

GUIDE TO WRITING KILLER CAPTIONS



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Strong Marketing. Insane Revenue!

Captions are heavily underrated.
But that is not the reason for you to
underrate them as well.

When you use them correctly, they
can bring you more:

- **Followers**
- **Engagement**
- **Bio Link Clicks**

And because of the new IG search
feature they are even more important.

That is why today I am going to show you
how to write killer captions and give you
some amazing templates you can use.

STEP #1

Above The Fold

theharryneedham Can you say a carousel is good or bad?

thechristosnikas WHAT POST TO PROMOTE?

marketingharry THE "NEW" INSTAGRAM ALGORITHM

The area above "...more" is called **above the fold**. It should hook people into reading the rest of the caption:

[Short + Power Words + Curiosity]

Unless you will hook them into reading the caption, you are doomed. Pay attention to this step. (More on that in my 10X Instagram Secrets book.)

STEP #2

The Caption Body

After people are hooked into your caption, you need to **make it worthwhile for them.**

This is what I recommend:

[Benefits/Pain+ Solution + Keywords]

If your Instagram is part of your business, then ads and promoted posts are just another tool you can use.

DON'T promote YOUR favorite posts!

Promote the ones that have given you proof that THEY WORK.

The ones your audience finds valuable and great.

Example 1

What's the point of design?

Is it to make something look pretty for the sake of it?
No.

The whole point is to communicate a message visually.

For me, good design is invisible - particularly when it comes to carousels.

Example 2

STEP #3

The Caption Footer

If your audience has gotten this far in the caption they are engaged, **tell them what to do next:**

[Simple + Branded + Main & Supporting Call To Action]



• Like this post, if you agree



• Subscribe to my YouTube channel (link in bio) and get your roar heard

Main CTAs



• Follow @marketingharry and learn how to dominate social media - the brave way



• Turn on post notifications and be the first to learn my processes

Supporting CTAs