

Viral
content:
5 critical factors

We measure what matters.

Strategy, Marketing, Monitoring

Social
Media

Monitoring 



5 steps for going viral

Five critical factors to have your content go viral

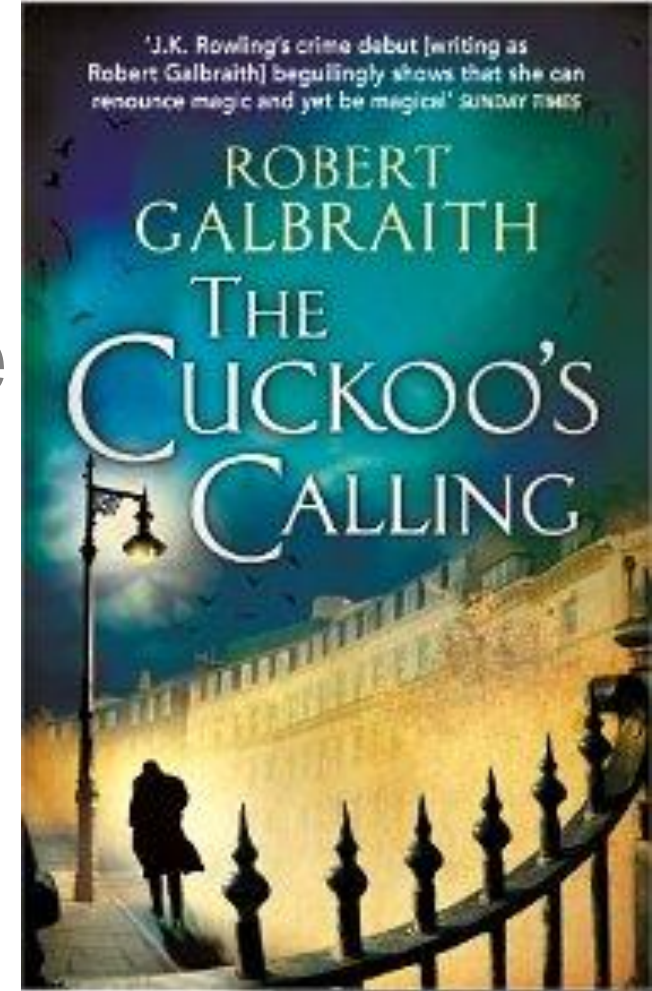
1. It helps if you are a star already.
2. Entertainment is in high demand → video hauler, TTT & ...
3. Herd mentality: > Social Shares entice people to share content as well.
4. If media picks up your content, you have it made...
5. Even Intel, Coca-Cola or John Deere need a bit of luck to make it.

LET US TURN TO some EXAMPLES

Having content go viral

1. A big name makes a big difference

Rowling – of **Harry Potter** fame - published a crime novel under her pseudonym: Robert Galbraith during Spring 2014. By early 2015 it had sold 400 copies only.



Through „mishap“, public heard about who the true author was: Rowling

➔ book became Nr 1 bestseller on Amazon by April 2015

<http://mem.to/t/g/16bjSR263>

A hauler in 2009 with YouTube videos.
A video star on YouTube in 2015.
The more things change, the more they stay the same.

Having content go viral 2. „Entertain“

2009 Haul Videos → „I shopped this“
2015 films that tell a story in 15 min.



or less are quite the rage – mobile

You Tube

Users
1bn

Video uploads
(hours per min)
400

Revenues
(2014)
\$4bn

f

Users
1.5bn

Video uploads
(hours per min)
75-100

Revenues
(2014)
\$12.5bn

See FT: <http://mem.to/t/g/65jeSR514>

See 2009 FT article about ‚haul videos‘
on YouTube: <http://mem.to/t/g/20ieSR609>



Test your Social Media Performance NOW



We measure what matters → Wir messen was Sinn macht

<http://DrKPI.com> <http://blog.DrKPI.com> <http://securl.de/News-DrKPI>

<http://DrKPI.de> <http://blog.DrKPI.de> <http://securl.de/Abo-DrKPI>

Having content go viral

3. More social shares result in ever more

People feel that if others share, they should do so as well – „herd mentality“

Many who share content with friends, unfortunately, do not have the necessary time to consume such content before sharing.

Hence, this type of endorsement is sometimes lukewarm at best.

Having content go viral

4. Media picks up your story

It helps if your video or story gets picked up by the 'traditional' media

- TV
- Newspapers



Felix Baumgartner's supersonic freefall from 128k' - **Mission Highlights**



518,368,080

4,338,186 likes, 219,867 dislikes

<https://www.flickr.com/photos/measure-for-impact/8109249946/>



<http://www.youtube.com/watch?v=3HaAdeknrFk>

– Wie messen wir den Erfolg?
Bsp. Intel Video on YouTube

- Study was originally released 2011-02
Sub-set for DE, AT released Oct. 2011
- NZZ 3 Nov. 2011, S. 58

- http://newsroom.intel.com/community/intel_newsroom/blog/2011/02/24/new-intel-survey-finds-mobile-etiquette-mishaps-are-running-rampant
- Google search – shows the study getting great coverage online and print <http://ad.vu/vmku>



Case shows that getting social media users to consume your content is an art – after 14 days few had watched these videos



<http://www.youtube.com/watch?v=qBeIX1G-SX0>

Having content go viral

5. Luck helps

Sometimes, great media coverage fails to create the necessary buzz.

In turn, the video or white paper does neither benefit from WOM nor go viral on social networks.

<https://www.flickr.com/measure-for-impact/6314866022/>

5 steps for helping your content go viral

Five critical factors to have your content go viral

1. **A big name makes a big difference:** Become a YouTube star.
2. **Entertainment:** People want entertainment → haul video, TTT...
3. **Herd mentality:** Many Social Shares motivate others to share as well.
4. **Being 1st off the blocks:** Improves your chances for media coverage.
5. **Luck always matters:** We all need it and gladly take it if it shows up.

READ MORE: <http://blog.DrKPI.com/social-media-marketing-2>