

Source 1: Prof Arno's debrief on the marketing example.

Problem: Many assume that using humor is the way to go in marketing, making funny videos, memes, funny pictures, etc. However, that's one of the hardest things to do because there are far too many things that need to be in place to make it work.

Agitate: If you want to be funny, ask yourself: "Am I able to pull something like this off?" The answer is probably no. And even if you can make it work, it's still an enormous risk because funny doesn't necessarily sell anything. Yes, it gets attention. Yes, maybe it keeps attention for a little bit longer, but it still wouldn't sell anything.

Solve: Make sure that you focus mostly on the selling, not on being funny or entertaining or amusing, because it's really hard to do and you're needlessly complicating the selling process.

Action: So what to do now? Sign up for our newsletter and get a free guide on how to advertise your ads on any platform and make them perform 10X better.

Why Humour Will Destroy Your Ads

Many assume that using humor is the way to go in marketing—making funny videos, memes, pictures, etc. You might think, "Well, ads are generally boring, so I'm going to use humor in mine. It will attract more leads, get their attention, and keep it." However, that's one of the hardest things to do because there are far too many factors that need to be in place to make it work.

A great example of this is the Old Spice ad. If you don't know it, this is the ad



In this ad, soooooo many things had to align for it to actually work, and no, I don't just mean the thousands and thousands of dollars spent on it.

The reason this ad works is that the actor owns the role. So, you're very dependent on someone actually stepping into it and doing a great job with it. And he does. He just owns that role. But often, even if you have all it takes to create such an ad, it will still fail.

Let's say, hypothetically, you managed to make it funny and keep your audience's attention. Most of the time, people just remember that it was funny, but they don't remember the product. So yes, funny ads are great if they work, which is really hard to achieve.

And even if you can make them work, it's still an enormous risk. Funny doesn't necessarily sell products. Yes, it gets attention. Yes, it maybe keeps attention for a little bit longer. BUT it doesn't necessarily sell.

So if you want to actually profit and run a successful business, the best thing you can do is avoid humor in your ads. There are hundreds of ways to advertise, and humor shouldn't even be on the list.

So What to Do Now?

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