

Are You Packing Viral Content for A Social Sharing Trip?

Having a social media campaign go viral is every marketer's dream. But sadly, not all marketers grasp the concept of viral campaigns or what makes content really sharable. In order for your content to go viral, there are a few key things you must understand and incorporate into your social media strategy.

Write Unique Content

You've heard this before I'm sure, but this rather obvious viral tip is worth repeating. At this point in time the Internet is a crowded and extremely noisy place. How will *your* message be heard above the din? By spreading that message through unique content that engages the reader and adds value to the discussions within your industry.

Yeah, yeah, but really, how do you *write* unique content that actually engages your audience? Two words: Be Yourself. You *are* unique, and so are your opinions and life experiences and quirks and everything else that makes you human. Use all of *you* within your content and tell a compelling story that grabs the reader and begs them to share it with others.

Make Sharing Easy

If you want your content to be shared, you have to make it EASY for your audience to share it. Don't forget to include social buttons on your website which allow your readers to add your content to their social accounts, such as Delicious, Reddit, Pinterest and Google+1. Your readers aren't just readers, they are essentially brand ambassadors who will spread your content for you and generate even more traffic to your site.

Also, make sure to include an RSS feed on your blog. This ensures your readers will always be notified when you have a new post. And don't forget to get your readers to sign up to a monthly newsletter. Having a subscriber list means traffic you can turn on and off when you want, and your subscribers are apt to forward your newsletters on to friends and family.

Market to the Right Crowd

Did you know women are more likely to help your social marketing campaign go viral? At a recent social media event in London, it was revealed that women are much more likely to engage and interact with others while men are much more interested in giving their opinions. (Uh, this is a *recent* discovery??) Why is this information important to viral marketers? Because it indicates who your target audience really is. Or at least, really *should* be. If you want your campaign to go viral, you're much better off tailoring it for the fairer sex.

The Oh-So-Sweet ReTweet

By now most bloggers know how significant Twitter is in driving traffic, and getting your readers to retweet your content is one of the most powerful forms of viral marketing out there. Imagine, with one click of a button, your brand and message spread to thousands of new followers.

So what's the secret to getting Tweets retweeted? Well, there are a few things. First, compelling headlines that focus on the reader and contain language that is clear and simple to understand tend to be retweeted. Also, tweets that contain links within them are 70% more likely to be retweeted. That's great news for marketers seeking massive traffic surges.

And finally, a well-mannered call to action is one of the main things that get a tweet retweeted. It has been documented that the word "please" is one of the words most often found in the title of a retweet. Your mother was right, mind your manners if you want to go viral!

Getting your social media campaign to go viral isn't rocket science - it's simply a matter of caring enough about your audience to create content that's so great, people have no choice *but* to share it.