

The background of the slide is a dark blue color with a complex network of white and light blue dots connected by thin lines, resembling a social network or data visualization. A large, orange, trapezoidal shape is positioned on the right side of the slide, containing the main text. At the bottom right of this orange shape, there is a white trapezoidal shape containing the Erasmus+ logo.

Creating viral content

Prepared by An Coppens
Gamification Nation



Key books



Contagious
Made to Stick

Contagious

WHY THINGS CATCH ON



JONAH BERGER

"Jonah Berger knows more about what makes information 'go viral' than anyone in the world."
—DAN GILBERT, author of *Stumbling Upon Happiness*

Why Some Ideas Survive
and Others Die

MADE to STICK

Chip Heath & Dan Heath

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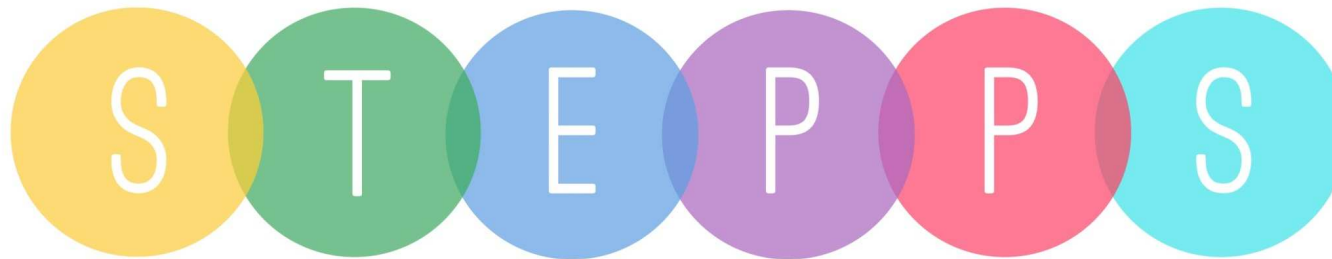


- **Simplicity**
- **Unexpectedness/Surprise/Interest**
- **Concreteness**
- **Credibility**
- **Emotions – Most Important**
- **Stories**

Contagious

WHY THINGS CATCH ON

Want to get more word of mouth? Help your product or idea to catch on? The same six principles drive all sorts of things to become popular, from consumer products to policy initiatives. Follow these key STEPPS (or as many of them as possible) to craft contagious content.



SOCIAL CURRENCY

People care about how they look to others. They want to seem smart, cool, and in-the-know. So be sure to find the inner-remarkability (Will It Blend?) and make people feel like insiders (Please Don't Tell).

TRIGGERS

Top-of-mind means tip-of-tongue. So consider the context (Rebecca Black) and grow your habitat so that people are frequently triggered to think about your product or idea.

EMOTION

When we care, we share. Emotional content often goes viral (United Breaks Guitars, Susan Boyle). So focus on feelings rather than function. And kindle the fire using high arousal emotions.

PUBLIC

Built to show, built to grow. The more public something is, the more likely people will imitate it. Design products and initiatives that advertise themselves (red bottom shoes) and create some visible behavioral residue (Livestrong bracelets).

PRACTICAL VALUE

News you can use. Useful things get shared. So highlight incredible value (Rule of 100) and package knowledge and expertise so that people can easily pass it on (Corn shucking video).

STORIES

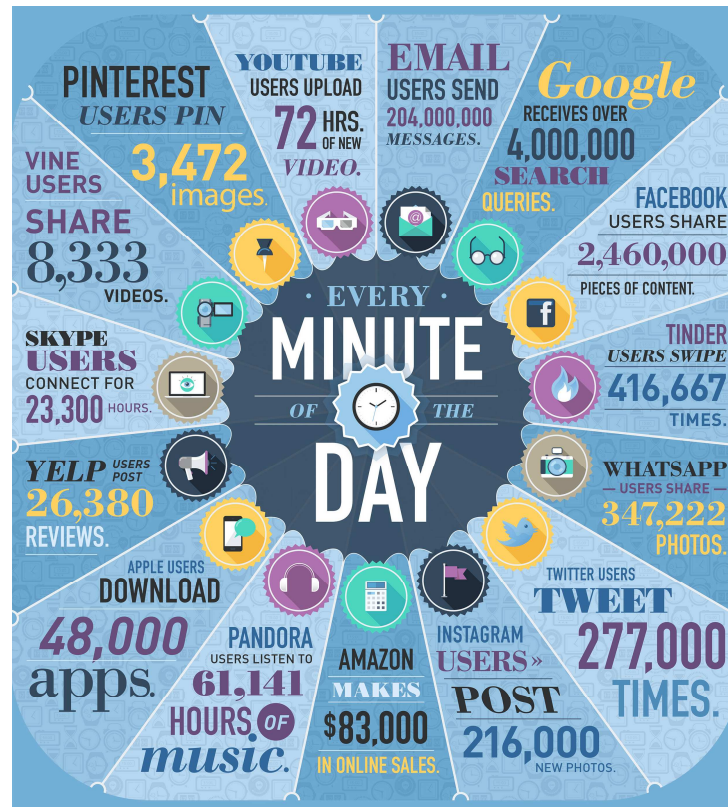
Information travels under what seems like idle chatter. Stories are vessels. So build a Trojan horse. A narrative or story that people want to tell (Jared from Subway) which carries your idea along for the ride.

For more information and resources, go to www.jonahberger.com.

Why is creating viral content important?



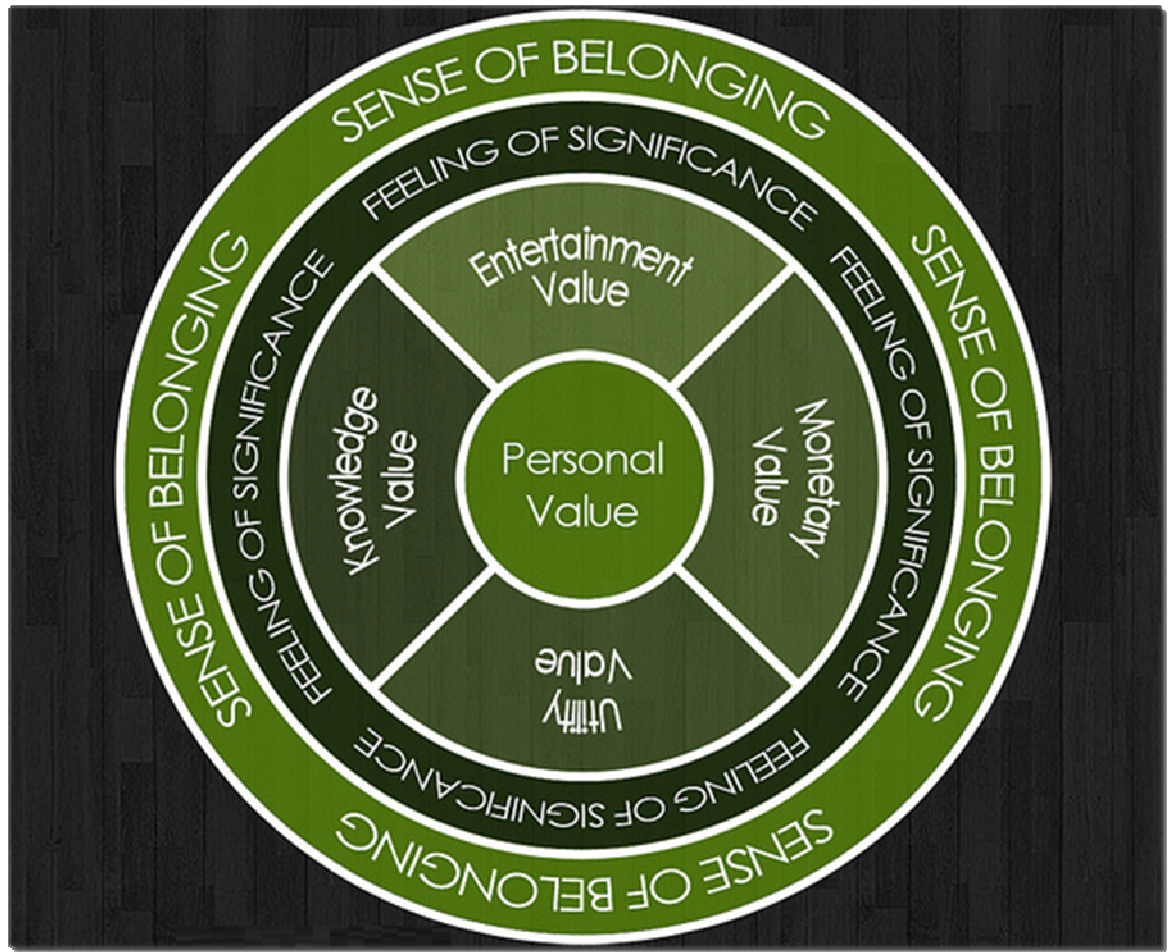
Mo Content Mo Problems

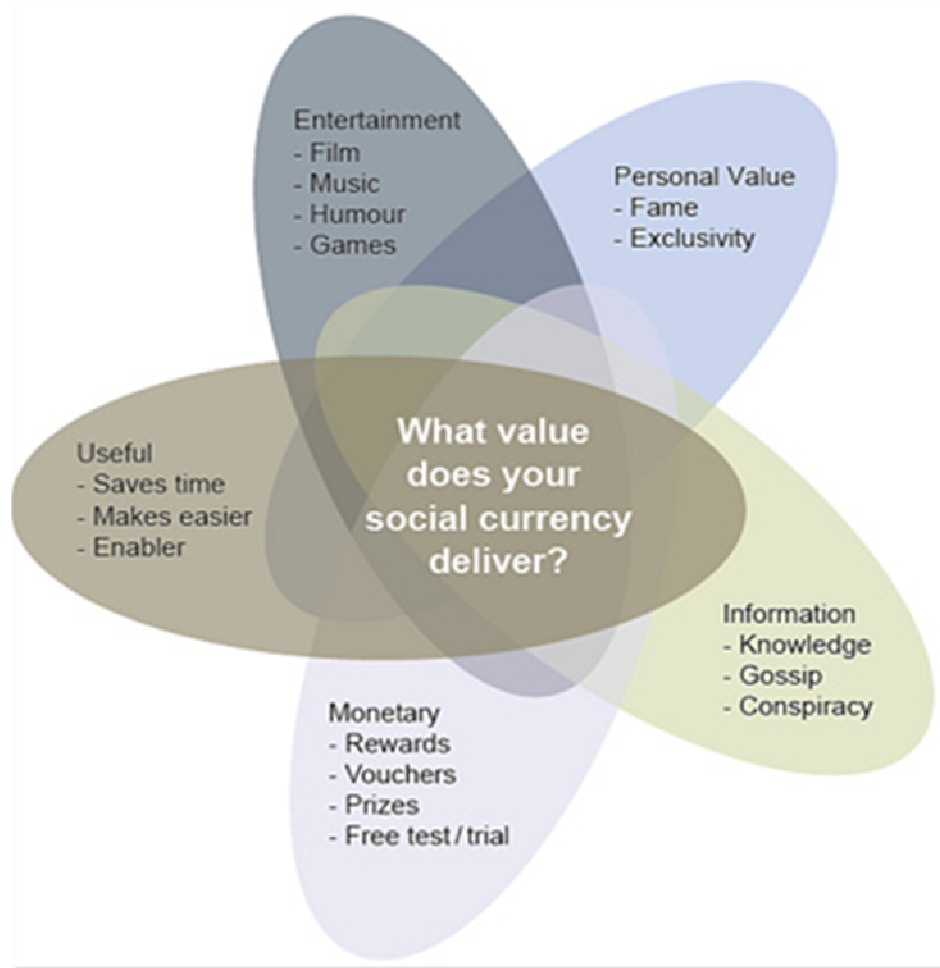


Source: Fractl

Why do people share?







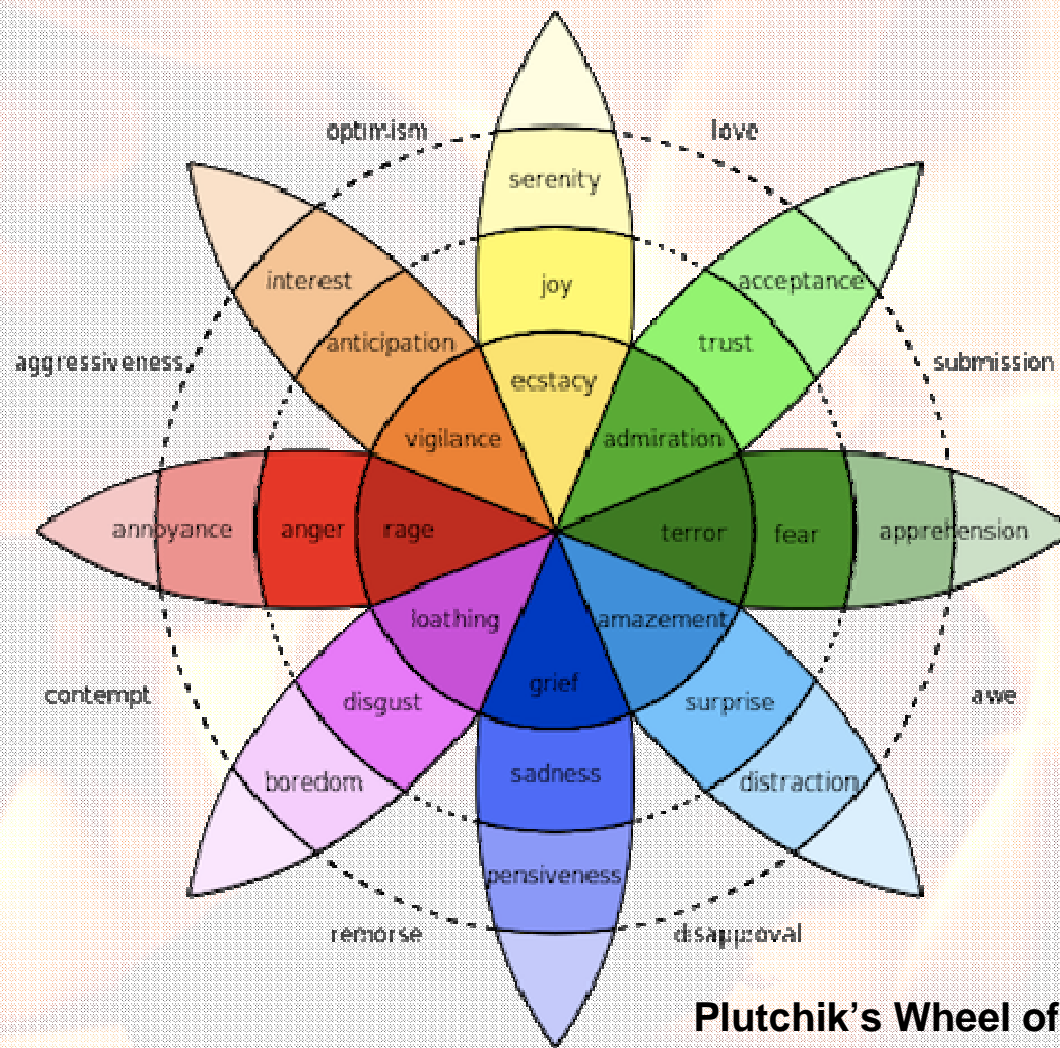
Why do people share?

Virality driven by physiological arousal

- High arousal, Positive (awe) – most likely to be shared
- High arousal, Negative (anger or anxiety) – less likely
- Low arousal, de-activating (sadness) – unlikely

Emotions are Contagious





Plutchik's Wheel of Emotion

Seven Most Viral Emotions

1. Awe
2. Anger
3. Anxiety
4. Fear
5. Joy
6. Lust
7. Surprise

Some research



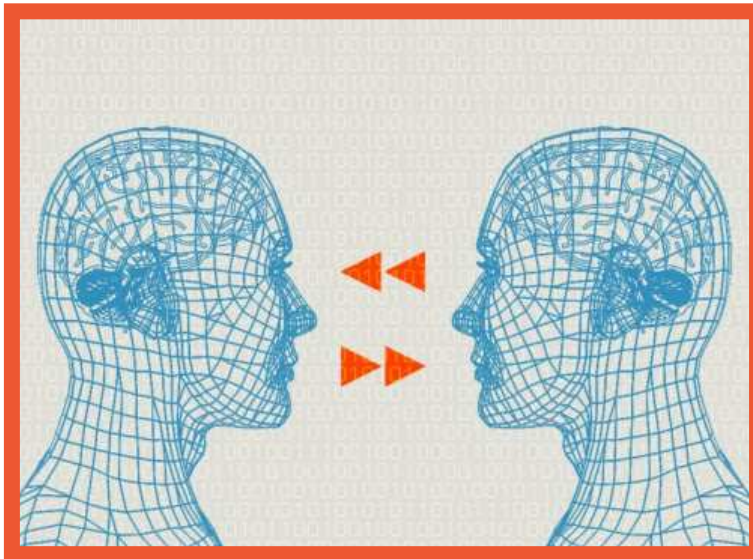
New York Times – 5 Primary Motivations for Sharing



Source: Fractl

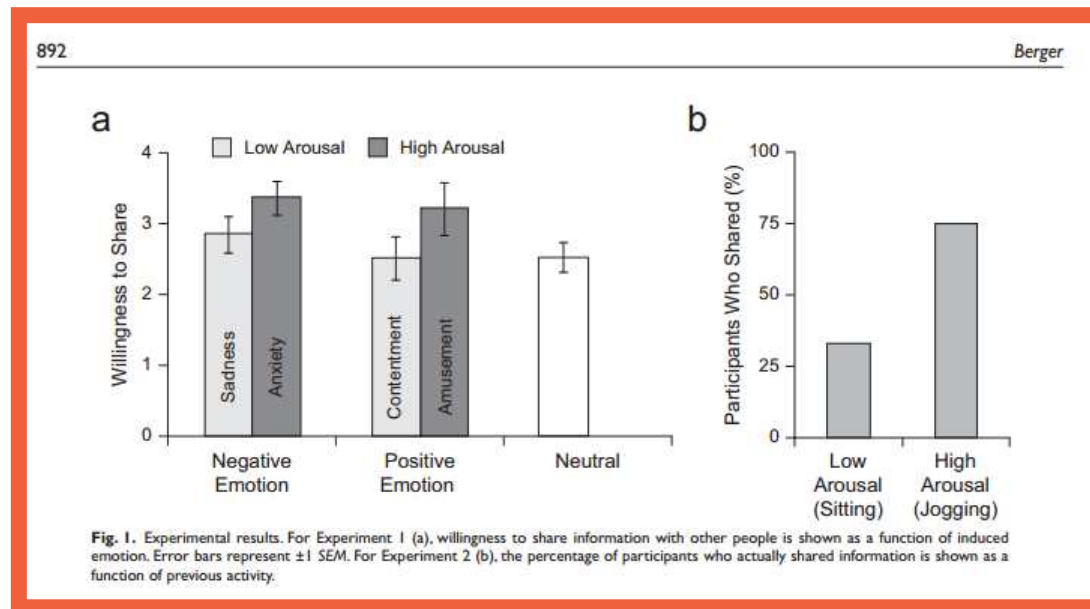
Emotions and neuroscience

Evoking emotions is essential in viral content. Why? Because emotions themselves spread virally as an inherent part of the way our brains work, a function of mirror neurons.



Emotions

Not all emotions are created equal. Some are better than others at improving Shares per Viewer (i). Increasing shares per viewer is the key To creating a viral effect. High arousal emotions are essential.

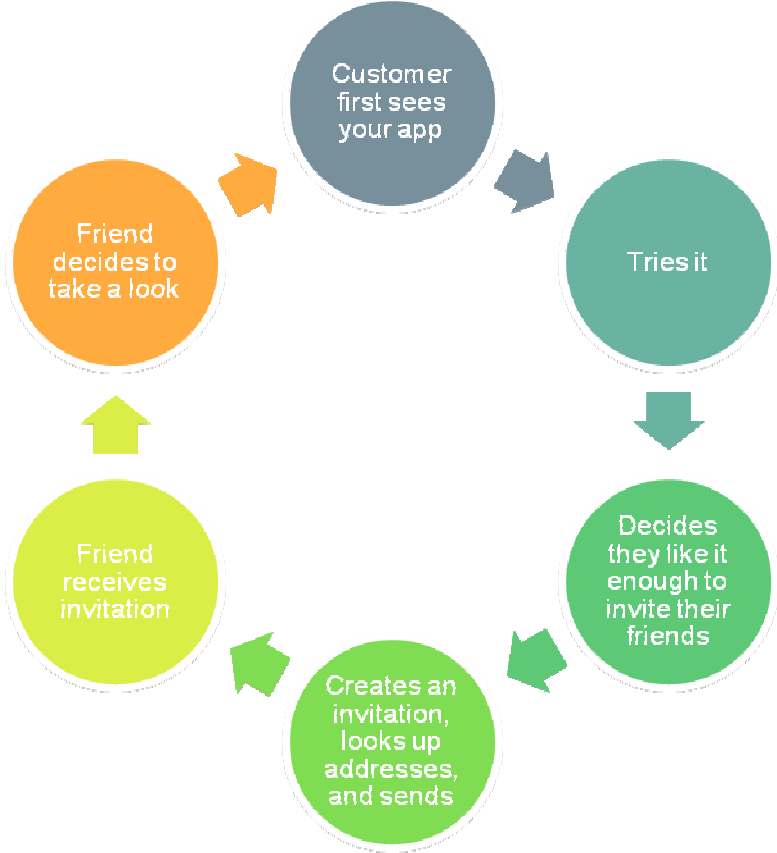


Source: Fractl

The viral loop



The Viral Loop





Approver



Commenter



Share on Facebook

Reporter



Broadcaster



Believer



Fan

Rebecca Black's "Friday"



Voted worst song of all time.

69 Million Views on You Tube



REBECCA BLACK
FRIDAY
ARK MUSIC FACTORY

0:01 / 3:47

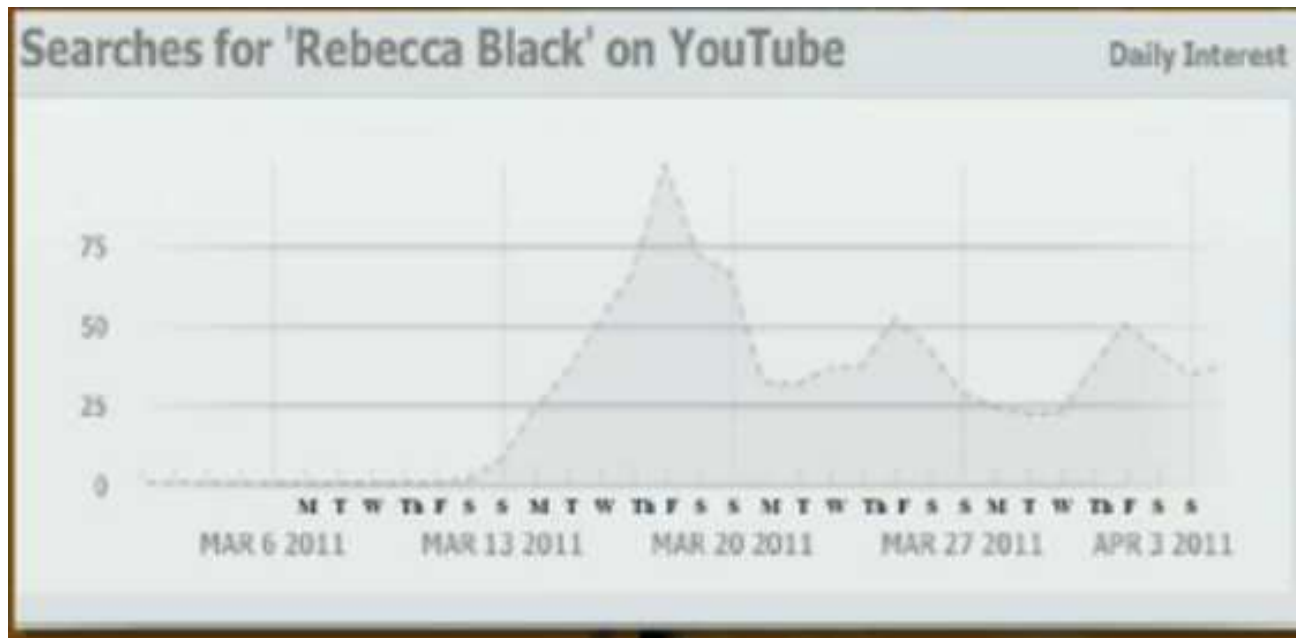
Friday - Rebecca Black - Official Music Video

rebecca 88 Videos

Subscribe 912,160

69,082,506

372,504 1,367,951



The natural trigger was to go there each Friday.

The mathematics



The Math behind Virality

Key variables:

Custs(0) The initial set of customers

i The number of invites sent out

conv% The percentage of invites that convert into customers

The Viral Coefficient

K The Viral Coefficient

$$K = \text{no of invites} \times \text{The conversion \%} \quad (i \times \text{conv}\%)$$

Turns out to be a very important variable. It equals the number of new customers that each customer is able to successfully invite.

An Example

Custs(0) = 5

i = 10

conv% = 20%

K = 2

Cycles	0	1	2	3	4	5
New custs added this cycle		10	20	40	80	160
Total Customers: C(c)	5	15	35	75	155	315

What we learned

Viral Coefficient must be > 1

to have viral growth

Viral Growth is a compounding phenomenon

Increasing the Viral Coefficient has a big impact on the rate of growth

YouTube's Viral Loop

User discovers YouTube

Sees some hilariously funny content

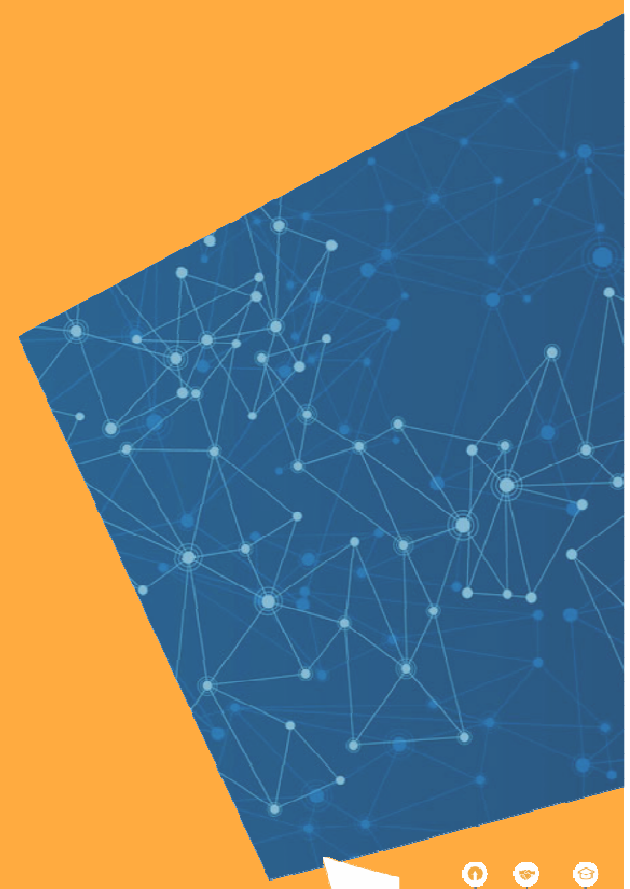
Decides to share that with friends

Friends see hilariously funny content

Decide to share that with their friends

The time to infect is far shorter!

Top tips



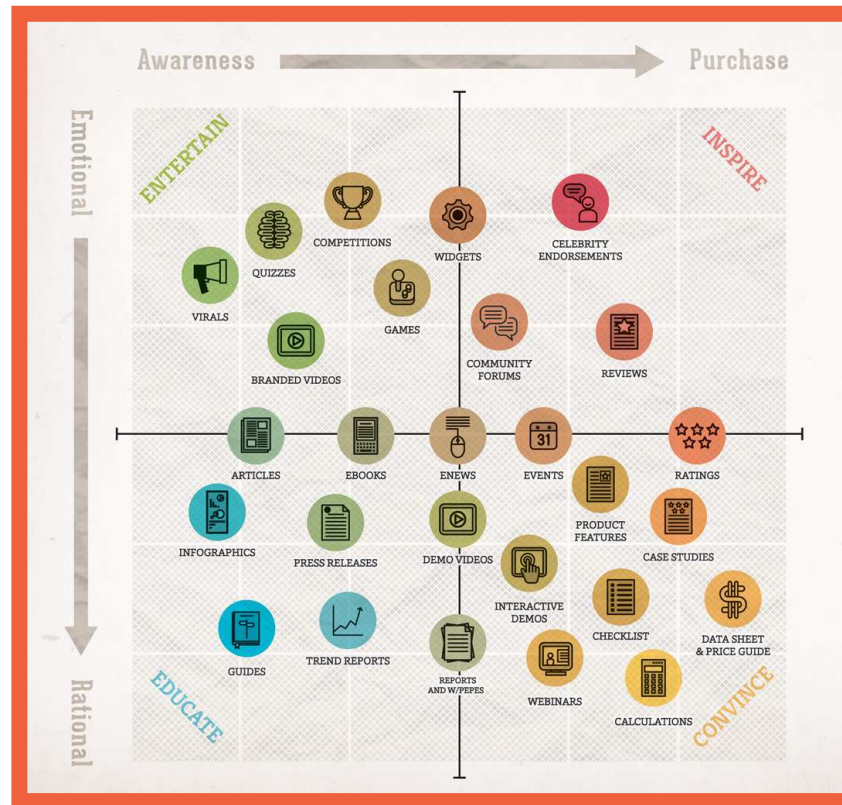
Viral Marketing – Don't Try to Do it All

Sales

<u>Funnel</u>	<u>Usefulness</u>	<u>Relative Ease</u>	<u>Successful?</u>
Awareness	Extremely High	Easy	All
Interest	High	Difficult	Few
Evaluation	High	Extremely Difficult	Very Few
Commitment	High	Extremely Difficult	Almost no one
Referral	High	Extremely Difficult	Some

Know your goals, and know what viral can realistically accomplish

Viral Marketing – Best Fit



Viral Hook - What works:

Something of Value:

Applications

Educational content

Data

Things of monetary value (Discounts and coupons)

Something entertaining

Humor

Games

News

Inherently Viral Services

Email, Skype, etc.

Other?



TITOLO PRESENTAZIONE

Sottotitolo

