

Content In A Box

Source: Humor and Arno's debrief on Old Spice ad

Tuesday| 04-06-2024

Headlines:

- 1. Humor won't get you more customers, but viewers.*
- 2. If you can't own the role don't use humor.*
- 3. Humor never sells itself.*

Wenesday| 05-06-2024

Outline:

Problem: Humor may seem easy to get more attention, but getting it right can be tricky.

Agitate: Making people laugh gets attention, but how can we transfer that attention to sales? It's not like they buy after laughing.

Solution: Humor is an asset if used correctly, or if you own the role. When it isn't a good solution just stick to selling to people. Laughter doesn't sell, it only gets you viewers, not customers.

Close: We can help you solve all the hassles of having adverts that sell even without humor.

Thursdayday | 06-06-2024

First draft:

Humor never sells itself.

Humor is a great way to get attention.

Yes, attention is good, attention is just like money.

Everyone is trying to get it, Everyone's fighting over it.

But HUMOR isn't the sharpest tool when it comes to SELLING. Especially if your comedy skills aren't that great.

Here's a deep dive into the drawbacks of using HUMOR in your ads and how you could save yourself thousands on your ad budget.

Why You Shouldn't Use Humor In Your Ads?

Tricky to pull off, there are a lot of things that need to be right to be able to make it work.

Humor is a great asset, if you know how to use it.

Some famous ads like: 'Old Spice' used humor and were pretty successful.

IF YOUR ACTOR OWNS THE ROLE. THEN YOU CAN SELL.

But people will not remember, or even see what you're SELLING if you don't do it correctly. They will only remember what they laughed about.

That's the last thing you want to happen.

Your goal is to sell to them, not make them giggle.

Talk about their problems and offer them a solution.

That's the fastest way to get someone to buy.

And you won't lose THOUSANDS OF DOLLARS on ads.

when your brand is strong enough to afford losses on the ad, in exchange for placing your name in everyone's mouth.

Then sure, go ahead.

But if you are SMALL or GROWING, Let's not do that.

What To Do Now?

If you need help advertising your product, without people getting lost and leave without purchasing. Contact us here: <https://resolveresults.com/>

No cost, no obligation.

If you want to work together I'll tell you exactly how that works, if you don't want to work together that's fine too. No hard selling, no pressure, no annoying sales tactics.

Second draft:

Humor won't get you sales, but viewers

Businesses often advertise their products using humor, or viral videos thinking this will get MORE SALES because that's what successful businesses do. Right?

That's what TikTok and Instagram would have you believe.

In this article, I'm going to tell you the truth about using Humor in your ads.

When Should You Use Humor

Businesses use this trick when they have no idea where to start with advertising.

Humor may seem like a very easy way to get the attention of clients and it does.

Attention is good, but not all attention gets you sales.

HUMOR 99.95% of the time, does not sell!

There are scenarios you can count on one hand, where humor actually sold.

When your actor OWNS the role that's the first.

When the video is clear and get the message through.

If you've got MILLIONS of dollars in ad budget and can afford losses without going bankrupt, then sure go ahead.

But if you're SMALL, or just STARTING.

You probably don't have a MILLION DOLLAR AD BUDGET.

So let's keep it simple:

Talk about their problems and offer them a solution.

That's the fastest way to sell.

What To Do Now?

If you need help advertising your product, without people getting lost and leave without purchasing. Contact us here: (my email)