



light hearted

using humor to grow
your small business

JEFF CROSBY

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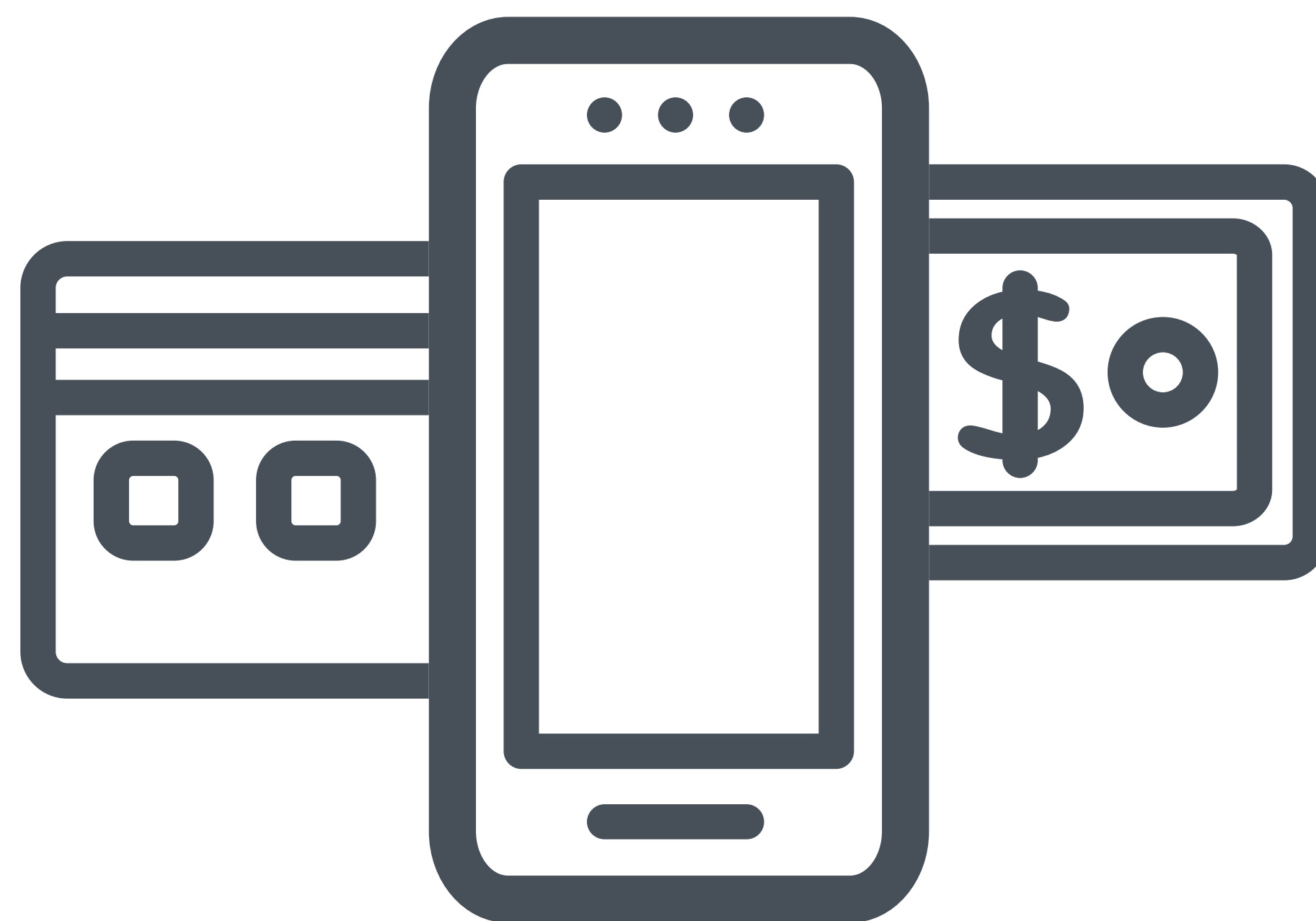
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Hello Friend. Thank you for purchasing this e-book. I hope I can make it all worth it to you

Although I'm definitely not a marketer in any way, I have used humor to market my branding business for a while now. In my mind, I have always been just a microphone short of being a comedian. My humor is not for everyone and I know this. So to be sure that I don't offend anyone, I took the time to do some research and get a true understanding of how to use humor the correct way. Here, I share what I have learned with you.

I hope you'll find this information useful and that you can release the funny inside of you and use it to **help your profits increase and gain some new customers.** Have Fun.

7. making the most of visual humor



Visual humor has become an increasingly popular form of marketing in recent years. Through television ads and even more so with the invention of social media. Visual humor is widely used in television commercials, advertisements, print media, as well as on social media reels, stories, posts, and ads. Using visual humor can be a powerful way to engage people, attract attention, and create a positive impression of your brand. Use it strategically and visual humor can be an extremely effective marketing technique.

There are a variety of ways to use visual humor. Funny memes are a really popular form to use, so are videos and photos using props, such as funny hats or wigs. The intention is to get the audience to interact with the joke, which helps to engage them. Engagement draws attention to a product or service. For example, using a holiday to create funny memes that will get people talking will also have them checking your social media profile, which may lead to them hiring you or purchasing the product. Make it super funny and they will share it, which will have the same effect on others and more products get sold.

Using visuals is also a good way to introduce a character that can act as a mascot or spokesperson for a prod-

uct. This is a good way to draw attention to a product without directly advertising it. If crafted effectively, people will laugh at the character and remember it. This will help them to associate the character with your brand each time they think of it and lead to purchases. This type of humor can be done with real people, or with caricatures or illustrations, but may also be done with the use of live actors. Familiarity and trust with the audience and encouraging a positive impression of the brand is what this leads to.

“using a holiday to create funny memes that will get people talking will also have them checking your social media profile, which may lead to them hiring you or purchasing the product”

Visual humor can also be used to encourage people to take action. You can use humor in things like signing up for a newsletter. The call to action itself may be the humor, such as “let me in,” or the command above the CTA may be the humor, like “click here to be jumped into

the gang.” Just make sure that you stay on brand and follow the brand’s tone of voice and messaging. This type of humor allows people to connect with the brand on a more personal level and many times encourages them to take action that they wouldn’t usually take.

To wrap it up, make people laugh with their eyes. Use visual humor such as mascots, humorous calls to action, and commands to draw the audience in, engage, make them remember you, and help them decide to purchase.



JEFF CROSBY

Jeff Crosby is a Graphic Designer turned Brand Specialist with over 15 years experience designing for individuals, events, and companies all across the United States. Jeff has a passion for small business owners and made a decision to use his wisdom and talents to assist them in gathering information, creating graphics, learning software, and following processes to create their own branded graphics when they can't afford to hire designers for every little job needed to brand their company. Jeff has helped many small businesses increase their profits and become more recognizable through the years.

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