

HUMOUR IN COPYWRITING





Copywriting is challenging, and knowing how to create great copy is no mean feat. While most people can put a blog post together, only great copy will appeal to your audience's subconscious and persuade them into taking action.

Humour is a fantastic way of connecting with your audience and, when used in copywriting, will leave customers with a positive feeling about your brand, increasing their trust in it.

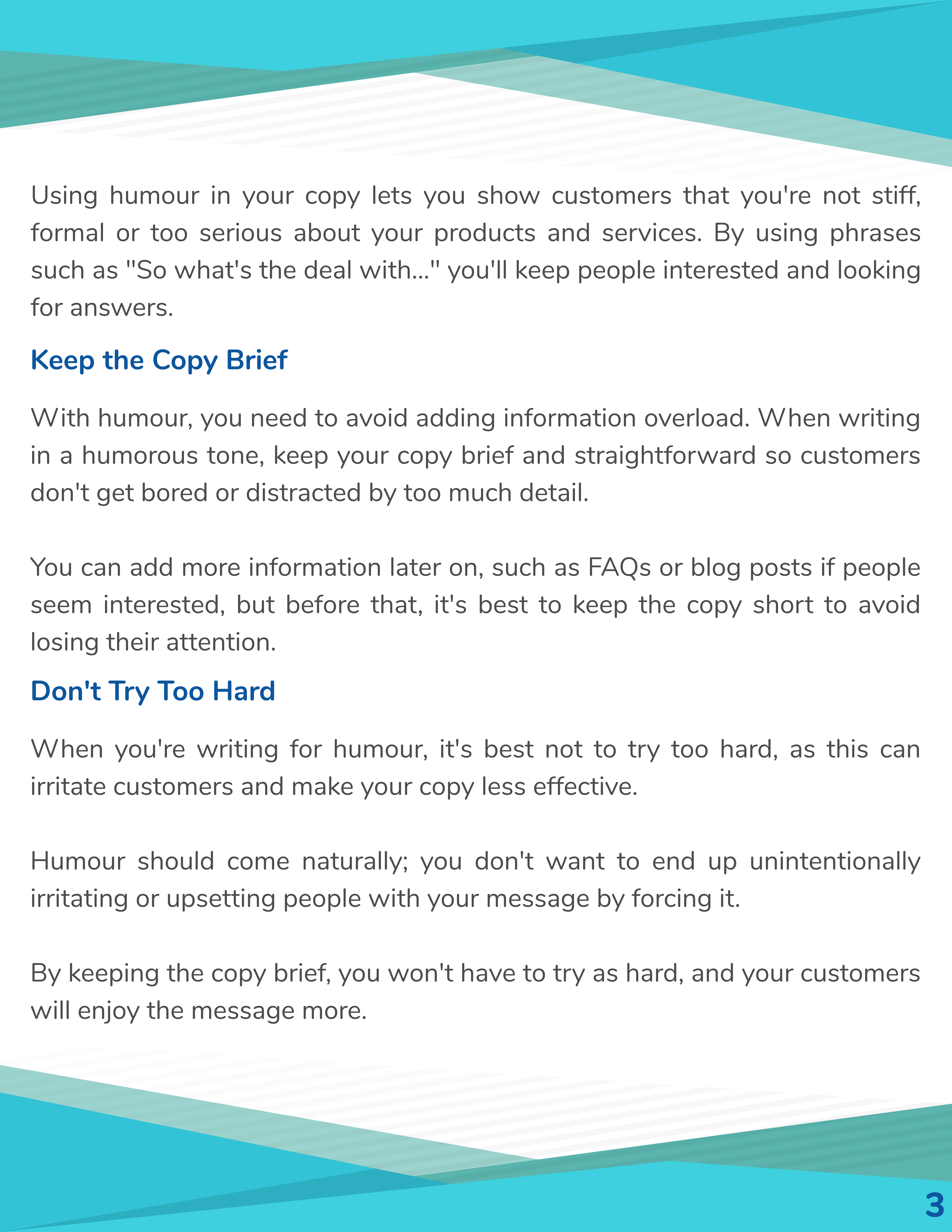
In this article, we're going to look at how humour works in copywriting and how you can infuse it to create enjoyable and engaging copy.

Tips for Using Humor in Your Copywriting

There are a few copywriting tips you can follow to get the best from humour in your copy.

Use Conversational Tone of Voice

Stories are a powerful tool in copywriting and when using humour, it's important to remember that your writing tone should be [conversational and friendly](#), so customers feel engaged with the message. Using phrases such as "you" and "your", as well as slang, can help to create a more spontaneous tone of voice.



Using humour in your copy lets you show customers that you're not stiff, formal or too serious about your products and services. By using phrases such as "So what's the deal with..." you'll keep people interested and looking for answers.

Keep the Copy Brief

With humour, you need to avoid adding information overload. When writing in a humorous tone, keep your copy brief and straightforward so customers don't get bored or distracted by too much detail.

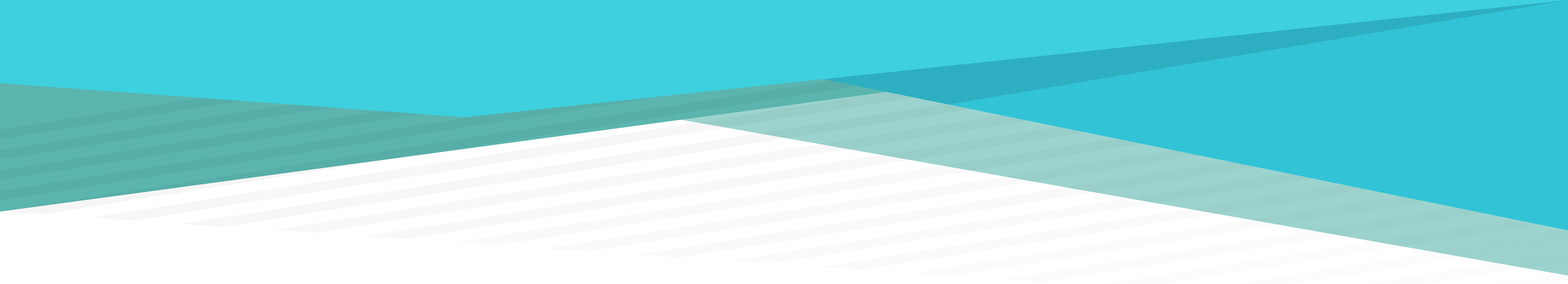
You can add more information later on, such as FAQs or blog posts if people seem interested, but before that, it's best to keep the copy short to avoid losing their attention.

Don't Try Too Hard

When you're writing for humour, it's best not to try too hard, as this can irritate customers and make your copy less effective.

Humour should come naturally; you don't want to end up unintentionally irritating or upsetting people with your message by forcing it.

By keeping the copy brief, you won't have to try as hard, and your customers will enjoy the message more.



Humour in Copywriting is a great way of keeping your customers engaged with your brand. It helps customers connect with the business they're buying from and increase their trust by showing that this company isn't too serious.

Understand Your Audience

The whole point in writing humour-infused copy is engaging with your audience.

For you to achieve this, you need to know your audience. In this context, [humouring your audience](#) will require that you understand what they love to hear, the best environment (medium) for engaging them, and the purpose of your humour. Get to understand the kind of language they respond to.

Knowing your audience will help you know the kind of humour that will help them engage with you. For example, slang and playful phrases with a casual tone would be the most appropriate way of writing your copy when targeting young people.

A more formal approach might work better in copywriting aimed at an older generation or business-based marketing materials.

Benefits of Using Humor in Copywriting

There are some benefits to using humour in your copy.

Make Copywriting more interesting:

Humour makes the writing more appealing and will help it stand out from what your competitors are doing. Instead of people scrolling straight past your copy, they'll stop, look and read more closely because of their interest in what you have to say. When customers have fun reading your copy, positive emotions are created, and they will be more likely to stick with your brand.

Create a memorable message:

Humour, when appropriately used in copy, can help you in humanizing your brand. Not only do you get people's attention, but you also leave lasting impressions on them.

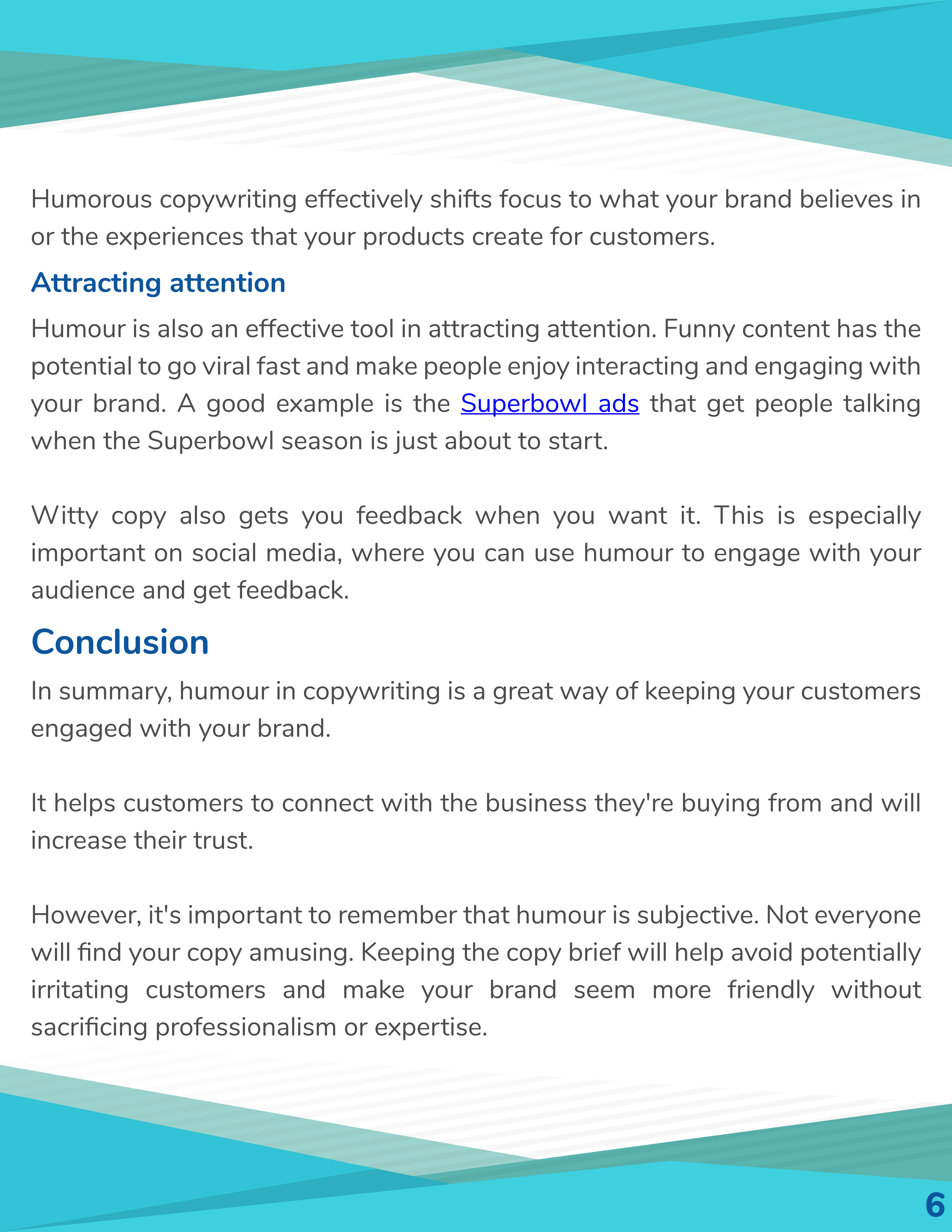
If you're promoting a product or service that's important to your customers, humour could help them remember the benefits and what it can do for them.

Customers are more likely to purchase from you if they are familiar with your brand.

Deflecting Attention

Subtle marketing is important as it helps shift the focus from your product or service to something more attention-grabbing.

Humour is effective in helping people [let their guard down](#) when you have a big point to drive home. In this regard, you can use humour to disguise an otherwise hard sell that your audience could have frowned upon.



Humorous copywriting effectively shifts focus to what your brand believes in or the experiences that your products create for customers.

Attracting attention

Humour is also an effective tool in attracting attention. Funny content has the potential to go viral fast and make people enjoy interacting and engaging with your brand. A good example is the [Superbowl ads](#) that get people talking when the Superbowl season is just about to start.

Witty copy also gets you feedback when you want it. This is especially important on social media, where you can use humour to engage with your audience and get feedback.

Conclusion

In summary, humour in copywriting is a great way of keeping your customers engaged with your brand.

It helps customers to connect with the business they're buying from and will increase their trust.

However, it's important to remember that humour is subjective. Not everyone will find your copy amusing. Keeping the copy brief will help avoid potentially irritating customers and make your brand seem more friendly without sacrificing professionalism or expertise.