Kenzie Academy Social Ad Copy

Learn to Code From Home Campaign
- Want to improve your career from your couch? Let Kenzie Academy teach you the skills for a career in tech from the comfort of your home (pants required).
- Learn the coding skills you need to succeed in tech without stepping outside. Our virtual classes provide the same support and guidance you'd get in-person.
- Stuck inside this Winter? Get job-ready in 9 months by learning to code from industry professionals who care about your success.
- Learn to code from the comfort of your home! Our instructors are live industry professionals - not video walkthroughs or bots.

Learn UX Design From Home Campaign
- Take your creativity to the next level from the comfort of your couch. Kenzie Academy's Part-Time UX Design program will give you the skills needed to succeed.
- Tech problems require creativity and design-thinking. Are you ready to get the skills you need for the career you deserve (and learn from the comfort of your home)?
- Quality education from the comfort of your home. Kenzie Academy will take your skills to the next level with our Part-Time UX Design program.

Hourly to Salary Campaign - Software Engineering
- Become salaried and indispensable with a Software Engineering certification from Kenzie Academy.
- Go from hourly to a salary. Our alumni average $65K+ with a Software Engineering certification from Kenzie Academy.
- Shift work is tiring. Leave it behind in 2021 and move towards a steady career with a Software Engineering certification from Kenzie Academy.
- It's time you make the move towards the career growth you deserve. Coding jobs are growing and Kenzie Academy will give you the education you need for your tech career.

Hourly to Salary Campaign - UX Design
- Does your hourly job support your creativity? Join our Part-Time UX Design program to get the skills you need for a career in tech that will.
- Go from hourly to salary. Make a move towards a steady career and become a certified UX Designer from Kenzie Academy.
- It's time you make the move towards the career growth you deserve. UX Design jobs are growing and Kenzie Academy will give you the education you need for your tech career.

New Year, New You Campaign
- Don't let another year go by! Get the coding skills you need for the tech career you deserve with Kenzie Academy.
- Stop making resolutions and start making career moves. Apply today and make 2021 the year you become a Software Engineer!
- Let's talk about your plan for 2021 and how to get the tech career you deserve with a UX Design certification from Kenzie Academy.
- In just 6 months you could have a career in UX Design and a higher income. So, what are you waiting for? Apply today.

Advance Your Career Campaign - Software Engineering
- Time to advance your career? Get the education needed for the future of work with a Software Engineering certification from Kenzie Academy.
- Looking at master's programs to improve your career? You be job-ready for a career in tech in 9-months with Kenzie Academy.
- Coding skills aren't just for Software Engineers. Get the tech education to improve your career in almost any field.

Advance Your Career Campaign - UX Design
- Is your degree not attracting the jobs you want? Level up faster with an affordable UX Design certification from Kenzie Academy.
- Advance your career with a certification in UX Design. Take the next step towards a role and income you love with Kenzie Academy.
- Step up your career as a certified UX Designer with Kenzie Academy. Take your creativity (and income) to the next level.

Brainstorm:

- Memorizing code? No thanks. We'll teach you how it's done.
- Memorizing code? No thanks. We'll teach you how to write it.
- Want a tech job? You'll need a job-focused tech education.
- Stuck choosing between college and bootcamps? Kenzie is door #3.
- Education for your career, a community for your life.
- We're a resume-building, job-searching, & career-growing school. We also teach tech.
- We're a resume-building, job-searching, & career-growing tech school.
- Learn Front-End, Back-End, and how your successful job search ends.
- Our gift to you. Personal & professional growth, wrapped in a tech education.
- Get the skills to do the job, get the skills to get the job.
- You're a new kind of student. We provide a new kind of support.
- Your education shouldn't end with a piece of paper. We'll support you beyond the job search.
- Online education with an on-campus feel.

- Other schools have alumni. We have family members. Join our community!
- Commitments to outcomes: college = a lot. Bootcamps = too little. Kenzie = just right.
- At Kenzie, one year of education = one year of work experience.
- Learn from active tech professionals. They know what they're doing, and so will you!
- Kenzie is a lesser investment than college & a greater focus on outcomes than bootcamps.
- Wanted: scrappy underdogs with the drive to get tech skills & then the careers to use them.

Google Ads
Headline (can have up to 3 of these): 30 characters each
Description (can have up to 3 of these): 90 characters each

Facebook Ads
Headline: 25 characters
Description: 30 characters

Instagram Ads
Caption: up to 2,200 characters (140-150 is recommended length)

Twitter Ads
Promoted Text/Image/GIF: 280 characters - link takes up 23 characters = 257 characters

LinkedIn Ads
Headline: 25 characters
Description: 75 characters