



MEME MARKETING

By: Seven Boats Academy



What is Meme Marketing?

Meme marketing is the use of memes to promote your brand narrative. It's a fun, low-effort way to connect with your audience and increase your engagement rate, as memes are highly shareable.

Benefits of Meme Marketing



- The truly successful memes spread like wildfire. That's exactly why marketers want to leverage these already viral pieces of creative for their own marketing.
- Another benefit to meme marketing is that it's low effort. Most of the work has already been done: It's being shared all over social media and it has a clear concept. All you have to do is fit the meme to your brand and hit "post."
- Furthermore, memes help bring communities together. Not only are users tempted to like and comment on them, but they also want to share them.



Example of Meme Marketing by Brands



- Here's a famous digital marketing meme example that gives you an idea of how memes are used in digital marketing (SEO marketers will agree!)
- One brand that has a strong meme marketing reputation is **Netflix**. Their social media marketing memes are instantly relatable



How can marketers and brands use meme marketing?

1. Identify what your brand is about - As with any social media strategy, memes need to reflect your brand's core values and messaging for it to work.

If your brand is all about friendliness and warmth, then a meme with crude humor is likely to confuse your audience members and go down poorly with them.

Gucci, for instance, used a Renaissance painting to make this viral meme that also embodied the luxury and good taste that Gucci represents.



gucci
48.5M followers

[View profile](#)

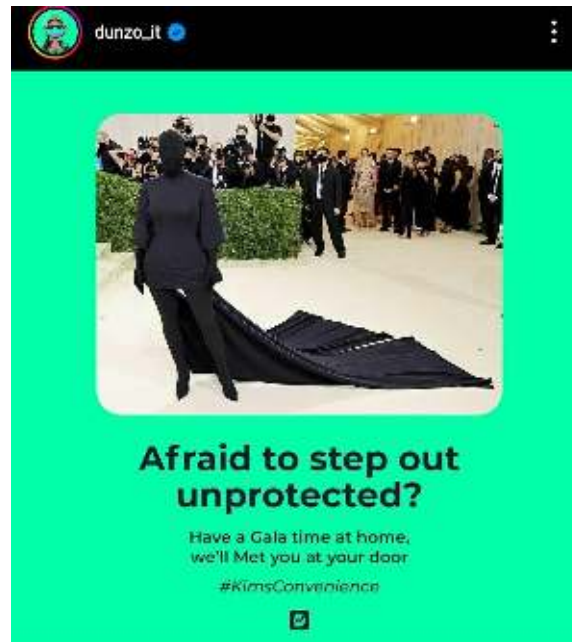
When he buys you flowers instead of a Gucci watch



2. Be relatable- The memes you pick need to reflect a universally popular joke or a deeply relatable situation. If your target audience members cannot relate to the context, they would not engage with you, and it also might blow up your reputation.

Therefore, personalize your memes to deliver content that suits your target audience

Dunzo is food delivery app and see how effectively they used this latest meme to both engage and deliver there brand message.



3. Create proper buyer personas for memes - Give your ideal customer a name, age, interests, and possibly a backstory. This vital information can help you strategize your marketing plans for success. Many brand use different type of meme for different social media platform.

For example **Zomato** used this meme for LinkedIn where there TG age group is 22-55. So they can relate to a salary meme.

Just got my salary, and...



4. Personalize the most trending memes- One of the best ways to go viral quickly is to use memes related to a current event. Like KFC used money heist to engage with their customers.



PEPSI MONEY HEIST Buckets

Download the KFC APP & Order

MONEY HEIST
WATCH NOW | NETFLIX

MONEY HEIST SWAG COMBO STARTS AT ₹329

PROFESSOR Swag BUCKET

The advertisement features a central image of a KFC bucket filled with fried chicken, a side of french fries, and two glasses of Pepsi. The bucket is white with red stripes and the text 'PROFESSOR Swag BUCKET'. To the left, a gold ticket-shaped graphic contains the text 'PEPSI MONEY HEIST Buckets' and a small image of the Money Heist character. Below this is a red button that says 'Download the KFC APP & Order'. At the bottom left, there is a 'MONEY HEIST WATCH NOW | NETFLIX' logo. At the bottom center, it says 'MONEY HEIST SWAG COMBO STARTS AT ₹329'.

5. Add originality to popular memes - Instead of merely reposting a popular meme, weave your brand's slogan, mission, or product values into the text for a touch of originality.

This not only generates a few extra laughs but also works for your brand recognition.



6. Time your memes well- Quite often, memes have a short lifespan because they work around an event that not many people know about. To maximize your chances of going viral, do your research on how popular a meme currently is.



You can create a meme using InVideo in 4 easy steps:

Step 1: Log in or sign up for an account on [InVideo](#).

Step 2: Type memes in the search bar or if you have a meme in mind like 'grumpy cat' then you can type that too. Choose the template and preferred size you want for your meme.

Step 3: You can edit the text on this meme video, add a logo, music, and even a voice-over.

Step 4: Once you're happy with how your meme looks, click on the download button on the top right of your screen. Your meme video will be downloaded and is now ready to upload anywhere.

THANK YOU :)

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