

LucidMeme

WE MEME BUSINESS

CONTENTS

What Is A Meme?	Page 3
Why Are Memes So Powerful?	Page 4
Big Brands Trust Memes To Connect	Page 5
Why Aren't You Already Using Memes?	Page 6
Meet Jacob And Jonah, Certified Memeologists	Page 7
More Clicks, More Shares, More Engagement	Page 8
Case Study A: Ahead App	Page 9
Case Study B: The Digital 100	Page 10
Client Voices	Page 11

WHAT IS A MEME?

A MECHANISM TO CREATE A CONNECTION.

Memes are designed for connection. Not communication.

By their very nature, they are designed to be shared with similar / likeminded people who, in turn, are likely to share it with likeminded people from their social and real world networks.

Memes are the closest thing to engineered virality.

But, it's not as easy as it looks. There is a science to creating a meme that connects and travels – this is what we specialise in.

Memes are the answer. What's the question?



WHY ARE MEMES SO POWERFUL?

THEY **CONNECT** WITH YOUR AUDIENCE



To connect with your audience, you need to overcome **2 hurdles**:

1. Attention span
2. Engagement

Memes overcome both.

They seize attention with **relatable** and **humorous** visuals, whilst **connecting** with the viewer and encouraging them to like, share, or comment.

Traditional content barely captures attention.

THEY **TRANSCEND** SOCIAL MEDIA

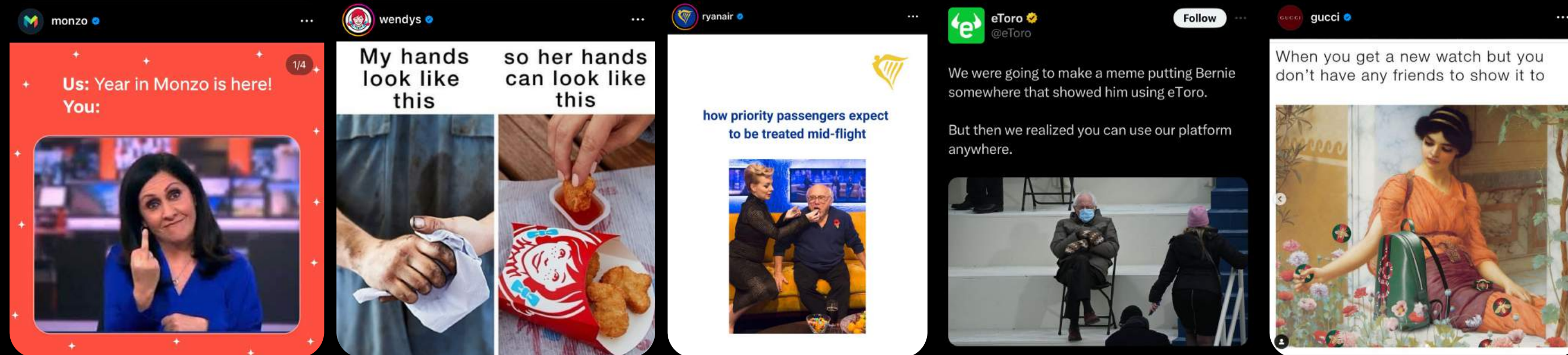


If you've ever shared a meme, you've seen first hand how memes connect you to others and **transcend social media**.

Memes are often shared through WhatsApp and other channels as well as social media - allowing you to reach a **wider audience**.

Memes reach a person's social **network**, not just their social media. Traditional content is often confined to social media alone.

BIG BRANDS TRUST MEMES TO CONNECT:



Mememes generate approximately **10 times** the engagement compared to traditional marketing visuals, demonstrating their **shareability** ([New York University](#)).

60% of people say they would be '**more likely to buy**' from a company that **uses memes** in their marketing ([Forbes](#)).

WHY AREN'T YOU ALREADY USING MEMES?

MEMES AREN'T AS "RISKY" AS THEY SEEM

Chances are, you've seen and shared memes and witnessed their power first hand, but never really considered them for your own marketing.

We see this a lot.

Most people either don't recognise memes as an "on brand" exercise, or are concerned they are too risky as they involve humour.

This makes memes an **incredible opportunity** for those who embrace them. You just need to **know how they work** (that's where we come in).

After all, if it's **good enough for Gucci...**



WE ONLY CREATE **SAFE** MEMES

From controversial subjects to swearing, or even just topics that your audience don't care about, we focus on creating memes that **reflect your brand and objectives**, but within the safety of our **proven frameworks**.

There are in fact **14 different components** and considerations that go into a Lucid Meme and each one of them is **carefully considered**.

Memes are designed to be **harmless, humorous** and, above all, **human...**

...but for them to really connect you need the services of a **Certified Memelogsists**.

MEET JACOB AND JONAH, CERTIFIED MEMEOLOGISTS



WE HELP YOU TO **CONNECT WITH YOUR AUDIENCE** IN AN AUTHENTIC WAY

MORE CLICKS, MORE SHARES, MORE ENGAGEMENT



MOST COMMENTED POST



207% MORE LIKES



MOST COMMENTED POST



5.31% CTR / 7.69% ER



450% CTR INCREASE



80% ENGAGEMENT INCREASE

CASE STUDY A: Ahead App

Ahead App, known as the 'Duolingo for emotional intelligence', built by behavioral change experts from Harvard and Cambridge.

GOALS:

- Increase engagement + sign-ups.
- Boost Ahead App awareness.
- Form/build growth-focused community.

RESULTS:

- Content achieved 156,973 impressions and 1,705 engagements (across 7 posts).
- Most engaged with post in 3 months (457 engagements).
- Outperformed account averages by +129.65% (impressions) and +233.33% (comments).



• **+233.33% MORE COMMENTS** • **156,973 IMPRESSIONS**

CASE STUDY B: The Digital 100

The Digital 100 is a service for law firms to benchmark and improve their digital marketing.

GOALS:

- Increase Engagement.
- Increase Positive Sentiment.
- Increase Platform Usage.

RESULTS:

- Increased the page's engagements by 800% in the 6 week period.
- Follower growth increased by 430%, the highest growth rate of the page to date.
- Content achieved up to 5.31% CTR and ER of 7.69%.



• **800%+ ENGAGEMENT**

• **430%+ FOLLOWER GROWTH**

CLIENT VOICES



Alex Carlton - Founder / CEO at STRYKK,
Founder Funkin Cocktails

"Partnering with Lucid Meme was a game-changer for Strykk."

For brands looking to leave a lasting impression on a younger crowd while remaining authentic to their message, Lucid Meme is the clear answer."



Simon Marshall - Founder of
TBD Marketing

"Our engagement with Gen Z skyrocketed, resulting in an 800% increase and a 430% rise in follower growth rate."

For businesses that have come to understand the importance of truly resonating with Gen Z, Lucid Meme offers a unique blend of innovation and expertise."

IT'S TIME TO TAKE MEMES SERIOUSLY.

IT'S TIME TO **TRULY** CONNECT WITH YOUR AUDIENCE

LucidMeme

Contact us at info@lucidmeme.co.uk or
visit our website <https://lucid.meme>