

Outline 1

Tweet 1:

Why Selling a Product Is a Million Times Better Than Using Humor In Advertising

Tweet 2:

Don't get me wrong.

You can use comedy in advertising, but you need to get it right.

Otherwise, no sales, just impressions.

Tweet 3:

If you know me, you know that I like to sell.

Many people I've met say, "Ooh, that ad is sooo funny," but do they remember the product?

Usually, they don't.

Why?

Tweet 4:

Two simple reasons:

1. Confusing message
2. Wrong audience

Using comedy is too much of a risk.

Tweet 5:

Try sarcasm? People won't get it.

Think you're funny? Others maybe don't.

Maybe you are funny? But suck at selling?

Switcheroo!

So, when does humor actually work in advertising?

Tweet 6:

Simple answer:

You need to ask, “Will I really pull this off?”

If not, it's better to stick to basic, tested selling principles.

If you want to know how I can help you with that, contact me.

P.S. I won't try to be funny.

Outline 2

The secret to using humor in advertising

Using comedy in advertising can be very risky, and if done wrong, it can cost you thousands, if not tens of thousands, of kronor.

In this article, we will discuss the secret to using humor in advertising and how you can avoid this pitfall.

I recently saw an ad with a half-naked man selling body wash, and it made me realize something I hadn't thought of before.

We are bombarded with ads every day.

Many are funny, many are boring, and sometimes some are so exceptionally good that you end up buying the product.

But among the funny ads, I've discovered a big problem: I don't remember the product 99% of the time.

They fail to sell me anything.

When humor can actually be used in advertising.

As I said, there are some exceptionally good ads that manage to meet the right criteria.

They made me laugh AND conveyed their message AND sold a product using the same formula (including the half-naked man).

Before you try to be funny in advertising, ask yourself:

Can I actually pull this off?

Can I own the role?

If not, stick to these three guidelines when selling:

What's in it for the customer?

Who is the audience?

How can I make the message stand out?

This is much better and generates much more sales.

And as I've said before: "I'm all about sales."

Do you want to know how I can help you? Contact me.