

ONLINE VIRAL MARKETING SECRETS



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

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Online Viral Marketing Secrets

Cheat Sheet

Learn How to Maximize Your Visibility With Less Effort

Step 1: Save time and money by deciding NOT to do this

Stop coming up with new viral content

- ✓ Just because you think it is hot and 'will go viral' won't necessarily mean it will...
- ✓ Can be expensive in terms of time and money

The Better way to market viral content

- ✓ Pick tried and proven winners
- ✓ Share to get eyeballs
- ✓ Add CTA to "filter" eyeballs to NICHE audience members

Step 2: Adopt this GENERAL STRATEGY: 2 Step Trick

STEP 1: Find what's hot

- ✓ Filter based on 'nearness' in interest to your niche

STEP 2: Share viral content to drive CONVERSIONS

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- ✓ Share on your blog
- ✓ Use these to pull traffic
- ✓ “Convert” with your newsletter or INTERNAL blog page

Step 3: Find Hot Content

- ✓ Get massive list of your target niche keywords
- ✓ Find social media accounts that target these keywords
- ✓ Filter based on niche-specificity

Find and poach your competitors’ or niche fans’ viral content

- ✓ Filter all content based on social media signals re virality (shares / retweets)

Shortcut: Buzzsumo

Step 4: Maximize Niche Targeting for your Curated Content

Create niche-targeted headlines for curated content

Create niche-targeted descriptions or commentary for curated content

Tag niche-targeted hashtags

Step 5: Remember to Protect yourself when Sharing Others’ Content

The power of CTTO

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Make sure to give proper attribution

Make sure to COMMENT on the content

- ✓ How fair use doctrine works (commenting)
- ✓ Don't use the whole content
- ✓ Direct to source (link)

Step 6: Republish on Facebook groups and other pages

Republish using Hootsuite or other auto-publisher

- ✓ Space out the republishing by weeks if not months

Why republish?

- ✓ Get many bites at the apple
- ✓ Recycle the appeal of your content
- ✓ Give your fans 'new' content

Always include a link to your CONVERSION PAGE with your curated viral content

- ✓ Conversion page = mailing list
- ✓ Conversion page = FB page

Post your FB pages' urls on niche-related FB groups

- ✓ Do so only after you've engaged group members
- ✓ Establish credibility first

FB Viral Content Strategy

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- ✓ Share viral content on Groups to drive likes to FB page
- ✓ Auto-publish content on FB page to maximize eyeballs on conversion page
- ✓ Get clicks on conversion page and get more list members
- ✓ Auto-publish email updates and get CONVERSIONS passively (ie., drive traffic to blogs and convert through ad clicks or drive traffic to ads and convert through sales)

Step 7: Re-share viral content on Twitter

Post the viral content on your Twitter timeline

- ✓ Tag niche influence leaders
- ✓ Use hashtags
- ✓ Rotate hashtags

Fill up your Twitter feed using autopublishing tools like Hootsuite

- ✓ Rotate hashtags

Do this while autopublishing

- ✓ Find your competitors' accounts
- ✓ Follow their most ACTIVE followers
- ✓ How "Follow me / I follow You" works

Focus on this strategy

- ✓ Auto-publish only niche-specific viral content
- ✓ Build an organic following of niche-specific followers by reverse engineering your competitors' following
- ✓ Get niche followers to see niche-specific content to drive CONVERSIONS

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Step 8: Check your stats and scale up your most successful content

Find what works and do more of it

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