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## **MEME-JACKING AS A MARKETING STRATEGY**

Marketing is the process used to determine what products or services may be of interest to customers, and the strategy to use in sales, communications and business development.

A meme is quite simply a concept, behavior, or idea that spreads, usually via the Internet. Memes most commonly manifest themselves in a visual such as a picture or a video, but it can also take the form of a link, hash tag, a simple word or phrase, or even an entire website.

These days, memes are spreading like wildfire all over the Internet, and clever marketers are using this opportunity to show these viral pieces of content to their advantage. Meme-jacking for marketing is awesome on so many levels. Let's consider some of them.

1) They look like virus: a concept can't be classified as a meme if it's not fun, engaging, and wildly popular. That's why memes are so great for marketing. Rather than creating something new, you're using an idea that is already successful.

2) They have big influence on media group: memes are usually visually oriented; they make great fodder for your social media accounts such as Facebook, Google, and VK.

3) They Attract Traffic, Likes, and Links: memes are fantastic for generating traffic to your social media accounts. Memes attract, likes, comments, and shares like crazy, making it more popular.

4) They're Quick and Easy to Create: For inbound marketers, content creation is a daily job. It's really important for marketing campaign to have easy to create types of content like memes, in this case marketer's dream come true.

To sum up, using these tips you will have unbelievable success. Try to remember, that Meme-Jacking marketing strategy is the one that makes the company a market leader in this ever growing world.