

# ONLINE VIRAL MARKETING SECRETS



HOW TO TAKE SUCCESS-BUILDING ACTION EVERY  
SINGLE DAY EVEN IF YOU DON'T FEEL LIKE IT

# Introduction



Let's get one thing clear: too many people try "viral marketing" and fail. The reason should be obvious. Most people have no clue what viral marketing is really all about. In fact, the more they hear the term, the more confused they get. This increases the likelihood that they will crash and burn when they try "viral marketing."

Let me clue you in on a secret. The secret to viral marketing is all about getting into a niche network of people.

Believe it or not, people interested in whatever it is you are promoting are already congregating online. Maybe they follow a certain influential Twitter user. Maybe they have joined a wide range of Facebook groups and pages. Many of these are dedicated to this audience.

Most people who try viral marketing are clueless about this. They don't even know that this niche network already exists.

So what is the secret? It's as simple as getting into the right network and 'resharing' content that has already gone viral. There, I said it. The cat is out of the bag.

Many people fail with this type of marketing because they think that they have to come up with their own stuff. What they're really trying to do is reinvent the wheel. Why should you roll the dice with content that has a high chance of not going anywhere? Focus instead on something that's already popular with your audience members.

You then take something that's popular on Twitter and reshare it on Facebook as well as on many other accounts on Twitter that may not have seen the viral content you're sharing. Leverage different sharing platforms' tagging systems and other audience visibility systems.

Believe it or not, Twitter, YouTube, Facebook and other social media platforms want you to succeed. They want your content to spread. How come? The more popular your content becomes, the more traffic they get.

It's in their interest for you to have the tools you need to promote your content. The more visible you become, the higher the chance you're going to draw new people to their platforms. This is why all these platforms have their own tagging and visibility boosting systems.

Use those systems. Get traffic from them. Lead all this traffic back to your conversion page.

How are you going to convert people? Well, you can try showing an ad to them. When you place the right ad in front of the right eyeballs, you may get a lot of clicks. Some of those clicks can turn into cold, hard dollars.

Ideally, you should convert as much of your traffic into mailing list members. You can also get them to check out your blog, and if they like what they read, sign up to your mailing list. Once you have a lot of people on your mailing list and they are truly loyal to your content, chances are, you can turn that mailing list into a recurring source of income.

This guide exposes the secrets to viral marketing that helps you save time, save money, and avoid unnecessary stress. Needless to

say, if you follow the tips that I'm going to share in this book, you increase your chances of finally succeeding with viral marketing.



# Chapter 1

## Don't Join the Army of Viral Content Failures



### **Don't Join the Army of Viral Content Failures**

The essence of viral marketing is content. In other words, you have to get viral content so you can pull a lot of traffic from many different places on the internet and convert that traffic into cash.

So far so good, right? Well, the problem is, it's too easy to fail creating "viral" content. It really is.

Too many marketers have a mindset that if they "build it, they will come." I'm sorry, but publishing "hot, awesome or creative content" on your blog is not going to cut it. Publishing great content is not enough to make it go viral.

It's very expensive to create original content. You probably already know that first hand. Maybe you tried hiring somebody to write this content for you. Maybe you tried writing it yourself.

Regardless of how you tried to do it, the lesson is still the same. It's expensive. Either you pay in the form of money or you pay in the form of time.

Viral Success All Boils Down to the Right Eyeballs

In other words, you need to get niche viewers. The secret to viral marketing is not massive amounts of views. It is neither a tremendously mind-boggling amount of traffic. Believe it or not, raw views or raw visibility is not going to translate to much money. Seriously.

Millions of views won't produce real cash, unless those views are from the right eyeballs. Unless you're just trying to make money off YouTube videos and you get paid per thousand views, traffic, in and of itself, is not going to put food on the table.

### **Viral Content Pieces are Not Commodities**

I know I've told you that one key aspect to effective viral marketing is to find stuff that has gained traction on Facebook and reshare it on Twitter as well as YouTube. But there is a limit to this.

Please understand that just because it's hot on Twitter, it doesn't necessarily mean it will gain the same traction on Pinterest, Instagram or Facebook. After all, if you're sharing video, it's hard to do that on Pinterest. Pinterest is geared only to pictures.

While you can get quite a bit of traffic, please understand that it's not as simple as just shifting content from one platform to another.

### **The Bottom Line: Viral Popularity Doesn't Matter**

I know you're probably shocked. You're probably thinking, "Are you crazy? Do you mean to tell me that if my content gets a lot of likes, favorites and comments, my stuff is still no good?" Yes, that's precisely what I'm trying to say.

Those metrics don't matter. Do you know what matters? Shares or retweets. Those are the only user actions that matter because they play a direct role in determining how much and how often your content gets redistributed far and wide.

It doesn't really matter whether you have a piece of content that gets a lot of commentary and has a lot of favorites and likes. That's not going to help you. You need the right eyeballs.

Considering the fact that people who follow other people or who have friends tend to have the same shared interests, then it makes a lot of sense to get your stuff shared as much as possible. When people share your stuff on Facebook, chances are, they will share it with people who share the same interest in your niche. That's what you should be shooting for.

I've revealed a lot of secrets in this chapter. Please understand that it's not about the content.

Instead, it's about the right eyeballs. You can't treat viral content like some sort of commodity.

Also, the vast majority of social signals don't really matter when it comes to viral marketing.

In Chapter 2, I'm going to shock you even more with another eye opening revelation.

# Chapter 2

## Shocking Fact: Viral Content is Everywhere!

### **Shocking Fact: Viral Content is Everywhere!**

Believe it or not, there are tons of stuff going viral on Facebook and Twitter every single day. In fact, according to a fairly recent estimate, over 2 million new pieces of content get published every day. You best believe that a significant percentage of that goes viral on social media and on the internet in general.

Content goes viral all the time. There are a lot of reasons for this. First, the content has some sort of emotional feel. Maybe it's funny, maybe it's shocking, maybe it angers people. Whatever the case may be, people get so worked up that they can't help but share that piece of content.

Another reason is just raw cuteness. If you keep seeing videos of cute kittens, this is the cute factor at play. This is pretty self explanatory. This can apply to infants, animals, or older people doing interesting stuff. As long as something is doing something cute, you can bet that there's a high chance that piece of content will get shared a lot.

Another common reason for virality is shock factor. People are just shocked or stunned by what's going on in the video. Maybe it involves some sort of crime. Maybe it involves something scandalous, disgraceful or shameful.



People like to see something new. People like to get thrown off from time to time. It's kind of like explaining the appeal of a train wreck. You know you shouldn't watch those, but people do it anyway.

Another reason why content goes viral is the raw shock factor of newness. For example, if there is some sort of scientific discovery that really blows people's minds, don't be surprised if it goes viral.

Finally, content can go viral if it tells you something that you don't already know. Maybe you already know the content, but it resends the content in a very interesting and engaging way. This type of content is like some sort of brain candy.

These are the types of content that go viral every single day. There's really no specific niche preference. You can be watching a viral video on an otherwise boring subject like furniture, but there's something about the video that just catches your attention. You can't help but share it with your friends.

### Psychological Bases of Content Virality

Let's get one thing clear, when you're sharing stuff with your personal network, you're putting yourself out there. You're stepping out on a limb. It can blow up in your face. If you share content that a lot of people find objectionable, you may lose credibility. Still, people share content on their Facebook timelines and Twitter feeds all the time.

Why do they do it? What do they get out of it? What are the psychological factors at play?

Well, first of all, people like to share content because they want to be perceived as "hip." They want to be seen as cool or as people who know what's up with the internet. They want to be the first to share something interesting that is quickly becoming viral on the internet. There's a tremendous emotional reward associated with being the first to share interesting material.

Another reason is just to simply enjoy and exercise one's personal influence. I don't know about you, but it makes me feel really good

when I share something that I am interested in or am passionate about, and my friends share and reshare that stuff.

Basically, they validate me when I see that. They tell me, in so many ways, that my opinion is important. Every share that my content gets is a vote for my personal authority, expertise and credibility.

Finally, people share content because they simply think it is valuable or interesting. In other words, it captures their range of personal interests.

And here is the secret: if these people's networks are refined enough to the point that they basically share the same set of interests, you can bet that that content will go viral.

Basically, if you like rabbits, and I like rabbits, and I post videos of cute rabbits, chances are, you will click the "share" button once you see my status update on your timeline. Chances are, you also have friends who are interested in the same things. You probably have friends who are interested in rabbits and they will share your content, and so on and so forth.

Never underestimate how "viral" shared interests could be because this is how Facebook is organized. When you add people to your friend network, chances are, they're from the same background as you. They have the same experiences, you went to the same school, and you may

have a wide range of shared interests. It is these overlapping shared interests that help fuel virality.

So What is the REAL TRUTH About Viral Content Marketing?

There are three things that you need to wrap your mind around. Do this and you will do well with viral marketing. Screw this up and you will continue to mess up long into the future. You will continue to struggle.

First, you don't have to come up with something new. Second, you can reuse somebody else's stuff. Third, you can reverse engineer your competitors' viral materials and networks. Put this all together and you have all that you need for a successful viral content marketing campaign.

# Chapter 3



## Save Time and Money by Deciding NOT to Do This

### **Save Time and Money by Deciding NOT to Do This**

Let's get one thing clear, you definitely have the right to try to come up with your own content and hope against hope that somehow, some way, it will become viral. You're more than welcome to do that. But let me tell you, if that is your plan, prepare to waste a lot of time, money and motivation.

I don't know about you, but for me, there is nothing more demoralizing than putting in a lot of time, effort and emotional energy into something and not seeing any results. No traffic, no conversions, no cash, no way. You only have to go through a few more days or weeks of that experience for you to want to give up.

That is precisely why a lot of people fail with viral content marketing. They see that it's not working, so they give up. The sad fact is, they set themselves up to fail. They let themselves down.

How come? They pursue the wrong strategy. They try to come up with something hot, new, awesome, revolutionary, and groundbreaking. But for every single marketer who is able to pull that off, there are countless others who fall flat on their faces.

My advice to you: don't do it. Seriously. Don't even try.

Let's get real here. Just because you think a content idea is hot and "will go viral," it won't necessarily mean that it will... In fact, in most cases, that never happens.



Unless you can read the minds of your target audience members, you would be better off not coming up with your own stuff. Coming up with some new viral content can be expensive both in terms of time and money.

## The Better Way

So what is the best way to do viral content marketing? First, you need to zero in on your niche.

Remember, not all the viral content out there being shared over and over again are in your niche.

In fact, the vast majority are probably not in your niche.

Focus instead on proven winners in your specific niche. You need to look at how many times they've been shared. You need to look at how many times they have been retweeted. These are good indicators of how truly viral they are.

It's extremely important that you focus on how many shares a piece of content has gotten. This is a good indication of how "viral" it is.

Let me tell you, it doesn't matter how many times people like it, bookmark it, comment on it – none of that matters. Because when they do that, they're not directly recommending that piece of content to their circle of influence. They're not pushing that piece of content to people who may share the same interests when they click the "like" button or leave a comment.

Don't waste time considering social engagement signals that don't really push the ball forward. Focus on what counts. Focus on how many times a piece of content has been shared or retweeted.

Once you have found this material and you made sure that it truly is related to your niche, add a call to action to filter the eyeballs of niche audience members. This is a crucial part of the process.

If you were just going to poach niche content that has already gone viral, you're not really adding much value. You're also setting up false hopes for yourself.

How come? Well, chances are, the vast majority of people sharing that cute video that you found and reshared are not in your target niche. You have to call people to action to a link paired with that viral video or viral picture that filters your niche audience members.

For example, if you are passing along a video of a cat giving its owner a high five, you can put a call to action saying, "For amazing cat training tips, visit this site."

Now, please understand that the vast majority of people sharing that cute and funny video of a cat giving high fives or fist bumps probably don't even have cats. They just think that the video is funny. They just think that it's cute and awesome. They believe it puts a smile on people's faces. But let me tell you, most of those people are probably not in your target markets.

The good news is, by putting a call to action with the content that you are 'resharing', some people who are members of your niche audience would click through. You have prequalified them. This is how you piggyback on tried and proven viral content that is either directly or somewhat related to your target niche.

# Chapter 4

## The Two-Step Trick to Effective Viral Marketing

### **The Two-Step Trick to Effective Viral Marketing**

I know that I have mentioned this in passing in the previous chapter. But to drive home the point, I'm going to fully define the key steps you need to take to conduct truly effective viral marketing campaigns. These viral marketing campaigns will work not just on your social media accounts but also on your blog, your forum postings, and other online marketing efforts you take.

#### **Step #1: Find what's hot**

The first thing that you need to do is to find what's hot on the internet. There are tons of pictures, links, picture quotes, and videos going viral all the time. People can't help but share this material. Find hot stuff.

Now, after you have found this material, make sure that you filter them based on how near or how closely related they are to your target niche. For example, if you are promoting a plumbing service company in Central Florida, you can share all the funny dogs riding scooters videos you want. You might even get a lot of traffic to your page. But guess what? You probably are not going to book too many new appointments for your client using these videos.

You can get a lot of eyeballs, but they are the wrong ones. Why? The videos that you reshared and marketed are not near enough or closely related enough to your target niche.

Niches are people who share certain problems. These are people who are looking for certain common solutions. Always keep that in mind. Just because you get a lot of traffic, it doesn't really mean much.

## **Step #2: Share viral content to drive conversions**

It's really important to understand why you are doing viral marketing in the first place. This is where a lot of people trip up. They really do. Why? They focus on raw numbers. They focus on getting as many clicks to their target site as possible.

Now, don't get me wrong. Traffic is good, but it has to be the right kind of traffic.

If I had to choose between 1 million random visitors or 1,000 highly targeted visitors, I would take the latter all day, every day. What's the point of getting 1 million visitors when only one in a million actually converts into a paying customer?

Compare that with getting 1,000 qualified visitors and seeing 200, 300 or even 500 of them turning into actual paying customers. This is not rocket science. It should be quite obvious.

So understand how this works and understand what your focus should be on. It isn't about traffic.

It's something more. It's all about driving conversions.

You need to get the right people to the right webpage so they can do something that puts more dollars in your bank account. That's the bottom line. That should be your goal.

This is why it's really important to share viral content to drive conversions. You're not driving traffic, you're not trying to maximize visibility, you're trying to drive conversions.



How do you do this? Share the material on your blog. Reshare your blog's link on social media. Use these to pull traffic to your blog. You then convert this traffic into potential sales by getting these visitors to sign up for your newsletter.

This is how you play the game to win. You convert these visitors through an internal blog page. When they click on a link and they end up on an engaging page of content, they may like your content so much that they click on a link to get notified of your updates. That's how you hook them.

Or you give them a freebie like some sort of consumer guide. For example, if your blog sells immigration legal services, you may want to give away a free booklet that clues people in on how to qualify to get to the United States on a tourist visa with minimal hassles.

Whatever you do, get people to sign up for your mailing list because after they signed up, you can then send them updates which can either upsell them to affiliate products or get them to buy your own products. The possibilities are limitless.

It is your email list that actually does the hard work of converting these people. They might not read one update, but if they check out an update and they like a link, you can turn that traffic into a potential sale. That's how powerful a mailing list is.

Your whole viral marketing campaign should be focused on driving conversions to your newsletter. The more people you have on your newsletter and the higher the quality of your updates, the more money you stand to make later on.