DIGITAL COPYWRITING ELEMENTS IN TAYLOR SWIFT'S 'FOLKLORE' ALBUM ON INSTAGRAM

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Abstract
The digital music industry has transformed from physical sales to streaming dominance, fundamentally altering music consumption, marketing, and promotion strategies. This study examines Taylor Swift's copywriting approach for her 'folklore' album, analyzing how it represents an evolution in her marketing strategy and identifying strategic implementation of copywriting formulas on Instagram promotional platforms. A qualitative approach utilizing discourse analysis was employed to explore Swift's digital copywriting strategies. The analysis examined various copywriting approaches, including liking, scarcity, authority, future pacing, and consistency, alongside structured formulas such as AIDA, Before-After-Bridge, 4Cs, and SELWAB. The findings reveal that Swift strategically employed multiple copywriting techniques, with the AIDA Formula and Consistency Approach dominating her promotional content. The Consistency approach accounted for 50% of all copywriting instances, demonstrating a deliberate strategy to maintain audience trust through coherent messaging during her genre transition from pop to indie-folk. And how she implied every little message through her music by the AIDA Formula. This research contributes to music marketing literature by providing the first systematic analysis of copywriting formulas in celebrity social media promotion, particularly during artistic reinvention. The study challenges conventional assumptions about communication strategies during genre transitions, proposing that consistency can be more effective than disruption in maintaining fan engagement during artistic evolution.

INTRODUCTION

The digital music industry has undergone transformative changes in the last decades, evolving from physical sales dominance to streaming supremacy. This evolution has fundamentally altered not only how music is consumed but also how it is marketed and promoted. The rapid advancement of digital technology has profoundly transformed the landscape of the music industry. The body of the article, including the bibliography, is written in a single column as in this template. One of the most notable shifts has been the emergence and widespread adoption of music streaming platforms, which have increasingly replaced traditional methods of music distribution and consumption (Shin S., 2025). Today, these services represent the dominant mode through which audiences across the globe access and engage with music, reshaping the economic models, production practices, and consumer behaviour within the industry.

Copywriting in modern arts represents a critical intersection between creative expression and market positioning. Contemporary artists must navigate the delicate balance between authentic artistic vision and strategic communication that resonates with audiences, critics, and potential buyers. Marketing research can take advantage of useful tools developed in art history and cultural studies to investigate the poetics and politics of branding as a representational system, explore the

visual genealogies of contemporary marketing communication strategy, and perhaps become more sensitive to representational politics (Schroeder, 2005).

Taylor Swift employed a strategically straightforward promotional approach for the release of her album 'folklore'. She announced the album through coordinated, simultaneous posts across various social media platforms less than 24 hours before its midnight launch. This unconventional release strategy generated significant buzz, fueled by fan interactions and media coverage, potentially enhancing both album sales and streaming numbers through heightened anticipation and engagement (Feng, 2024). According to data published by Billboard, 'folklore' achieved the most successful album debut of 2020.

From the studies that exist, researcher identifies various findings that support the researcher's study. In (Maghfiroh A. M., 2024), the investigation reveals that the GoSend campaign incorporates all five essential copywriting elements: headlines, sub-headlines, body copy, slogans, and taglines. Additionally, the advertisements employ three specific copywriting approaches: storytelling, humour, and news-style presentation. Then (Zhang, 2022), the research demonstrates Swift's strategic competitive advantages within the music industry and how her genre transitions have expanded her commercial opportunities. Specifically, by reinventing her public image and musical style throughout distinct career periods, Swift has both broadened her audience and maintained core fan loyalty. Supported by (Bly, 2010), the author has developed and refined written sales techniques into proven systematic frameworks that consistently demonstrate their effectiveness in attracting customers and generating revenue. This collection of frameworks serves as a foundational reference that copywriters can repeatedly utilize with confidence and success.

This study makes a significant and novel contribution to the field by specifically examining the intersection of professional copywriting techniques and music album promotion through the lens of Taylor Swift's 'folklore' release. Unlike previous research that has broadly examined social media marketing in the music industry, this study uniquely isolates and analyses the textual and linguistic elements that drove the album's promotional success.

METHOD

Researchers employ a dynamic, flexible approach to investigation that prioritizes understanding the nuanced perspectives of participants (Cresswell, 2013). This methodology involves collecting data in authentic, natural environments while maintaining sensitivity to the unique characteristics of the people and places being studied. In this study, the researcher used a few stages as follows.
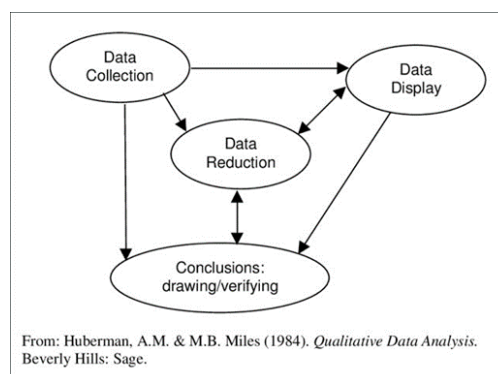

Figure 1. Data Analysis Steps

According to (Huberman M.B., 1894), this is the brief used to analyse the qualitative data method and provide a guide for the researcher that is appropriate and suitable for this research. The researcher conducted a systematic analysis of Taylor Swift's Instagram posts during her 'folklore'

album promotion (July-November 2020) to examine her social media marketing strategies. The study involved a few main steps:

1. Data Collection & Reduction: All posts were filtered to include only 'folklore'-related content from the specified period, resulting in twelve datasets.
2. Data Analysis: Each post was coded using identified copywriting elements, including seven approaches (Future Pacing, Reciprocity, Scarcity, Authority, Liking, Social Proof, and Consistency) labeled A1-A7, and five formulas (SELWAB, AIDA, 4Cs, 3S, and Before After Bridge) labeled F1-F5. Data was organized in tables showing frequency counts for each approach and formula.
3. Results Processing: A percentage formula was applied to quantify the usage of each copywriting technique, followed by a comprehensive analysis and discussion of findings.

While displaying the data, the researcher used a table that divided the data by the type of copywriting approach or formulas, and then counted how many on each approach or formula was used in the twelve datasets. In this study, the researcher used a formula while working on processing the data.

$$Percentage = \left(\frac{Specific\ data}{Total\ data} \right) \times 100\%$$

Figure 2. Percentage Formula

On the final step, the researcher examined all collected data and created a comprehensive summary of the results and discussion. This methodology provided a structured framework for understanding how a major artist strategically uses social media copywriting techniques for album promotion.

RESULT AND DISCUSSION
Results
1. Copywriting Approach

Based on this data table containing seven copywriting approaches across twelve samples, the analysis reveals distinct patterns in approach distribution. The Consistency Copywriting Approach dominated the samples, accounting for half of all instances at 50%. Two approaches tied for the lowest representation they are Authority and Liking, each comprised only 8.3% of the samples. Future Pacing and Scarcity showed moderate usage, with each approach representing 16.6% of the data. Notably, two copywriting approaches were completely absent from the data sample; neither Social Proof nor Reciprocity techniques were identified in any of the twelve data points analyzed.

Table 1. Copywriting Approach Data

Yes	Copywriting Approach	Total
1	Future Pacing	16.7%
2	Reciprocity	0%
3	Scarcity	16.7%
4	Authority	8.3%
5	Liking	8.3%
6	Social Proof	0%
7	Consistency	50%
	Total	100%

Based on this data table containing five copywriting formulas across twelve samples, the analysis reveals distinct patterns in approach distribution. The AIDA Copywriting Formula dominated the samples, accounting for half of all instances at 58.3%. AIDA and Before After Bridge with 16.6%

each. One formula tied for the lowest representation is SELWAB comprised only 8.3% of the samples. Notably, the 3S Formula absent from the data sample was not identified in any of the twelve data points analyzed.

Table 2. Copywriting Formula Data

Yes	Copywriting Approach	Total
1	SELWAB	8.3%
2	AIDA	58.3%
3	4Cs	16.7%
4	3S	0%
5	Before After Bridge	16.7%
	Total	100%

Discussion

The researcher discovered 7 (seven) copywriting approaches and 5 (five) copywriting formulas. The data reveals a calculated and multifaceted communication strategy that blends emotional appeal, urgency, exclusivity, and consistency. Taylor Swift applied a wide range of copywriting approaches, including liking, scarcity, authority, future pacing, and consistency, combined with structured formulas such as AIDA, Before-After-Bridge, 4Cs, and SELWAB. This discussion unpacks how each of these contributed to audience engagement and the construction of a compelling narrative. The promotional posts for 'folklore' utilized a range of copywriting approaches such as scarcity, liking, authority, future pacing, and consistency, combined with established copywriting formulas like AIDA, Before-After-Bridge, 4Cs, and SELWAB. The use of these tools reveals how emotional appeal, exclusivity, and storytelling were strategically employed to engage fans and drive consumption.

The Consistency Copywriting Approach dominated the samples, accounting for half of all instances at 50%. The analysis reveals significant insights into Taylor Swift's strategic copywriting preferences during the 'folklore' album promotion period. The dominance of the Consistency approach at 50% suggests a deliberate marketing strategy that prioritizes building and maintaining audience trust through coherent messaging and reliable communication patterns. The dominance of the Consistency approach (50%) in the 'folklore' era supports classical branding theory that consistency is key to building trust and recognition. However, in the context of musical genre transition, this finding challenges the assumption that artistic change requires drastic communication changes. (Herzog Lepa, S., Egermann, H., Schoenrock, A., & Steffens, J., 2020) stated that the formulation and confirmation of consistent terminology for music branding communication purposes is designed to streamline stakeholder interactions and could improve the performance of music branding efforts. This approach likely manifested through consistent visual aesthetics, recurring themes, and unified messaging across posts, creating a cohesive narrative that reinforced the album's artistic identity. The high frequency suggests that maintaining brand consistency was considered crucial for the 'folklore' era's success, particularly given the album's departure from Swift's previous pop sound to a more indie-folk direction.

The notably low representation of Authority and Liking approaches (8.3% each) reveals interesting strategic choices. The minimal use of Authority suggests Swift relied less on external validation or expert endorsements, instead focusing on an authentic personal connection with her audience. Which research shows is key to fostering deep audience engagement and perceived credibility supported by (Rauf Rahman, N., Hamdan, F., & Arifin, A., 2023) that the authenticity of music, defined by an artist's power to deliver heartfelt emotions and genuine experiences, is instrumental in cultivating the listener's attachment to the music and the artist. Similarly, the limited Liking approach indicates confidence in her established fan relationship, requiring less emphasis on likability-building tactics. This distribution pattern reflects a mature artist's understanding of her

audience and market position, prioritizing consistency and authenticity over traditional persuasion techniques.

The consistent use of the AIDA formula (seen in almost every post) structured the content to first grab attention, build emotional interest, create desire through exclusivity or artistry, and push readers to act. This aligns with standard persuasive marketing techniques, emphasizing urgency and product uniqueness. The analysis suggests several key implications. First, emotional authenticity is a powerful driver of engagement in music promotion. Swift's willingness to share vulnerabilities fosters a parasocial relationship with her audience. Second, structured copywriting techniques like AIDA and 4Cs offer a framework for Swift to present their work persuasively, which means the satisfaction levels of audiences with authenticity, collective involvement, understanding, and risk-related components significantly impact the overall performance evaluation (Mohammed, 2024). Third, the strategic use of exclusivity and scarcity effectively converts emotional interest into commercial action. These findings are relevant not only for musicians but for marketers and content creators seeking to build meaningful, action-oriented connections with their audiences.

The findings reflect established theories in digital marketing and music promotion. According to (Papadatos, 2006), emotional storytelling, limited-time offers, and direct artist-audience engagement are effective strategies in the streaming era. Swift's approach reinforces these claims while innovating with deeper narrative integration and multimedia consistency. These findings suggest that modern music marketing significantly benefits from blending emotional authenticity with structured copywriting strategies. Artists can build brand loyalty not only through their music but also through the language and imagery they use to share it. Educators, marketers, and creators could adapt these strategies in broader campaigns beyond the music industry. The analysis focused solely on Taylor Swift's 'folklore' promotion, which may not represent broader trends across different artists or genres. Moreover, the interpretation of intent or audience impact is inferred from the content, without direct data on audience response or conversion metrics.

CONCLUSION

In the realm of modern arts, copywriting serves as a vital bridge between creative expression and effective market strategy. Today's artists are challenged to maintain the authenticity of their artistic vision while also crafting messages that appeal to fans, critics, and buyers. Historically, the relationship between musicians and their audiences has been marked by a deep sense of personal connection. The AIDA Formula and Consistency Approach are dominating the copywriting elements in this study. In conclusion, Taylor Swift's promotional strategy for 'folklore' demonstrates a masterful integration of emotion-driven storytelling, strategic copywriting formulas, and brand consistency. The discussion highlights how these techniques serve not only commercial aims but also deepen fan engagement and cultural impact.

. For future researchers, it is recommended to expand this study by exploring how specific copywriting strategies influence audience behavior through quantitative approaches, such as measuring engagement rates, streaming numbers, or purchase intentions. Comparative studies involving artists from different genres, cultural backgrounds, or promotional platforms could also provide deeper insights into how language and emotional appeal function across various music marketing contexts.

The researcher also suggests exploring more fields other than music promotion, such as movie promotion, including the movie trailers, poster taglines, and promotional campaigns, that must convey complex narratives, emotional tones, and genre expectations within extremely limited space and time constraints. Or any cross-industries comparative studies.

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