

Going Viral: New Media Strategies For Your Business

Table of Contents

- Introduction
- The Power of Social Media.
- The Basics of Viral Marketing.
- Give Them Content!
- THE Social Network.
- Chasing the Re-tweet.
- Proven Viral Strategies.
- Common Viral Marketing Errors!
- Wrap It Up

Introduction

When a marketing campaign, business or meme goes viral it becomes self-replicating. The content repeats itself as consumers and readers share it across many platforms. This is the goal of any internet marketing campaign. It's a perpetual motion machine for advertising - - an engine for your business that never runs out of gas.

Achieving viral status is a difficult goal. It takes a unique perspective, clever language and a clear understanding of what's happening now. You will have to be social media savvy.

The big social media sites are all about sharing. Users post their own pictures and comments in an effort to generate attention for themselves and their businesses. The trick is to generate content that people want to be a part of, and to develop content that users want to be associated with. People want to share your content because it makes them look good.

Your content needs to help people impress their friends.

You should set the right tone for your viral marketing to work. When you get it right, it can really earn lots of money for you and your business!

Here you'll learn different techniques for using viral marketing and positioning your business on social media platforms.

The Power of Social Media!

Never underestimate the power of social media. It's the most powerful media in the world today. It's a way for people to carry their radio, TV, newspaper, and all of their friends in their pocket. Your costumers are engaged with the whole world at all times. If they have a spare second while they wait for an elevator or are stopped at a red light they immediately look at their phone. There are millions upon millions of potential sales seeking entertainment and soaking up content all the time.

Everyone is on social media and reaching them is an advertisers dream. Any time someone opens their Facebook or Twitter app is a marketing opportunity. Getting your ad to go viral is the best way to reach them.

There are two main reasons why people use social media. The first is to stay in touch with friends and family. Social media makes it easy to keep track of birthdays and major life events. It's a really easy way to stay in step with the culture. Thanks to social media, people fear missing out on events or new ideas.

The second is the opportunity social media offers to express yourself. Every person in the world has an opinion and most of them want a

place to share their thoughts. The golden key to viral marketing is to come up with a campaign which resonates with people to the point they want to associate their name with it. If you can make people want to share your content, you're on your way to going viral.

You need to learn to read the culture, anticipate it and then connect with it. If you can do that you can really draw a lot of attention.

No matter which social media you use, the point is, never underestimate its power, because it can help you big time when promoting your business and creating traffic on your website.

The Basics of Viral Marketing

How do we bring this tool to your business? You have to make your content worth sharing. You need original, eye catching content. You're asking people to share your content, to put their name and their reputation on your product.

This means the social media user has to gain something from passing along your information. What does the social media user gain from sharing an ad? The obvious answer is attention. If your ad is funny enough, or clever enough, or dramatic enough, a user will want their name associated with it. They'll want their friends to know they've read and understood your message and they approve of it.

Your message should cast the user in a flattering light. Your ad has to create or validate an image for the person who you want to share your message. A viral ad should accomplish two things: Market your product and market the person sharing the ad.

The next thing to do is make it easy to share and monitor. Add the Facebook "Like" button to your blog or website. Allow it to be retweeted on Twitter. Once you've set up your viral marketing tool, you need to determine your goals. These goals should be measurable so you can monitor what's happening on your website.

You can set goals around the total number of likes on Facebook, or the amount of "retweets" and "favorites" on Twitter. For YouTube content, you should monitor the total number of views and "Thumbs Up" for your video. These indicators tell you which approaches are connecting with people.

Ask what your most successful campaigns have in common? What about your least successful efforts? Learning what people don't like is often just as important as learning what they do like.

It sounds simple, but there's a lot of competition in the market. There are a lot of voices in new media trying to find eyes and ears. Your message has to be unique. It has to be something people can only get from you.

The goal of your ad isn't just to sell your product. You want to generate "likes" and comments from your users, for the people who share your ad. That's the magic of viral marketing; it's a very powerful tool you can use to help your company get to the top!

Give Them Content!

Write a helpful E-book and let people share it from your website. When you're organizing a viral marketing campaign, you're asking strangers to share your content, so you're going to have to provide some content for free. You should give them something that is worth sharing.

People share things on the internet partly because they want their friends to know they found your content. They are saying, "Hey! Look at this! I found it and I agree with it, don't you?" People pass things around online as a way of building up their own identity. Give them something that makes them stand out from the crowd.

Free content isn't a bribe to draw the attention of your customers. Think of free content as a gift which will make your customers feel better about eventually purchasing your products.

A viral e-book can generate buzz in your market. How will an e-book create noise for your business?

- Before creating an e-book, think about your company's niche. What makes you different from the others selling the same or similar products? What does a customer gain from doing business with you?
- Make it funny. Nothing gets passed around faster than a laugh.
- Don't use clumsy words phrases. Speak your user's language. Your tone should always be free and easy.
- You're not writing a novel. This isn't your Master's thesis. 15 to 20 pages should be fine.
- You've heard "don't kill the messenger," right? What if the messenger was praised? What if everybody was thrilled to see the messenger? You're asking your readers to be your messenger. It's like a chain letter. You want people to be grateful for receiving your content. Make it funny, and people will be proud to deliver it.

In your e-book, encourage readers to share the content with others. Remember to include your links so they know where to find you and more of your delicious content.

Naturally, make sure to share the e-book on as many platforms as possible. Including your blog, Facebook, Twitter, Tumblr, and any other relevant social media platform. When it's a success you'll want the credit.

THE Social Network!

Everyone is on Facebook. That's what makes it such a powerful viral tool. Anything you post can be shared by anyone. Good ideas and strong messages can sweep the world in a day. That's why we want to harness its power.

It doesn't matter how big or small your company, Facebook can help you promote it.

You can create a fan page for people to "Like" or "Follow." Announce new products on your page. Upload videos and pictures related to your business so people can easily share your message and make it viral!

Also, Facebook lets you interact with your customers and followers, so you'll know what they think of your business. This feedback can help you plan the next steps for your business.

Chasing the Re-tweet!

Twitter is a micro-blogging website where you can say something about your business in just 140 characters. Twitter is about getting straight to the point.

The key to viral marketing on Twitter is the “re-tweet,” which means your followers will “share” what you’ve Tweeted. It’s up to you to give them something worth attaching their name to. Twitter also has “like” and favorite “functions,” but the re-tweet is the coin of the realm.

The re-tweet reaches people who follow your followers. It exposes you and your message to a network of people who don’t already know you. It means you reach new eyes and ears, and if those eyes and ears re-tweet you, you are off to the viral races.

If enough people re-tweet you, favorite you, like you or hashtag you can become a trending topic. At that point you’ve done it, you have gone viral.

Proven Viral Strategies

As you plan your viral marketing strategy, you’ll have many options. Pick the strategy which works best for your product. Remember these strategies work well in combination. Don’t limit yourself to just one or two. A successful campaign is multi-tiered. Use every tool in the box.

1. Plan a competition –

Hold a competition in which your followers compete to see who can generate the most likes for your company. The winner gets a free product trial or other prize.

2. Tweetathon –

Gather as many re-tweets as your followers can, and offer a prize to the winner.

3. Engage with your followers –

This is another form of customer service. Engage with the people who shared, liked, and commented on your posts or tweets. Get a conversation started!

4. Use Social for All of Your Tools –

There are a lot of social networking sites and tools. Make sure your company is represented on every platform. Keep your ear to the ground for the latest networks and online traffic areas. The digital world changes fast; you don't want to get left behind.

5. Use YouTube –

Videos get a lot of attention and can be shared easily. With the right software, they're easy to produce and if they're clever and

funny, they're your best chance to go viral. Upload your videos to YouTube and create your own channel. Ask your followers to subscribe. This is one of the best ways to increase your audience.

6. QR Codes –

QR codes hard link your product to your website. Put a QR code on your packaging so potential customers can scan it with their smart phone and be sent directly to your site. This is a portal from the real world into the online world --- from your product package to all the information about it online.

Common Viral Marketing Errors

Here are some common traps to avoid as you create your campaign:

- Make your content fun, funny and engaging. Reading or watching your content should be its own reward, whether the customer buys it or not. The time they spend responding to your pitch is valuable to them and it should be rewarded with entertainment.
- Don't stop getting your message out. Keep sharing posts, keep writing, keep reaching out to people. A viral campaign

will eventually reach a tipping point where all your efforts pay off.

- Make sure your ideas are unique and specific to your business. Your message must be entertaining and focused.
- Use simple keywords in your Search Engine Optimization. Do some research to find out the likely keywords used by people searching for your service. At the same time, don't unnaturally "stuff" your content with keywords. Search engines and social media platforms will punish you severely for "keyword stuffing."
- Don't limit yourself to one platform. Make sure your content is visible on the same sites your customers visit.
- Make your posts and videos easy to share and encourage your audience to pass them around.
- Stay engaged with your users. Reply to them! Start a conversation.

Wrap It Up

- Social media has changed the way we communicate and the way we advertise. It's the best tool you have to promote your business.
- Try different social media tools to get engaged with different users. It's never been easier to reach a wider audience.
- Keep getting your message out! It will take some time and patience to build a following, but you'll eventually see some success.

Good Luck!