

Wiral



MARKETING SECRETS

**“HOW TO USE VIRAL MARKETING THE RIGHT WAY
FOR MORE TRAFFIC, LIST, AND BUSINESS GROWTH.”**

#1 VIRAL MARKETING SUCCES STRATEGY COURSE

VIRAL MARKETING SECRETS

Special Report: Brainstorming Your Viral Campaign Idea

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Get 'Viral Marketing Secrets' FREE!

How To Use Viral Marketing The Right Way To Start Getting More Traffic, Build Your List, And Grow Your Business.

Get PerkZilla today and get the 'Viral Marketing Secrets' video coaching program for FREE [**A \$197 Value Bonus Perk!**]

Inside the program you'll discover everything you need to know, from the psychological triggers you need to trip in your audience to get them to take action, to the proven strategies that will turn a ho-hum viral campaign into a monster stomping across your niche!

- ✓ How to **grab maximum attention** (without going broke) in a crowded marketplace. Forget paid ads and content marketing, this is better!
- ✓ How to **gain 'instant credibility'** guaranteed to build your brand and boost conversion rates in any niche.
- ✓ Discover 8 different types of viral marketing campaign strategy and when/how to use them for the best results..
- ✓ How to **grow and segment your audience** much faster than your competitors and at **1/10th of the cost**.
- ✓ A breakdown of how **Dropbox, PayPal & Uber** mastered viral marketing to become industry leading giants online.
- ✓ **3 Critical 'success keys'** you must have in place before you run any kind of viral campaign. *(Don't even start without watching this first)*
- ✓ How to blend the perfect **'psychological cocktail'** that's guaranteed to push your viral marketing campaign across the web like crazy!



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VIRAL MARKETING SECRETS

Brainstorming Your Viral Campaign Idea

A viral marketing campaign doesn't become successful through magic or dumb luck. Instead, these sorts of campaigns become successful because they're well-planned. Specifically, you need to carefully plan your campaign so that it ticks all the boxes that tend to make campaigns go viral.

That's what this checklist will help you do. Answering the following questions will help you create a successful campaign.

Take a look...

What is your goal?

Before you even think about creating a viral campaign, you need to decide on a goal for your campaign. This goal needs to be both specific and measurable.

For example, saying you want "more subscribers" isn't a good goal. Yes, it's measurable. But it's not specific enough to be useful. After all, getting just two extra subscribers meets the low bar of wanting "more subscribers," but chances are you'd be disappointed if you really only got a couple extra subscribers!

That's why you need to be specific about what you want. In this example, you'd list exactly how many more subscribers you want, or you'd list by what percentage you'd like to increase your mailing list.

So, choose your specific and measurable goal first, and then you can build a campaign around this goal.

What does your audience want?

No matter what sort of campaign you're running, you're not going to get very far if your audience has no interest in it. That's why you'll want to do your market research to first figure out:

- What your audience is already buying on sites like Amazon, Udemy, ClickBank, iTunes, and similar sites.
- What your competitors are selling on their own sites and via paid advertising.

- What topics interest your audience on social media, blogs, and via other communities.
- What your audience says they want (via surveys).

Once you know what they want, then you can create a campaign that includes:

- Viral content that interests them.
- An incentive that interests them.
- Backend offers that interest them.

Next...

What campaign would best fit your goals and audience?

Now that you know what your audience wants and you've outlined your specific goals, your next step is to choose a campaign that would be a good fit for these two factors.

Examples include:

- A refer-a-friend campaign.
- A two-way refer-a-friend campaign.
- A "share for a coupon" campaign.
- A viral contest.
- A waitlist campaign.
- An early-access campaign.
- A social media buzz campaign.

And similar. Check the [main course](#) for more ideas or brainstorm your own unique viral marketing idea.

Does your campaign idea provide novelty?

There needs to be something new about your content in order to get viewers excited and hitting the share button. This could be an entirely new strategy, or a product unlike anything people have seen before. Or it may simply be one new tip, or even just old information presented in a new way. But the point is, your campaign is more likely to go viral if there's something novel about it.

Is your campaign idea useful or practical to users?

Another factor that affects a viral campaign is whether the content you're providing is useful or practical to users. This works even better if the information surprises the audience. E.G., you want your audience to think, "Wow, I didn't know you could [achieve a useful benefit] that way!"

Will your campaign idea evoke emotion (especially positive emotion)?

In order to move people to take just about any sort of action, you need to evoke emotion. This is true of viral campaigns too. That's why you want to make sure your campaign evokes emotions, especially positive emotions such as happiness, surprise, delight, curiosity, love, joy and similar.

Does your campaign idea reflect social factors?

As you're planning your campaign, keep in mind that many people consider social factors when they're deciding whether to share a piece of content or not. Specifically:

- People like to share content that shares their worldview.
- People like to share content that helps others get to know them better.
- People like to share content that they think will raise their reputation among their friends (i.e., boost their social capital).

Here's the next question to ask yourself as you're setting up your viral campaign...

Is your campaign idea easily accessible/shareable?

You don't want to make your prospects jump through any unnecessary hoops in order to access your information or share it. Think about if there is a way to make your content more accessible or shareable. Don't put your content in a little-used format or one that's only accessible to part of your audience.

For example, virtually everyone can download a report that's a PDF. However, not everyone can access a .doc file. That's why you'll want to stick to PDFs, which makes it easy for everyone to access.

What sort of incentive can you offer to boost response?

The next thing you need to think about is what does your audience really want that's also really easy for you to deliver as an incentive to share your content. Examples include:

- A coupon.
- Early access to an offer.
- A product (report, video, app, etc.)
- A service (especially one provided by software).
- Access to a membership site.
- Access to a webinar.
- Access to a private group.
- Tools such as checklists, planners, templates, etc.)
- An extra contest entry.

If you're setting up multiple levels/tiers for your viral campaign, then be sure each level offers something enticing and valuable.

Did you get your PerkZilla account?

One of the easiest ways to run just about any type of viral marketing campaign is by setting up via the PerkZilla platform. That's because this app unlocks and delivers rewards for you, so your viral campaigns can go off without a hitch.

Check it out at PerkZilla.com (and remember right now PerkZilla comes with full access to the **Viral Marketing Secrets video coaching membership**)!!

Conclusion:

Sure, every once in a while someone stumbles into a viral campaign idea that really takes off. But that's about as likely as getting hit by lightning.

The vast majority of viral campaigns become successful because the creator thoughtfully planned it and executed the idea.

And if you want to create a successful campaign too, you'll put this checklist to work for you!

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