



The Dos and Don'ts of Using Emojis in Push Notification



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Take a look at your smartphone right now. See any emojis? Probably, either in a text from a friend or a tweet from a coworker or a Facebook message. Emojis are now a common way to communicate. In fact, emojis are so commonplace that we now have World Emoji Day with awards given to Best New Emoji, Most Anticipated Emoji, and Emoji of the Year.

But it didn't take long for emojis to migrate from use in our personal communications to use by marketers. In fact, many marketers now use emojis to grow push notifications engagement.

If you're one of those marketers who would like to know more about increasing your engagement with your audience by using emojis in your push notifications, read on for some reasons to do so, and best practices to follow.

Emojis Get Results

Marketers are using emojis in several ways, including email subject lines, push notifications, social media marketing, and even customer service chats. Although emojis aren't for everyone and every brand, marketers are using emojis because they are getting results:

- [Hubspot](#) says Tweets with emojis get 25.4% more engagement, and Facebook posts with emojis get 57% more likes and 33% more shares.
- Using [emojis in email subject lines](#) can lead to a 56% higher open rate.
- [One study](#) found push notifications with emojis saw an 85% increase in open rates and a 9% increase in conversions.

Should You Use Emojis in Your Push Notifications?

If you haven't yet used emojis to grow push notifications engagement, here are five reasons why emojis work—and might work for you:

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1. Emojis personalize marketing in a unique way. We as consumers associate emojis with more intimate messages, meaning those we get from friends and family. So psychologically we might be viewing the marketing communications in that same way.
2. Emojis are familiar. People are used to seeing and using them because emojis have become a normal part of our communications and everyday life.
3. Emojis can emphasize your brand. From Dominos letting customers use a pizza slice emoji to place an order to Baskin and Robbins using ice cream cone emojis in their tweets to [Dove developing curly-haired emojis](#) to Twentieth Century Fox cleverly [promoting a Deadpool movie](#) with emojis on billboards, emojis can tie into and emphasize a brand.
4. Emojis can train your audience to have an immediate reaction by specifically using certain emojis, so when a consumer sees a particular emoji, it becomes a shortcut to a bigger idea. Going back to the pizza slice example above, consumers can be conditioned to start thinking about Dominos when they see that emoji.
5. Finally, because they are images, emojis can communicate faster than words.

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THE DO'S AND DON'TS OF EMOJIS IN PUSH NOTIFICATIONS

DO's



Utilize right emoji for your audience. There are 2,823 emojis in the Unicode Standard, and not all will be a good fit with your audience.



Use emoji with a purpose. Be strategic with your emoji use, do not just randomly sprinkle emojis into your push notifications.



Use them sparingly. To start with—use a few well-chosen emojis.



Understand the cultural context of emojis. Clapping hands have a different meaning in the U.S. compared to China.



Segment emoji preference. If you find part of your audience responds better to certain emojis in push notifications.



Test, test, and test. Make sure you're using emojis to grow push notifications engagement, not just to be hip or trendy.

DON'Ts



Exploit emojis because everyone else is. Like mentioned in do's, try some testing to ensure emojis increase your engagement rate.



Run emojis for every customer. Emojis might not be a good fit for B2B marketing, or for some specific B2C business such funeral home.



Use with new users. Emojis are more personal and intimate and are best used with a consumer who already knows your brand.



Assume it's enough. Maybe emojis are not explaining the intent clearly. Use words to clarify when necessary.



Squeeze in text and emojis in a single notification. Not offering time/space to process and understand your message to your audience can leave a wrong impression.

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MoEngage Push Notifications Can Help You Make the Most of Emojis

And what if you're convinced emojis will help your engagement but you're not yet using a push notification vendor? Take a look at MoEngage. [MoEngage can help you use push notifications](#) while also targeting audiences with powerful segmentation. A WYSIWYG editor makes it easy to write and set up your push notifications. Proprietary technology improves push delivery to Android devices. MoEngage's machine learning can automatically optimize your delivery time, and analytics give you insight into what's working and what's not. Finally, MoEngage Sherpa enables you to use Artificial Intelligence to further personalize recommendations to consumers, to increase engagement and revenue.

So if you're about using emojis to your , then . Just keep in mind these do's and don'ts to make sure you're generating the results you want with your push notifications on your customers' .

Want to know how brands like Bigbasket, Travelz, and Oyo Rooms use MoEngage Push Amplification to improve their push notification delivery rates? [Learn more about push amplification here.](#)

About MoEngage

MoEngage is an intelligent marketing cloud that makes it easy for brands to engage, retain, and grow their users. With MoEngage, you can create multichannel lifecycle campaigns and reach users at the right time through email, web and mobile apps. Fortune 500 brands across 35+ countries such as McAfee, Samsung, and Vodafone use MoEngage to orchestrate their omnichannel campaigns. To learn more about omnichannel user engagement with MoEngage, visit our website: www.moengage.com