

MINDMAP

Online Viral Marketing Secrets
Learn How to Maximize Your Visibility With Less Effort

Introduction

Too many people try ‘viral marketing’ and fail

Most have no clue

What’s the secret? The NICHE NETWORK of people you are trying to reach

Get into the right network and RESHARE viral content

No need to come up with your own stuff

No need to reinvent the wheel

Leverage different sharing platforms’ tagging systems / audience visibility systems

Lead them all back to your conversion page

Convert with your mailing list (or blog)

This guide exposes the SECRETS to viral marketing that helps you

- save time
- save money
- avoid unnecessary stress

Don’t join the army of Viral Content Failures

It’s too easy to fail creating ‘viral’ content

- Build it and they will come : Publish ‘great’ content and it will go viral
- Create expensive new content that goes nowhere

Viral success all boils down to THE RIGHT EYEBALLS

- ie., niche viewers
- NOT raw views or raw VISIBILITY
- millions of views won’t produce REAL CASH unless these views are from the right eyeballs

Viral content aren’t commodities

- If its good on Twitter, it will also be hot on FB or IG or Pinterest... it doesn’t work that way

SHOCKING FACT: Viral popularity doesn’t matter

- no matter how many likes / favorites / comments your stuff gets – it won’t matter
- the only thing that matters? SHARES

Shocking FACT: Viral content is everywhere

There are tons of stuff going viral on FB and Twitter every single day

Content goes viral all the time for all sorts of reasons

- emotional appeal
- cute factor
- shock factor
- newness / shock of the new
- intellectual appeal (brain candy)

Why content goes viral

- People share to their follower /influence network based on the following
 - * be perceived as 'hip' or with it
 - * showcase influence
 - * share content they think is valuable or interesting (virality depends on similarity of interest between the person sharing and their network)

The TRUTH about viral content marketing

- you don't have to come up with something new
- you can reuse somebody else's stuff
- you can reverse engineer your competitor's viral materials

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

The Two Step Trick to Effective Viral Marketing

- STEP 1: Find what's hot
- Filter based on 'nearness' in interest to your niche
- STEP 2: Share viral content to drive CONVERSIONS
- Share on your blog
- Use these to pull traffic
- "Convert" with your newsletter or INTERNAL blog page

How do you find HOT content?

Highly targeted but labor-intensive method:

- 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

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

Remember to Protect yourself when Sharing Others' Content

The power of CTTO

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)

How to Share Viral Content on Facebook

Post viral content first on your FB page

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

- 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)

How to 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

Filter your Content Formats to GET VIRAL on many platforms

Youtube Video strategy

- Find high view / high comment / high like YT content in your niche
- download and share on FB and Twitter with CTTO to YT channel
- rotate hashtags on Twitter
- Download FB / Twitter video content and share on YT channel

Picture Strategy

- Find viral infographic or picture content on IG and PINTEREST
- Share on FB and Twitter
- Do the same with viral FB and Twitter photo content

All content must lead to your CONVERSION accounts

- Youtube channel > squeeze page url (or blog)
- Twitter account > squeeze page url (or blog)
- FB page > squeeze page url (or blog)
- FB group > squeeze page url (or blog)