**5 Tips For Creating Memorable, Shareable Memes**

Yepp CEO Denis Litvinov offers five tips for creating memes that generate engagement and spark social sharing. Sharing memes on social media is especially popular with millennials and Gen Z.

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[*https://www.entrepreneur.com/growing-a-business/how-to-use-memes-to-transform-your-marketing-strategy/435351*](https://www.entrepreneur.com/growing-a-business/how-to-use-memes-to-transform-your-marketing-strategy/435351)

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[*https://www.carbonite.com/globalassets/images/sections/blog/blog-images/small-business-owner-meme-2.jpg*](https://www.carbonite.com/globalassets/images/sections/blog/blog-images/small-business-owner-meme-2.jpg)