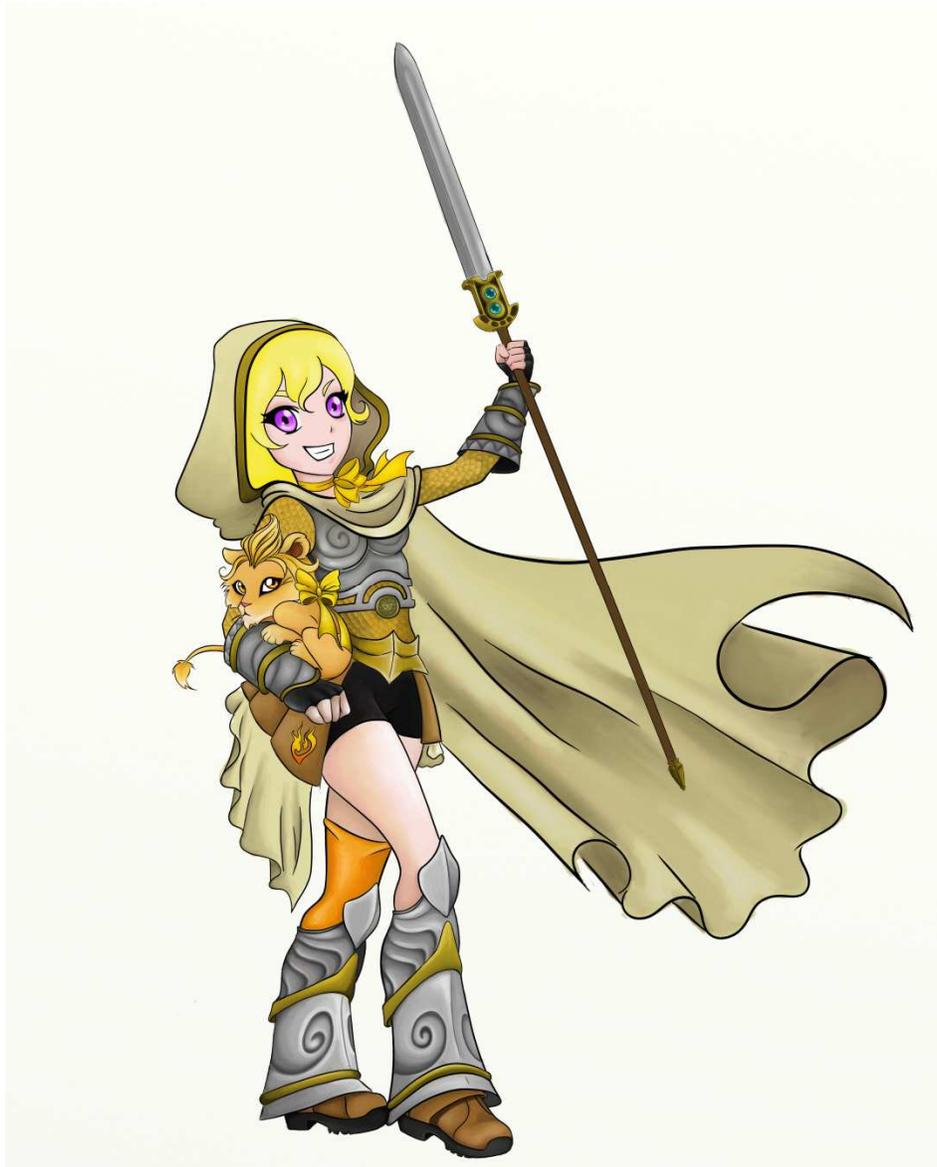


Viral Videos

It is time to go on an adventure....



*Images were commissioned by me. Please do not use images without permission. It is important to support the amazing people behind the art. Send me an email if you want to get in touch with an artist.

Viral

The Truth About Viral Videos

Very few videos organically become viral. Most viral videos are well planned marketing campaigns disguised as natural growth. Viral videos are shrouded in mystique because conspirators never discuss how much planning and marketing went into the campaign. Ego is the reason they don't. As Karen Cheng, the producer of the viral video: "Girl Learns to Dance in a Year (TIME LAPSE) said "Because of my ego. Because I would have loved to brag that I just sat back and it took off on its own." Looking like you worked too hard is not cool.

The truth is simple. A lot of sweat goes into transforming a good video into a viral video. In a weekend, I've promoted a video from 0 views to 125,000 views on a \$2,500 budget (the majority of growth was organic). It was my 8th video to break 100,000 views in 3 weeks. The formula is simple:

$$(\text{Good Video} \times \text{Planning} \times \text{Marketing})^3 = \text{Viral Video}$$

Video Grade

Earn an Excellent Video Grade?

The Formula for Video:

$$(\text{Video Quality} \times \text{Audio Quality} \times \text{Content} \times \text{Potential Audience} \times \text{Engagement} \times \text{Share Ability} \times \text{Targeting})^3$$

Video Quality is important. YouTube has recently allowed 60 frames per second. I suggest 1080p until 60 fps becomes more common. The minimal video quality should be 720p.

Having shoddy Audio Quality is a no-no. Viral videos with poor video quality and so-so audio quality exist. There are far few viral videos with so-so video quality and poor audio quality.

Content is king in marketing. It is an important piece of a marketing puzzle. Without content, you have nothing.

Who is your audience? And why do they care? Engagement is measured by likes and comments. Google likes it a lot.

I define Share Ability as how likely users are to share your content on Facebook, twitter, Reddit, LinkedIn, news, and YouTube itself.

Targeting is my favorite. It's often ignored but absolutely essential to success. Who is most likely to share the video when it first comes out? That's who you want to see the video first.

Planning

Planning is Kind of Important

The Formula for Planning:

(Research X Discovery X Dialogue X Assets)³

Research begins with google trends. You always want to be promoting something that is trending. Swimming against the current is difficult...

Discovery is connecting your videos to popular brands or personalities. The YouTube channel does it blend does this masterfully. They blend iPhones, iPads, anything. They recently blended an iPhone 6. Linking the video to an already known entity is the way to go.

The most elegant Facebook post I've seen was about toilet paper. More specifically, which direction to put the toilet paper in.... Dialogue matters.

Assets are: Do you have a Facebook? Do you have a Twitter? Do you have an Instagram? Do you have a website? Do you have a YouTube? Do you have a Reddit? Do you have a Google Plus? Do you have access to a community group? Etc...

Marketing Grade

Marketing Viral

The Formula for Marketing:

$$(\text{Time} \times \text{Channels} \times \text{Execution} \times \text{Branding})^3$$

Time is how in sync you can update all your marketing channels. I suggest having social media posts ready a few days in advance. Within one hour all your channels should have posted the video.

Channels are the amount of channels available to you: Facebook, twitter, google plus, forum, Reddit, online newspapers, hacker news, AdWords, Bing Ads, etc. Ask your email list, friends, peers, bloggers, everyone and anyone to share it.

Execution is how simple and clean your posts are. Call to actions are important. This is not the time to be shy. Tell people to watch. Tell people to share.

Branding is consistency. Make sure all your social media posts are consistent.

Summary

Making Viral Videos is an Adventure

Viral Video = (Video Quality X Audio Quality X Content X Potential Audience Engagement X Share Ability X Targeting)³ (Research X Discovery X Dialogue X Assets)³ (Time X Channels X Execution X Branding)³

Good Luck.

