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MASTER THE ART OF WRITING A HEADLINE WITH THESE PRO TIPS

SWIPE TO FIND OUT



KNOW YOUR AUDIENCE:

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Before even beginning to craft a headline, it's important to have a clear understanding of who your target audience is and what their pain points and desires are.

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KEEP IT SHORT & SWEET:

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A good rule of thumb is to keep your headline under 8 words. Any longer than that, it becomes difficult for readers to quickly understand the main message.

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USE POWER WORDS:

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Use powerful, attention-grabbing words. These can help make your headline more enticing for readers. examples include "amazing," "revolutionary," "best ever," "unbelievable," or "ultimate."

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USE NUMBERS OR LISTS:

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Including a number or using a list format (e.g., "5 ways to...") helps break up the headline and provide structure for readers while also giving them a clear idea of what information they can expect from the article.

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TEST OUT DIFFERENT OPTIONS:

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Don't be afraid to experiment with multiple variations of headlines before settling on the final one. Try A/B testing* them on social media or asking friends or colleagues for their input to see which one resonates the most with readers.

*More on A/B testing coming soon.

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