



# *CAN YOU USE MEMES IN ADVERTISING? PERKS OF MEME MARKETING*

Mememes are images or video clips embedded with text to support the image. These are often funny situations and often shared with friends and family. It is very short and to the point. They can be variations of the same mememe as creators can change them accordingly.

# WHY ARE BRANDS MASSIVELY USING MEMES TO INTERACT WITH THE AUDIENCE?

Given the popularity of memes, brands use them in their social media. Although some brands have a head start in their meme marketing, it is a quick way at first to connect with the audience by creating relevant content that targets customers. This content is widely shared and makes it possible to reach an unprecedented number of audiences.

- Quick to understand and comprehend content
- Relevant and shareable content
- A cheap and effective way to connect with the audience
- Communication language of modern age

# TOP 5 PERKS OF USING MEMES IN ADVERTISING

## KEEP THE MEME GAME STRONG

### **1: Higher Reach And Visibility Globally**

According to statistics, it is useful to use memes in advertising because they have 10x reach and 60% organic engagement, bringing more reach and visibility. Also, the content of virtual memes is shared, which makes it effective in promoting your business. Using a globally popular meme is undoubtedly beneficial as it gets more attention on a global scale, bringing more value to your brand.

## 2: Enhances Social Media Presence

Through social media platforms memes help you connect and build a community with a large audience online. It can also cause random memes to go viral driving traffic to the social media page.

## 3: Useful In Targeting The Younger Generation

Millennials and Gen-Z "use memes as the language of communication. If your audience is small, applying meme communication is important. Many meme pages now have the highest number of followers compared to other influencer pages; it shows the popularity of memes in the market.

## **4: Cost-Friendly Approach**

Creating memes is not costly; it just needs a good idea that can connect with the audience. Someone must follow the latest trends and create memes that fit the brand. Such content also attracts new audiences to your page and ultimately boosts your online presence through its popularity.

## **5: Humanizes Your Brand**

Internet memes can be great whether it's a message you want to get across or promote a service or business. Relevant content helps you connect with brands and ultimately get to know their work. This plays an important role in promoting the brand.



Follow the latest social media trends and boost your online brand with meme marketing.

Impulse Digital - Being a digital marketing agency in Navi Mumbai with a team of experts on board helps you boost your brand by driving sales and increasing engagement on your social media platforms. The benefits of working with a good advertising agency are beneficial for your business.



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*Thank you!*