# Article information:

Meme marketing: How can marketers drive better engagement using viral memes? - Malodia - 2022 - Psychology &amp; Marketing - Wiley Online Library  
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# Article summary:

1. Memes have become a popular mode of marketing communication due to their cost-effectiveness, relatability, and ability to organically connect with audiences.

2. Viral memes enhance brand recall and engagement by being topical, relatable, and well-received by target groups.

3. Marketers can create effective meme-based advertising by designing content that is relevant, iconic, humorous, and spreadable while enhancing escapism, social gratification, and content gratification for their target customers.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Meme marketing: How can marketers drive better engagement using viral memes?" provides a comprehensive overview of the potential benefits of using memes in marketing communications. The authors argue that memes are highly engaging and relatable, making them an effective tool for increasing brand recall and customer engagement. They also suggest that meme-based advertising is cost-effective and easy to create, allowing marketers to connect with their audiences organically.

While the article presents a compelling case for the use of memes in marketing, it is not without its biases and limitations. For example, the authors rely heavily on anecdotal evidence and case studies to support their claims, which may not be representative of broader trends or consumer behavior. Additionally, they do not explore potential risks associated with meme-based advertising, such as the potential for backlash or negative associations with certain memes.

Furthermore, the article does not provide a balanced perspective on the effectiveness of meme-based advertising compared to other forms of digital marketing. While the authors suggest that memes are more engaging than traditional ads or sponsored content, they do not provide empirical evidence to support this claim. It is possible that some consumers may find memes annoying or irrelevant, particularly if they are overused or poorly executed.

Overall, while the article provides useful insights into the potential benefits of meme-based advertising, it should be read critically and with an awareness of its limitations and biases. Marketers should consider a range of factors when deciding whether to incorporate memes into their campaigns, including audience demographics, brand identity, and potential risks associated with specific memes or cultural references.

# Topics for further research:

* Risks of meme-based advertising in marketing communications
* Consumer attitudes towards meme-based advertising
* Effectiveness of meme-based advertising compared to traditional ads
* Best practices for incorporating memes into marketing campaigns
* Ethical considerations in using memes for marketing purposes
* Impact of cultural references in meme-based advertising on brand perception

# Report location:

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