

Mobile Communications: How to Write Right for Mobile

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PR News'
WRITING BOOT CAMP:
A One-Day Immersion in the
Craft of Effective Writing
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Write Right for Mobile Versions of:



- Blogs



- Social



- Websites



WORDPRESS



iPhone

Mobile: How to Write Right for Blogs

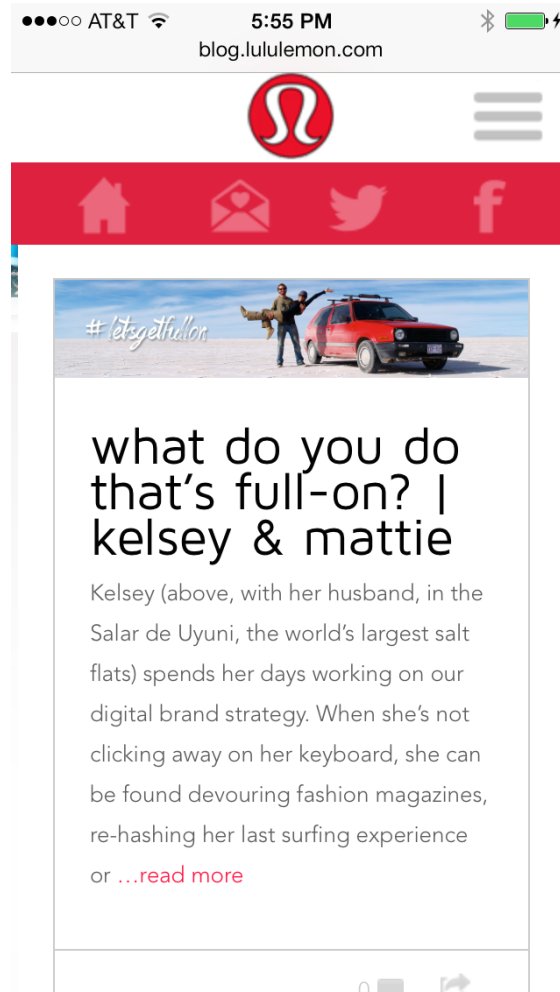


Mobile: How to Write Right for Blogs



How to “brand” blogs for the mobile age:

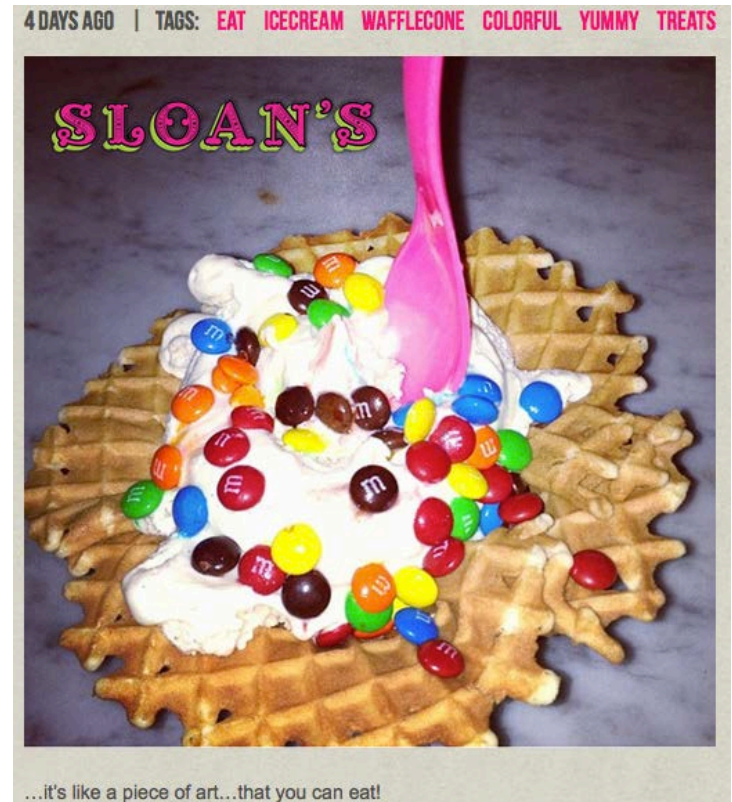
- Bold headlines
- Short intros
- Link to full story
- Simple graphics top the intro



Remember:

- Keep copy conversational
- Don't over-promote
- Graphics appear much smaller on the phone

Mobile: How to Write Right for Social



<http://sloansicecream.tumblr.com>



Mobile: How to Write Right for Social



Top 5 Must Do's

1. Less, clean, concise (copy and graphics)
 - Speak the brand's language in just a few words; choose common, easy to understand #s
 - A single image can speak a million words – be creative and selective
2. Video is quickly becoming the mobile king
 - Recent Adobe study notes users twice as likely to comment, share or like video content
3. Inform & engage; don't over-promote

Mobile: How to Write Right for Social

Top 5 Must Do's

4. Leverage your brand's assets and offer reminders
 - i.e. Call to action when product is in their hands, when service is delivered, at checkout counter





Mobile: How to Write Right for Social



Top 5 Must Do's

5. Be opportunistic, timely and creative
 - Know your demographic





Mobile: How to Write Right for Social



Tweet and Post with Mobile in Mind

- Mobile alerts make Tweeting @ your fans more meaningful
- Responding in an instant becomes more important – fans are constantly on phones
- Stick to a minimal number of characters
- Keep your language clean, simple, succinct
- Close-up images work best



Mobile: How to Write Right for Social



Tweet and Post with Mobile in Mind

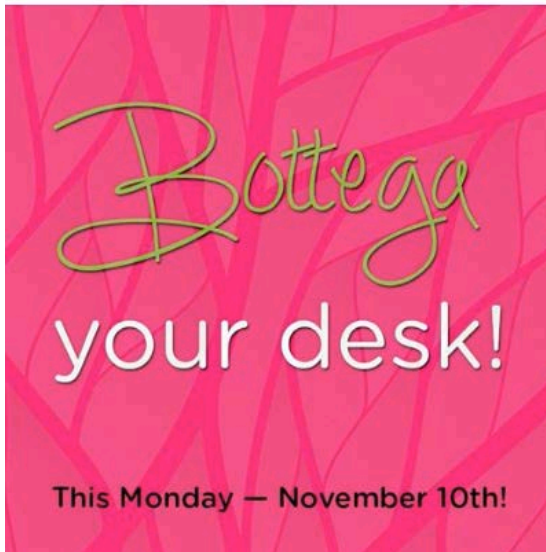
Succinct copy



Your desk is a reflection of who you are...

This Monday, we're launching our 'Bottega Your Desk' contest where you show us how you've designed your work area to inspire productivity & creativity for a chance to WIN two free tickets to a Bottle & Bottega painting party! STAY TUNED!

Copy-heavy



Bold image



Mountain man or monopoly man, your facial hair inspires awe. Happy November.



Bold images

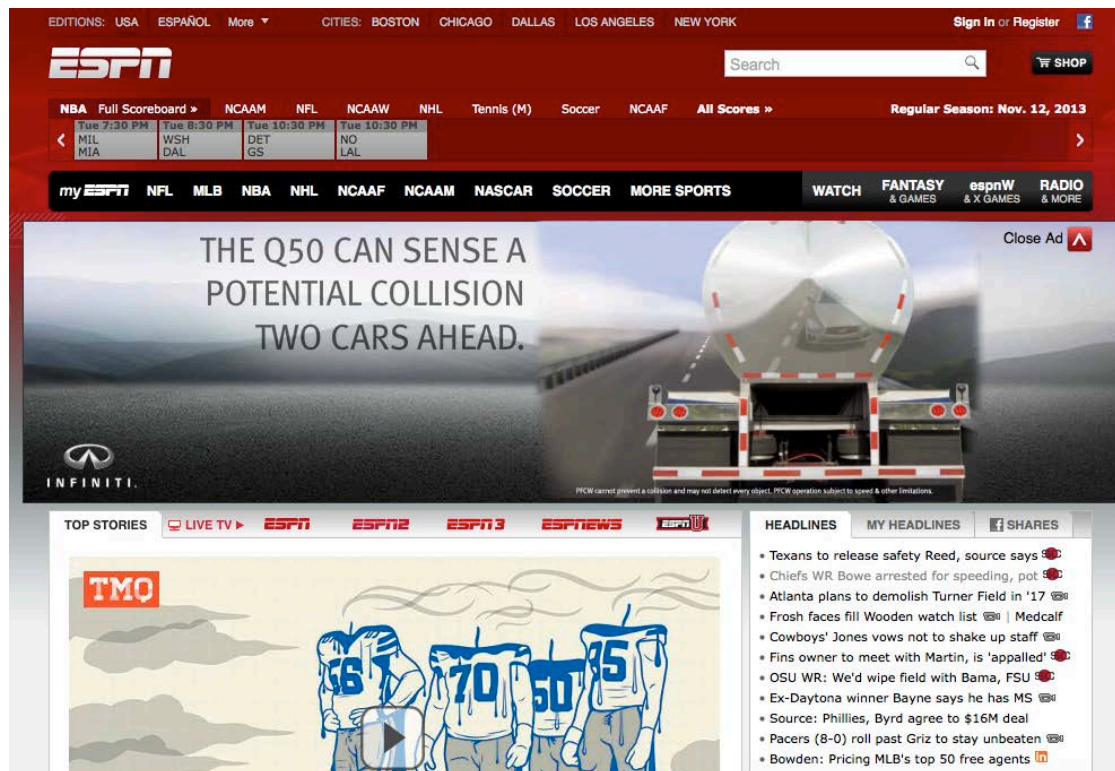
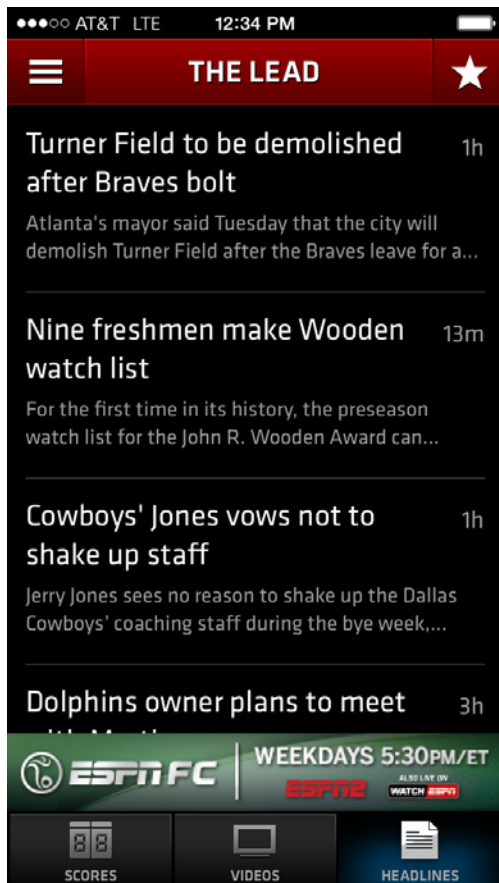


Mobile: How to Write Right for Websites



- Always think mobile
 - Have a scaled-down version – less copy
- Bulletpointing is great way to present information – stick to news briefs
 - Leave images for secondary links
- Be deliberate in design
 - Hurried users don't want to swipe past images and ads
- Build websites in WordPress – easily creates a mobile version of site

Mobile: How to Write Right for Websites





Mobile: How to Write Right Takeaways



- Less is more
- Clean
- Video is quickly becoming king
- Two versions of blogs and websites
- Stay timely and opportunistic

Mobile: How to Write Right



Questions?

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