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**S O C I A L M E D I A**

Class 3 – Copy and Advertising Slogan  
Javier Plaza



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C L A S S

C O P Y

A N D

A D V E R T I S I N G

S L O G A N



# Students Introduction





## Social Media Course - Guidelines

- Class 1 – Social Media
- Class 2 – Communication Strategy and Social Media Tools
- Class 3 – Copy and Advertising Slogan
- Class 4 – Graphic Design – Tools and Tips
- Class 5 – Online Ads
- Class 6 – Other Digital Marketing Actions and Data Analytics



## Case Study

Company 1  
Car Dealership

Company 4  
Fashion E-Com

Company 2  
Kindergarden

Company 5  
Gym

Company 3  
Restaurant

Following the Case Study selected in Class 1:

- Create a Communication Strategy for the company (Communication Line)
- 1 Month Editorial Calendar





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CLASS 3 - COPY AND ADVERTISING SLOGAN



Advertising Slogan

**JUST DO IT.**



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CLASS 3 - COPY AND ADVERTISING SLOGAN



## What is an advertising slogan?



Advertising slogans are short phrases used in advertising campaigns to generate publicity and unify a company's marketing strategy.



## Characteristics for a Slogan

- Brief → It has to be short, direct and easy. 2-5 words should be enough.
- Attractive → Your slogan should shine, that is shocking, funny and ingenious.
- Clear → Your slogan must be coherent grammatically and also in its rhythm and aesthetics.
- Positive → Your phrase should be assertive, proactive, and push with your voice.
- Persuasive → You have to make it capable of persuading, convincing and giving confidence.
- Original → Be innovative, disruptive and make your slogan a differentiator.



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S L O G A N



## 5 Steps to Create a Slogan

### 1 . Define your Brand Identity

Check your communication and marketing strategy, the tone of communication, your buyer persons, ecc. Checking this would make easier to create an slogan that connect and makes sense.

Think of your tagline as a brand bite. It is a company headline that summarizes an aspect of your offering. As such, it ties back to your brand identity.





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## 5 Steps to Create a Slogan



2 . State your what, who and why

What do you provide?

Who are your customers?

Why do consumers use it?

Answer each question, keeping it brief. There may have been a hole in the market that you identified and a unique value proposition that you would deliver.



## 5 Steps to Create a Slogan

### 3 . Identify a differentiator.

- What is it about your company that makes your product or service stand out?
- Do you save people money? What about time? How much time?
- What is your point of differentiation?
- How do you help people?
- What qualities or aspects of your offering are unique?



## 5 Steps to Create a Slogan

### 4 . Summarizer.

This step involves reducing your answers down to one sentence. It should be brief and simple but at the same time clear and relevant to who you are specifically.

Example: the Lay's example "Betcha can't just eat one". A summary could be as follows: Lay's makes potato chips so tasty that people can't stop eating them.



"Betcha can't eat just one"



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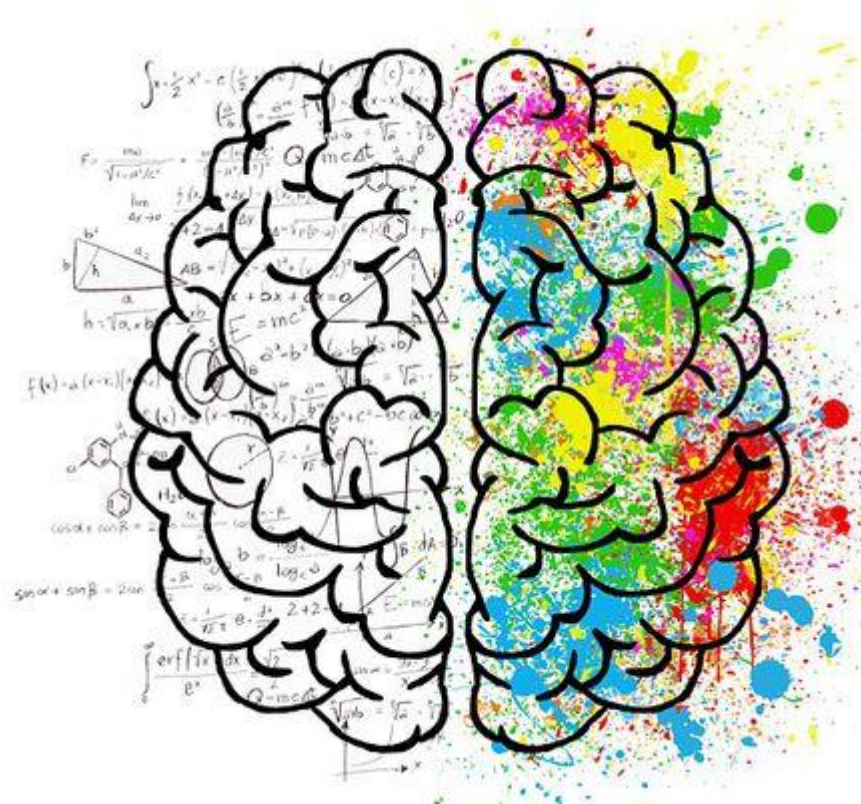
CLASS 3 - COPY AND ADVERTISING SLOGAN



## 5 Steps to Create a Slogan

### 5 . Apply Creativity

LOGIC



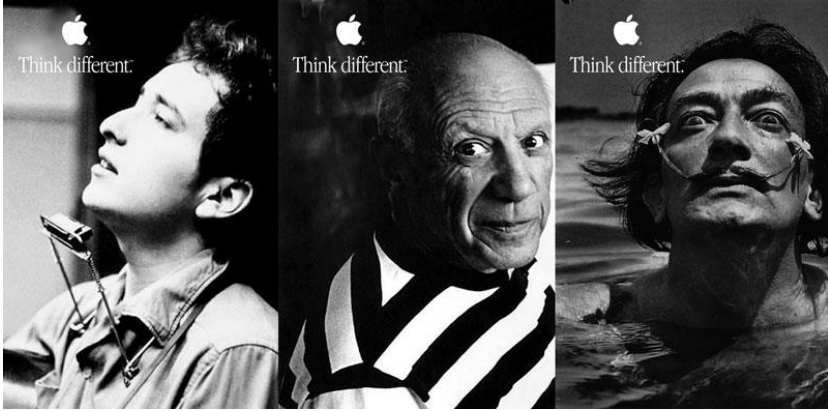
CREATIVITY



CLASS 3



# 5 Steps to Create a Slogan



Because you're worth it  
**L'ORÉAL**  
PARIS





## 5 Steps to Create a Slogan





## Case Study

Company 1  
Car Dealership

Company 4  
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Restaurant

CREATE AN ADVERTISING SLOGAN FOR YOUR COMPANY





## What is copywriting?



The activity or occupation of writing the text of advertisements or publicity material.

We interact daily with around 500.000 words online so...

**IS IT IMPORTANT TO KNOW ABOUT IT?**





## Golden Rules of Copywriting

- Go straight to the point → People has not unlimited time. Attract his attention.
- Show your solution → Once they are attracted, explain them how your product or you can help them to solve a problem or need.
- Use words that makes them continue reading → 'Learn' 'Use' 'Participate' 'Keep', ecc
- Use 'emojis' → It complements perfectly your texts and makes it easy to read.
- Call to Action (CTA) → Never forget about an action proposal after your copy: 'More info at...' 'Call' 'Tell us what you think about...'



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COPY AND ADVERTISING SLOGAN



## Characteristics vs Benefits

Consist on changing the concept in order to show your audiencia what they get.

### LAPTOP

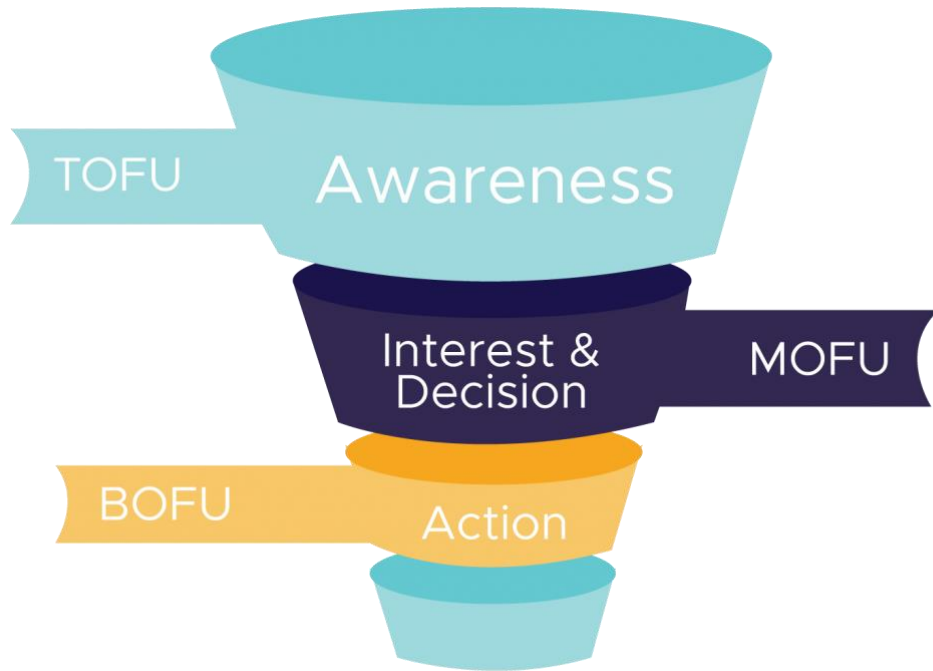
Characteristics	Benefits
Its weight is 1kg	Freedom → Easy to move, to place, work where your need

### TOOTHPASTE

Characteristics	Benefits
Whitening your teeth	Whiter smile, more attractive, ecc

**BENEFITS CONNECTS EMOCIONALLY WITH YOUR AUDIENCE**

## What is a sales funnel?



The sales funnel refers to the buying process that companies lead customers through when purchasing products.

**WOULD YOU BUY A PRODUCT WITHOUT KNOWING ABOUT IT?**



## TOFU – Top of the Funnel

This is the highest stage of the funnel, where the content must be created to attract as many visitors as possible, and thus increase the number of leads that possibly reach the end of the funnel.

- Post your content where mostly your audience is.
- Don't sell → Inform and educate
- Attract them and create a relationship.
- Guide them to the next step.

Also known as 'Cold Traffic'. The most difficult one as they 'don't trust' you'



## MOFU – Middle of the Funnel

It's time to show yourself as a solution to the problem or need they have. Keep in mind that the lead is now in the consideration stage, where they will evaluate the possible alternatives that will respond to their requirements.

- Show your benefits → Differentiate from competitors.
- Make them to fulfill an action.
- Guide them to the next step → €

**Most of 'sellers' get lost in this step.**

## BOFU – Middle of the Funnel

The potential customer is ready to become a customer and make a purchase, well done! But now you must finish it.





## Hooks for your audience

TOFU – COLD TRAFFICK



- Make questions:
  - Do you imagine...?
  - Do you know...?
  - Do you feel...?
- Use statistics to hook:
  - XXX company already...
  - Every second 'this happens'...
- Attract their attention:
  - If you would know that...you would..
  - You're wrong if..



## Hooks for your audience

MOFU – WARM TRAFFICK



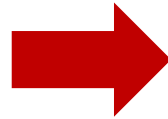
- Make deeper questions:
  - Would you like to know more about...?
  - It's also happens to you that...
  - Do you know how we...?
- Time to storytelling
  - Write about feelings to let the audiences to feel identified.
- Create 'headlines' and benefits -consequences
  - Learn to...and improve...
  - Discover how...and..
  - Get this and double your...





## Hooks for your audience

BOFU – HOT TRAFFICK



- Short texts – 1 or 2 phrases
- Straight questions:
  - Already thinking about...?
  - Still doubting..?
- Make them feel part of a community
  - Paul already did this and...
  - More than 2000 professionals...
- 'Urgency'
  - Last free spots...
  - Offer valid till...
  - It's the moment to..



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CLASS

COPY

AND

ADVERTISING

SLOGAN



# Copywriting Tips





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## Tip 1 - Easy Vocabulary



Usual mistake → If a text is more formal, is more professional.



Social Media copywriting ≠ the way you write a letter or email



Text shouldn't be wonderful and perfect



They need to attract the attention of your audience, not make them fall in love.



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# Tip 1 - Easy Vocabulary



Lidl GB

Sponsored

Everything you need this Halloween at scarily good prices



In-store now. When it's gone, it's gone.

Prices correct as of 12/10/2022



Vueling

Sponsored

If you got it right, tag your bestie and they'll own you a flight wherever you want 🤔✈️ #guess #destination





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C L A S S 3 - C O P Y A N D A D V E R T I S I N G S L O G A N



## Tip 2 – Structure of the text



Use short phrases as the audience don't read, they scan



You need to expose your message with the less words as possible



80% of the audience uses Social Media on phones → Less time to be attracted



Try to avoid adjectives, adverbs, etc. Go straight to the point.

## Tip 2 – Structure of the text

 **LOEWE**  
Publicidad

Paula's Ibiza 2021 ya disponible. Una nueva colección inspirada en el estilo vibrante balear.



Paula's Ibiza 2021

 **Openbank**  
Publicidad

¡Todo lo que esperas de un banco digital! 0 comisiones en tu cuenta corriente y muchas más ventajas (0% TAE). Hazte cliente online en menos de 10 minutos. Infórmate en [openbank.es/cuenta-corriente](https://openbank.es/cuenta-corriente)

1/6

Este número es indicativo del riesgo del producto, siendo de Crédito Español. Para depósitos en dinero, el importe garantizado es de 100.000€ por depositante en cada entidad de crédito.

**Openbank**  
Grupo Santander

BIENVENIDO A TU BANCO 100% DIGITAL

Cuenta Corriente

# SIN

comisiones ni condiciones

0% TAE



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## Tip 3 – Lists and Emojis

Lists helps you to organize ideas and divide them easily



Order Ideas



Makes the text more likely to be read



It focus the attention on the most important info.



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C L A S S 3 - C O P Y A N D A D V E R T I S I N G S L O G A N



## Tip 3 – Lists and Emojis

Emojis makes that the ad or copy looks like more natural.

- ✓ Give it an emotional tone to your text
- ✓ Express more info with less words
- ✓ Makes it easier to attract the user and start reading.









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 **Yves Rocher España**  
Publicidad

¡Nuestra icónica línea ahora más auténtica!  
 Propiedades nutritivas e hidratantes  
 Eco diseño 100% reciclado  
 Desde 2,95€



**Aceite Seco Multiusos** [Shop Now](#) **Aceite Tradicional Nutritivo** [Shop Now](#)

Tu Ritual de Monoi      Tu Ritual de Monoi



### Óptica Universitaria

Publicidad


¿Porqué usar lentillas?  Tienen más ventajas de las que piensas:

- ✓ Campo de visión total.
- ✓ Visión clara.
- ✓ Permite hacer deporte con más libertad.




## Tip 4 – Focus on 1 idea


Be focused on the idea of the copy or ad. Don't try to mix concepts.

 **Freepik**  
Sponsored


Looking for easy #GraphicDesign tips & tricks on a regular basis? Join @Freepik ❤️



NSTAGRAM.COM [Watch More](#)

 **Booking.com**  
Sponsored

With free cancellation, you can stay flexible. Book the perfect stay with peace of mind.



BOOKING.COM  
SuiteHome Taormina  
\$43.00 [Book Now](#)

## Tip 5 – Use Data



Help to strenght your message with data, results or dates.



Avoid 'trunk words' → Don't add value to your copy: a lot, a few, thing...



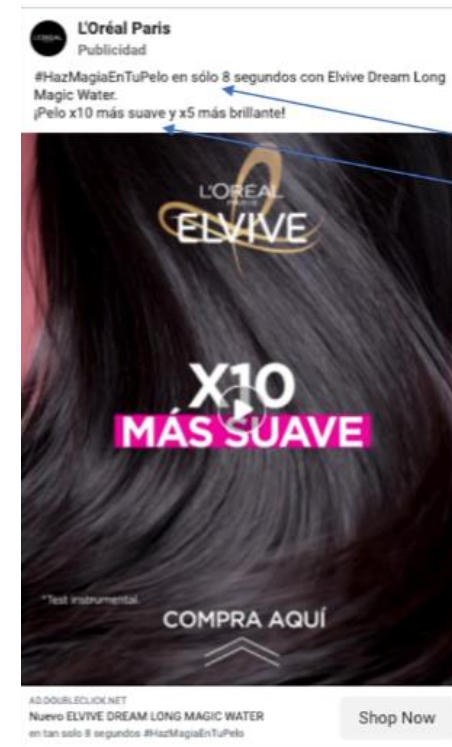
Housfy  
Publicidad · 3

Vende tu piso por un fijo de 3.990€ que solo pagas si lo vendes

**VENDE TU PISO  
EN 60 DÍAS  
SIN COMISIONES**

HOUSFY.COM  
Vender mi piso rápido  
Con más de 100 pisos vendidos al mes, Housfy es la mej...

Más información



L'Oréal Paris  
Publicidad

#HazMagiaEnTuPelo en sólo 8 segundos con Elvive Dream Long Magic Water.  
¡Pelo x10 más suave y x5 más brillante!

L'OREAL  
paris  
**ELVIVE**

**X10  
MÁS SUAVE**

\*Test instrumental

COMPRA AQUÍ

Shop Now



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COPY AND ADVERTISING SLOGAN



## Tip 6 – Powerwords

Tons of scientific studies has analyzed the most effective and popular words and feelings for copywriting.

Words
Free
Now
Get
Save
Exclusive
Extra
Original

Feelings
Secret
Truth
Prohibited
Revealed
Freshness



## Tip 7 – CTA (Call to Action)

Guide the user to make the consecutive action you would like.

- ✓ Use the imperative of the verb without subject
- ✓ Call to Action + Powerword → Usually works better
- ✓ Use emojis to highlight the CTA



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# Principles of Persuasion





# Reciprocity

Giving and taking...

If you give something of **value** then you should expect something in return.  
If a restaurant offers peppermints when paying the bill, people are more likely to tip (more).




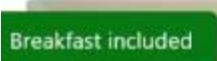


# Scarcity

With scarcity you can prevent **procrastination**....

Losing something hurts twice as much as winning something.

Top picks for families | Lowest price first | Review score and price | Review score | Distance from city centre | Stars ▼



**The Riverside** ★★★★★

**In high demand!** Booked 10 times in the last 24 hours

**Fabulous** 8.6  
1,095 guest reviews

Recommended for 2 adults, 2 children

Sleeps: 4  
2 × Double Room  
**FREE cancellation**  
Risk free: You can cancel later, so lock in this great price today.

**In high demand!**

**Price for 2 adults, 2 children for 3 nights: £648**

[See our last available rooms >](#)





# Authority

By nature, we follow someone with authority....

After all, we **trust** experts and people who (think they) know what they are doing:





## Consistency

People are consistent to their **previously displayed behavior**....

If we've shown an interest in something or a liking for something then there's a huge chance that we're going to be consistent to this behavior instead of proving ourselves wrong.

### Micro-conversions:

- E-book download
- Social follow
- Mailing list subscription

# Liking

If you like someone then you are more likely to grant that person something...

We are more likely to say 'yes' to someone we like than to someone we dislike.





# Consensus

When we don't know what to do we look at what others have done. 14% of people trust an ad and **70% trust** someone else's opinion.

## Social proof

- Reviews
- How often a certain action has been done.

Top picks for families | Lowest price first | Review score and price | Review score | Distance from city centre | Stars ▼

**Breakfast included**

**The Riverside** ★★★★★

Kendal – Show on map (from centre)

**In high demand!** Booked 10 times in the last 24 hours

☺ ☹ 🐾

**Recommended for 2 adults, 2 children**

Sleeps: 👤 👤  
2 x Double Room

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## Case Study

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Car Dealership

Company 4  
Fashion E-Com

Company 2  
Kindergarden

Company 5  
Gym

Company 3  
Restaurant

Following the Case Study selected previously:

- Create 1 extra Advertising Slogan for your company and 2 ads copies.
- Fulfill the Editorial Calendar 'Copy Column'



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**T H A N K S \***

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Javier Plaza



## Social media crash course

A result of „6 digi\_tours in Europe“



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