

A large, abstract graphic element in the background consists of several overlapping shapes: a large orange circle on the left, a white diagonal band, and two smaller orange triangles at the bottom left and bottom right, all set against a white background.

How Can You Use Emojis In Advertising? To Drive Better Results

Today it is very difficult to imagine chats without emojis. They are a creative way to convey human emotions through facial expressions which are cute in nature. Using right kind of emojis add value to your conversations. Using emojis in advertising helps to increase engagement among the customers. Knowing when & where to add right kind of emojis is of utmost importance and the power of emojis should not be underestimated in posts on social media, marketing campaigns and promotional emails.



Brands Interacting With Customers Through Emojis



Emojis in advertisement creatively reminds customer to take the desired action. Brands also reach to their audience through social media.

Let's see which brands use emojis in their advertisements.

Dominos

Dominos conducted a campaign wherein emoji of pizza was supposed to be tweeted to order the pizza which resulted in significant sales and engagement for the brand.

Myntra

Myntra used emojis in their contest which resulted in good engagement on their post as well as created brand awareness among its customer to participate in the contest.

Let's see which brands use emojis in their advertisements.

Nykaa

To make their emails standout, Nykaa uses emojis. It looks more creative and reminds the customer to make their next purchase from them.

Swiggy

Swiggy also uses emojis in promotional emails reminding users of the products they can buy soon. It also promotes different categories like Swiggy Instamart & Swiggy genie.

Guidelines To Abide By Before Using Emojis In Advertising

- Emojis must be used only when required and in relevant space
- Have a proper understanding of Understand your audience
- Emojis must be specific to the topic
- Take prior permission from the source before using emojis
- Understand the meaning of emojis before using them

A large, semi-transparent orange circle is positioned in the upper-left quadrant of the slide, overlapping the background and the text area.

Our top priority is keeping up with new trend and understanding the various aspects of growing your brand digitally. At Impulse Digital, we help our clients reach new heights and ease their marketing problems with constructive solutions.



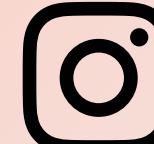
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