Emoji Marketing: How to Use Emoticons to Significantly Increase Your Conversions.

Here are 4 strategies to integrate emojis in your marketing and increase your engagement as well as sales.

1. Use emoticons in your push app notifications to announce (and increase) your product sales.

- If you're launching a product, then you can offer discount or promote that product using emoticons in your push notifications.

- They'll personalize your promotions, increase your message's clarity and accurately convey emotions.

- So when you're choosing the emoji characters for your messages to garner immediate attention of the user, try to use the ones that represent the specific product you're trying to promote. And help the user in interpreting your message.

- Also you'll need to check with your mobile CRM solution on how to integrate emojis in your push notifications.

- Suppose you want to send "High Five Bro" with its emoji. You can find the unicode value for emoji for iOS here. And for Android here.

- Here are the push JSON payload constructions for both the mobile operating systems.

  iOS
  {"aps": {"alert": "High Five, bro \ue012"}}

  Android
  {"mp_message": "High Five, bro \u270B"}

2. Triple your Instagram growth with these four tips

#1 Understand how your audience communicates with emojis – Are you new to the emoji world and use them in your own ways to take new meanings? Then you're committing a huge mistake.

> **Caveat:** If you find a combination of emojis (or a single one) that can symbolize your brand, then you can use them to convey your own meaning i.e. to represent your brand. Your followers will hopefully recognize your wittiness and latch on to using those emojis in their communications.

- As a marketer, it's your job to understand how your target audience uses emojis and what the different colored versions of them signify.

- Only then will you be able to fit the emojis in your Instagram communications. Here are 3 resources to get you started.

i. HubSpot's Emoji Translation Guide

ii. Sue B Zimmerman's breakdown of some specific emojis: People, Nature, Object and Places

iii. A breakdown of what the different hues and shapes signify on Instagram

#2 Love from your heart – Simply measured in its analysis of 2,500 Instagram posts found that the heart triumphs all other emojis.

#3 Mind your country and region – Hearts are good to use generally. But your target audience emoji usage can vary even based on their country and locality. Finland users love emojis, so their Instagram text contains 60% of emotion characters.

#4 Play visual brain tease using them and tag users next to them – Anthony Thompson has tripled his Instagram engagement by using emojis. Here are a couple of his simple strategies to foster explosive emoji engagement.

- Anthony uses emojis as a visual brainteaser to play the guessing game with his audience and strengthen his bond.

- Next Anthony suggests you to tag users next to emojis. This way you get their special attention in your comments.

3. Use relevant emoticons in your Facebook and Twitter updates to increase your engagement by up to 3 times

- Emojis are a great way to humanize your brand and set a tone for your post.

- But not all emoticons receive equal response on Facebook.

- You need to be mindful of the context and quantity of their usage. The grinning emoticon does not fit every post, so don't sprinkle it in every update . And overloading 10 emoticons in a single update is also an overkill.

- On Twitter as well emoticons work like a charm to fulfill the missing context of emotion and increase social engagement.

- The key in using emojis though is to stay relevant to the update. If you're ready to shell out dollars, then you can even consider creating your own custom emoji keyboards.

4. Use animated symbols in your gmail subject lines to increase your open rates by 20%

- So what kind of emoticons are the most widely used?

- Here are 15 most popular subject line appearances as per MailChimp (data from its 214,000 campaigns with emoji support that delivered 1.4 billion emojis). But remember that relevance is key.

- When you're sending emails feel inspired to test emojis in your subject lines.

- If you're using MailChimp, then you get a direct option under the smiley face tab.

- But what if you're on another email client or want to test animated emojis?

- Then you can refer to the Unicode Method and Twitter Emojis method in this guide by James Johnson.

Word of Warning: For successfully executing subject line emoji campaigns, you'll first need to research and test your audience preferences, their email clients and browsing patterns.

- Because while Mailchimp will allow you to use all the emoticons you like, they might not show properly in all inboxes just yet.

- Similarly, Gmail might show a colorful and dazzling view of your emoticons in subject lines.

- But other inboxes are cut out to only show more monotone emoticons.