

THE SOCIAL MEDIA DEBATE: TO MEME OR NOT TO MEME



BOOM!



AH YES, THE HUMBLE SOCIAL MEDIA MEME. WE ALL LOVE THEM.

They have the ability to spread like wildfire across social media. But they are not just a fun distraction; they can be powerful tools for businesses aiming to connect with their audience.

Memes have always been around in some shape or form, from the grainy “Bad Luck Brian” images to the viral “Doge” pics of the early 2010s. If you rewind the clock back to the mid-2000s, you’d find that memes were already carving out their space in internet culture.



VINE WALKED SO TIKTOK COULD RUN

Remember Vine? The OG video app gave us iconic gems like “I Could’ve Dropped My Croissant” and “I Smell Like Beef!”

While Vine eventually faded, it laid the groundwork for the short-form, shareable content that we still see today. Memes were there then, and they’re still here now, just evolving with us. They reflected the cultural moments, trends, and inside jokes of the time.

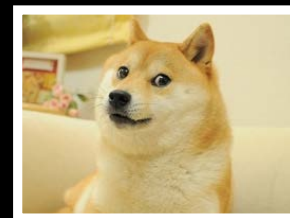
Fast-forward to 2024, and while the style of memes has shifted (goodbye Impact font), the essence remains: short, punchy, and in tune with the ever-changing internet vibe.

The people who laughed at early internet memes are still laughing now, only today’s memes are faster, more visually polished, and infused with TikTok trends and pop culture in ways we couldn’t have imagined back then.

So, why do people still love memes in 2024? Because memes are timeless. But before you jump on the meme bandwagon, let’s dive into the benefits and considerations of using memes as part of your social media strategy.



Keep reading!



THE PERKS OF MEMEING RIGHT

1 Humour Sells

Memes are the universal language of the internet.

A cleverly crafted meme can do more for your brand than a thousand words of copy. When done right, it's like delivering a punchline that resonates instantly, forging a positive emotional connection with your audience.

Whether it's a clever nod to internet culture or a playful jab at relatable experiences, a well-crafted meme leaves a lasting impression.

2 Tap Into What's Trend

Memes are like the internet's pulse, they beat to the rhythm of trending topics, cultural moments, and viral sensations.

Want your brand to stay relevant? Memes give you a fast pass to the current conversation. By hopping on the meme train, you position your brand as agile, plugged-in, and part of the zeitgeist.

3 Cultural Credibility

Memes speak to shared experiences, inside jokes, and niche references that create a sense of belonging.

By weaving these cultural touchstones into your marketing, you're showing your audience that you get them.

Memes help businesses feel more human and in tune with their audience's world.

4 Short and Sweet

Memes are the snackable content your audience craves.

They take complex ideas, distil them into a visual with a few words, and boom... you've delivered your message in under five seconds, like a little dopamine hit! Another perk to this is that memes don't take too much time to conjure and create, while still leaving quite an impression.

5 Cost-Effective Creativity

With free meme generators editing tools and CapCut templates, creating viral-worthy content has never been more affordable or accessible..

Trust us, we know from experience. Some of our best IG reels have been memes. [Take a look at this one that hit 1.7 million!](#)

6 Capturing Younger Audiences

For younger audiences, memes aren't just content; they're part of their social currency. By speaking their language, you're more likely to capture their attention (and cackles).

If you're looking to tap into the Gen Z and millennial markets, memes are your golden ticket.

7 Building Brand Personality

Yeah, we know... there is nothing more satisfying than a carefully curated social media feed BUT memes allow businesses to let their hair down, to show that your brand has a sense of humour. To become relatable.

Plus, they help build brand loyalty, think of [Ryanair](#), and [Duolingo](#), - these brands have a strong loyal fan base solely built on meme culture.

THE MEME TRAP: WHAT TO WATCH OUT FOR 🙄

1 Relevant is King

Memes are great... when they actually make sense for your brand.

The key is to pick memes that feel authentic to your voice. See our blog on [Trendjacking](#) for more on this and how to not come across as ugh... cringe!?

2 Memes Have the Shelf Life of Sushi

In meme world, what's hot today is cringe tomorrow. *Not cool.*

Keep your memes fresh, stay on top of current trends, and when in doubt, let that stale meme go.

3 Memes Have the Shelf Life of Sushi

Funny? Great. Offensive? Not so much.

Memes often tread a fine line between "Imfao" and "Oh god, no."

What's hilarious to one person can easily be a PR disaster for another.

Before you hit 'post,' think twice, if the joke feels risky or could alienate your audience, play it safe. The last thing you need is a meme causing more drama than it's worth.

4 Is It You?

Instead of trying to force your way into the latest meme trend, ask yourself: does this meme align with your brand's personality?

If your vibe is professional, find a way to blend humour without diluting your core values.



SO... TO MEME OR NOT TO MEME? 📌

Memes can be a powerful addition to your social media strategy, but they aren't a magic bullet for every brand.

For those willing to stay ahead of the curve, sprinkle in some humour, and approach memes with intent, the potential rewards are significant.

Just remember, one does not simply slap a silly quote onto a stock image and call it a meme (IYKYK). The real skill lies in knowing your audience, keeping your content fresh, and balancing it with your brand's identity.

If you are ready to meme but don't know where to start, get in touch with our team we would love to help (yes we love memes).

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