

**WHITE LABEL COMEDY**

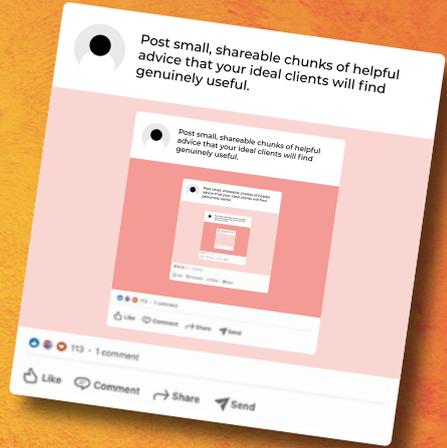
**Kirsty Hulse**  
@Kirsty\_Hulse  
Yeah sex is cool, but have you ever written a whole email without apologising?

I have a knack for picking fishing spots that are so secluded, even the fish can't find them.

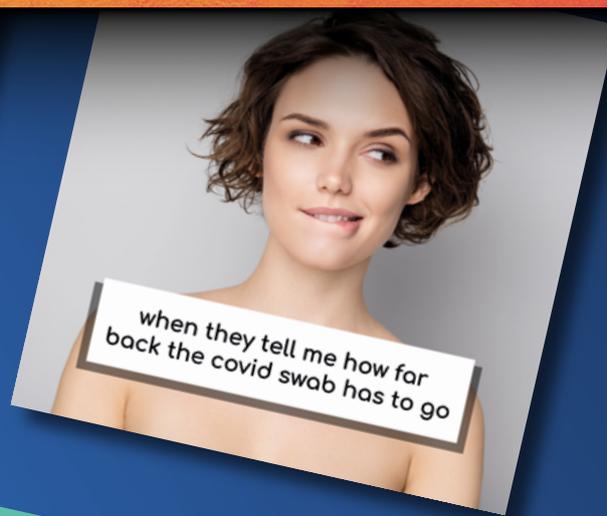
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"I just wish I  
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# 20 JOKES THAT SELL



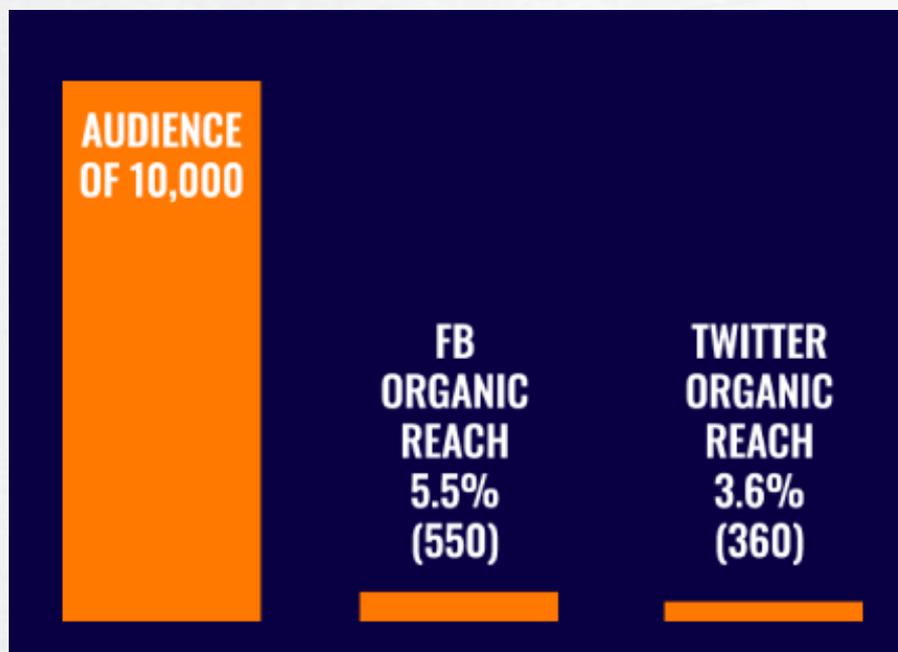
Brand-safe joke formats that businesses of all shapes and sizes can use to entertain, engage and sell



# The Truth About Engagement on Social Media

Let's talk about engagement. Everybody wants it - but why does it matter so much?

Well - on Facebook, the average post is shown to just **5.5%** of your audience. On Twitter, only **3.6%** of your followers see the average tweet.



**You're paying for content that 95% of your audience will never even see.**

To work out why that's happening, we need to take a step back in time. Don't worry, this isn't Back to the Future. I'm not going to put you in a ramshackle car and make you get off with your Mum. We're only going back hypothetically. A decade ago, when we were all first dipping our toes into social - success was easy. Every follower was shown every one of your posts - so as a brand you just had to build an audience, broadcast your message, and you knew that at least some of these people would be moved towards action.

Fast forward to 2021 and social media is so saturated that even Tom from MySpace struggles to get any traction. And he's friends with everybody!

We can't see all the posts from all the people and pages we follow - there aren't enough hours in the day - so Facebook, Twitter and even LinkedIn now need to be selective. If they show us posts we have no interest in, we're much more likely to put down our phones and step away. But they need us to stay so they can sell more Ads.

So they try - instead - to fill our feed with solid gold posts that we'll love.

Sometimes they get it wrong, sure, and you end up reading about why your Uncle Mick thinks Bill Gates is trying to control our pets through our microwaves. But on the whole, they show us what we want to see. And they've only really got one measure of our interest to work with: our engagement.

Every click, every share - they're not just signals that we enjoyed a piece of content, but that others like us might like it too. Brands that manage to consistently entertain and engage their audience - creating content that we actually enjoy - get rewarded.

More engagement means more organic reach. Brands that do exceptionally well can find their best posts with Organic Reach well above 100% - as the algorithms begin showing their content to people who weren't even following the brand's page to begin with - because the data tells them those people will probably love it too.

And what's the best way to get your audience engaging?

# Make them laugh!

# The Psychology of Comedy

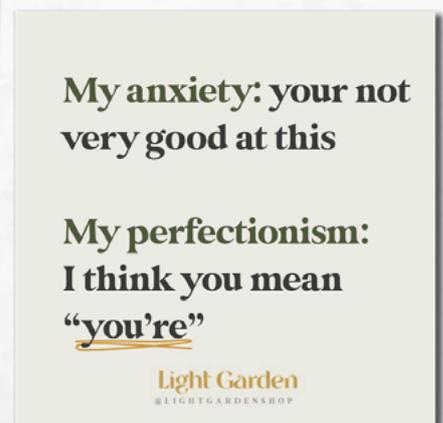
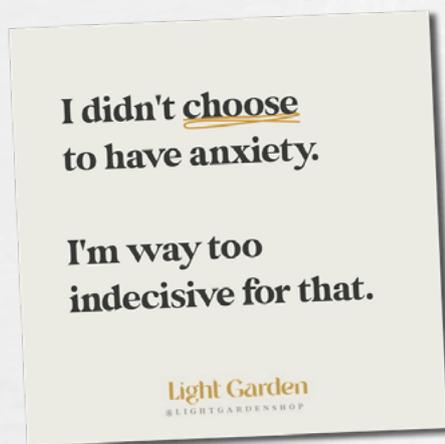
It's time to talk about the Psychology of Comedy on Social Media - and why it has such a profound effect on how much your audience know, like and trust your brand.

I've got THREE great reasons for you.

## 1 - a Good Sense of Humour PROVES you're "one of us".

You already know that good marketing builds a human connection with an audience. Well - humour brings people together. Not in an 'illegal rave at an abandoned quarry' way, but psychologically.

Every joke is based around a hidden truth - and the nature of those hidden truths means it would be literally impossible to write jokes that resonated with an audience unless you understood them, what drives them, what makes them tick.

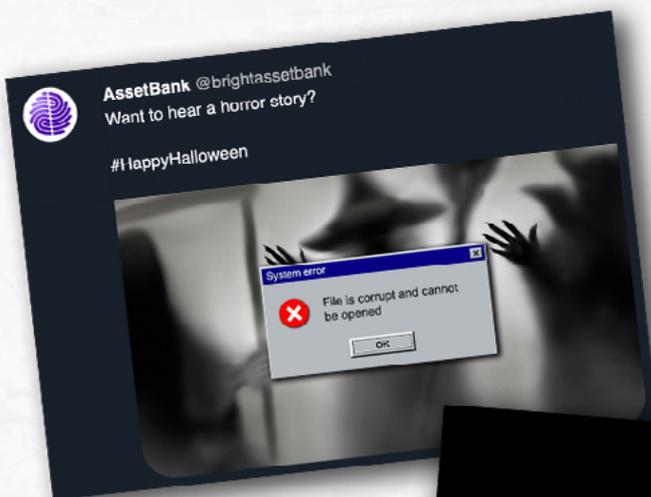


## 2 - Comedy Sells Without Selling.

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.

It's the difference between 'You know when you've been Tangoed' and 'Oi, plebs, buy some fizzy orange'.

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.



### 3 - Jokes turn your followers into influencers.

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 not the sort who fly to Dubai or move into a 'Tik Tok house' slap bang in the middle of a pandemic.



Do you want to get your audience talking?

Do you want to show them you “get it”?

Do you want to sell without selling?

And do you want an army of influencers all happy to amplify your message for free?

**Then you need to start giving them what they want: entertaining, engaging content.**

# 20 Jokes That Sell

If it's your job to market your brand, it's also almost certainly your job to protect it - which is why, you've probably asked yourself at least once whether or not the risks that come along with comedy content are worth it?

Sure it drives engagement.

Sure - that means boosted organic reach and cheaper paid reach.

But is all that worth putting your brand's reputation on the line?

What if I told you there was a way to use comedy that wasn't risky at all?

Driving is dangerous if you haven't passed your test. And comedy is dangerous when you let Martin from accounts have a pop.

Comedy CAN get brands in trouble. But only if you don't know what you're doing.

That's why we put together 20 Jokes That Sell.

20 brand-safe joke formats that you can swipe, and adapt, for your own brand or business.

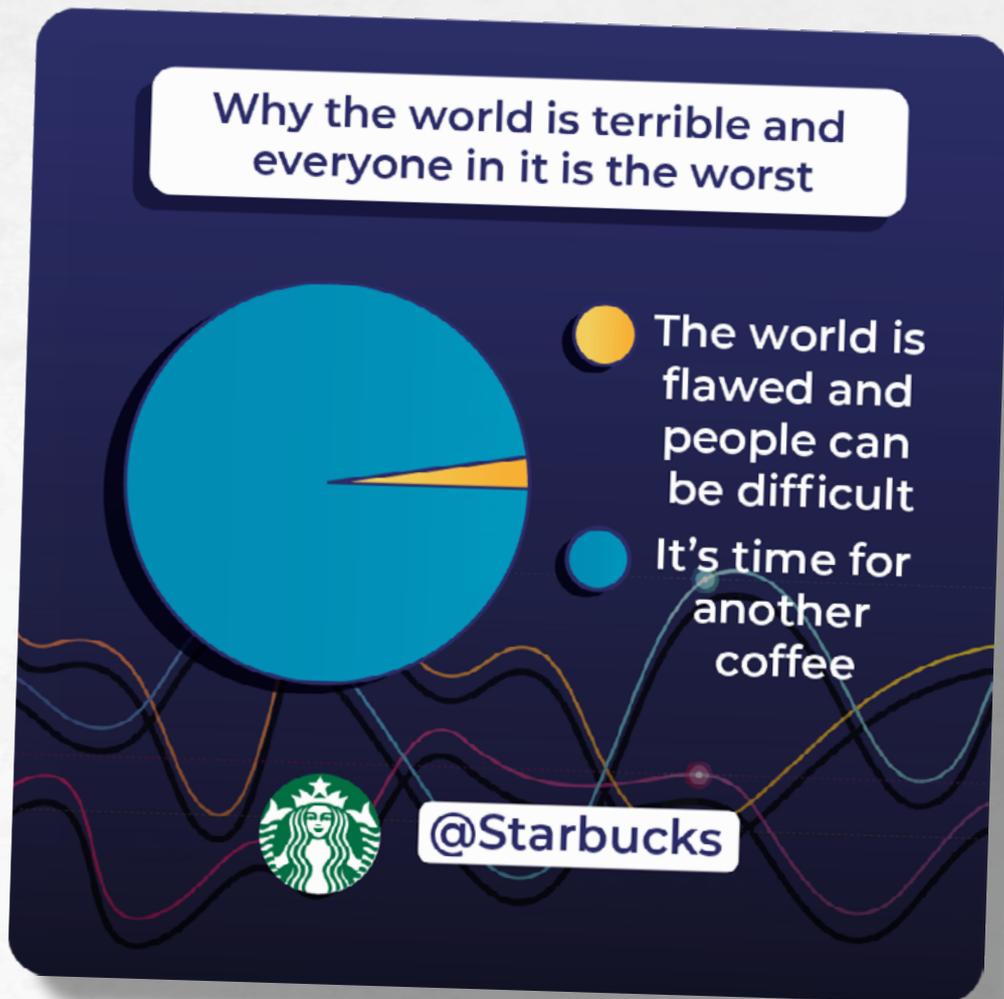
Using them, you'll quickly realise that when you start with brand-safe ingredients, you'll end up with brand-safe jokes.

Enjoy!

# The Positive to Negative Flip

This joke grabs your audience's attention with a bold statement that they may not initially agree with, then flips it on its head by way of a relatable truth - one that clearly demonstrates that you 'get' them.





# The Punchline Pie Chart

This joke allows you to present a relatable truth - one that will resonate with your ideal customer and tell them you understand their lives - in a format that stands out and demands your audience's full attention amidst a busy social feed.

# The Comedy Clarification

Sometimes you need to brag about what makes your product or service great. Following the facts up with a fun aside will soften the hard sell, and ensure your USPs stick in your audience's minds.



“  
THE BEST THINGS  
IN LIFE ARE FREE.  
THAT’S WHY I USE  
MY NEIGHBOUR’S  
WIFI.

Guild Living

# The Popular Saying Punch-Up

This joke uses familiarity to appeal to your audience - helping you build the all-important connection that will ultimately lead to sales - before twisting it in a surprising direction to show them just how confident, clever and creative your brand is.

# The Image Contradicts the Caption Meme

Mememes let you capitalise on the social platforms' bias towards images. Draw attention with the image, then reward it with a surprising contradiction - and you'll train your audience to look out for your pics in their feeds.





# The Caption Contextualises the Expression Meme

Photos of faces attract more engagement than photos of anything else - so this joke is a surefire engagement magnet. Once the face has grabbed your audience's attention, the laugh they get from the caption will train them that your posts are worth reading.

# The Exaggerated Consequence Meme

This joke truly is a sales post in stealth mode. It allows you to boast about the desirable consequences of using your product/service, or warn against the catastrophic consequence of NOT using it.



**Therapist: You can't  
control everything**

**Me: Alexa, turn off  
therapist**

@LIGHTGARDENSHOP

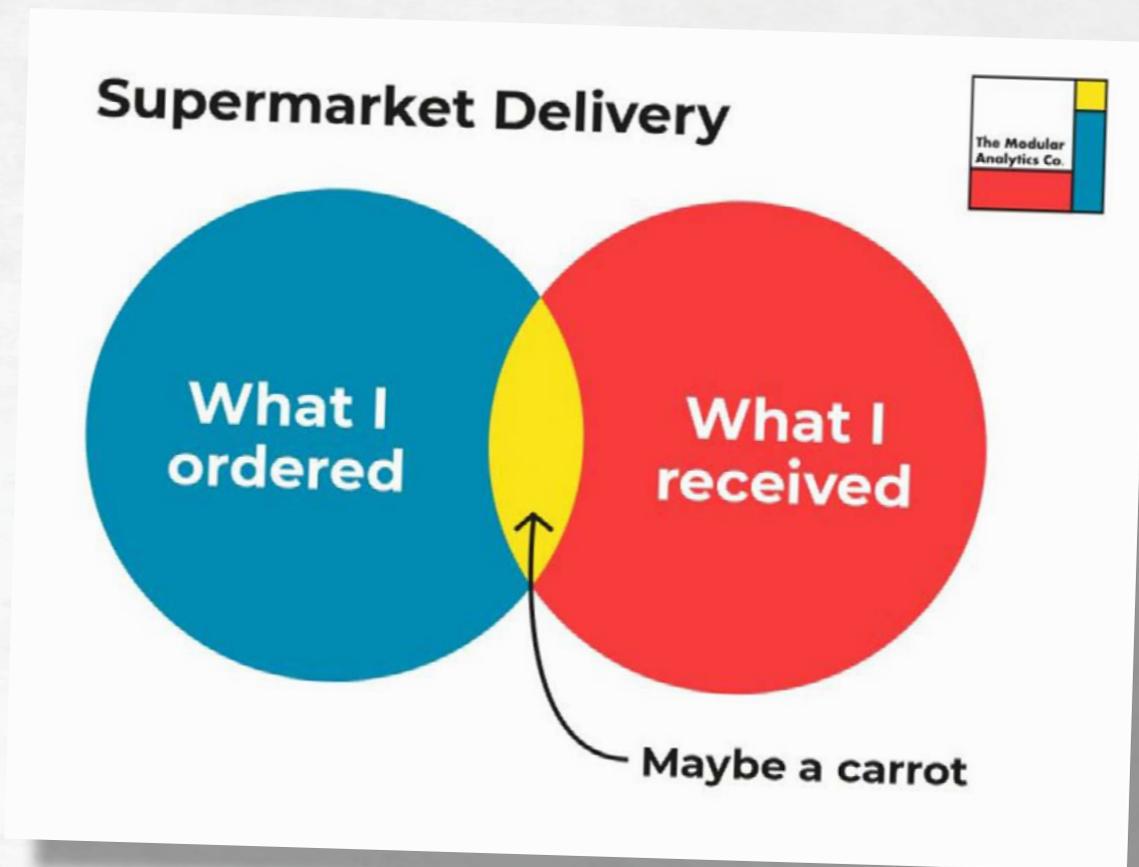
## The Mini Script

If you draw your audience into a simple, imagined scenario where they can relate to one (or both) of the 'characters', you show them you understand the problems they face - and subtly position yourself as the solution.

# The Meta One-Liner

On social media, succinct jokes reign supreme (especially on visual platforms like Instagram). A painfully witty one-liner tells your audience you are clever and confident - and therefore worthy of their trust.



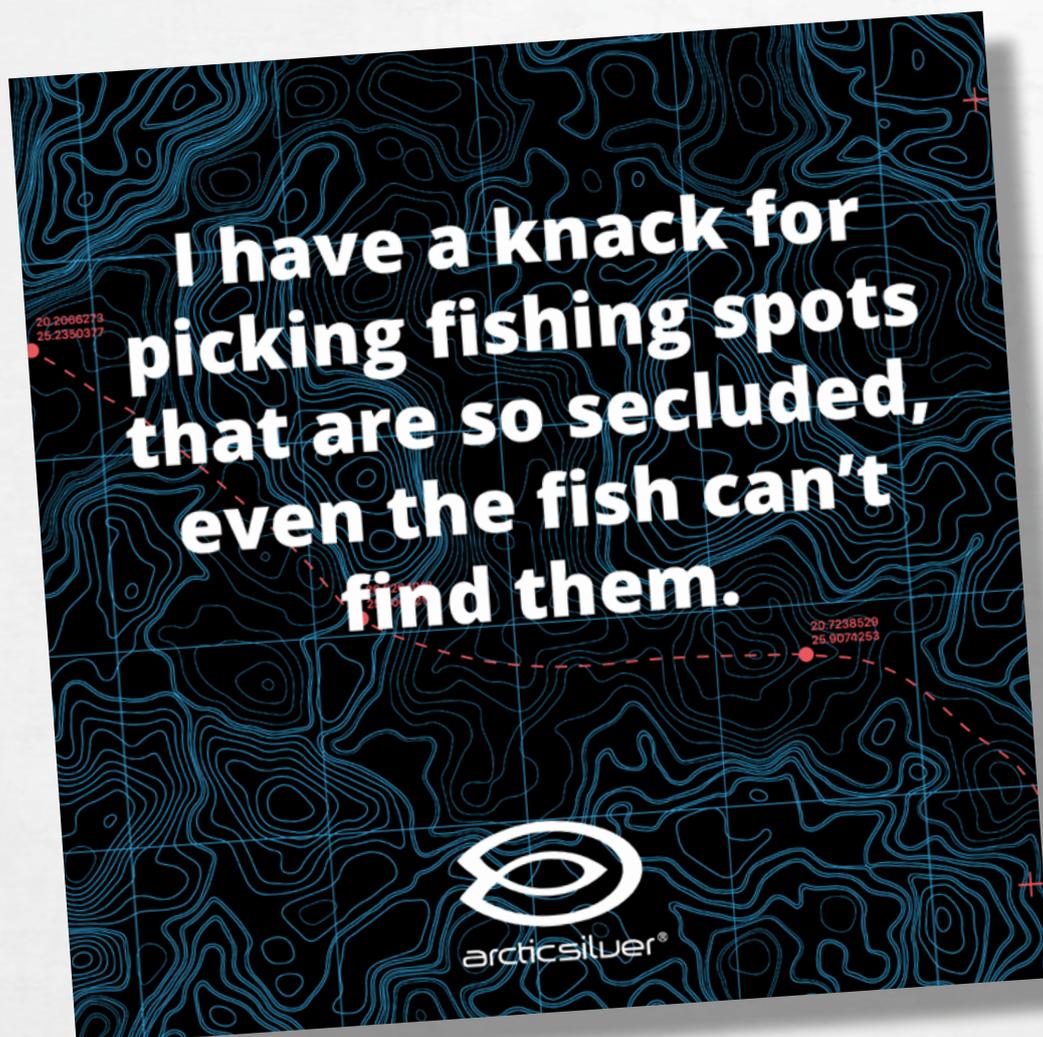


# The Relatable Venn Diagram

By identifying a relatable truth and presenting it in an entertaining format (that jumps off the feed due to how unusual it is), you show your audience just how much you 'get' them.

# The Self-Deprecating Confession

Customers want to know that you understand their problems. Assume a first-person perspective so that you're making light of 'yourself' rather than them, and they'll relate - and laugh - without feeling mocked.



**One piece of advice for my  
younger self?**

**Regardless of size, love  
yourself. Well, that or  
invest in Bitcoin.**

**SO BODY CO.**

# The Question and Answer

Reel your audience in with a question they'll want to know the answer to. Your unexpectedly funny answer tells them they can always come to you for information AND entertainment.

# The Dark Twist

Surprise is the most important ingredient of comedy, and for the right audience, a dark twist is the best surprise of all. If your audience is into it, they'll give you kudos for doing the unexpected and daring to go there.

“

I'VE HAD THE  
BODY OF A 21  
YEAR OLD FOR 50  
YEARS. THAT'S  
WHY I CAN NEVER  
SELL MY FREEZER.

Guild Living

**You know the news is  
getting too much when  
you're listening to true  
crime podcasts for 'a  
bit of light relief'...**

**Light Garden**  
@LIGHTGARDENSHOP

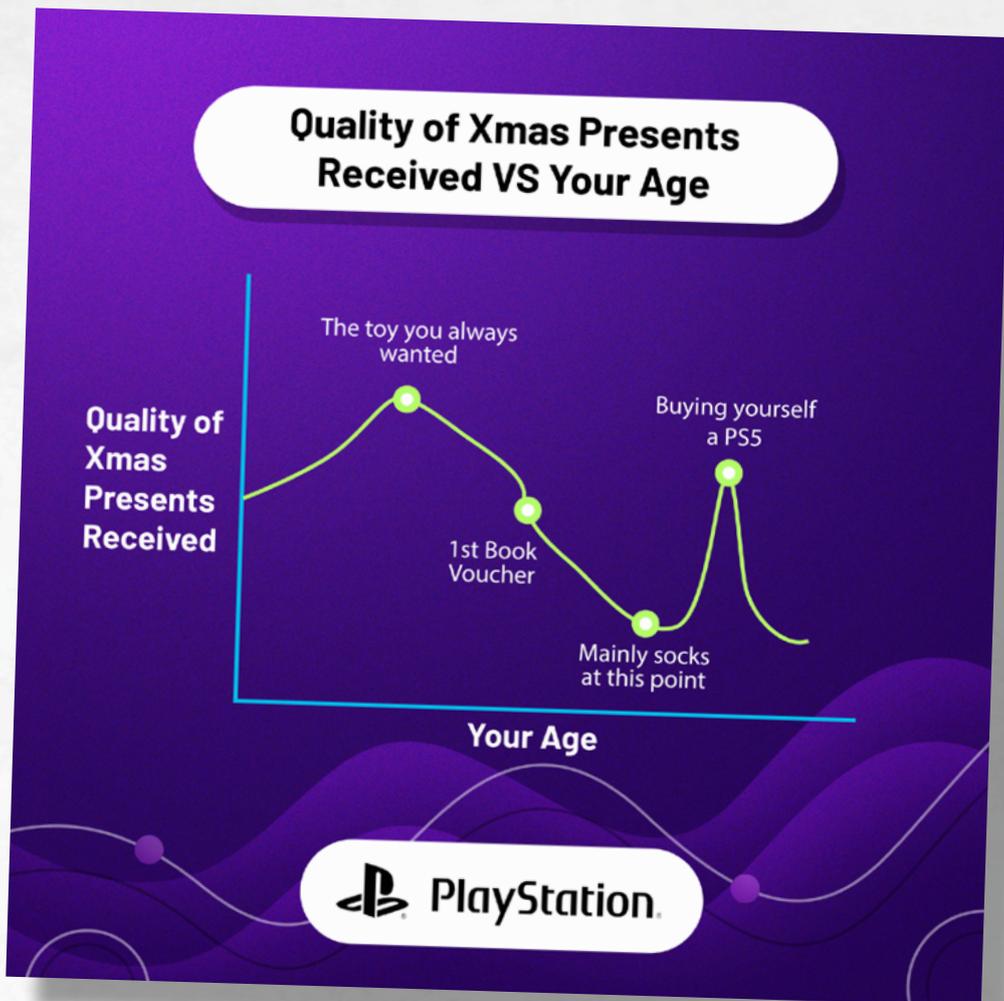
# The Relatable Observation

This is relatable humour in its purest form - a funny observation that feels so true to your audience, they could've said it themselves - that clearly shows them you understand their lives and deserve to be a part of them.

# The Good Ol' Fashioned Play on Words

Puns and wordplay are often the quickest route to a laugh - and that's what you need to make your audience do if you want to cultivate a reputation as the brand that's fun to engage with on social (you do, btw, because that's how you'll turn followers into paying customers).





# The Comedy Correlation Chart

Most audiences don't see too many line graphs in their oversaturated social feeds - so this joke jumps off the screen. Use it to make a funny observation that they can relate to, and you'll train them that your content is worth looking out for - whether that's a joke, or a sales pitch.

# The Alarming Anecdote

Stories pull your audience into your world - and stories containing a degree of danger are naturally more memorable. If you can shock your audience in a small (and enjoyable) way, your content - and your brand identity - will lodge itself in their minds until they're ready to buy.



**Kirsty Hulse**  
@Kirsty\_Hulse

“Don’t worry, *\*everyone\** feels an element of imposter syndrome”  
my surgeon says calmly, as the anaesthetic kicks in.

**If I had to choose between going to a party where I don't know anyone, and fighting a shark with a spoon, I'd choose the soup spoon. It's got a good weight to it**

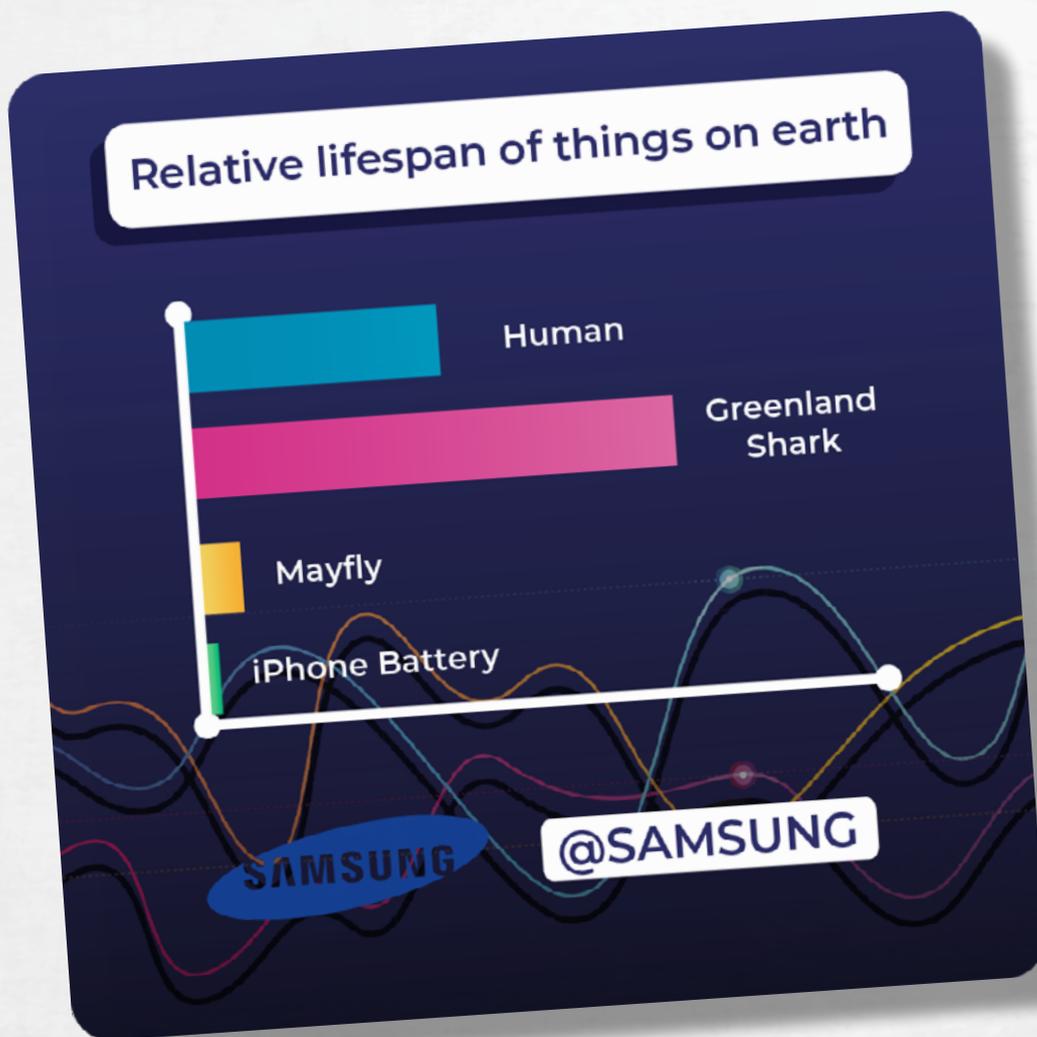
@LIGHTGARDENSHOP

# The Surreal Stand-Up Bit

Longer jokes written in a conversational style narrow the gap between engaging with your brand and engaging with a friend - while surreal subject matter automatically makes your content more memorable.

# The Bar Chart

This joke stands out in the feed, and demands the audience invest time to digest it - that moment of extra hover time alone will give your posts an algorithmic boost. Reward their attention with a laugh? They'll learn that it's always worth spending time with your brand.





**Kirsty Hulse**  
@Kirsty\_Hulse

Yeah sex is cool, but have you ever written a whole email without apologising?

# The 'Yeah sex is cool, but...' Classic

Sometimes you don't have to reinvent the wheel. A twist on a pre-existing social media joke format (either one that's trending today, or an old classic like this) will help you gain traction beyond your existing audience.

Create an endless stream of hilarious social posts in minutes, with...

# BRANDS AGAINST MUNDANITY



## Businesses Across the Board Are Already Tapping Into The Power of Comedy Content to Turbocharge Their Socials!

"We wrote a month's worth of awesome social posts in a couple of hours. Brilliant!"

"I'm already laughing at myself with what I've come up with. Surprisingly very easy to use with immediate great effect!"

"I never thought I'd have fun writing social posts about data protection. But I did!"

[Find Out More](#)