

The Magic of Viral Traffic

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Chapter 1: Introduction to Viral Traffic

Have you ever wondered how Pokémon Go, a game developed in the 90's has taken the world by storm?

The answer lies in the game's ability to draw upon a huge emotional connect it had established with its earliest audience.

This is the power of viral traffic. A clever concept, a clear cut marketing campaign and an instant recall are the triggers for a successful viral campaign.

The success of Pokémon Go also validates the concept of social proof. Due to the constantly connected and highly communicative world we live in, people now rely heavily on social judgements.

People tend to buy products only after their friends have used it before or show interest in a particular service only after it has been endorsed by our peers.

The information below seeks to guide the readers along the path of developing an effective campaign using the 3 steps approach namely:

- Information
- Reward
- Automation

Read on to be attuned with the latest phenomena currently gripping the market.

Viral content is garnered with tons of shares and likes. The huge number of shares and likes usually provide the content writers with a staggering number of clicks to their website.

If your content can create such an instant buzz, then the business can gain a tremendous boost.

The short story below will help you gain perspective of the magnitude of this phenomenon.

My friends recently held a live webinar.

The basic objective of the training was to provide guidance on how to dominate the internet marketing space in 2016. The webinar received an exceptional response.

The unsuspecting audience failed to notice the indirect viral campaign that was set up.

People who had registered for the webinar were asked to share their experience of the webinar with their friends and peers.

This simple idea led to mind boggling results.

The Verdict

The registrants of the webinar started telling their friends and family about the webinar who in turn set the wheel in motion and spread the word to their other friends and family members.

To summarize, the webinar went viral.

In 3 days of the webinar registration period, 1,178 viral clicks and webinar registrations from 435 people was recorded.

At that point the profit passed the five figure mark with \$11,431.

But the story did not end there...

By the end of the webinar, the viral campaign was able to generate an additional 1,289 clicks, bringing the total to 2,467 clicks.

The Power Of Viral Campaign

The above mentioned case study showcases 3 distinct characteristics of viral traffic:

1. Rapid and high traffic volume
2. Great conversions
3. Enduring

It is these 3 characteristics that highlight the importance of indulging in viral traffic campaigns.

Designing An Effective Viral Traffic Campaign

Every year social media and the web are flooded with numerous viral campaigns and there is always something new to learn from them. By carefully analyzing the best and the worst marketing campaigns, you can understand the changing market sentiments of every passing year.

Chapter 2: How Does Viral Traffic Provide An Instant Connection?

Envision yourself merely walking down a road and an unknown person comes up to you and encourages you to buy a book. He tries to sell it by emphasizing the value of the information provided in the book.

Will you be interested in buying the book? Probably not.

But what if your trusted friend endorsed the book and suggested you to buy the same book. Your response will definitely be different from before.

You will be curious to check out the book and try to understand your friend's enthusiasm about the book

The same logic can be applied to online advertising. It is estimated that about 98% of people actually ignore the ads.

This is undoubtedly a deal breaker as it means that out of an audience of 400 people only 10 people on an average take some sort of action.

Are you facing a similar situation?

Then take heart. Paid advertising is not ineffective. You should continue to promote your business on Facebook ads, Google AdWords, forum traffic, Bing PPC, PPV, media buying and other traffic generation method.

But viral traffic leads the pack and provides a more powerful tool that leverages on the content that people share online.

This content is bound to get more clicks from family and friends who are more likely to influence their family and friends due to the instant personal connection.

And boom! This chain reaction makes the content go viral!

The effectiveness of viral traffic can be attributed to the trust people have on their well-wishers.

People are less anxious about the product when they know that it has been used by their group of friends. This is the magic spell that provides the best conversion rate in the industry.

Chapter 3: Pitfalls of Viral Campaigns

You may be wondering that if the road to success is so well defined, why many marketers are failing to ride on the bandwagon.

The answer to the question lies in the below 3 points.

1. Disconnect with the audience

Many viral campaigns fail because the content fails to garner the interest of the people.

For generating viral traffic, the content should be the king. This is not an easy task as it requires people to have an emotional reaction to the content you have posted.

Therefore it is important to understand that the content per se is not viral by nature, it is the reaction that people have to a video or image.

There are many marketers out there who actually think that just by posting any content on their blog and putting a share button beside the article, they will see hundreds of shares overnight.

2. Share button- the viral bait is losing its sheen.

When the internet was predominantly accessed by desktop and laptop users, the share button was an integral part of social media campaigns.

But due to the major shift in the number of people using their mobile devices to access the web, the share button is losing its effectiveness.

In fact you will be surprised to know that according to a leading mobile optimization firm, which studied 61 million mobile sessions, found that 99.8 percent of mobile users did not use the social share buttons.

People are now very concerned about their image online and only share content that shows them in the right light in front of their friends and family.

3. Ineffective lead generation campaign

It is necessary to accept the fact that not all leads are useful. A good quality lead has the capability of making a significant impact on the bottom line. High quality leads have a higher retention and conversion rates.

Many marketers in the business fail to identify the most significant content that will generate leads and make an impact on the ROI.

They are either unaware of the concept of critical funnel page exposure or do not have the required tools needed for its implementation.

This results in building of viral campaigns that are not in sync with the requirements of the present market.

Chapter 4: The 3 Step Approach For Designing a Successful Viral Traffic Campaign

Building a marketing campaign that has a high probability of going viral is the aim of every marketer.

So what is the sure shot formula for creating a campaign that will go viral?

Allow me to answer that question in the below 3 steps.

Information → Reward → Automate

Step 1: Quality information

Creating content that will be viral is no easy task. But content without quality will not provide any results. Hence you should be ready to put in all the hard work it requires.

I suggest you spend time looking into your database and find a pattern between your customers.

Spending some time interacting with your customer services team will give you an insight into what pleases and displeases your customers.

Leverage your social media accounts to gauge the mind-set of your customers. For example, you can use Facebook to analyze which update of yours was shared the maximum number of times.

You can also check out the profiles of the users who have liked your page to get a sneak peek into their likes and dislikes.

You can create content that provides value using the below platforms:

1. YouTube Videos
2. Articles
3. Lead Magnet
4. Paid products
5. Live Webinars

It is important to understand that people view viral marketing as a reflection of themselves. Hence they will only share the content that they feel is a representation of their personality.

Therefore the content that you want your customers to share should be able to arouse a positive emotion.

So what can you do to make your contents share-worthy?

The 3 steps mentioned below will provide you with a plan of action that will be of great use to you.

a) Perceived value should outweigh the perceived cost

For any successful business the number one rule is that the customers should feel that they have received more value out of the product, for the price at which it was purchased.

A satisfied customer will always go and tell other people about the product or service they were pleased with.

You must take all possible steps to increase your viral value in comparison to the cost perceived by the user.

You can mitigate the effects of perceived cost by incorporating elements like social proof. Tweets from major influencers, customer testimonials and free trials will help you to tip the scales in your favor.

Therefore if you are able to demonstrate this high perceived value in the minds of the customers then they are more likely to share your content with friends and family as they are assured that it will add value to them.

b) Addresses the background and requirement of your selected audience

You should build the content for your viral campaign only after doing a detailed search of your customer profile.

If your audience is a young bunch of college kids, your content should be focused on presenting them as cool in front of their friends.

You need to tap into the emotional triggers that affect your target audience and focus on the below questions:

- What are they seeking from you?
- Are they looking for ways to be entertained?
- Are they looking for information that will make them look as informed or intelligent?

If you are able to identify these triggers and incorporate them into your content, then your content will be far more effective.

You should also remember that your target group is not the same as someone else's target group.

So while a campaign with celebrities with no makeup will be effective for a beauty care company, it will be useless for executive level bankers.

Each group has its own triggers for success and it is up to you to identify them.

Let me give you an example to make things more clear.

Consider that your target audience are people who are interested in Cholesterol Diet Plan products.

If you log onto Quantcast.com, you will discover that the majority of people who are interested in Cholesterol Diet Plan are women between the age group of 35 – 64 years, have no kids and are college or graduate school graduates.

For starters these women have no kids. This could imply that they are probably working. Given their high education level, they are more likely to be busy office workers.

These women are interested in cholesterol diet plan, but due to their hectic work schedules, they probably do not have enough time at home.

So if you want to target this particular market, then you should create a checklist content that will take few minutes to read and provide tips that are easy to follow.

c) **Charming your customers**

Below are 7 triggers that are capable of influencing and captivating the audience

- Passion
- Alarm
- Mystique
- Power
- Prestige
- Rebellion
- Trust

Marketers need to first thoroughly understand the business or brand before effectively applying the triggers of persuasion.

You should identify two strongest triggers and then utilize them in the best possible way in your content to derive maximum results.

To make your marketing efforts more viral, it is imperative to clearly define the purpose and core beliefs of the business.

Watching past viral campaigns on You Tube will help you to connect theory to practice and then you can relate it back to your business.

Step 2: Reward customers for spreading the word

According to Dr. Wilson's law of web marketing which is known as the law of giving and selling, "free" is the most effective word in the dictionary of any marketer.

While "cheap" and "inexpensive" will help you to garner the customer's interest, "free" will get you there faster.

Many viral marketing campaigns present valuable products and services with the intention of attracting the customers. They offer free email services, free software programs or free information.

If your product is a free eBook, then you can include a “refer a friend” invite which will allow the customer to input the email id of friends who might be interested in the free offer.

By offering an incentive to your customers who are actually sending the invitations and also providing you with new customers, you will be able to set up a viral marketing campaign with minimal intervention from your end.

It will not only gather eyeballs but also provide advertising revenue and ecommerce sale opportunities.

This is not a strategy that will work overnight. So you need to be patient my friend!

Below 4 key factors for creating an irresistible rewards for customers:

a) The reward should hit the bull’s eye and resolve an issue

If you design an incentive program that is general and tries to fix many problems, you will not be able to capture the interest of your target audience.

Instead you should focus on creating an incentive program that will urge the customers to act instantly. This will happen only if they see value in the reward being offered.

For this you will have to tailor make the incentive program for your target audience. You can do this doing adequate research about your customer base.

Let us go back to the Quantcast.com example where the target audience is interested in cholesterol diet plan products.

Perform a Google search using the keywords cholesterol diet plan products and forum. Log into any of the forums and you will be able to gauge the mind of the customers based on the conversations.

This will provide you valuable information which can be used to design your reward program

b) Do not burden yourself by offering unrealistic rewards

While you may want to offer the best possible incentive to your customers, you must remember that the reward program should be easily doable for you. It should not be physically demanding for you!

For example, if you are a copy writer and you offer an incentive that provides a free critique for anyone who shares your content, you will end up with tons of additional work for yourself.

Therefore, think hard and only offer rewards that are easy to consume for you as well as your customers.

c) The reward must be unique

This is tough ask as we are living in a world where cheap imitations can be developed in the blink of a second.

But if you are able to come up with a reward program that is only offered by you, you will be able to secure a permanent customer base.

People are more open to adopting schemes that offer incentives that are not available anywhere else as they feel part of an elite club of users.

For people who like to take action immediately you can offer:

- A quickly downloadable eBook
- Subscription to a drip course by email for a trial period of 7 days

For people like personal content you can offer:

- Email consultation about your product for free
- A sample business quote

For people who are looking for monetary benefits you can offer

- Upgrade to a better plan without additional cost
- Discount on purchase of your product

Therefore brainstorm with your focus group and design an incentive plan that will not only encourage the users to buy your content but also encourage their friends to buy it too.

d) The incentive should give a boost to your product

The reward should be capable of selling the service you are offering to the customers.

You can leverage common motivations and behaviors to build clever incentive plans.

For example, if you are in the airline business, you can kick start a viral campaign that offers free airline tickets for referring a certain number of friends who will book tickets with your company.

This will not only build awareness about your service but also help in adding new customers.

While designing the reward structure it is important to pay attention to the ROI. Your reward schemes must convert to sales. It should provide you maximum reach and returns.

Before we proceed to the next step, I would like to take this opportunity to remind you to get your hands on the “extra bonus name” from the download page.

This bonus will allow you to access some of the most creative and powerful ideas that will help you to extract the full potential of this methodology.

You will receive this if you share the “report name” with your friends on Facebook or Twitter!

Step 3: Amplify your viral campaign using automation

Automation offers amazing opportunities that will allow you to share your content over multiple channels. It is capable of blending the digital marketing strategies with the viral strategies and allows content to be posted automatically.

Automation can be used for tracking the interactions and store the information which can be used to analyzing the effectiveness of your viral campaign.

To help you further on this course, I have outlined 3 specific methods that can provide the necessary trigger for your viral campaign.

a) Social media automation

It is possible to automate the social media using multi-channel marketing platform. This will allow the content to be pushed multiple times within a short duration.

So if part of your target audience missed the post, they can pick it up the next time the content is pushed. You can follow up the content with additional information or provide a link that will help users learn more about the product.

This constant exposure ensures that you are not leaving out any of your potential customers.

b) Leverage the email distribution list

Some people may not be active on social media. To reach this group of audience, you can Email them a newsletter informing them about the product or service.

You can motivate them to share the content by enticing them with a lucky draw contest.

This will give the users an incentive and a chance to interact further. It will also help you to generate new leads.

c) Monitor your success

There are many viral campaigns that cease to be relevant after sometime. Therefore instead of shedding money on a sinking boat, it is in your best interests to shut it down.

By utilizing the web tracking and reporting tools provided in your automation kit, you can look into the number of clicks your content has received and the number of conversions that resulted from the clicks.

Take a hard look at the numbers and take a wise call on the future of the project as you do not want it to cost you more than what it can generate.

Powerful automation software will provide the below benefits:

- You can automate your rewards program.
- You can select a specific page that you want your users to share.
- The automation will check the legitimacy of the share to prevent users from cheating.
- After the share is validated, the tool will unlock the reward for the user.

I strongly recommend you to check out the tool called UpViral available on the link <http://upviral.com>.

Conclusion

The 3 steps described in the eBook will definitely trigger a huge traffic towards your viral campaign.

By putting up useful, exciting and sharable content, you can reach people who have not heard about you before. Over time it will help you to become a household name.

Luring the users with your attractive incentive schemes will further boost your sales by locking in new customers. Automating your viral campaign will make it simpler and efficient.