

30-SECOND MARKETING TIP



Humor Me

Humor sells. We all would rather buy something from someone we like, from someone who makes us laugh.

The best way to create humor in your promotions: identify the primary benefit of your product or service and stretch it.

Take, for instance, the Dunkin' Donuts commercial that touts their speedy service. During a police chase, the crook stops off for a donut and coffee (so does the police officer chasing him). Both emerge moments later to continue the chase.

It's ridiculous, but it's funny. Speedy service exaggerated to the point of humor.

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