MEME – A New Marketing Slang!

Manushi Dudhela

Assistant Professor,
GLS University, faculty of business administration

Abstract

The Internet has come along manner in a short span of time. It shapes everything from our day-to-day routine. There are three vital aspects of communique that the Internet has changed, and these have instigated profound changes within the way we connect with one another socially: the speed of information, the quantity of information, and the capacity of anyone to publish thoughts on the web. Social media has modified how we stay our lives and affected how nearly every enterprise does business. People use social media to stay informed, examine and purchase products, and hold in contact with own family and pals. Companies also use social media to reach customers. They have in-house social media departments or lease consulting firms to help them develop a social media strategy, market their products, and manipulate their profile throughout various forms of social media marketing strategy and one of them is Meme Marketing.

The concept of the "meme" has promised to transform our understanding of culture in the same manner as the gene has transformed our knowledge of biology. Memes are particularly popular among the social web users. Research into this phenomenon is booming. Today, no person is interested in lame commercials, and the human simply scroll beyond them. Meme is a creative and new manner of advertising. One of the most effective's ways of communicating with customers in marketing through humour. Memes travel fast and go viral with in a second. From promoting to trolling or to create awareness, social Champaign or to create a political stunt meme has created an eye-opener to people whether to influence or use it as a strategically tool.

This study refers to how Memes influence society's perception towards ongoing trend and effect on the viewers and how marketers use memes as a medium of their promotional strategy.

Keywords: Internet Meme, social media, Meme Marketing, Brands Promotional Strategy, Content.

INTRODUCTION TO MEME

Meme, unit of cultural information spread by imitation. The term meme (from the Greek mimema, meaning "imitated") was introduced in 1976 by British evolutionary biologist Richard Dawkins in his work The Selfish Gene. Dawkins conceived of memes as the cultural parallel to biological genes and considered them, in a manner similar to "selfish" genes, as being in control of their own reproduction and thus serving their own ends. Understood in those terms, memes carry information, are replicated, and are transmitted from one person to another, and they have the ability to evolve, mutating at random and undergoing natural selection, with or without impacts on human fitness (reproduction and survival). The concept of the meme, however, remains largely theoretical. It is also controversial, given the notion of selfishness and the application of the concept to the evolution of cultures, which formed the basis for the field of memetics.

Within a culture, memes can take a variety of forms, such as an idea, a skill, a behaviour, a phrase, or a particular fashion. The replication and transmission of a meme occurs when one person copies a unit of cultural information comprising a meme from another person. The process of transmission is carried out primarily by means of verbal, visual, or electronic communication, ranging from books and conversation to television, e-mail, or the Internet. Those memes that are most successful in being copied and transmitted become the most prevalent within a culture.

The exploration of relationships between cultural evolution, cultural transmission, and imitation has led to intriguing theories about memes. For example, various ideas have emerged about the nature of memes, such as whether they are beneficial, neutral, or harmful. Memes may be interpreted as being inherently harmful, since, according to some scholars, memes are parasites or viruses of the mind; once assimilated into the human mind, and their chief purpose becomes their own replication, with humans having little or no control over them. Some memes, however, are benign or beneficial but can become dangerous because, after they have been seeded in the human mind, they lend themselves to being misused or abused. For example, although memes associated with religious or political ideas may benefit the people who carry them, those same memes, when imposed on people whose religious or political memes are different, may cause harm, such as through the loss of religious traditions or social or political stability. Memes associated with religious or political ideas may also be abused, as in the case of religious cults or extremist groups, which can result in the death of individuals. Beneficial memes, on the other hand, could include those that promote human health and survival, such as memes associated with hygiene.

In the early 21st century, Internet memes, or memes that emerge within the culture of the Internet, gained popularity, bringing renewed interest to the meme concept. Internet memes spread from person to person through imitation, typically by e-mail, social media, and various types of Web sites. They often take the form of pictures, videos, or other media containing cultural information that, rather than mutating randomly, have been deliberately altered by individuals. Their deliberate alteration, however, violates Dawkins's original conception of memes, and, for that reason, despite their fundamental similarity to other types of memes, Internet memes are considered by Dawkins and certain other scholars to be a different representation of the meme concept.

LITERATURE REVIEW

(Ayesha, 2020)
Word of Mouth Marketing or **WOMM** is an old concept. How your customers turn into your brand's marketing agents. The people who won't get over your brand. It's one of the most effective marketing tools out there. Especially now with social media. Earlier, people were limitedly connected to their friends and families. But in today's techno-savvy and hyper – connected world, they can talk to hundreds of people in a day and stay connected through Instagram, Facebook, WhatsApp and more. The power of word-of-mouth advertising is strongly in boom over the last few years because of social media. The first rule of word-of-mouth advertising is to fulfil the advertising promise. Mostly people relay on other people recommendation and review when they buy the product. These will only work when product will fulfil its promise. Always make it simpler for customer to connect with you. Better the service, better the customer will respond which will create loyalty towards your brand. User generated content has a higher impact, people share their experience with a brand which increases the engagement level. Use testimonials, offer discount referrals. These is how social media works as word-of-mouth marketing.

(Shifman, 2013)
The context of meme is looked as communication oriented perspective, in digital culture meme has been communicated as cultural information which is shared with a cause of social phenomena and shared by various application platform for facilitating user generated content. Further meme has been used a source of oral communication which make it more familiar to the end users. The main strategies through which it has been communicate on the web is through mimicry and remix with the help of technology, user friendly application helps people to download, remake, reedit and distribute memes very easily by capturing wide range of communicative source. The other element which makes memes as a part of interesting digital culture is the level of adaptiveness to the socio-culture environment, this adaptiveness helps to trace viewing preferences choices and responses for all the users and benefits in studying digital culture. Although, memes as created a new platform for digital marketers yet it faces some limitations of contemporary digital competition which results to imitation. Copies become more popular thus, originality losses the importance.

(bury)
In era of technology the techno-nerds have new way of communication through blogs, forums, videos or chats, this internet communication has been tapped by company as new marketing technique. Through internet memes companies advertise their brand by generating interest and catchy content grabs the consumer attentions. Internet meme act as a new medium of advertising campaign. This helps companies to promote their services and generate customers on social platform. The companies are tapping online culture resources to make their advertising campaign more memorable and thus marketer's takes advantage of internet memes as an advertising tool.

(fisher, 2009)
Marketer are being squash between particular in the new online communication available to them and demand to justify the cost using conventional advertising metrics. Social media is an actual platform where potential customers interact and it shapes how they think. Social media have a dramatic impact on brands reputation. Here existing customers are valuable resource for the companies. Customers visit social media sites to get information. Many a consumer made a purchase decision based on the information they get through social media sites. Social media can show how customers review affects sales path of the brand or the company.

(india, 2019)
Memes can be differentiated through any form of current news, data, issues and templates created or picked by the memers. The image template gives the correct reference and meaning to the meme produced. Templates is the key which is used as expression with various combinations of script from any current affairs or past topics. One template is used with various probabilities of good text and which creates a competition among various memers to create more sarcastic jokes on the same template which results to meme going viral. Every memer brings their own version of troll and sarcasm with the same template which keeps creating leads and the great phenomena of exchange of memes on various platforms with different content and meaning with same template and thus it makes memes unique and different. Thus, people show their liking towards the theme which is template and get connected to the message which they have expressed on the template.

(Zhang, 2017)

Internet memes are widely appeared in online conversations which is used as a dominant mode passing meaningful information and it is more involved in individual's online life. It has been analysed that the text image relation in a form of verbal communication is the easiest to be noticed in the digital environment. It helps in designing better ads and making more interesting online conversation. It connects the online and offline culture. These selected Internet memes were then manipulated in two ways. Firstly, the logic-semantic text-image relation in each selected Internet meme was identified. Secondly, based on each original Internet meme, two variants were created with new text-image relations. To be specific, this was done by changing the original text in the Internet memes. All online and offline memes are existing in layers. For example, language is a meme which does not only belong to the larger language meme but also include sub memes, such as dialects and jargon (Davison, 2012). Similarly, an Internet meme is an "image macro," which contains a set of rules for adding the same text to different images or applying different text to the same image (Davison, 2012). In this situation, Internet memes intrinsically contain the interaction of text and image, where the image in the Internet memes shows the main.

(socialsamosa.com , 2019)

Social media platform have given marketer to advertise and boost their product through various campaigns but the major drawback which has been faced by marketer is audience, they will probably skip or scroll the ads or feed without noticing. The effective method to ignore the above mention problem is to turn ads into a meme. Marketer are using meme either to promote their product or to share the instances about their brand which impact the viewer and helps to transform audience into their target audience. The main focus of brand is to use right content which is trending and widely spoken but while executing the content through meme they may backlash, if the topic have impacted negatively on your brand which may lose your target audience. Thus, while promoting the brand through memes they should focus on strategies which should not overly promoted and help to gain them more audience.

(bhatia, 2019)

Given the dynamic, competitive and ever-changing nature of markets globally, a business must deliver a message that sticks with the customer. In today's day and age, we are all admittedly surfing the Internet for a major part of the day. While doing so, welcome across memes, viral content and social media challenges. Meme marketing is way forward because of assured audience, better visibility, desired sales, universality and rapid consumption. Meme can get assured audience as individual cannot scroll past a meme without tagging a friend and that's how they create better visibilities for brands. The company may start their own campaign which take up viral internet challenges to get attention, this visibility works well because brand will be seen as an extraordinary product. The meme has been adopted universally due its reliability. The spread of meme at rapid rate make the meme content memorable despite their short life span.

(VEME, 2018)

The meme has been used in every variant to describe a situation which help to connect and correlate the conversation which feels like we belong. Memes are the new form of entertainment which conveys simple meaning with wide varieties of humour, sarcasm, which they mix together to create a viral content. It has been used as a tool to entertainment or to convince audience at a large. Meme has took over the internet with its innovative representation, prior to the new phase. The medium to entertain was a catch phrase, editorial cartoons and comic creation was used which has been now overruled by memes.

Meme have covered every dark humour reflecting surreality by addressing the current scenarios and real life events. From describing high school memes to work place exhaustion, the struggle between parents to teenagers, describing national anxieties to awareness of global crisis. It gives an easy way to dig with changing events around the world. Addressing this memes and by sharing on various platforms and to individuals create the sense of belonging to each other and they are not alone in their struggles.

(meme marketinig , 2018) , (jarvis)

The current generation is Millennial Gen. (Y). Where their life rotates around social media applications like Instagram, Facebook, Twitter etc. Imagine a life without social media...I guess that doesn't exist. With the rise of internet and social media the use of Social Media Applications has increased in Millennial. The word "Meme" is used to describe a behaviour or cultural element that spread among the society and which is being followed. Memes is all about new viral content with humours short clips, images, sarcastic caption. We can absolutely related memes to millennial. They are tuned into internet so much that they spread the content very quickly. They search for the latest meme for a good laugh to make their day better. Young consumers, memes are a massive entertainment form. Memes are spread over all the social media platforms like Instagram, twitter, facebook, etc. For millennial Memes are very eye catchy and they're popular among the same age group and images go viral online. It is a new communication experience among the techno – savvy Generation Y.

(barker, 2019)

Marketing with Memes is new strategy to promote your brand and it helps to increase brand visibility and brand engagement of your product by giving them good humour and good laugh which increases brand awareness among them and makes your brand more memorable through this medium.

(murlidharan, 2019)

So far, memes have become mainstream. Brands of all sizes and industries are indulging in meme marketing to their products. Memes can be touchy and rude to humours and sarcastic and weird too. To define your target audience, all you need to do is identify your satisfying ideal customer. By knowing your target audience you can easily fulfil their needs, wants and feelings. Brand always need to maintain consistency with their customers.

(Malhotra, 2019)

Celebrities are some of the best trolls on internet. They earn both fame and critics from the audiences. But now due to social media trolling is their part of lives than earning appreciation. Some celebrities are the favourite of these trollers. These trolling can be said a cheap publicity stunt or a genuine human mistakes. There are few celebrities who are more popular due to their memes, than their acting.

(VEME, 2018)

Memes have become a great weapon used in politics. The various political ideologies used this tool across various platforms have propaganda to promote and attract the audience in a creative and attractive manner which likely to be seen in the various suspects by the individuals. Through these medium political party creates social cohesion and try to establish their presence in a social group. Thus, meme can easily reinforce the ideologies for online political discussion.

(Kulkarni, 2017)

Online transmission is considered as a new medium of promotion, targeting to a wider audience. This medium have played important role in political disclosure, it narrates how internet meme have been use to communicate political campaigning it emphasis how meme creates influence on political views and voting behaviour and engages the targeted group. The impact of internet meme shows great influence while communicating political satire. Meme plays a major role in Indian politics to communicate various opinions, issues of people and political parties. The best example of meme addressing political issues like demonetization, GST, various alliances of ministers or to promote their own campaign during elections. So far memes have created a greater impact on political campaigns as a part of promotional strategy or creating awareness.

(long, 2018)

Memes help to bridge the gap between your brand and your target consumer. Marketer and brand have observe advertisement and campaigns as become more common and have lost their effect on engaging consumers and thus memes allow to engage with your target audience without force feeding and advertisement on their feed. Memes are specially made for the social media where it has been easy to consume and easy to share narrowing the scope of advertisements because audience fails to share advertisements just like memes. To make your brand reach to the customer use memes that are trending which help to increases the viral wave and make your brand reaches to end number of users.

(spencer, n.d.)

Companies have realise the popularity and familiarity of memes as a new strategy in advertising they have started implementing the use of meme outside the internet offline platform as well. Few companies recently have started using meme related image in outdoor advertising mainly on highway billboards. Brand have also integrated the idea of meme in television spot campaign. The other forms of memes is video meme, twitter meme and physical meme.

(reysen, 2015)

The modern approach to meme communication have shifts the focus from individual perception to social interaction through the medium of internet resulting in the discussion and exchange of information. Meme has been so popular because of transmission of information from one group of generation to many which leads to understanding of meme influencing the cultural evolution. The idea of meme is to study and examine the influence of meme consistency verses inconsistency whereas, it was examined that information share face to face in comparison to information shared through memes shows different outlook. The adoption of meme is highly dependent upon **social factor and group norms**. Social factors include relationship between culture and social interaction whereas group norms include behaviour and characteristics of the group which is correlated with set of rules and expectations which applies to that group members having same acceptable behaviour. Thus, meme post gain creditability through individual depending on the interactions with the group members having same ideology. It has been seen that social influence of consumer participation in virtual communities with group norms and social identity is strongly influenced the group intensions to participate in online communities.

(Milner, 2012)

Memes is used as participatory media which focuses on creation, circulation and transformation. Meme have become more accessible due to digitally mediated communication which can easily reproduced and communicate across the time. Without replicability no meme creates engagement among the audience. The meme have been used as transformative literacy which add its own unique voice through this medium and engages public perceptiveness. Through the digital medium it has been possible to make memes more accessible some choose to read, some to share or some creates and thus they engage the audience.

(lorenz, 2018)

From past couple of years, some of the biggest meme pages have locked down their account, forcing non-followers to request access in order to view their content. Many people hate it, but going private is a new way to promote their own pages and to keep floating in this dynamic industry and on huge platform. "People go private because they get more followers when a follower sends a post to their friends and that person has to follow the account in order to see. It's that simple," when you run a private account you aren't eligible for explore page. Some of the admins think private account are less likely to be un-followed than public account. Public account just takes one-click to unfollow but when a user goes to unfollow a private account, a pop-up appears asking them if they really want to take that step and reminding them that they'll have to re-request if they want access again. Many of the Instagram meme pages announces like they will go private in 24 hours or they will promote their page through other Meme pages by sharing half of the content and they will share to continue this video Please follow this account. These all stunts they do to entice people to follow their account or pages. By going private in the meme world is kind of safe in keeping your account. Public account are more likely to get banned when your post are beyond the limit or may trigger the viewer, they may like to report it. Although the users are smart enough. No matter memes account pages go private, user will share screenshot to their friends for the same.

(bbamantra)

Advertising is a creative field that acts as the backbone of businesses. Advertising is the link between the products/ brands and the consumer who buys the same. Advertising is highly dynamic field which impacts the business decisions at high level. Some of the recent trends that is widespread in Indian Advertising are: Rise of Digital agencies, Digital Marketing, focus on high quality content, advertising on e-commerce sites, blogs, corporate websites, online video as, advertising on mobile games, YouTube, Digital Campaigns....and more on. Advertising brands, products, services through digital medium that leads to higher conversion ratio than others.

(Jayanna, 2019)

The finality of the study is restricted with the impact of social media on advertising of any product or provider offered by using the marketers. Social media offers an opportunity to gain most valuable facts about customers tastes preferences and hobbies and behaviour in social listening. Social media is one among the most effective and cost-green digital advertising techniques which help increase the business' visibility. Implementing a social media approach will greatly impact on logo recognition via using social media, clients have the strength to have an impact on other customers through critiques of products or services used. Technology gives client the power to look into merchandise to label them and criticize them in identical measure, and more.

(Sathya, 2015)

Digital advertising has come to be crucial part of approach of many companies. At the existing time, nevertheless for tiny business owner to hand have an exceptionally inexpensive and competent technique by using digital advertising and marketing to market their products or services in the society. It has no restrictions. Companies can utilize any devices such as tablets, clever phones, TV, laptops, media, social, e-mail and lot other to support company and its merchandise and services. Digital advertising may acquire something extra if it considers consumer goals as a height priority.

(saini, 2018)

Since technology is user – friendly and user- oriented and internet connection is a necessity today, traditional methods are almost discarded.

Social media is a platform which not only connects people worldwide but also serves best for Marketing. Social media is the substantial part of Digital Marketing Era. So far social media has become necessity for the mass these days, we can easily sneak on to everybody's lives. These sneak on is beneficial for marketing in large. We can easily see through social media, how people are updated to next extent. Social Media is free to use and to promote. Branding your products or companies through Social Media is the optimistic way to approach audience, can connect to the mass in one go, solve their queries, make improvements and more. An attractive graphic, relatable content, every post you share, update, like, comments, reposting and followers creates high probability of turning leads into conversion.

PRIMARY OBJECTIVE

1. To analyse how meme influence society's perception towards ongoing trend.
2. To identify how marketers use memes as a medium of their promotional strategy.

SECONDARY OBJECTIVE

1. To identify the effect of memes going viral on various platform and its effect on viewer.

RESEARCH DESIGN

The main purpose of this study is formulating a problem for more precise study and can derive a result. So here we have used secondary research study method where I will analyse all the parameters related to my research problem.

SCOPE OF STUDY

The major scope of this study to know how the marketers use memes as a medium of their promotional strategy and to study how memes going viral on social media platforms and it influence the society in humours and sarcastic way.

DATA COLLECTION SOURCES

This data is secondary data so for that we have obtained our data for research study from research papers, websites, article and e-journals which also include other informational pages and social media platforms.

LIMITATION

It is easy to collect secondary data however we need to be aware about the limitations -
- The information and data may not be accurate.
- Data maybe old and outdated.

BENEFITS

The study revealed that that there are few factors that influence the usage of Meme Marketing by brands. These factors are identified as influence the society, cheap and effective way of promotion, easy way to gain and capture niche audience, memes boast viewer's response.
- Influence the society
- Cheap and effective way of promotion.
- Easy way to gain and capture audience attention
- Boost the viewers response.

MEMES AS A NEW MARKETING TOOL

MEME is a creative and new manner of advertising. One of the most efficient ways of communicating with customers in marketing is through humour. Furthermore, the most normal medium used on the internet, and in social media, for humorous functions is the internet meme. A meme, on the other hand, gives manner for an extra participatory shape of innovative person involvement, making it an even more engaging internet phenomenon. This is normally stated as "remixing" memes. There are some commonplace traits that make memes extra regeneratable. These are; including normal humans, humour, simplicity and repetitiveness. The predominant point of advertising is attracting as many as the target audience you can. Attracting humans through social media isn't an easy assignment. Social media is used for leisure and fun; thus, if we area the advertising and marketing there, human beings would just ignore them. Today, no person is interested by the antique lame commercials, the humans simply scroll beyond them. Marketing needs to be more subtle and entertaining. This is why most of the big corporations have commenced the usage of memes as a way of advertising. When finished correctly, meme-advertising can help you grow the success rate. As the market consists of a larger bite of young minds, it's far useful to draw them toward the product and memes will do that task for the logo. Instagram and Twitter are continually flooded with today's memes. From promoting to trolling or to create awareness, social campaign or to create a political stunt meme has to date created an eye fixed opener to people whether to influence or using it as a strategically tool. The new layout of conversation creates a greater impact in an eye fixed of public as a medium to convey a message which may be interpreted on a lighter be aware of humour, sarcasm, as a medium of communicator. Memes have changed a commonplace individual persona to a completely unique identity. Meme's travel, Memes spread, and Memes Go Viral that refers to Mind viruses. Memes are the precise companions for advertising campaigns. It conveys a message within a friction of 2nd and also cause an emotional reaction and generate desire to look at or to buy. This meme content let you put it on the market your product and be extra popular. The approach has worked nicely for many corporations. Memes require the least effort however supply the first-rate content.

Memes often spread like a wild fire so why not incorporate them into your marketing plan with the right marketing angle. Users will share your memes without a second though. This provides free publicity so long as you can come up with the right combination of text and image to engage your audience. Unfortunately, there are plenty of business and brands that just don't get memes. There attempts to produce viral content, sometimes come across trying too hard to appear.

Memes based marketing needs fair amount of strategy to be successful, put some careful planning that can help to get your brand name in front of your audience.

- Use memes that fit with your brand image – Not all memes fit with all kinds of businesses. The once you use for marketing need to be at least loosely related to your brand. To do that they should at least meet these three criteria.
  - The pop-culture reference targets your brands audience.
  - The text references events or news related to your business.
  - The content pokes fun at your competitors.
- React to recent events or trending topics – jokes are all about timing and in most cases so are memes. It's all about creativity and finding a new angle to the situation.

If we all can remember this interview of Ananya Pandey, Siddharth Chaturvedi and other fellow celebrities about struggle and nepotism supported in Bollywood industry and how people have started trolling Ananya Pandey for the same through memes.

- Engage with users that create memes around your brand – sometimes it's your very own users who will create memes you can use to point attention towards your brand.
  - Provide attribution
- Don't try too hard – trying too hard is perhaps a common pitfall that brands encounter when it comes to marketing. This usually involves –

  - Creating and sharing unfunny memes.
  - Spamming your followers with memes all the time.
  - Not having a grasp on how specific meme templates work.

If you want to use memes as your marketing plan above four points should be kept in mind.

Meme Marketing is not about posting Memes on Brand handles! It's about packaging your Brand's communication/campaign goals in the form of Memes, giving the Meme campaign a focussed direction by strategically distributing objective driven memes through the Indian Meme Community that caters to nearly 500 million + Youth every Hour!

For marketing folks, it's basically an extension to the holy trinity of Content Marketing, Native Advertising and Viral Marketing. Best of all worlds.

WHAT IS INDIAN MEME COMMUNITY?

Indian Meme community is the face behind all the Memes that you see, it is built by thousands of Meme Platforms that share a large spectrum of fresh content daily to our social media feeds.
Remember the Meme that your friend shared with you on WhatsApp the other day?
Or the joke about your boss that made you laugh after a hard day at work?
In a world full of digital clutter –

- Brands are pushing ads down people's throats,
- People are buying YouTube premium to skip ads,
- The Ad blocker market is growing at multiple folds every year,
- Influencers are losing its authenticity

Memes stand as a sustainable solution for Brands to get their message out and speak the language that audience understands.

https://www.gapinterdisciplinarities.org/

MEME MARKETING CAMPAIGN

- Brand personality scan - We research and brainstorm about the brand and their communication goals so as to find out the overall tone of the Meme campaign.
- Derive Meme able insights - Our Meme scientists spend hours exploring social media to find out the Perfect Balance between the cultural conversation and your campaign goals!
- Making Memes - The fun part. We know the communication. We know the insights. Time to tickle the creative and funny bones.
- Content Distribution - Every Meme Platform has its own niche, content style and unique audience based on gender, age group, geography and a LARGE spectrum of interests. We can literally write a whole book on Meme Pages, but here is the good part - you don't have to worry a single thing about it.

BRAND PROMOTING MEME AS A NEW PROMOTIONAL STRATEGY

BRANDS CELEBRATING OSCAR WINNING TITLES:

The Netflix original documentary "The Elephant Whisperers" won Best Documentary Short Film, while RRR's "Naatu Naatu" won Best Original Song. From Fevicol to Netflix, companies have joined in the nation's celebration of the historic victory by praising the two winners through thousands of memes were doing rounds on Instagram and in no time, it became a viral meme trend. Well, the Streaming company also became a part of this meme trend and we simply loved it. Brand started promoting and celebrating through a Meme-jacking a new phrase that was created as a result of the practise of meme marketing. Meme-jacking is the practise of using well-known or humorous memes to sell a product. Because it's a great way to share engaging content that has the potential to become viral, meme-jacking is growing in popularity.

FINDINGS

Findings from the objective framed and data analysis, we can conclude following:

OPINION LEADER
Opinion leaders are none-other than active media users who interprets various content in their own hilarious manner. Meme culture is dynamic and fast moving, and is influenced by everything from current events, sports, politics, celebrity gossip and the latest viral YouTube videos. Memes pay attention to the cultural temperature and strike while the iron is hot. Memes have given the new identity to memes as opinion leaders who influences the netizens at large by creating opinions on the current affairs or giving feedback through sarcasm, humour, trolling. The ability of meme to go viral widely depends upon the opinion leader who creates impact and high visibility of message conveyed to users, this leaders on internet has started the conventional method of E - word of mouth through memes. The reaction towards the meme created by the opinion leader makes the

message more noticeable and likeable to audience which results to creation of different meme using same template. This makes the online meme game more humours.

INTERTEXUALITY

Intertextuality is a relationship between different texts which are employed in a single piece of message to covey certain meaning. It is the process of creating references to any kind of media text to another media text. It intensifies the experience of simple text by adding a layer of meaning. Meme highly applies intertextuality. We can figure this intertextuality in our data analysis in reference to Aatmanirbhar (Figure above) new word in a dictionary of meme. The coherence of intertextuality can be seen in every meme by imitating dialogue scenery with different templates. We have also observed in the data analysis how original pictures are photoshopped with intertextuality and expressed in a creative manner resembling same message but with different versions.

NETWORKING

In meme language, Networking refers to process of interacting with others to exchange information and build social contact. Various brands have started using meme as tool for brand endorsement. Through memes they generate number of followers, number of likes and number of memes originated in context to making their brand noticeable. The meme create networks by establishing relationship between the messages conveyed through current facts and adding humour to the content which makes memes more relatable and helps to build the network with audience and earn visibility. Usually, brands have started approaching memes as a platform to build networks by conveying their own message in a different way which helps them to reach larger number of audiences. In reference to Netflix, Fevicol promoting their brands through Oscar winning Tittles.

The main element in networking on social platform has been increased through tagging strategy, tagging act as a catalyst for valuable engagement metric on social media and the algorithms of the facts too.

ADOPTER GROUP

Adopter group is broadly classified into two categories – First category belongs to meme adopter who converts current topic into meme refereeing to brand such as Fevicol and Netflix discussed above and second category refers to user's role in adopting meme which catches the meme, adopt them and make the meme famous by tagging. Some memes are just like a flash in the pan and are just die out before bedtime. Others stick around for several months or even years, this ratio is highly interconnected with the innovation in the meme and how users have adopted the same. Taking a trending meme and applying it to a brand or product can be a fast way to resonate with your audience.

This approach requires creativity and out-of-the-box thinking, but when it clicks, the meme is adopted by the public and lives on its own. Whether you want to get in on the action of an already popular meme or create your own viral sensation, meme marketing is a fun and certainly a topical way to harness the power of social media.

Thus we can conclude that memes are nothing New wave of micro tales with advertisements and is buckled up to take the throne of Social Media Marketing for creating and strategizing any event, brand visibility, Opinions, establishing networks and create a new outstanding impact through various templates, images, dialogues, text and more.

CONCLUSION

As oversimplified and exaggerated creations, Internet memes are authentic pieces of online culture. As successful brands and their advertising can be considered part of consumer culture and brand messages as widely recognized cultural products, they may contribute to visually sending messages more easily, which can explain their inclusion in user-generated messages on the Internet, even in ways and contexts that could not be farther from the contexts originally intended by the organizations

Indeed, they represent, illustrate and magnify consumer opinions in a brief, catchy and highly accessible way. Moreover, most visible memes (e.g., in search engine findings, online articles,

Etc.) Therefore these representations might be considered as a target group's genuine representations of a brand or product. Of course, it is important to proceed with caution with the use of memes as a marketing research tool, and to avoid a new type of marketing myopia not to project user voices to the whole consumer base. As veracity becomes of secondary importance in Internet memes, they can be channels –often simultaneously –of both information and disinformation.

Therefore, memes are a precise combination of visual cues with pop-culture short hand that resolves in entertaining viral post, understanding how this combination works can help you spice up with marketing

REFERENCES

[1]   Retrieved from https://bit.ly/2WOTO1r

[2]   Retrieved from insideIIM.com: https://insideiim.com/meme-marketing-birth-new-consumer-language

[3]   Retrieved from socialsamosa.com .

[4]   Retrieved from ibef: https://www.ibef.org/industry/media-entertainment-india.aspx

[5]   Ayesha (2020). Social media word of mouth marketing . Retrieved from https://www.referralcandy.com/blog/social-media-word-of-mouth-marketing/

[6]   Barker, S. (2019) Maketing with memes

[7]   Bbamantra, Advertisng management

[8]   Bhatia, R. (2019) Why meme marketing is the way forward

[9]   Bury, B. Internet memes in advertising

[10] Davison. (2012) Structure of internet memes

[11] fisher, T. (2009) ROI in social media

[12] India, Y. (2019) Memes a source of influence

[13] Jarvis, A. Millenials and Memes

[14] Jayanna, D. K. (2019) Social media marketing in india

[15] Kulkarni, D. A. (2017) A study on the impact of internet meme as a tool in communicating political satire

[16] Long, J. (2018) Memes to attract more attention online

[17] Lorenz, T. (2018) Why biggest memers are locking their account

[18] Malhotra, A. (2019) Celebrity trolling

[19] Milner, R. (2012) The world made meme: discourse and identity in participatory media

[20] Murlidharan, V. (2019) Marketing through memes

[21] Reysen, S. (2015) Impact of status and meme content on spread of memes in virtual commmunities

[22] Saini, S. (2018) Role of social media in digital marketing

[23] Sathya, P. (2015) Study on digital marketing and its impact

[24] Shifman, L. (2013) Memes in digital world

[25] Spencer, S. Retrieved from marketingland.com : https://marketingland.com/leveraging-memes-for-your-own-viral-marketing-63919

[26] VEME. (2018) Relationship between Memes and Social Change. Retrieved from https://bit.ly/2VlVcrr

[27] Zhang, X. (2017) The Influence of Text-image Relations in Internet memes strategy.