

ENTERTAIN ENGAGE AND SELL

**10 TOP TACTICS FOR
SUCCESS ON SOCIAL**

A white circle containing the text "WHITE LABEL COMEDY" in orange.

**WHITE
LABEL
COMEDY**

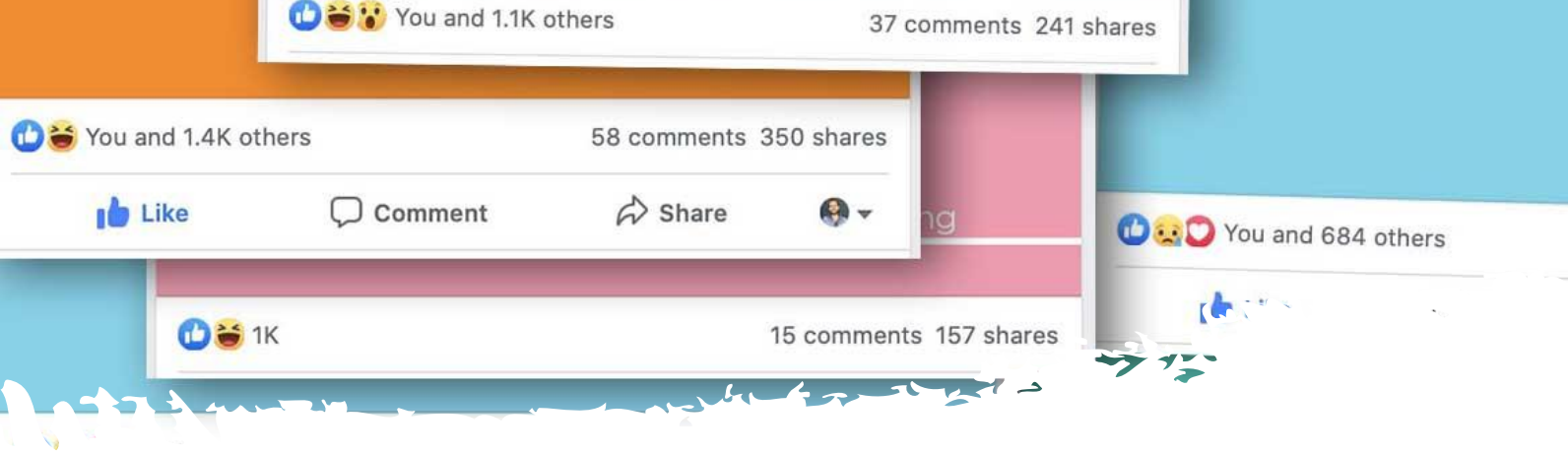


INTRODUCTION

There are brands out there who absolutely boss it on social - brands of all shapes and sizes, brands with big budgets and brands with no budget, that everyone loves to follow and friend.

And do you know what those brands have in common? They're funny. They entertain and engage their audience with wit and warmth - and it goes down a storm.

In this guide, we'll first explain why comedy works so well on social, and then give you 10 top tactics you can use to make your audience laugh with, and love, your brand.



WHY DOES COMEDY CHANGE THE GAME?

Comedy isn't the only way to entertain and engage on social - but it's hands-down the best. I'm about to step you through three great reasons why - and you'll be surprised to hear that none of them are "because it's funny". There's so much more to it than that.



COMEDY GETS YOUR AUDIENCE TALKING



So many brands forget the social in social media. Comedy doesn't just entertain and engage – when done right, it drives conversation too.

But why is that?

Well - to understand that, first we need to understand what a joke really is.

A joke is two “things” - two different ideas or notions - that shouldn't fit together, but they're made to fit together, with the help of a perfectly placed twist or a surprise.

That's literally it. Pick apart any joke that makes you laugh - and that's what you'll find.

We travel from Thing A, to Thing B - via a surprise or a twist that makes them fit neatly together.

And the reason we're able to make them fit together? That surprise twist is based around a hidden truth.

If the joke you've crafted is a good fit for the audience you're trying to reach, then not only will they laugh — they'll respond, because the truth you've shone a light on is one that matters dearly to them.





COMEDY SELLS WITHOUT SELLING BY KEEPING YOU FRONT OF MIND



Starbucks UK @StarbucksUK

Don't be alarmed if things seem different this week. Our baristas are working flat out and may accidentally write your name correctly.

IF BRANDS TOLD JOKES



Starbucks UK @StarbucksUK

We're training our baristas to reduce the queues — especially in the middle of names like Adam.

IF BRANDS TOLD JOKES

People don't want to buy from faceless brands waving coupons, vouchers and deals. They want to buy from brands with personality. Brands they feel an affinity to. A connection with.

Comedy content that's tailored to your audience builds that connection, and keeps your brand front of mind – so that when the time comes for them to enter the consideration phase, they've been thinking about you so much that they've already sold themselves on you and your offer.

The two posts here are from our first batch of content for Bright Interactive - the SAAS company behind Digital Asset Management platform Asset Bank. If you're scrolling through your feed, and you see a post that's nakedly trying to persuade you to sign up for Asset Bank your guard will go up - you'll know your being sold to, and that's not what you came here for - so you know there's no need to even read, let alone engage.

But the majority of their ideal customers are immersed in file formats and classification systems all day long - so when they see jokes that play on that, on their world, a world that's so rarely represented with any wit, warmth or even humanity - they're drawn in.

Some will just passively absorb, others will actively engage - but in both cases, when they find themselves in need of a piece of software like Asset Bank - it's going to be the first name that comes to mind. They already know you, they like you - and they'll have started to trust you too.

Taxonomy is:
A hierarchical classification system that organises things into specific categories.

Taxonomy isn't:
The cry from an Italian offering to pay your VAT.

The A to Z
of Digital Asset
Management



AssetBank @brightassetbank

Today's #SecretLifeofAssets exclusive comes from a recently converted JPEG.



COMEDY TURNS YOUR FOLLOWERS INTO INFLUENCERS

(BUT THESE ONES WORK FOR FREE)



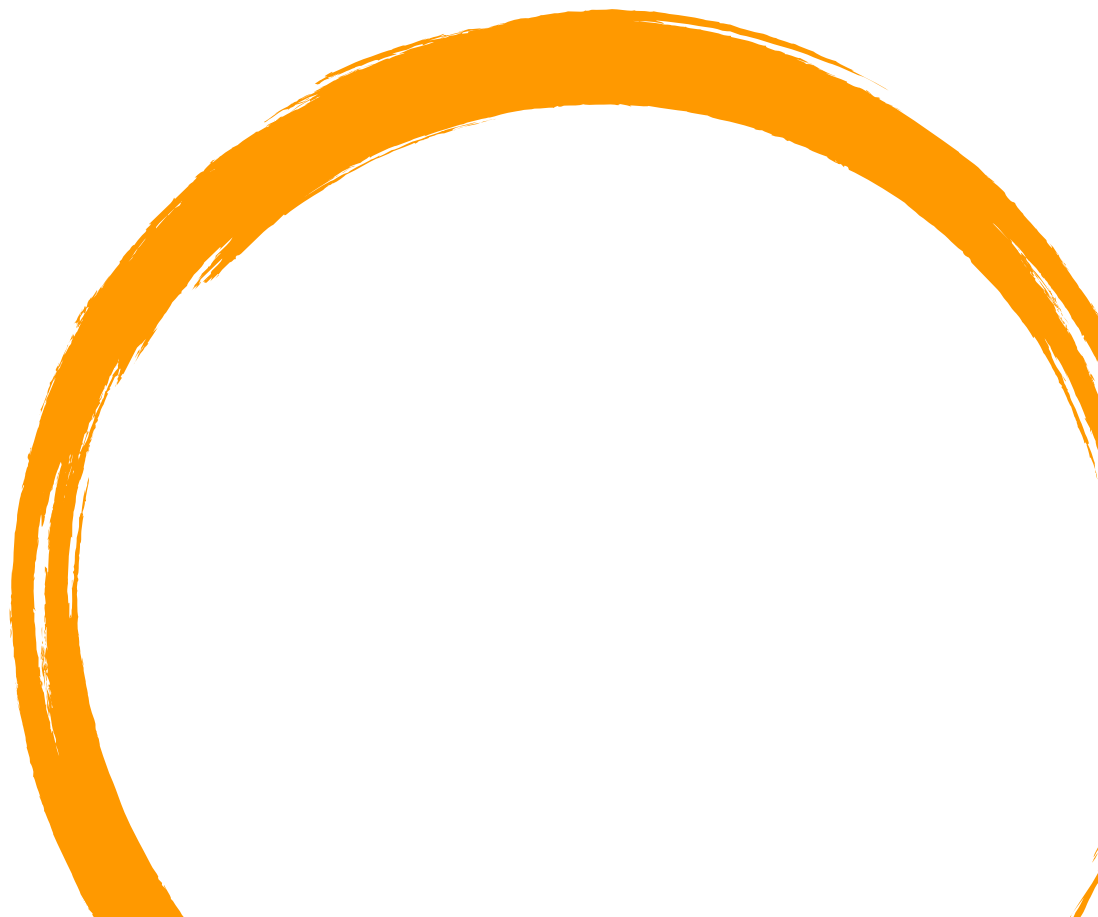
You'll already be well aware that the things others say about us have much more impact than the things we say about ourselves – and lots of brands think that the only way to get those “others” talking is to pay influencers to kickstart the process. Comedy content offers another way.

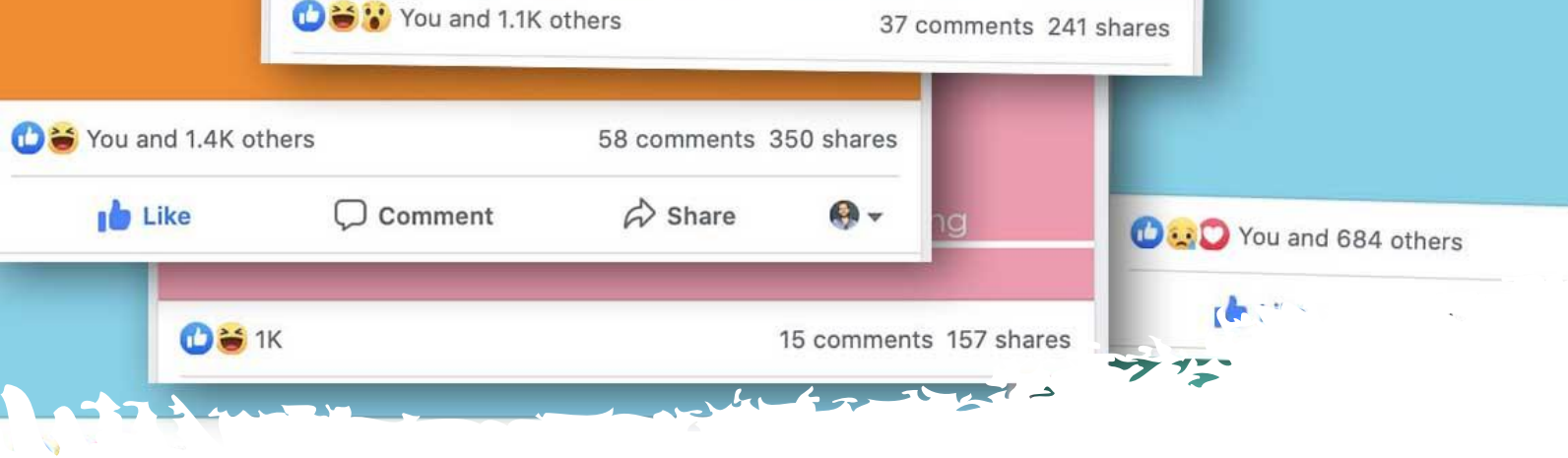
When we – as a brand – first share the joke, we're telling a story about ourselves. But when our audience is motivated to share that story – because they found it funny – it becomes a story that they're telling the world about us.

That story is that we're fun, funny and entertaining - and that everyone should let us into their newsfeeds, and their lives.

So just by creating great content that your audience wants to share - content that happens to include a relatable hidden truth, alongside your brand's identity and your brand message - you're turning your audience into influencers.

And these influencers won't be sending you an invoice at the end of the month.





10 TOP TACTICS FOR SUCCESS ON SOCIAL



So look - our clients are lucky - when they're working with us, they've essentially got a hive-mind of the UK's best comedy writers living in their back pocket, ready to go to bat for them any time they need.

We craft comedy content that entertains, engages and sells - and we do it on-demand.

But you don't need a hive-mind of comedy writers to start entertaining and engaging your audience. In fact, you don't necessarily need any comedy writers.

Today we're going to step you through 10 different ways for you to use humour to entertain and engage your audience on social.

The easy methods literally anyone can use. Once we step it up into medium difficulty, it's still pretty much open season - so most creatives, copywriters and social media managers will be more than comfortable here.

Things do get a little trickier once we're writing proper set-up / punchline jokes - but even those, there's a formula to making them work - and it's a formula we can teach you in our free on-demand webinar (more on that later).



01 - HASHTAG GAMES

British Airways @British_Airways
The Good, the Bad and the Upgrade
#BritishAirwaysAtTheMovies

British Airways @British_Airways
Eternal Sunshine of the Spotless Cabin
#BritishAirwaysAtTheMovies

British Airways @British_Airways
Premium Economy: A Space Odyssey
#BritishAirwaysAtTheMovies

British Airways @British_Airways
The Flyin' King
#BritishAirwaysAtTheMovies

British Airways @British_Airways
The Silence of the Lounge
#BritishAirwaysAtTheMovies

British Airways @British_Airways
Singin' in the Plane
#BritishAirwaysAtTheMovies

Getting your
audience to write
the jokes for you



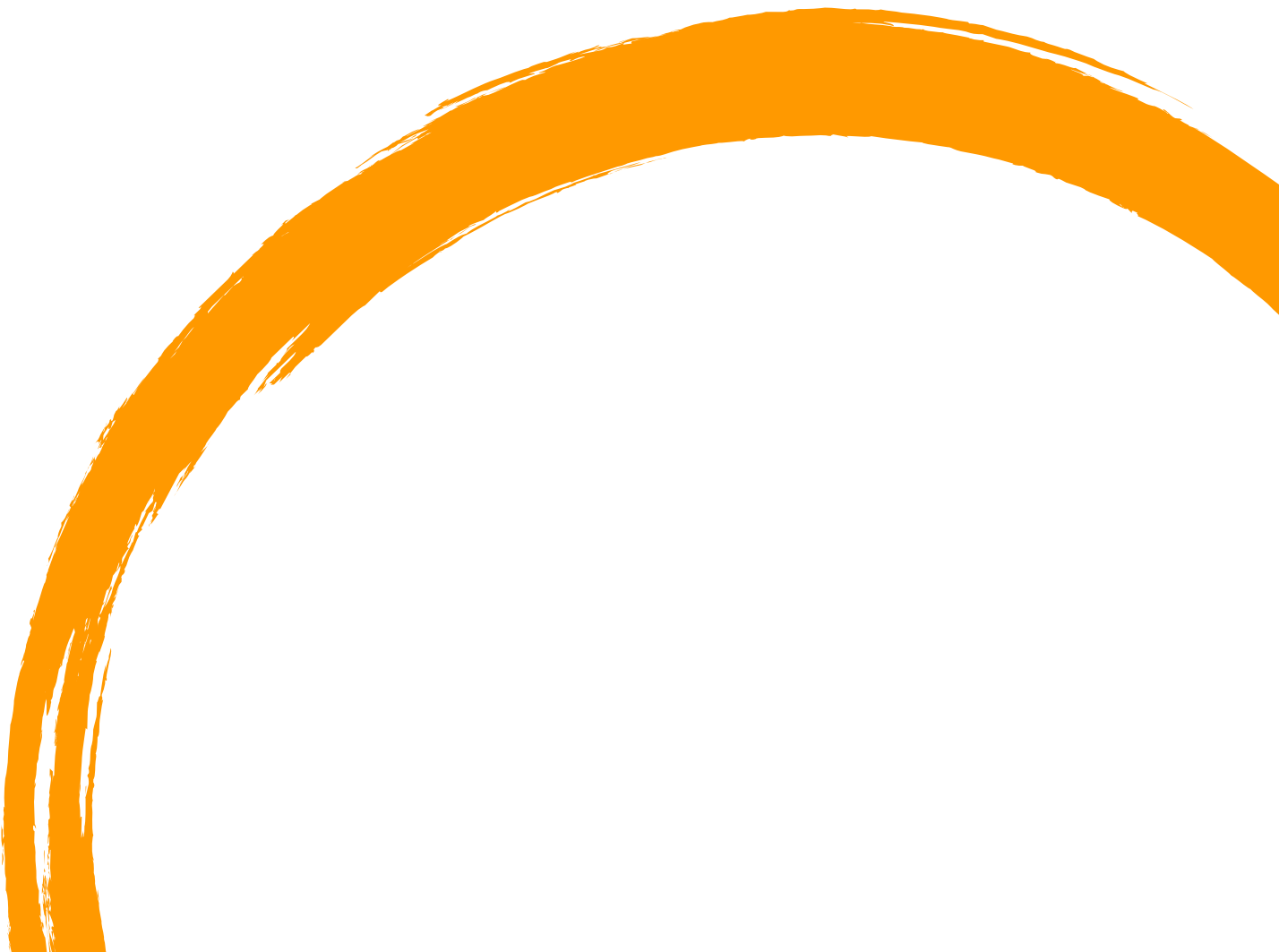
First up - pun-filled Hashtag Games.

Puns are great for two reasons: firstly, they're ridiculously easy for you to generate. But secondly - most importantly - they're just as easy for your audience to generate.

If you start punning, and set your audience the challenge of joining it - they're essentially doing the hard work for you - creating their own content that leads more and more new people back to you and your brand.

The trick is to make sure your hashtag doesn't just "set the rules" of the game, it also encourages answers that paint your brand as the hero.

Note that British Airways could get away with a hashtag like this - because they're widely known for the awesome experience that you have travelling with them. If an airline with a bad reputation tried this one - they'd be taking a risk.



02 - ASK A SILLY QUESTION

One that's too fun not to answer



Another super-easy way to get your audience to generate content for you, and give your post a massive algorithmic boost to boot, is to directly invite engagement by posing a question.

The trick is to make the question entertaining and on-brand in itself — it should be something lighthearted and silly — something that your specific audience will have fun trying to answer. In other words, something they can't possibly resist engaging with.

Here are a couple of real examples from brands already using comedy to their advantage on social media — Skittles, Gymshark and Greggs.



03 - SOCIALISE WITH OTHER BRANDS

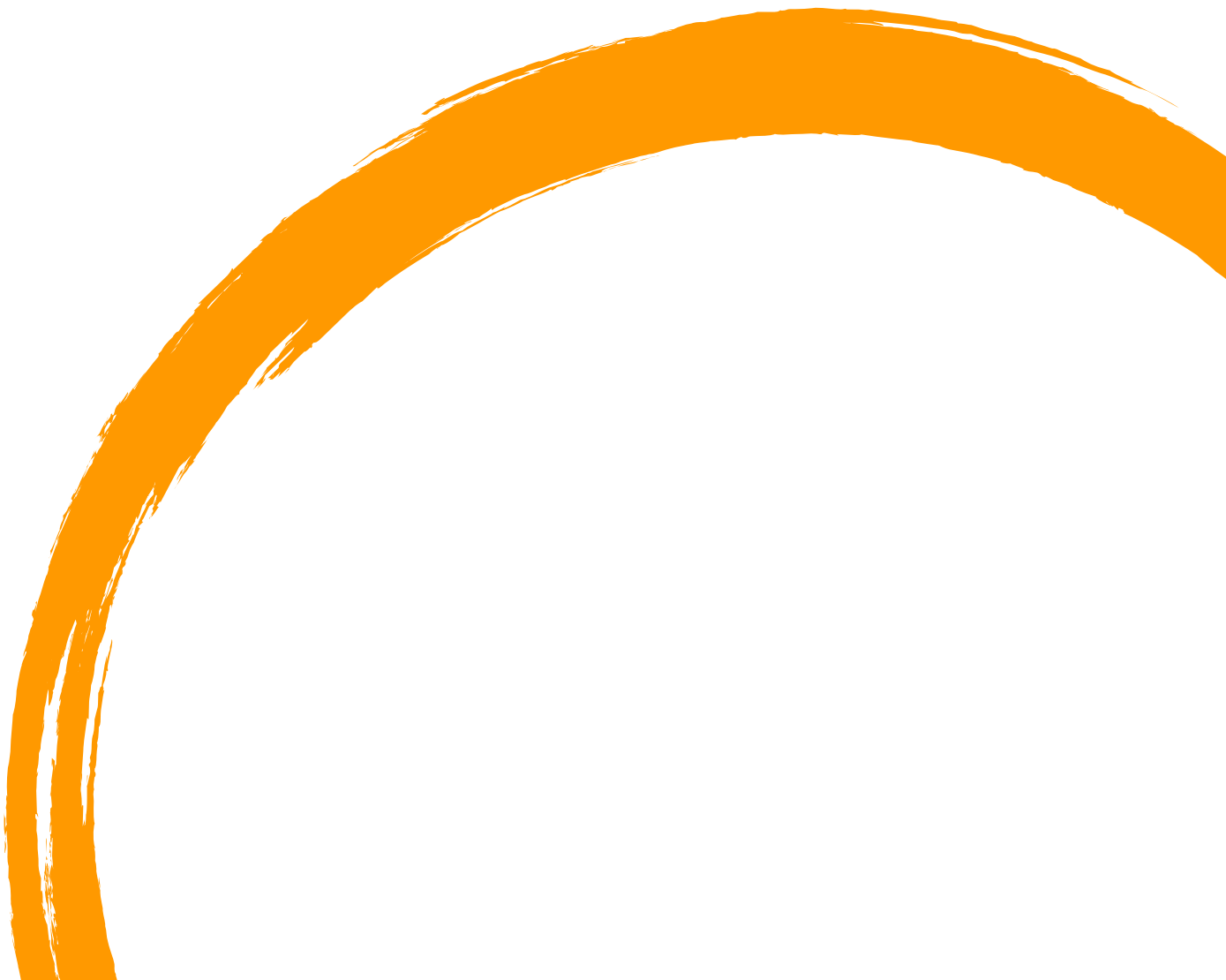


Sat behind the tweets of every other brand is someone who - just like you - wants to boost engagement, and entertain their audience. It's worth keeping an eye on the tweets of brands with a crossover audience - and respond in ways that tie in with your own brand's tone - you might end up in some mutually beneficial silly conversations.

On the flipside - sassing other brands when they're in the news can be a great way to hijack that news story, and get yourself some positive press.

In the week that Elon Musk unveiled his new Cybertruck, with it's "shatterproof windows" that embarrassingly shattered during the demo - Lego were quick to respond.

A superb example of how to leverage a big news story, with a (funny) twist that ensures your brand becomes a part of the conversation.





04 - EXAGGERATE THE BENEFITS / CONSEQUENCES



Exaggeration is one of the easiest comic tools to put into play - and it's a great way to make an advert or product post funny.

Take a benefit of using your brand or product - and supersize it. Then supersize it again.

Alternatively, force them to picture life without you and your brand. Up the stakes. Then up them again.


Here, we actually did both - comparing with will happen after 12 weeks in lockdown if you exercise your brain, vs what will happen after 12 weeks in lockdown if you exercise something else.

And because this is all about exaggeration - if you're not laughing at what you've got on the page - there's a simple solution. Find a way to go even bigger.



05 - MAKE YOUR BENEFITS LITERAL






Another great technique to help sell your products is to spell out the benefits - and take those benefits literally. Again - exaggerating things to the nth degree.

That's what we did here for this Ad we mocked up for Samsonite.

Take a list of the benefits of your product or service - turn each of them into a series of expressive, emotive statements, and then see if there's a literal interpretation or a deliberate misunderstanding that can lead you down a fun path like this.



NICK SINGER

AROMASTICK



“What can I say other than you did a brilliant job here. It was great getting a fresh perspective on the AromaSticks! We loved all the ideas that you and the team came up with. And if sales are anything to go by - our customers did too!”

We used the exact same technique for our client AromaStick - for a series of adverts published in In-flight magazines based around the idea of literally taking your good mood on holiday. As you can see - they were pretty pleased.





NEW SKILL ALERT:

HOW TO WRITE PROPER JOKES

Ok - those were the easy methods. So now you've got 5 ways anyone - literally anyone - can come up with funny ideas that will engage your brand's audience. 5 more are about to come your way - but there's something you need to know about them. All of these ideas require actual bonafide jokes - in the traditional sense - to make them work.

The great news is jokes are actually much easier to write than you might imagine - and you can learn everything you need to know by watching our pre-recorded training ["How to supercharge engagement and reach on social - without risking your brand's reputation"](#).

You can download your copy from Google Drive <https://drive.google.com/file/d/1ju6tssh0CjFRgv9TuHREVIGfv1tBBbzc/view?usp=sharing> (save it to your hard drive before watching to avoid any bandwidth / buffering issues).



06 - SHOW YOUR AUDIENCE YOU “GET IT”



Shopify @shopify

According to a recent survey, business owners waste up to 18% of their time on non-essential activities. Like surveys.




M&S @marksandspencer

New rules mean we can't allow your partner to wait outside the changing rooms. But don't worry — we've installed a mannequin that sits there and mumbles “yeah, looks good” while staring at its phone.



Shopify @shopify

There's a fine line between how you run a small business, and how you ruin it.




One of the simplest - and perhaps the best - way to use jokes on social. To show your audience “you get it”.

Good marketing builds a human connection with an audience. It shows them that their world is your world. It demonstrates that we’re all in this together. And that’s important now, more than ever.

To build that human connection, you can’t just tell us we’re all in this together – you need to show us. And there’s no better way to do that than with a sense of humour.

And yes – this is the kind of content that goes viral, and spreads your brand message far and wide – but it’s not about that.

These aren’t just jokes – they’re proof that you understand our world, and what we’re going through right now. It’s content like this that makes us welcome you into our lives, and – more importantly – our social feeds.






07 - BREATHE FRESH LIFE INTO STALE CONTENT

And make your blogs an irresistible read






Jokes can also be a great way to breathe fresh life into stale content.

Already posted that same case study 12 times this month? Comedy doesn't just give you an excuse to re-post it, but gives you a way to reframe it so that it becomes something your audience already know they'll enjoy.

Plus - you can work these jokes back into the blogs themselves, too. The net result? More traffic to each blog, and a lower bounce rate once they're there.




08 - BREAK THE NEWS



And the story can carry your content even further than the jokes






To make branded jokes work, you need to make sure they're about topics that your audience are interested in.

If you use breaking news stories - and you manage to get the content out there before the story itself is widely known - then you've got the power of the story, as well as the power of your jokes, carrying the content far and wide.

You can use mainstream news stories as your set-up - so long as you bring the conversation back around the world of your own niche audience with the punchline - or you can use industry specific breaking news.

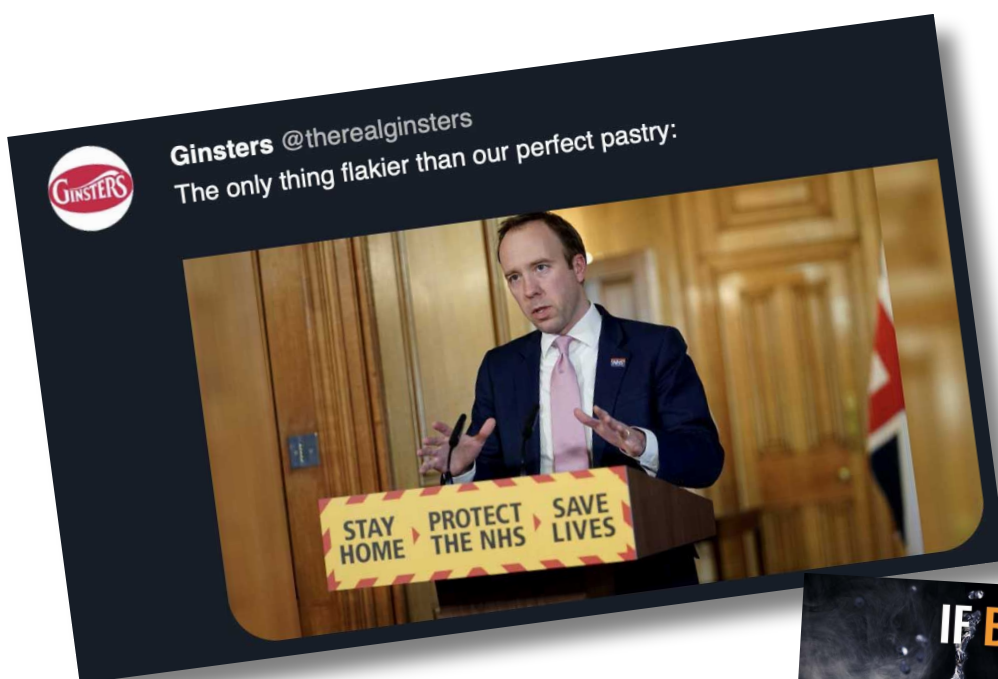
We've got a repeatable video format that we reversion for clients in various niches that does exactly that.

It's called The Roast - think of it like a night talk show host's opening monologue, but for all the news that matters in your industry. 90 seconds of the big stories your audience cares about, with jokes woven throughout.



09 - TAKE A STAND

Mark Schaeffer: “Two thirds of consumers would boycott a brand if it didn’t take a stand on the issues that mattered most to them”





In his book *Marketing Rebellion*, Mark Schaeffer tells us that two thirds of consumers would choose, switch to, avoid and even boycott brands based on where they stand on the issues that matter to us.


Comedy can help you take a stand in a low-risk, high-impact way. At the heart of every joke is a hidden truth – and you can use that hidden truth to make a point, and take that stand your audience needs you to take.

Whatever your brand's tone, and values – there's a way to turn any big story into a joke that takes a stand, and more chance of that stand gaining the right kind of traction when you do.



10 - EDUCATE, INFORM, AND **PERSUADE**






And following on from that - this one is a little trickier - but you can also use humour to educate, inform and persuade.

If you need to persuade your customers to stick to new rules - like all of the brands here would've needed to when masks became compulsory in UK shops - humour's a great way to do that while keeping everyone happy. You'll notice that lots of these jokes also take a stand, too.

If you need to make your prospects see a pain point they were previously unaware of - again - humour can be a great way to do that.

The hidden truth at the heart of each joke can be used to plant seeds that bring about a change of opinion - and we'll be too busy being entertained to even realise it's happening.



NOW YOU'RE READY TO ENTERTAIN, ENGAGE AND SELL!

Ok - that's it - you've now got 10 different ways you can use comedy to entertain and engage your audience on social.



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Find out more about our
PAYG Content Packs,
and our Managed Social
Packages

**WHITE
LABEL
COMEDY**

