

# Emoji Marketing Cheat Sheet

Want to add some personality and flair to your digital marketing? Emojis can be a powerful tool, but it's important to use them strategically. This guide will help you understand the nuances of different emojis and when they might be appropriate for your brand.










**Remember:** Emoji interpretations can vary depending on audience demographics, cultural context, and individual experiences. Use this cheat sheet as a starting point, but always consider your specific audience and brand voice.

For real-time updates on all things Emoji visit [www.emojipedia.org](https://www.emojipedia.org).










Emoji	Meaning	When should it be used and examples
	Approval, recommendation, sometimes sarcastic or passive-aggressive.	Product launches, endorsements, encouraging engagement. Note that Gen Z can find this passive aggressive, so use with caution. Make sure you understand your audience before you give the thumbs up.  <b>I'd highly recommend this product! 👍</b>
	Celebration, excitement.	New product releases, contests, seasonal promotions.  <b>We're so excited to announce our newest campaign 🎉</b>
	Attention-grabbing, curious, side-eye.	Teasers, sneak peeks, limited-time offers.  <b>We have something very exciting on the way... 👁️</b>
	Popular, trending, high quality, hot right now.	Hot deals, new arrivals, emphasizing product benefits.  <b>Our new collab with XYZ is out 🔥</b>
	Fast, innovative, growth.	Tech products, start-up promotions, highlighting progress.  <b>The numbers for this quarter are up 🚀</b>
	Idea, inspiration, innovation.	Creative campaigns, problem-solving products, brainstorming sessions.  <b>Looking for creative solutions? We've got you covered 💡</b>
	Goal-oriented, focused, accurate.	Sales targets, achievement announcements, highlighting results, saying something is 'spot on'.  <b>Personalized financial plans for your goals 🎯</b>

Emoji	Meaning	When should it be used and examples
	Raising hand, asking a question.	Q&A sessions, polls, encouraging audience participation. <a href="#">Who's ready for our summer flash sale?</a> 🙋
	Thinking, considering, curious.	Thought-provoking questions, blog post teasers, encouraging discussion. <a href="#">What's in it for you?</a> 🤔
	Partnership, collaboration, agreement.	Co-marketing campaigns, joint ventures, highlighting teamwork. <a href="#">123 company</a> 🤝 <a href="#">XYZ company</a>
	Magic, special, high quality, ratings (can also be a AI content marker).	AI-powered products, special features, premium services, customer reviews, star ratings. <a href="#">Check out our brand new website!</a> ✨
	Pointing to something.	Directing attention to somewhere else, like comment sections. <a href="#">Tell us about your experience in the comments</a> 📌
	Perfect, top quality, 100%, celebration.	Celebrating someone's success, applauding their honesty. <a href="#">Our results speak for themselves</a> 💯
	Announcement, promotion, call to action.	Bringing attention to important news, big announcements. 📢📢 <a href="#">Our summer sale is live!</a> 📢📢
	Electric, fast, energetic, powerful.	Highlighting speed, efficiency, or intensity of a product, service, or event. Also great for tech-related promotions. ⚡ <a href="#">Power up your productivity</a> ⚡
	Laughter, humor, joy, amusement.	Playful product descriptions, jokes, lighthearted captions. <a href="#">Our customers' reactions to our new product are priceless</a> 😂




## Emojis to stay clear from

		
Peach	Eggplant	Sweat droplets
		
Tongue	Kiss mark	Lips
		
Middle finger	Water pistol Shows as a gun on some platforms	Knife

## Emojis that could be misinterpreted

		
Winking face/Smirking face Can be seen as flirtatious, sarcastic, smug, or insincere	Upside-down face Can convey sarcasm or passive-aggressiveness	Pile of poo Generally unprofessional, even if meant jokingly
		
Nauseated face Can be seen as offensive or rude, as in, 'this is so bad I'm going to be sick'	Skull Can be associated with death or negativity, but is often used online as laughter	Nail polish Often used to indicate a sassy tone, often associated with the LGBTQ+ community
		
Sweating face Can be seen as flirtatious	Sheep Can be used to call someone a 'sheep' who has no opinions of their own	Baseball cap 'Cap' in slang means that someone is being accused of lying

## Emojis that might not translate well

		
Folded hands Can be interpreted as prayer or pleading	Person bowing Can seem overly formal or subservient	Victory hand/Okay Can be offensive in some cultures

## Additional tips

Avoid excessive use of emojis, especially in a single message. You'll look robotic at best and childish at worst.

- Consider your audience and brand voice before using any emoji.
- If unsure, err on the side of caution and leave the emoji out.

It's also a good idea to stay updated on the evolving meanings of emojis, as they can change over time depending on cultural trends and online usage.

To stay up-to-date on all things emoji, visit [www.emojipedia.org](http://www.emojipedia.org).