

Daily deal websites that correctly incorporate humor into their marketing efforts sell more vouchers.
This is a look into the various types of comedic writing styles that can be used to add to your bottom line.

THE FINE ART OF USING HUMOR TO SELL DEALS

By DailyDealBuilder



By their very nature, daily deal sites offering quality discounts, have a component to them that keeps us coming back to view the deals.

Another strategy that many successful coupon and deal sites use to keep their members and visitors coming back is to incorporate humor into their email, sales, and marketing copy. Humor on a daily deal site can be extremely entertaining and can also keep users coming back to a site every day just to read the copy on the day's offers. It can be a blessing, but it could also rapidly turn into a nightmare if not crafted with care.

Humor on a website comes in many different styles and if you are going to go down this route, you need to first define the comedic style of the company/website. Humor comes in many forms and some can be off putting so defining your company style and sticking to it is important. Some ideas on different comedic writing styles:

PARODY

- ▶ A humorous or satirical imitation of a serious piece of literature or writing.

Like, for example, if you wrote in the style of the King James Bible, or if you somehow incorporated elements from writings like Romeo & Juliet, or Dante's Inferno, or even modern writing from the likes of Dan Brown.

BURLESQUE

- ▶ An artistic composition, especially literary or dramatic, that, for the sake of laughter, vulgarizes lofty material or treats ordinary material with mock dignity.

An example of this would be if you were selling, say, the Encyclopedia Britannica and mentioned how the pages make for great toilet paper, or if you are selling socks you could talk about how the sock was one of the first and finest inventions of early man and throughout history the sock has made an appearance in any number of plays, books, fancy wardrobes, etc.

SARCASM

- ▶ Harsh or bitter derision or irony; using praise to mock.

If you don't know what sarcasm is then I suggest you go back to grade school. Either that or your IQ is so high that sarcasm falls short of even arriving at your ears.

VERBAL IRONY

- ▶ The use of words to convey a meaning that is the opposite of the literal meaning.

For example, if you are selling 50% off a day of paintball fun, you could mention how the bearer of the coupon will receive no bruises, should play in the buff, and/or would probably win if they didn't use the provided paintball guns but instead used their hands to throw the paintballs as fast and hard as they can.

SITUATIONAL IRONY

► A situation in which actions have an effect that is opposite from what was intended, so that the outcome is contrary to what was expected.

For example, if you are selling hammers you could tell the story about that time you bought a hammer for a very good price from a deal website, only to find out your girlfriend bought you the same deal from the same website. You tell her that you already bought one. You cancel your order and go to see her to discover that she canceled hers, thinking that you would keep your order. So now you don't have any hammers. You both go back to the deal site and each order a hammer.

TALL TALES

► Overly exaggerated or even obviously false stories.

One time, I wrote such a tall tale when selling a pair of gloves on a deal site that I won a Hugo Award for the story I crafted. I was invited to speak in Switzerland, and also received a complimentary ticket for two to visit the international space station.

SLAPSTICK

► Physical comedy; slips, slaps, etc.

If you're selling electronic gear you could tell the story about how you got the same item delivered once and were so excited while opening the package that you fell down the stairs. Then, when you held the item high over your head to show your friends, a bird pooped all over it. You once took it to the bathroom with you and dropped it in the toilet... when you finally exited the bathroom the device worked fine, but you had three cuts, 5 bruises, and incredibly got pooped on by a bird... indoors... in your own bathroom...

The next important item to consider is the copywriter. If your company decides that you want to take a burlesque approach and hire a writer who is adept at sarcasm, the results might not be exactly what you were looking for. Basically the 'voice' of the copywriter needs to match the 'voice' of the company.

Finally, you need to make sure you have a good understanding of your target market and make sure not to broach any topics that could be offensive to them. Most importantly, have fun and you might just start selling more.

To learn more about starting your own group buying website with Daily Deal Builder we encourage you to visit <http://dailydealbuilder.com> or call us at 1-800-794-7192.