

Notes from source:

Humor in advertising takes a lot of things to work. It's not recommended 99 times out of 100.

You have to own the role if you are planning to use humor and you will be very dependent on someone actually stepping into it and doing a great job with it.

And even if you pull it off, let's say hypothetically, you pull it off. The commercial is actually funny. Most of the time, people just remember that it was funny. They don't remember the product. So yes, funny ads are funny if they work, which is a really hard thing to do.

Because funny doesn't necessarily sell shit. Yes. It gets attention. Yes. Maybe it keeps attention for a little bit longer, what sells stuff is selling. So 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

Headlines:

You Can Get This Wrong In Your Marketing 99 times out of 100.

You Can Get This Wrong In Your Ads 99 times out of 100.

You Can Get This Wrong 99 times out of 100.

Is Using Humor in Advertising a Cheat Code ?

Humor in Ads Can Get You to Sell More or Sell Less.

Outline:

Subject: You Can Get This Wrong 99 times out of 100.

Problem: Humor may seem like an easy way to get more attention and keep it longer. But getting it right can be tricky.

Agitate: Let's be honest, making people laugh gets attention. But how can we transfer that attention to sales ? It's not like they whip their credit card out after they finish laughing.

Solution: Humor can be an asset if used correctly when everything's in place. When it isn't the best solution is to stick to selling to people. Laughter doesn't sell to people, selling to them does.

Close: Get in touch with us today and we will review your copy for free and see if it needs humor or more selling.

First Draft

You Can Get This Wrong 99 times out of 100.

Most of the time people gravitate towards using this trick when they have no idea where to start with advertising. It's something that we usually do in real life situations as well, we use so much I can guarantee that YOU have used it today.

I'm talking about making people laugh.

It's good to make people laugh and you like how they are giving you attention when a joke hits.

But in some situations if the joke isn't good you get ignored or even worse instead of the joke they laugh at you.

On the surface humor may seem like a very easy way to get the attention of clients and it does. It also keeps their attention for a longer period of time.

There is no fancy trick, just make them laugh at the start and you got 'em. Just like the oldest dating advice ever given which is "Make them laugh a lot".

Now once they finish laughing they start taking their clothes off right ? There is nothing else you need to do after that ?

Well here comes the tricky part.

Just like in dating, once you get your prospects laughing how do you sell to them ?

Most of the time they won't. Getting attention with humor doesn't always mean sales.

How Can You Know to Use Humor in Your ads ?

It's a tricky thing to pull off, there are a lot of things that need to be right to be able to make it work.

Humor can be a huge asset when you know what you're doing and all the pieces are in place. Some of the best ads in the world have used humor.

If done correctly it can get amazing results. But 99 times out of 100 people will not remember or even see the thing you are selling. They are only going to remember that they laughed.

And that's the last thing we want to happen.

To avoid it we pivot, so instead of our goal being to make them laugh. We sell to them, we actually talk about their problems and offer them a solution.

That's the fastest way to get someone to throw his credit card at the screen.

Focus on selling, not on giggles. When the opportunity comes to use humor you will be ready to utilize its power.

Humor can be an asset if used correctly when everything's in place. When it's not, the best solution is to sell to people. Laughter doesn't sell to people, selling to them does.

Get in touch with us today and we will review your copy for free and see if it needs humor or more selling.

Second Draft

You Can Get This Wrong 99 times out of 100.

A lot of marketers start using this when they have no idea where to start with advertising. Can't blame them, it's something that we usually do in real life situations.

In fact we use it so much I can guarantee that YOU have used it today.

I'm talking about making people laugh.

Makes you feel good when people laugh and you like the attention when a joke hits.

But in some situations if the joke isn't good you get ignored or even worse instead of the joke they laugh at you.

On the surface humor seems like an easy way to get the attention of clients.

And it does, it also keeps their attention for a longer period of time.

There is no fancy trick, just make them laugh at the start and you got 'em. Just like the oldest dating advice ever given which is "Make them laugh a lot".

Now once they finish laughing they start taking their clothes off right ? There is nothing else you need to do after that ?

Well here comes the tricky part.

Once you get your prospects laughing, would they buy from you ?

Most of the time they won't. Getting attention with humor doesn't always mean sales.

How Can You Know to Use Humor in Your ads ?

It's a tricky thing to pull off, there are a lot of things that need to be right to be able to make it work.

Humor can be a huge asset when all the pieces are in place. In fact some of the best ads in the world use humor.

If done correctly it can get amazing results. It's a hidden weapon you keep in your arsenal for when you need it.

Funny and successful ads really are made when you own the role when presenting the product. But 99 times out of 100 people will not remember or even see the thing you are selling. They only thing they will remember is how they laughed.

Now that's the last thing we want to happen. It's not something we want to risk.

To avoid this happening we pivot.

Instead of the goal being to make people laugh. We sell to them, we actually talk about their problems and give them a solution.

That's the fastest way to get someone to throw his credit card at the screen.

We focus on selling, not on giggles. When the opportunity comes to use humor you will know what to do.

At the end of the day laughter doesn't sell to people, selling to them does.

Get in touch with us today and we will review your copy for free and see if it needs humor or more selling.

Social Media Posts

Post 1:

Направиго ова како што треба и ќе победиш, а зошто повеќето бизниси го прават погрешно?

Ова е нешто што се користи речиси секојдневн, толку многу дури што знам дека и ти го имаш користено денес.

Зборувам за користење хумор во вашите реклами.

На површината, хуморот изгледа како лесен начин да се привлече вниманието на клиентите.

И да тоа го прави, исто така го задржува нивното внимание подолго време.

Али... Штом ќе ги насмеете вашите клиенти, дали ќе купат од вас?

Најчесто нема. Привлекувањето внимание со хумор не секогаш значи продажба.

Post 2:

Дали сте паднале на овој лесен маркетинг трик?

Тешко е да се изведи, ама изгледа дека сите се обидуваат да го направат тоа.

Хуморот може да биде огромна предност кога сите парчиња се на своето место. Всушност, некои од најдобрите реклами во светот користат хумор.

Ако се искористи правилно, може да се добијат неверојатни резултати. Тоа е скриено оружје што го чувате во вашиот арсенал за кога ви треба.

Но, 99 пати од 100 потенцијалните клиенти ќе памтат само дека вашата реклама ги насмеаа и ништо друго.

Post 3:

Направете ја оваа промена за да видите повеќе резултати од вашите реклами.

Наместо целта да биде да се насмеат луѓето. Ние им продаваме, всушност зборуваме за нивните проблеми и им даваме решение.

Тоа е најбрзиот начин да натерате некој да ја фрли картичката во екранот.

Се фокусираме на продажба, а не на кикотење. Кога ќе дојде прилика да користите хумор, ќе знаете што да правите.

Но на крајот на денот, смеата не им продава на луѓето, продавањето на нив им продава.