy stuff. They're there to look at memes, gifs, videos of cute cats & dogs, share opinions and talk about their personal lives.

Buying or shopping is the last thing on their minds.

So share a story.

Have you ever seen any of your Facebook friends post a very personal story and everyone else is giving her support in the comments?

People are insanely curious creatures, and *stories create strong rapport*. If you have a story you can share about your offer - do it. Write about how the product or service helped you. Or if you have customers or clients who used your product and it helped them greatly.

Stories have emotions. People relate to stories very strongly. Which is why movies, shows, dramas, reality shows are all so absorbing because we just want to know what happens.

Tip #5: Use Your Customers' Own Words!

Your best sales rarely come from direct selling.

It comes from recommendations.

Someone recommending your offer to someone else is 1000x better than all the sales calls you could ever make. Why?

Because the one doing the recommending is someone whose opinions matter a lot to the other person. The trust is already there.

Remember when you try to recommend a movie to a friend? You'd go, "Omg you gotta watch it, I mean like, wow it *completely* blew my mind!" Your friend will most probably watch it because she trusts your opinions and recommendations.

This is why testimonials & reviews are POWERFUL. Look at the example image below:



Spire
Product/Service · 8,099 Likes · August 5 at 12:00am · 

 **Profile**

The wearable for mindfulness, Spire tracks stress, calm, and activity.



"My first week with Spire was the most calm and productive week I've had in 10 years"
Spire quietly measures your breathing patterns throughout the day to uncover your...
SPIRE [Shop Now](#)

3 Likes

 **Comment**  **Share**

Or use a short copy describing a customer's experience with the product, like this:

**Infusionsoft**
Internet/Software · 112,838 Likes · July 13 · 

 Profile

Christian Isquierdo at LeftFoot Coaching Academy leveraged Infusionsoft's sales & marketing automation to increase revenue. But he also decreased his workweek from 90 to 60 hours and now takes 35 vacation days per year. See how Infusionsoft can help you grow your business AND improve work/life balance!



Increased Revenue from \$40k to \$625k
Harness the power of automation to organize your contacts, turn leads into customers and transform customers into raving fans.

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Learn More

1,435 Likes · 213 Comments · 287 Shares

 Comment

 Share

Why are testimonials so powerful again?

Sometimes, it's even *more* powerful than professional copy. And here's why:

1. **Testimonials build TRUST.**

Apparently, 75% of people don't believe companies tell the truth in advertising, while 14% don't trust advertising at all ([source](#)). BUT - 70% of online customer's trust recommendations from unknown, other users ([source](#)).

2. Testimonials uses the power of Word-of-Mouth recommendations.

Think about it - when someone recommends you something, it's way more effective in getting you to make a purchase decision. The data [HERE](#) shows that word of mouth is the *primary factor* behind 20-50% of all purchasing decisions.

3. Testimonials show AUTHENTICITY.

Testimonials are often seen as a conversation. When someone writes a review, it never sounds 'business-y' - it's an honest feedback from the customer telling a story about the quality of your product or service.

Tip #6: Ask Questions!

Want to stop someone in their tracks?

Ask a question.

Did you know that questions are one of the most powerful technique you could use to keep a person's attention?

Questions engage readers and divert their attention from the fact that they're viewing an ad. See, nobody likes to be sold to. A badly written ad is like that unwelcomed salesman at your door.

Which is exactly what you're doing especially when you're promoting your products or services on Facebook. Facebook is a *personal* space - and you're 'invading' their homes with your unwelcomed ad.

Start with a question. Create conversations. Be social!

Tip #7: Promise a Benefit!

Benefits SELL.

Features are boring. Benefits are *exciting*.

Say you're selling a tablet - You don't go saying to someone, "Check this tablet out with it's 9.7" QXGA Super AMOLED display, 6000mAh battery, quad-speaker system and 13MP rear camera!"

Those are the *features*. It's dead boring.

But when you talk about benefits...

"Check this tablet out and it's amazing crystal-clear display! Watching Netflix on it will be so amazing because of it's amazing clarity and sharpness. And the 6000mAh battery will allow you to binge watch for hours before having to charge again! No earphones? The quad-speaker system is incredibly high-quality so you can hear every dialog, explosions and rustle from your show. Not forgetting the camera which allows you to snap HD images of your friends and families."

That's an example of writing about the benefits.

Most customers care more about what they're going to get out of your product or service than how it works. Well, eventually they do want to know how it works, but you can tell mention that later. (Usually on your landing page).

For your Facebook ad, when you're trying to attract customer to your product, tell them what your product will do for them.

Show your audience how your product or service can satisfy a specific need or want.

Tip #8: Create a Sense of Urgency!

Urgency *forces* someone to act now.

Say you successfully get a reader to stop and read your ad. Sometimes clicking on the ad takes too much effort. They wait. Procrastinate. Put it off till later.

The best ways to overcome it is by creating a sense of urgency in your ad copy. It's an old sales technique and you've probably experienced it before (maybe without knowing too). Urgency gives someone a reason to act now.

You can offer a time-limited deal:

“SUMMER SALE!” Save up to \$150 on your custom-tailored suit! Offer only lasts till Monday, Feb 27th!

“Flash Sale!” Enjoy 40% off storewide if you purchase TODAY! Use this code: FortyOff. You got 24 hours!

Urgency evoking words are like:

- limited time
- only
- today
- hurry
- act now
- rush
- last chance.

Tip #9: Show Scarcity!

People tend to perceive scarce items as more valuable.

The harder it is to find, the more valuable it becomes, like gold. Author Michael Lynn said, “According to the theory, scarcity enhances the value (or desirability) of anything that can be possessed, is useful to its possessor, and is transferable from one person to another.”

This theory simply means that you could entice someone to notice and act on your ad if you manage to communicate the scarcity of your product. Example:



Final Thoughts.

All of the tips above are simply guidelines. As with all kinds of advertising, you always need to test. See what works best for YOUR business.

Cheers

WANT THIS WORKING IN YOUR BUSINESS?

Book the 20-minute call.

calendly.com/jamiesonnexconsulting/30min

