FACEBOOK HACKS FOR VIRAL TRAFFIC SUCCESS

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Facebook is the world's largest social media platform, with over 1.5 BILLION monthly active users, and it's still growing at an insane pace. 8 people join Facebook every second. That's close to 29,000 every hour.

And possibly most interesting (especially for marketers) is the fact that **1.3** million pieces of content are shared on Facebook every minute.

It's no wonder more and more marketers are focusing on Facebook as their primary social media outpost.

Obviously, there's a huge opportunity to leverage the popularity of Facebook (and the massive amount of eyes on the platform at any given second).

The question is: How do you get in on that action and get all those people on Facebook to notice you, your business, and your offers?

You need to go viral.

What Does Going Viral Really Mean?

The internet term "viral" comes from exactly where you think it does... the word "virus."

And what is a virus? It's an infectious agent that gets passed from person to person, and under the right circumstances, can become an epidemic.

Online, the word viral refers to content that becomes infectious for one reason or another, and gets passed from person to person in a chain reaction similar to how medical viruses are spread. And like a real virus, viral content can become an epidemic and spread across the entire globe quickly.

Some examples of viral content you're probably familiar with include...



Dollar Shave Club



Gangnam Style



Ice Bucket Challenge



As these examples show, viral content can come in many forms. These examples represent viral content in the form of an internet meme (Grumpy Cat), music (Psy's Gangnam Style), a video advertisement for a product (Dollar Shave Club), and a charity drive (The ALS Ice Bucket Challenge).

Viral content can also take the form of a photo, a quote, a written article, an infographic, a concept, a person, a controversy, or just about **anything** that people strongly connect with. That connection compels people to share... and if enough people feel that same connection, the content goes viral.

The next question that should be coming to mind is...

With such a vast amount of content being shared every minute of Facebook, how can YOU stand out in the crowd and not only get noticed... but also vastly increase your odds of going viral?

While there's no sure-fire formula for going viral (trust me, we've checked!), there are a lot of simple, proven strategies you can put in play to flip the odds in your favor.

In this report, we'll be covering strategies that fall under two categories:

- Viral Content Types
- Viral Triggers

VIRAL CONTENT TYPES.

All content is not created equal. Certain types of content (and elements of content) have been proven over and over again to get shared more on social media platforms like Facebook.

1. Long Form Content

Most of the content online is shorter, from 1,000 to 2,000 words. The interesting thing is that <u>recent data</u> is showing that long form content gets **many** more shares than short form.

So if well-researched, in-depth content gets shared more, but the vast majority of content globally is short, that means there's a **huge** opportunity for you to take advantage of this information.

2. Images

It's not new news that images positively affect both engagement and sharing, but they're especially powerful on Facebook. In 2014, images accounted for 75% of all content posted (and shared) on Facebook worldwide.

Additionally, articles with images every 75-100 get <u>double the number of</u> <u>shares</u> than articles with fewer images.

Images should...

- Evoke strong feelings and emotions
- Be relevant to the content
- Add to the content
- Be unique and interesting
- Be cropped or edited to fit the platform

By following these guidelines, you'll vastly increase your content's chances of being noticed and shared.

3. Infographics

Infographics are images, but they're a specific type of image. And infographics are hot. According to <u>HubSpot</u>, Infographics get liked and **shared 3 times more** than any other form of content - and **40 times** more likely to be shared than written content. With numbers like that, it's a bandwagon you ought to consider jumping on.

How do you get started making your own infographics - especially if you're not a graphic designer? There are a ton of great infographic ideas for inspiration at <u>NeoMam Studios</u>, and then get the tools you need to start mastering infographic creation <u>from this article</u>.

4. List Posts

You've heard it before, and it's still true. List posts get shared more than any other form of written content. While a lot of people turn their nose up at list posts as being a lower form of content, the statistics disagree. The world loves list posts - and the share the heck out of them.

7 Ways to X, or 10 Secrets of Y still dominate the sharing landscape.

5. Memes

What's a meme? It's a virally spread cultural symbol or social idea. Most online memes are visual - like images and videos. Most of them are also humorous. You might find them annoying, but people identify emotionally with memes in a very strong way. For that reason, creating or latching onto an existing meme can help you go viral.

Examples of famous memes are...

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LOLCats



Rickrolling



Psy - Gangnam Style



And the list goes on and on...

- The Photobombing Squirrel
- Pants on the Ground Guy from American Idol
- Star Wars Kid
- Sittin' on the Toilet
- The Cinnamon Challenge
- The Ice Bucket Challenge
- Planking
- Charlie Sheen "Winning!"
- Will it Blend?

We could do this forever, and the fact that we literally could list hundreds of these illustrates how powerful and widespread memes really are.

Creating your own meme or piggybacking on an existing meme is a potent method of getting noticed and shared on Facebook.

6. Video

Visual content is dominating the online landscape, and video specifically is the hottest thing in internet marketing since... well... the internet.

The bottom line is, if you're not using video marketing, you're missing the boat.

If you think that's an exaggeration, consider these statistics...

- YouTube has over a billion users that's almost one-third of all people on the Internet. (<u>YouTube</u>)
- 92% of mobile video viewers regularly share videos. (Invodo)
- Online video traffic will account for 55% of all consumer Internet traffic in 2016. (<u>Cisco</u>)
- **52%** of consumers say that they're more confident in making a purchase after watching a product video. (Invodo)
- **90%** of all consumers regularly watch videos (<u>Invodo</u>)
- Consumers who watch video are
- almost twice as likely to buy (Invodo)



7. Case Studies

A case study is basically a success story. It explains your product or service and illustrates how it helped someone who used that product or service. Case studies provide great information, serve as a form of social proof, and are highly sharable.

To write a great case study, follow these guidelines...

- Base your case study on someone who fits your target audience
- Explain the problems and barriers you and your client had to overcome
- Use real data and statistics
- Thoroughly explain the solution you provided step-by-step
- Detail the results of the solution you provided
- Make sure to end with a strong call to action

8. Current Events

Content created around timely current events can have a much better chance of being shared. Whether it's politics, sports, entertainment, or any hot topic people are talking about, you can create content around it that's also relevant to your services, products, and brand.

Many viral campaigns are also centered around events and holidays. Think Christmas, the Super Bowl, the World Cup, or Election Day.

How could you use news and events like these to promote your content and your brand?

VIRAL TRIGGERS.

Viral triggers are elements that psychologically compel people to share content by evoking **strong emotions or feelings**. While you might think that feelings and emotions are one in the same, there's actually a very important distinction between the two that will help you in your efforts to get your content to spread like wildfire.

Emotions come first because they are a physical response your brain causes on its own. When your audience receives stimuli through your content, biochemical reactions occur in their bodies as a result.

For instance, when you're under pressure, you might experience the sensation of being flushed, get a knot in your stomach, or maybe your palms begin to sweat. It's a hard-wired instinctual response in your body that **precedes** feelings.

Feelings are the mental experiences of your emotions. They're what you feel after your brain interprets emotions. Using our previous example, when you're under pressure (emotion), your brain makes you feel nervous, worried, or scared.



The easy way to remember it is that emotions come from the body, and feelings come from your mind.

> So as you create your content, think about who your audience is, what they want, what their problems are, and which emotions caused by your content might trigger which **shareinducing feelings**.

Emotions and Feelings That Trigger Sharing

1. Social Currency

A pretty broad term, but Social Currency (for the person sharing) is one of the primary factors in making content shareable. Simply put, Social Currency refers to the fact that people tend to share things that make them...

- look (or feel) good
- look (or feel) cool
- look (or feel) like they're in the know
- look (or feel) important

It's like driving the right car, hanging out in the hottest new clubs, or getting a reservation at the city's most exclusive restaurant. It's a **status** thing. And status is no fun unless other people know you have it, right? And that's why we share our status.

Google Glass did a great job in their **How it Feels [Through Google Glass]** video injecting images of cool people doing happy, fun activities while wearing new, trendy, "cool person" tech... an image many of us would like to be associated with. Not to mention that Google is a brand that people see as appealing to be associated with. <u>This video</u> has been viewed **27.5 million** times.

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How could you leverage people's desire for social currency in your content plan?

2. Passion

Brands and content that inspire **passion** make powerful emotional connections with people who feel intense loyalty and closeness toward the brand. Passion has to do with expressive communication, emotion, eye contact (in person), and involvement.

When you successfully trigger passion in your audience, they become raving fans and rabid sharing machines. They feel an intense connection to your content and tell everyone they know about it.



Apple is a great example of a company whose products and content create passion in their customers.

The key to creating content that stirs passion in your audience is understanding who they are and what they want. And Apple has their audience pegged.

They are...

- Premium buyers
- Creative (or would like to be seen as creative)
- Affluent (or want to be seen as affluent)
- Early adopters of technology
- People who want to be perceived as unique

Sometimes referred to as iSheep because of their blind loyalty, Apple customers share content and advertising messages from the company like crazy.

What characteristics of your audience could you market in order to inspire this extreme level of passion for your content and offers?

3. Mystique

Sally Hogshead, of <u>HowToFascinate.com</u>, calls **mystique**, "The language of listening." She describes people with mystique as people who think and observe before speaking. They never over-communicate, they hold something back... so that when they do speak, people pay attention. The end result of mystique is that it leaves people wanting more.



Hogshead uses the example of Jaegermeister. Many branding experts are convinced that the popularity of the brand is largely due to its mystique.

No one knows what's in it. Over the years there have been rumors that it contained opiates and deer blood. And what did the company do when those rumors started swirling? Nothing. They let people wonder.

And the truth is that no one likes the taste. When was the last time you heard someone say, "You know what I'm craving? Jagermeister." Never. No one really likes the flavor, but since the brand is sexy and mysterious, they LOVE the brand. That's why at the bar of your choosing, you see the table of cool kids screaming, "JAGEEEERRRR!" as they take a shot and make a face like they just drank gasoline.



One of the most cited viral marketing campaigns ever is the 1999 low budget Independent movie, **The Blair Witch Project**, which is also a stellar example of mystique.

Trailers for the film were shown mainly on University campuses, not mainstream big cinemas. So those who saw it felt as if they'd stumbled across something special and unique. The trailer never came out and said the movie was fiction, and the low budget look only added to the shock value of the trailer which began with this message....



...followed by grainy footage of a sobbing, terrified Heather shooting video of herself, apologizing to the parents of her two cohorts who have gone missing for having recruited them to help with her project.

It was shocking. Especially since every little detail of the pre-release left you wondering if this was real or not. If you looked up the actors on IMDB prior to the release, they were all listed as, "missing - presumed dead."



They even handed out "missing" leaflets that looked like this...

The campaign left almost everything to the imagination, withheld information, and created a huge buzz that made The Blair Witch Project one of the <u>highest grossing</u> Indie movies of all time.

What could you do to add this type of mystique to your brand and your content?

4. Trust, Social Proof, and Borrowing Credibility

It's a fact that people follow people who they see as likeable and credible... and you can't build credibility without trust. Aside from getting to know a person on an intimate level over many years, how can you build trust?

Through association. When you're marketing online, the two ways this usually manifests is through **borrowing credibility** or through **social proof**. While they're pretty closely related, there's a difference - and you can leverage both to your advantage.

Social Proof is the better known of the two trust-builders, and it can take the form of testimonials, case studies, or even logo badges that are highly visible to people consuming your content. All these things strengthen your credibility with new content consumers who don't yet know you.

Borrowing Credibility is a bit different. You can borrow credibility by merely associating a famous, trusted place, event or person with your content. You don't want to go as far as to say, "Tom Hanks uses this product" unless it's true. Not only is that skeezy, but it's also illegal.

But there's nothing wrong or illegal about using a quote from someone famous or an image (provided you're abiding by any licensing regulations) of a famous person or place to make a point about your content, services, or products.

Example 1:

Let's say you've created content about an incredible training program for entrepreneurs that will save them grief and stress. You could include this quote from Peyton Manning in the content...

"Pressure is something you feel when you don't know what the hell you're doing." - Peyton Manning

Then explain how your program will relieve the stress they're currently feeling by teaching them everything they need to know.

Example 2:

On your opt-in page, you could show an image of Gandhi with this slogan superimposed over it...

"I won't share your information with anyone. Promise!"

Borrowing credibility isn't making a false claim. It's associating something that associates your message with imagery, a person, or a place that people have positive feelings about - often in a fun, creative way.

In what ways can you demonstrate Social Proof and Borrow Credibility in your content to build trust with your audience?

5. Surprise or Shock

To grab your audience's attention and maximize the possibility of them

sharing your content, you need to **go big early**. And by that I mean you need to blow their minds with something right out of the gate.

In content marketing, this is usually achieved by writing a surprising or shocking headline that is so compelling people **have** to click it. The shock or surprise can take many forms. Just a few examples are...

An Audacious Claim: How to get 2000 Facebook Likes This Month, Guaranteed

A Total Reversal of a Commonly Held or Sacred Belief: Internet Marketing is Dead, and I Can Prove it

Warnings:

Warning! Everything You Know About Finance is Wrong

One of the masters of the irresistible headline is Jon Morrow, of Boost Blog Traffic who wrote the following attention-grabbers. Note that the bold words are what create the surprise or shock in these headlines.

How to Be Smart in a World of Dumb Bloggers

317 Power Words That'll Instantly Make You a Better Writer

Why Your Site Gets **Pitiful Traffic** (and What to Do about It)

How to Quit Your Job, Move to Paradise, and Get Paid to Change the World

When you're using surprise or shock to attract attention like this, do so with caution.

If you deliver on the promises in your headlines, you'll gain reader's trust and earn massive amounts of shares. But if you're just barfing out sensationalism with no substance, it can blow up in your face. Your credibility will be shot and you'll lose the reader's trust.

For some more great examples of shocking and surprising headlines like, **SEO is Dead. Link Building is Dead. Your Pony is Dead**, <u>check out this post</u> on Boost Blog Traffic.

How can you leverage surprise and shock into your content while still delivering on them?

6. Humor

Humor is universal. Laughter is good for you, and it's even been shown to have a positive effect on your health. Everyone loves a good laugh, and many brands have capitalized on that fact to go viral and make millions in the process.

Humor sells - regardless of what your product or service is.

Quick. What's the most boring product you can think of? How about razor blades?

Pretty boring. But Dollar Shave Club used <u>this funny commercial</u> to go viral and snatch up 12,000 new customers in two days.

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At last count, this video has been watched over 19 million times and the company has raised \$72 million in capital. So yeah, humor sells.

What about **Burger King?** In 2013, they ran a spectacularly funny campaign focused on those awful pre roll ads on YouTube. You know, the ones that you're forced to watch before you can see the video you **really** want to see.

BK knew that pre roll videos are a great way to reach the young males who they wanted to target, but they also knew young males **hate** those videos. So what did they do?

The campaign poked fun at itself and featured a couple guys sitting at a Burger King, sympathizing with the viewer.

They made 64 different ads for 64 different high traffic videos, so that if you were trying to view an "animals attack" video, they'd say, "This guy's just trying to watch a graphic animal attack video, but noooooo..."



Take a look.

How can you infuse your content with humor?

- Share relevant cartoons and images on social media
- Poke fun at yourself
- Create a meme or jump on a meme bandwagon
- Embed relevant funny YouTube videos in your content
- Put a fun spin on a serious (or even boring) product

Humor affects human behavior, it sells, and **people share it like crazy**. It very well may turn your "unwelcome pitch" into a welcome and awaited message.

7. Scarcity

Nothing motivates us to want something like not having access to it. We're hard wired to lust after things that are either in limited supply or are only available for a limited time.

In 2009, the original Paranormal Activity movie came out. On a \$15,000 ad budget (puny for a movie), they recorded a chilling trailer and released the movie in just a handful of markets. The trailer was widely seen and shared in many places where you weren't able to go see the movie.

Then they started doing this...



...and through their relationship with a promoter, successfully launched a petition system that got the movie into many more theaters in tons of markets.

Why did people go to the trouble to go to the website and fill out a petition? What made them want to see this movie so badly? The fact that they couldn't have it.

Scarcity comes in two forms...

Limited Supply

- Only 10 students will be admitted
- Just 10 widgets left
- While supplies last
- Geographically limited availability

Limited Time

- Seasonal offerings (Holiday drinks at Starbucks, the McRib)
- Countdown timers on online offers
- Email and social subjects: Last call, closing soon, etc.

Some caution should be taken when using scarcity as well. It needs to be **legitimate** scarcity. If it is legitimate, scarcity can trigger a viral response. False scarcity (like "only 3 eBooks left") is an easily recognized tactic that can destroy credibility.

Work legitimate scarcity into your offers, video content, written content, and social media to create urgency, draw attention, and get more shares.

3 BONUS TIPS & TACTICS.

As you create your content with the goal of going viral, use these 15 points to plan, craft and promote your message and expand your reach.

Here are a few powerful extra bonus tips on going viral courtesy of <u>OkDork.com</u>.

- Shares on Tuesday are much higher than any other day of the week. Monday is the second best day for shares, and the weekends are the worst days.
- Ask an influencer to share your content. It gives you a huge multiplier effect.
- When writing lists posts, 10 is the magic number. OkDork.com found that "10" list posts are shared up to 4 times more than any other number.

Facebook Fan Pages That do it Right

Creating and managing an outstanding Facebook fan page can be tricky. One of the best ways to learn best practices is to keep an eye on the folks who are doing it right.

Here are 7 excellent Facebook fan pages that we recommend following, studying, and modeling...

1. Uncle Si Says



2. Conquer Cancer



3. Christian Life



4. Football Fans



5. <u>I Love English Bulldogs</u>



6. <u>I Love Pitbulls</u>



7. <u>I Love the Dallas Cowboys</u>



The Shortcut to Creating Viral Content

As you can see, while there are some concrete elements you can put together to vastly increase your content's chances of going viral, it's going to take quite a bit of study, effort, and trial and error on your part.

That is, unless you have inside information.

What if instead of all that manual research, testing, and trial and error you could easily gather accurate, inside information to put you on the fast track to creating viral content and growing your business? What if you could automatically and almost effortlessly uncover popular VIRAL content and in-depth share and like metrics? How much easier would your life be if you could easily schedule engaging posts to your fan pages to instantly increase your traffic and visitor interactions?

In fact, what if you could completely manage your entire Facebook social campaign for as many fan pages as you want and put the whole thing on auto-pilot?

It would be a game changer, right? That's exactly why we developed Social Kickstart. Using Social Kickstart, you can accomplish all that and more.

You'll be able to access insider information and manage all your social campaigns - allowing you to grow your audience instead of testing and researching day in and day out.

If you want to get on the fast track to growing your audience, you really ought to take a look at Social Kickstart. There's really nothing else out there like it. It's the total package.

Ready to take your Facebook Marketing to the next level?

Use the private link below to grab lifetime access to Social Kickstart! (normally \$37/mo or \$197/yr)

GET LIFETIME ACCESS TO SOCIAL KICKSTART

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