

*Taylor Woody Social Media Copywriting Examples from Cherishing
Flo Media*

Client - Ferocious HMR Instagram (Lifestyle Brand)
https://www.instagram.com/ferocious_hmr/?hl=en

Caption #1 - Life is a dance and you are the dancer. Sometimes the choreography is given to you and other times you have to improvise, just like in life. No matter what, keep dancing because.... the more steps you take, you'll feel stronger and more confident inside, where it really matters.

Caption #2 - The Face behind Ferocious HMR: In this series, you'll get an inside look at our Fearless Founder, Candace Brown. She'll be taking us around her hometown and showing you how she continues to live her life ferociously. Turn your notifications on so you don't miss this exclusive content.

Caption #3 - We want YOU to write for us! We provide our ferocious women with a variety of information for them to better themselves inside and out.

Here's your chance to share your expertise, reach a larger audience, and pour into the next woman.

Caption #4 - Send us a DM that says "I want to write!" for more information about being a guest blogger.

Journey with me back to my former high school. Changing from school to school taught me a lot of lessons and shaped me to be the ferocious woman today.

Drop one lesson you learned from high school below.

Don't forget to turn your notifications on so you don't miss the next episode of The Face behind Ferocious.

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Client - Cherishing Flo Media Instagram (Marketing Firm) -
<https://www.instagram.com/cherishingflomedia/?hl=en>

Caption #1 - Three Ways to Build Trust with Your Online Audience

Create a strong and consistent brand. Your branding is your first impression, and it creates a bond with your audience.

Engage with your audience. Reply to comments and provide meaningful insight to your community.

Stay true to yourself and be authentic. People buy from people. Don't be scared to show a little personality.

Trust comes before being sold out and completely booked. It's the foundation of human interaction. People are more likely to purchase from a person who they trust. Try the tips above to build trust and secure those referrals and repeat purchases.

I'm ready to help you build trust with your online audience through our social media management services that include copywriting, graphic design, strategy, and more.

Book your discovery call // Click the link in my bio

Caption #2 - If you're writing your captions and posting them just because they sound good. I hate to break it to you, but you're doing it all wrong.

Whether it's website copy, email copy, or even social media captions, copywriting must be supported with strategy.

Questions like....

-What's your brand voice?

-What's your brand tone?

-How do I want my audience to feel?

.... are essential to creating copy that converts.

I'm ready to create a copy for you that reaches your target audience and converts.

Click the link in bio to book your discovery call.

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Caption #3 - Outsourcing is Self-Care.

If you're very stressed out, forgetting tasks, and struggling in certain areas of your business. It's time to outsource.

Outsourcing isn't bad at all. It means that you're growing and you need a little help to increase efficiency and continue to grow your business.

I can lighten your load by taking on your marketing tasks, such as content scheduling, engagement services, copywriting, content curation, logo creation, and ad running.

Do yourself a favor and book a discovery call [#linkinbio](#) to take a weight off yourself.

Caption #4 - 3 Tips to Create Valuable Content

Know your target audience. You can't provide value to an audience that you don't know. What are their values, like, dislikes, struggles, etc?

Stay consistent. Constantly deliver relatable content to your audience. They will take notice. It adds credibility.

Create conversation. Social media is a two-way street. You should talk to your audience and they should talk back.

Talking about Benefits >>> Features

Features are what you offer your client or customer. Benefits are the results that they'll see once they use your product or service.

For example, an umbrella's features may include that it is unbreakable, made of wood, and lightweight.

The benefits of the umbrella include saving your favorite outfit from getting wet on a rainy day or protecting you from the sun on a hot day.

When creating valuable content, remember to focus on the results of your service or product.

Let's create content that highlights your benefits and puts more coins in your pocket.

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