

BILLBOARDS

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Writing has evolved over time, advertisements have changed over time, and industries have changed but how will everyone keep up?

The current evolution is the location of ad copy. From the earlier ways of writing copy for billboards and magazines. Compared to today, writing copy for social media, emails, and websites. A popular job for new copywriters is writing social media captions, and creating eye-catching informative copy to draw in the consumer. The post only gets a few seconds of interaction with the consumer, so when writing for social media must be concise.

I currently run the Instagram page for a local restaurant, and thinking of a sentence to describe the intention of the post can be difficult. Something that helps me is to keep it simple. Most of the things I post are food which will automatically draw in the consumer so that takes some of the pressure off. But using the day of the week in the copy or using adjectives to describe the content has been a success.

A lot of the time I think of writing captions like creating a slogan for a billboard. It also makes sense because the audience skimming through their Instagram feed is like a car going seventy miles per hour by a billboard on the highway. This makes me keep it concise and makes it a little more fun. Thinking of the image on the billboard as the Instagram post, I think 'what really stands out?' I'm not writing captions as short as 'just do it' or 'got milk?' But trying to keep my captions to a ten-word minimum is a goal that I keep in my head. I don't follow a specific formula, but I try to use attention-grabbing words like 'STOP,' and even words to help warrant someone to come eat like 'reward' and 'deserve.' My job is to make coming in and eating easier for the consumers, so keeping the specific reason you are sharing something is very helpful.

I am starting to use short-form video. According to an article written by AOV Up, "Short-form video content has the

highest ROI of any social media strategy at 30%." But how is that related to copywriting? Many short-form videos use a script that is strategically made to achieve an objective. This is a script of about thirty to fifty words to communicate to your audience. Which makes it a lot easier for your message to reach your audience. With TikTok surging and Instagram Reels on the rise, short-form video content is tremendously overtaking other forms of content. My goal for the end of the year is to strengthen my skills in that area to stay ahead of the curve and achieve more success.

-Ryan