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## **COPYWRITING IN SOCIAL MEDIA**

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### **ABSTRACT**

The article discusses the role of copywriting in social media, both at the Georgian and international levels. After the spread of the COVID-19 pandemic, the attention of almost all countries of the world, including Georgia, was focused on using social media and especially copywriting for business development. The objective of the study is to study the problems of Highlighting the role of copywriting for successful business operations and to develop recommendations for its active use. The methods of material collection and analysis were used in the development of the paper. The method of data collection is mainly used in worldwide statistical data regarding the use of social media, on the basis of which the possibilities of using copywriting in successful business management were identified, the ways of their implementation were analyzed and outlined. In Georgia, as well as in other countries of the world, where the level of use of copywriting in business is less, it is important to raise the awareness of copywriting; To provide the public with correct and reliable information not only about the essence of copywriting, also about the need for its use in business. In Georgia for use copywriting in business, it is necessary to:  
Business representatives to share the experience of developed countries through social media and copywriting in terms of business;  
To create training-practical courses, which will teach the interested person not only the theoretical material about copywriting, but also it is practical application, this is important for training a qualified copywriter;  
To subsidize the free study of such courses, which ensure the formation of qualified copywriters, by means of sharing the experience of foreign specialists.

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### **Introduction.**

In modern times, globalization and the transition to the digital age have brought the role of social media to the fore, along with the development of the modern direction of marketing, copywriting, which refers to the writing of text for marketing content. Particular attention was paid to their use during the period of the Covid-19 pandemic when customers could only purchase products using the online platform.

Pandemic and post-pandemic periods were handled more easily by companies that already had business management practices using social media. While many companies have actively engaged in social media for business management and advertising, the level of competition has increased, which has increased the demand for social media managers and copywriters.

Rescued business companies select personnel in different countries according to international employment platforms, since they operate in different geographical areas and the author of the marketing text is more able to emotionally affect people of his own origin. That is why it is important for the government to take care of the development of digital professions, and the involvement and employment of young people.

As it is clear, the coverage of the marketing text created by the copywriter through social media leads to the interest of consumers, their attention to the offered product and service, and ultimately the consumer makes a buying decision. Using this marketing channel is very beneficial for business representatives, as it requires less time, energy, and financial expenses.

The aim of the study is to reveal social media and copywriting roles for business development. Statistical methods of material collection, grouping, and analysis were used to achieve this goal.

The hypothesis of the paper is that If a business operating in the Georgian market implements international standards in terms of copywriting and digital marketing, its financial and social well-being will increase.

The methodological basis of the work is represented by the works of Georgian and foreign scientists in the field of organization and management, whose research is conducted on the basis of data collection and analysis methods.

Georgian and foreign scientists have developed many works in terms of the use of social media, how much the population is involved in social media, how much time they spend, what they use it for, how the use of social media has changed during the pandemic.

The flaw in their research is that they believe that such an increase in interest of the population is caused only by the pandemic and post-pandemic period, when in fact, purchasing products and services through social media is much more comfortable for them.

The potential usefulness of the proposed research lies in the fact that the possibility Georgian business company to benefit from international experience and implement the same practices.

### **Methodology.**

The methodological basis of the paper is the works of Georgian and foreign scientists in the field of social media and copywriting data collection and analysis methods. The following publications, among many others, are noteworthy when it comes to the examination of challenges and concerns connected to the success of new techniques in copywriting in marketing: Agustiningsih, 2021; Akhter, 2018; Albrighton, 2013; Applegate, 2005; Blynova & Kyrylova, 2018; Slobodanyk *et al.*, 2022; Sheriff *et al.*, 2018; Guo *et al.*, 2022. The work is built on the appropriate basis of the research of theoretical concepts, ideas in the field of social media and copywriting. . The statistical (data collection, grouping and analysis) methods used in the research of the paper correspond to the direction of research in the field of social media channels.

### **Results.**

When talking about social media in modern times, society immediately imagines various search engines and social networks like Google, Yahoo, Facebook, Instagram, Twitter, etc. Social media has been very popular recently, especially its importance has become relevant in the pandemic and post-pandemic period, and the largest part of the world's Internet users have become regular users of social media. By being active in social media, brands aim to use this platform to understand, show and love the advertised product or service to customers, and for this, copywriting, one of the most important parts of social media, is the best tool.

This foreign term has recently attracted a lot of attention, due to which it has become a very popular and sought-after field. There are many definitions of copywriting, each copywriter perceives it in a different way, but in the most general form it is the writing of marketing content text aimed at selling the offered product or service.

Copywriting is the process of searching and discovering optimal ways of communication, a professional copywriter is always looking for the right direction, it is important to use the volume of the text, the correct structure, tone, and words.

Copywriting is a "useful art", a creative activity whose purpose is to achieve a specific result in the real world. Most of such texts are primarily aimed at selling products and services, although they may also aim to promote new ideas (rebranding) and views (political marketing) (Albrighton, 2013).

Copywriting is not only an important aspect of content marketing, it also plays an important role in the success of a brand's overall marketing and advertising plan. Copywriting is an important tool of marketing communication that helps to build the overall face of the brand, awareness and interest of the target audience. Over the years, copywriting has played an important role in the success of a brand's social media management, through which the brand has two-way and open

communication with the target audience. Effective copywriting moves the target audience through the steps of reading, thinking, feeling, and acting in sequence, all through the intangible tools of persuasive words and ideas.

First of all, when writing a marketing text, a copywriter focuses on the advantages that distinguish the product or service from the competitors in the market, focusing on the benefits is more persuasive, solid, and effective.

Satisfying a need is the main benefit of the offered product and service, that's why the public should know that the offered product actually solves the problem, that part of the customers is a potential loyal audience to whom you offer exactly what they want.

There are strong and weak benefits in copywriting, the strong benefits are: saving money, saving time, and making money (for the business), here are the tangible effects that can be measured, e.g. a kettle that boils water faster, an insurance policy that is cheaper. A strong benefit is very solid because it is based on facts and cannot be ignored, which is why copywriters often bring this competitive advantage to the fore. Society is no less interested in weak benefits such as convenience, entertainment, style, and fashion. For example, when buying jeans, a person tries to find a convenient, age- and style-appropriate option (Albrighton, 2013).

Therefore, it can be said that hard benefits are more important for business-to-business (B2B) and soft benefits (B2C) for business-to-consumer marketing.

One of the ways to assess how well a pitch expresses the advantages of a product or service offered is to correctly analyze what it is most focused on: the company, the product, the customer.

A company-oriented copy is a purely self-serving text and includes information on how long it has been in the market, who runs it, where it is located, and its principles and vision. In fact, the long-term positioning of the brand in the market, and the location of the company can be considered as an advantage, but it is more necessary to focus on the personnel of the firm, and the stages of product development.

Product-oriented copy is successful, however, mainly in the segment that already knows what they want and why, it is the description of the actual product, so it should be considered that this type of text contains how and when the product is used, what it does, etc. For the reader, this text becomes more interesting if the benefits that the buyer will receive by purchasing it are given.

Customer-oriented copy is the most effective and successful among other types, the text starts with calling the customer and continues with an explanation of how the product will help them. In the end, this kind of copy has more responses and is in the leading position in terms of the sales rate of the offered product or service (Albrighton, 2013).

Texts showing positive and negative results are often used in copywriting, for example, how the user's situation will improve if he buys a certain product, and on the contrary, the negative aspect, what the user will lose if he does not choose the offered product.

Also, they often resort to the tactics of attacking competitors, which is very dangerous and risky, since we first mention our competitor brand, which affects the customer, he wants to learn more about the competitor brand in order to make the right choice. The tactic is the negative attitude and criticism towards the competitor that is fixed in the customer, the customer may already be a customer of the competitor's brand, telling him that he is doing wrong is rarely a stimulator of sales growth. to ensure well-being.

In copywriting, we often find USPs, or unique selling points, to stimulate the sale of a product or service, which refers to those unique attributes that the customer cannot get from any other source than the given one.

A strong USP includes e.g. The product is the only one on the market that offers you a specific function; The supplier is the only one in the market that offers you a certain range or set of services; is the only service of a specific type; It has an advantage in terms of location, price, etc. (Albrighton, 2013).

The main problem of marketing text calling to action is trying to attract attention by all available means, the author believes that if the text intrigues the customer, he will definitely buy the offered product, although in the real world this does not happen, otherwise the public would accidentally buy the product against their will. In reality, just playing with words without real connection and expected results will not bring success to the copywriter in terms of increasing the sales rate of the product, e.g. A clothing store in America has a human skeleton on a table in front of it with the slogan "Clothes to die for", this is certainly a smile, the slogan connects the skeleton and the

clothes, but in reality, it is just a play on words and does not represent any kind of key information that will attract the customer attention

It is important that the slogan is as easy to understand as it is attention-grabbing, e.g. BSM's (the UK's leading driving school) cars carry the slogan 'Learn to Drive', it's too simple to be true but if we interpret it correctly we can see that this little sentence performs four very important functions: it clearly defines the product (learning to drive); describe the main benefits of the product (you will learn to drive); Creates a strong call to action, commands the reader to act (learn, manage); Confirms BSM's role in the market (market leader).

Statistical data proves the great importance of social media and copywriting in modern society as a successful and effective method for business development. A social media post differs from other formats as it is created with unique tactical considerations for each platform.

According to the April 2021 statistical data of We are the social center, 4.33 billion people (55% of the population) use social media in the world; Almost 99% of Internet users aged 16-64 use a social network or online messaging platform every month, and almost 45% of Internet users in this age range conduct brand research through social media networks, especially among the younger population and women (we are social, 2021).

According to 2021 statistical data of the pew research center, 81% of U.S. adults use YouTube, and 69% use Facebook, where products and services are actually advertised for B2C marketing, LinkedIn is the dominant and most effective platform among B2B marketers, Twitter is considered the most trusted and comprehensive information system (pew research center, 2021)

It is important also email copywriting because Over 90% of internet users have an email account. 74% of North American B2C content marketers use email newsletters in their campaigns. Email newsletters are one of the top content types used by 77% of B2B marketers (Ceci, 2022).

According to Galt & Taggart Research Center data, As well as in the world, Georgia, in the background of the pandemic situation, the number of visits to online stores in 2019-2021 grew 3-4 times and reached its peak in January 2021 (holiday due to the season and the 2020-21 winter lockdown). It should be noted that the pandemic in Georgia is more or less online non-specialized online stores met with platforms, Retail of electronics, home appliances, equipment Chains, furniture and decorative materials stores (Galt & Taggart 2021).

The young population shows the greatest interest in online shopping towards. Over 75% of visits to online stores come from 18-44 year olds Coming to the group. It should be noted that the gender distribution is quite equal, with a slightly higher share of men in electronics, in household appliances, and equipment stores, and women With more share in online furniture and clothing sales. Distribution of visits to Georgian online stores by age groups, January-April 2021: 18-24 (23%); 25-34 (37%); 35-44 (17%); 45-54 (11%); 55-64 (8%); 65+(4%) (Galt & Taggart 2021).

In order for the use of copywriting in the process of company and brand development to be as effective and successful as possible, formulas are considered that simplify the writing process and draw the attention of consumers not only through the visual side of advertising but also through properly structured text.

First of all, before the copywriter chooses the appropriate formula for a specific marketing text, he must determine the tone of voice, which in this case is considered as the determination of the communication tone and style, it is important to select an official, neutral, friendly or fun communication style in advance.

One of the good examples of a correctly chosen communication tone is the equipment company "Zoommer" on the Georgian market, which is distinguished by its marketing texts and videos, has a rather friendly and cheerful tone of communication with the customer, and also does not leave customer feedback unanswered and gives each of them an appropriate response in the form of a friendly address. The hardware company "Elit Electronics" differs from it, which is limited to a formal communication style and responds to customer feedback in a concise and formal manner.

As already mentioned, in copywriting we find several types of formulas, although the most useful among them are AIDA; PAS, and FAB. These abbreviations are coded and are quite interesting and effective not only for copywriters but also for all interested persons whose goal is to attract the attention of consumers and sell goods and services (Albrighton, 2013).

AIDA-Attention, the first sentence with which the text begins is the most important since it attracts the attention of the target audience and it depends on whether a person will read the text

completely, it can be: a question sentence, in which the problem of the target audience is visible; mention of offers and discounts; awakening curiosity; Text customization for a specific audience (student, dancer, parent).

Interest, it is no less important to arouse interest, that is why the benefits of the offered product and service should be described in detail, what It has advantages, here it is possible to share experiences and impressions of existing users.

Desire-desire, what will change for the user, what will be improved and how a specific problem will be solved in case of purchasing the offered product/service, as a result of the correct explanation of these factors, the user has a strong desire and urge to act.

A call to action is what the user should do in order to use the offered product/service, it can be: an indication of contact information; go to the website; For detailed information contact etc.

PAS-Problem-identifying the problem involves dividing the target audience by different criteria: geographical, demographic, and behavioral and showing them the problem, reminding the user what their main concern is.

Agitate, more aggravation of the already presented problem, what will this problem bring over time, here it is important to select the emotional level of the text correctly, it is necessary to dramatize a little, but not excessively.

Solve, this is the most important part, the customer sees a way to solve the problem with the offered product/service, for more persuasiveness it is good to share the experience of others and of course a call to action.

FAB-Feature, the product/service is described as briefly and simply as possible.

Advantage, separation, and representation of those attributes that distinguish the product/service in the market.

Benefit, at the end of the text, the benefit that the user will receive in case of purchasing the mentioned product/service is given.

### **Discussion.**

The study of the paper allowed the authors to conduct a short discussion, through which it was possible to answer the question: does Georgia really have the prospect of increasing the level of using social media and copywriting in business development. The contribution of social media and copywriting in business management in Georgia is insignificant, according to the latest data, especially in the pandemic and post-pandemic period, the role of social media in business management seems to have increased, although this is limited to the use of social networks and the posting of photos and basic information about products/services in them, and the use of such marketing texts Such as the call to action, which is the starting point of the copywriting, is minimally noticeable.

Actually, Georgia has the potential to develop this direction in business management planning, it is important for this:

1. Raise awareness of copywriting;
2. Business representatives should understand the role of copywriting in successful business management;
3. Appropriate qualified personnel should be trained in order to achieve maximum results in a short period of time

### **Conclusions.**

Copywriting is one of the relevant and developing fields in the modern period, it can be said that in the digital era it is the profession of the future, due to the fact that society does not yet have the appropriate knowledge and information for this profession.

The use of copywriting is already a common marketing communication channel for well-known and large-scale brands, which is why international-level websites have been created where a copywriter and a business representative connect with each other and sign an employment contract, whether it is a one-time service or long-term employment, although there are countries and organizations that have not yet They use it in business management.

This is why it is important to raise awareness of copywriting; To provide the public with correct and reliable information not only about the essence of copywriting, but also about the need to use it in business; Business representatives to share the experience of developed countries through

social media and copywriting in terms of business; To create training-practical courses, which will teach the interested person not only the theoretical material about copywriting but also its practical application; To subsidize the free study of such courses, which ensure the formation of qualified copywriters, by means of sharing the experience of foreign specialists.

The results of the research will be useful for business companies operating in Georgia and the government.

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