

OUTLINE

Subject:

Humour in advertisements; double edged sword that'll make or break your Marketing!

Problem:

Adding humour in your ads seems like a good idea, but it can make your ads fall flat! So, it is a risky thing to add to your ads.

Agitate:

If you try to add humour to your ads, most of the time it really doesn't fit with the ad. Even if it fits with the ad, it doesn't necessarily boost your sales because people will only remember that the ad was funny and not your product.

Solve:

Adding Humor in your ads is not a big deal, it's a process where you entertain the audience, get their interest in what you offer and simply sell it to them in a professional way. You focus more on selling and less on adding humour.

Close:

You can decide to add the humour by yourself OR you can get in touch with us and decide; we'll take a look at your product for free.

Second Draft

Humour In Advertisements; Double-edged Sword That'll Make Or Break Your Marketing!

If you're trying to add humour to your ads and make your marketing stand out, make sure you go through this article and then use this double-edged sword to your advantage!

Making ads that perform well and mostly outperform your competitor's ads probably seems impossible.

Some businesses use humour in their marketing to achieve that but the risky part which most of them don't see is that 90% of the time, their ads fall flat because of the humour they've used in the ad.

It often doesn't look good and makes their efforts go in vain...

Reason Why Most Businesses Fall Flat When They Use Humour In Their Ads

You would've seen some businesses use humour in their ads and it just doesn't fit well with the product they're trying to sell, they continue adding more humour to it which results in 0 sales.

So, a point to remember would be that they should focus more on selling and less on making the ad funny or humorous.

Most of the time, it looks boring or cringe to use humour in the ads either due to the product or the amount of humour used in the ad. The viewer will probably have 2 things to do after they see those humorous ads-

First, when they notice that your ad has humour in it and if it fits well, then they'll get entertained and scroll away, So, that mostly results in no sales and you don't get the results that you expected.

Second thing is when they see your ad which has humour in it and if it doesn't fit well, then your ad looks cringe and boring. It forces the viewer to move on to other things and just skip it. This too results in no sales and you don't see the results that you want.

I hope you're getting a hang of what I'm trying to tell here about our focus in regards to humour in ads and actually selling the product...

So How Do You Add Humour To Your Ads And Sell Your Product?

You don't want to hear this but I'll say this anyway-

The humour in your ads does not necessarily sell anything.

Believe me when I say that 99% of the time your ad will not look good if you use humour in it. And even if you somehow pull it off miraculously so that your humour fits well, you won't be able to sell your product in that ad properly.

I'm going to tell you what role humour plays if it fits well in your ad... it's a process where you entertain the audience, get their interest in what you offer and simply sell it to them in a professional way. Now I don't mean that you should do something like *"Hahaha...woohoo... please buy this... we'll entertain you more!"*

What I mean to say is that you have to focus less on humour and more on selling in your ads.

And that... should be done in a professional way.

Here's a base of using humour to sell your product-

Get their attention in a humorous way which showcases your product -> Show how your product will benefit them -> Simply sell it in a professional manner.

Want To Add Humour To Your Ads So They Entertain And Actually Sell?

Now, that you know about what humour can do to your ads; it can make your ads look good or make them fall flat.

You can use it by yourself, which is more risky and time-consuming

OR

You can have us look at your product and give you suggestions for free.