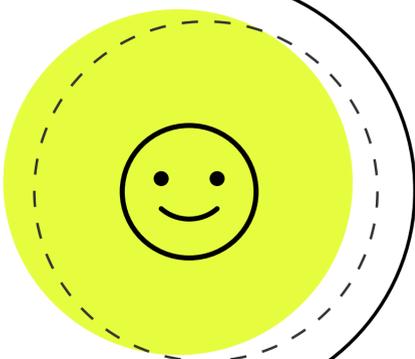
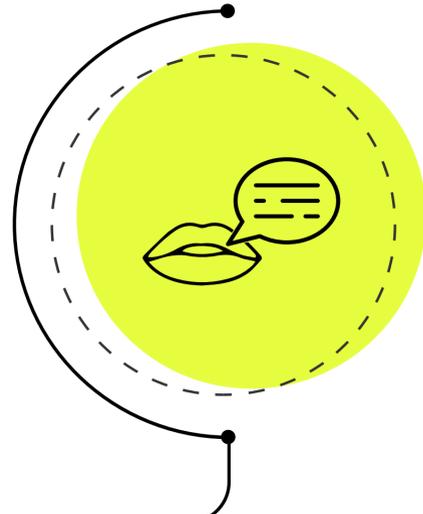


# Emoji Marketing Dos and Don'ts

## Stay true to your brand voice

Think about your audience. Emojis must also be tailored to demographics just as you tailor your content. Keep the brand tone in mind. Unless the context allows for it, such as a Valentine's Day post, we doubt whether you would use a kissy face on the digital platforms of a law firm. The best way to avoid confusion is to include emojis in your style guide. By doing so, you'll understand how to choose the right emoji to send. Also, we can bet your competitors are already doing it, so be sure to stay on trend.

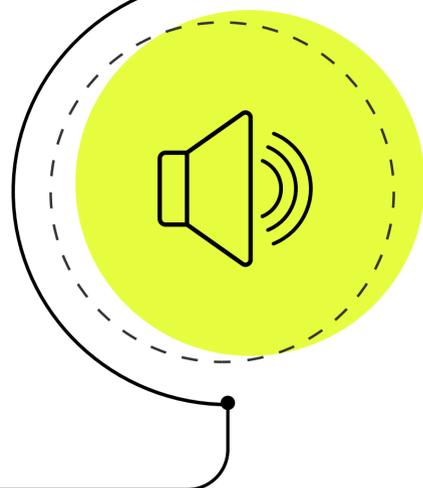


## Understand the meaning of each emoji

The meaning of emojis is quite important and we'll explain why. Emojipedia states that only 7% of users make use of the peach emoji as an actual fruit, in all other cases it's used as a butt cheek. If you sell peach smoothies and use this emoji anywhere, it will likely be understood as the latter. We suggest putting other emojis next to it to clear up any confusion.

## Be impactful

Emojis are not necessary in all situations, use your instincts to decide when they're needed. To boost interaction, keep emojis relevant and purposeful. Don't overuse them. More than five in one post is overkill. Make your point clear. Keep messages short and sweet on social media platforms.



## Let's get serious

Don't use emojis if you're discussing a serious issue because it can come across as flippant and disconnected.

## Try and create your own

During our last national elections in 2019, Twitter introduced a special South African flag emoji that appeared when someone used #SAElections2019. You can also create your own emoji for an event campaign or product launch to make it more impactful.

Emojis are a great way to enhance the message of any marketing campaign and to get more people talking about your brand.

