

Media Coverage

| Publication     | Date       | Edition | Headline   | Size |
|-----------------|------------|---------|--|------|
| Education Times | 8 Aug 2022 | Pune    | Meme Marketing gains Momentum by involving creative brains | 240  |

4

BYTES

MONDAY, AUGUST 8, 2022  
www.educationtimes.com

## Meme marketing gains momentum by involving creative brains

Once dismissed as amusing viral content, memes have emerged as an important tool to promote the brand narrative

By **Nalini Khatoon**  
@nalinikg.com

Memes have a tremendous charisma to sweep people with a clever humourous touch. Memes are being used as a social commentary with a dash of sarcasm, which leaves a long-lasting impact on the audience. This has penetrated memes in society in the same line. Statista 2020 report revealed that 64% of millennials are influenced by user-generated content, such as memes endorsed by the company, brands on their websites, or social media pages.

The distinct way to connect with what is on people's minds, in a sarcastic, fun, and shareable way makes internet memes a great fit for marketing strategy and brand recognition. Although there is no formal training available to become a meme, the demand for such creative people is set to boom.

### Meme picking pace

Explaining how the memes have come given the craze among people, Neha Puri, CEO, VA-VO Digital, an influencer marketing platform says, "Social media memes are now used to generate brand awareness in such a way to leave a lasting impression. This has given rise to the trend of generating viral content for brands that can be shared among consumers for easy and quick brand promotion."

Internet penetration and the popularity of sports and film celebrities have jointly helped in increasing the overall visibility of this internet trend. "Indian market has the highest youth percentage (34.33%) in the world, and this opens the doors to many mediums to increase their brand visibility. With a diverse culture and heritage intertwined with pop culture references, memes are set to be a major trend in India," adds Puri.

In the digital age, consumers' attention span is declining and memes are gaining momentum here. "Grabbing and withholding a customer's attention to enhance brand recall and engagement, is where memes come into play. Especially for the younger generation, memes have become a language of communication as it is short, crisp, engaging, entertaining, and fun at the same time," says Saurabh Saxena, founder & CEO, Uside.

### DIY learning options

Memes, generally create and simplify interest around a topic. They tend to rely on non-traditional ways of learning as no standalone course-making degree courses are offered by Indian universities till now. Manisha Patil, professor, Communication and Digital Platform & Strategies, MCA Institute of Communications, Ahmedabad (MCA) says, "Enrolling in online courses is an alternative to gain the required skills. Another DIY option to learn this is by joining social media communities to learn from talented peers and get motivated. Free or paid workshops can also be attended."

Besides there, to be a successful meme creator you not only need artistic skills but you have to be good at reading the pulse of the audience. Shikha adds, "Memes thrive on our shared cultural bits. No university teaches that. You have to do and learn that on your own. It comes with the audience circles about what annoys/irritates them, and what are the issues of concern. You should have insights into popular culture."

However, Saxena believes that even good quality short-term, online-based programs, along with fellowships, if introduced



Popularity of social media memes is on the rise as people relate to them and meme makers are effectively using them to create customer engagement

by some brilliant memers, will help a lot.

### Job security is not a joke

Not all jobs assure job security. Shikha says, "Career trajectory in social-media job roles like bloggers, social media influencers, tends to be uncertain. The success is precarious and hence takes keep changing with the latest trends. In the future memes might not be that appealing and something else will trend. One has to be prepared for it and have other skills to adapt."

Many advertising and marketing companies are recruiting creative people to write account-based posts, similar to memes. Mentioning the name R P Yadav, MD, Genius Consultants, says "MNCs are adopting meme-based content, but in most cases instead of hiring the memers as direct employees, they associate with them in collaboration method. So, the memers are engaged on a contractual or freelance basis."

"In the meme industry, these creators can approximately earn around Rs 7000 per month based on their experience and creative content quality. Whereas full-time memers can start from Rs 4 lakh per annum and as the experience goes up, around Rs 1 lakh per annum could be added for every additional year of experience," adds Yadav.

To read more click on the link