

DAY 2 - Write a Memorable Tagline

We all know which candy melts in our mouths, not in our hands. We also know which car is the ultimate driving machine. A tagline is an important marketing tool for your business, yet so many people skip it because they don't know how to create one.

You may have even tried to come up with a tagline that has the right combination of catchy and clever -- but then it fell flat.

Creating a tagline doesn't have to be difficult! Seriously, it's easier than you think.

A tagline is not necessarily catchy or clever. As a matter of fact, the most famous taglines are clear, simple and memorable. A great example is Subway's tagline - "Eat fresh."

When you start thinking about your tagline for Facebook, think about how you can say as much as you can about your business in the simplest and shortest way possible.

Be careful not to use the words that everyone else does in their taglines -- because your Facebook audience won't digest those words since we read and hear them so often. Overused words in taglines include: awesome, amazing, excellence, good, interesting, useful, real and current.

There are 2 ways you can go about creating your tagline.

If you don't want to come up with it yourself, you can use a tagline generator.

There are several of them out there, but we recommend the free [Shopify Slogan Maker](#) (it's pretty cool!).

If nothing else, it will give you some great ideas and maybe even point you in the right direction!

If you want to come up with your tagline yourself, we can help with that too.

Let's get to brainstorming so you can come up with a kickass Facebook tagline today!

Step 1 - Write down words that describe your business (remember, this is just a brainstorm, so there's no right or wrong answers).

Really put some thought into this. Write down everything you can think of. Include words that describe what you do and words that describe your ideal customers.

30 DAY FACEBOOK CHALLENGE

Mix it up and use nouns, verbs and adjectives.

Once you have a list of 30 - 50 words, move on to the next step.

Step 2 - Now in a different column, jot down the benefits of your product or service. Why should someone buy from you?

For example, let's say you sell flash drives. What are the benefits of buying your flash drive? Is it smaller, more powerful, faster, easier to use, etc? Think about what sets you apart. How is your flash drive different from every other flash drive?

Let's say your flash drive is faster. I think of words like zoom, speedy, swift, rapid, racing, snap, dashing, high speed, accelerated, chop-chop, double time, speedball, screamin' and quickly.

For each benefit, not only write the benefit itself, but think of different ways you can say or describe that benefit, which is what we did above.

Write down a ton of words that come to mind. Go to [Thesaurus](#) and [UrbanDictionary](#) if you need some help.

Again, mix it up. Use nouns, verbs and adjectives.

Once you have a list of 30 - 50 words, move on to the next step.

Step 3 - Start assembling your puzzle

At this point you should have a lot of words describing your business, your ideal customers and the benefits of your product or service.

Start combining the words.

If you want to do it old-school, cut up pieces of paper with your words on them and start putting them in different order to see which words might go together well.

Let me point out again that you do not need to be clever.

Eat Fresh
Just Do It
Got Milk
Think Different

None of those taglines are overly-clever -- but they are all clear, simple and memorable.

30 DAY FACEBOOK CHALLENGE

Your tagline should make people want to learn more about you. It should tell them what they need to know about your business in just a few words. Think big picture but use simple words.

You should be able to come up with 10 or 15 different options that might work. Write these down.

If you can't come up with possible options, it just means you didn't brainstorm enough words. Go back to step 1 and 2 and add more words to your list.

As you're putting together your words, try to think about how they make you feel. Do they make you laugh? Do they make you feel sad? Are they boring? Keep in mind, this is how your Facebook audience will feel when they read your tagline.

For example, these 3 taglines all make you feel differently:

Where's the Beef?

Always Low Prices

Don't Get Mad, Get GLAD

Step 4 - Now that you have a few word combinations that might work, start asking yourself some questions.

If someone who had never heard of your business read that tagline on Facebook, would it clearly communicate what you do?

Is it visually appealing? Do the words flow well together and sound good?

Is it short enough? Taglines should be as short as they can be while still communicating your message.

Is it true and genuine?

And most importantly -- is it memorable?

Don't go through this process alone. Brainstorming taglines is much more fun when you invite a few friends or colleagues to help!

Once you find a combination of words that feels right -- put it down and don't look at it for a day.

Go back the next day and read it again. Does it still feel right? Does it feel like a representation of your business?

Once the answer is yes, it's time for the next step!

Step 5 - Test and then test some more!

Here at Post Planner, we believe in being data-driven. That means we test everything! We encourage you to do the same. Facebook marketing is so much easier when you remove the guesswork.

Post your new tagline on Facebook and test it. Ask your audience for their feedback about it. This will not only give you some great insight, it will be great for your engagement!

Don't hesitate to swap your tagline out to try your 2nd and 3rd choice to see if they're better received by your audience. Once you finalize it, you still might want to update it later as your business evolves.

We hope you've had fun with this process and that you've come up with the perfect tagline!!