



Seven Boats Info-System Pvt. Ltd.

The Digital Marketing Company

Website: <http://www.7boats.com>

Email: info@7boats.com

Phone: +91 8017049042



Viral Content Marketing

To say something has "gone viral" usually means that a piece of content has been well received and widely shared. For many content creators online, going viral is a major goal. The truth is that the vast majority of content, even great content, will never enjoy widespread attention.



Metcalfe's Law

Metcalfe's Law is a way to calculate the value of a network. The network effect says that the value of each potential sharer is proportional to the number, N of other individuals he or she can connect. The more interconnections and ways to share between people, the more easily, quickly, and widely information can be shared.

Viral marketing is an attempt to get value that goes above and beyond cost.

Anatomy Of Viral Content

Clearly not everything can be viral content. Viral content relies on few things:-

- 1.The content itself is worthy of being shared.
- 2.The content is shared widely enough to reap the benefits of the networks they are shared on.
- 3.Easy to understand
- 4.Worth sharing and talking about
- 5.Simple to spread and share
- 6.Rewarding to share



Why it is important?

1. Social media loves viral content.
2. Viral content generates inbound links.
3. It can bring streams of traffic over long periods.
4. It creates buzz around your blog.
5. It encourages comments.

Important Principles

VMS target marketing is based on 3 important principles:

- 1.Social profile gathering
- 2.Proximity market analysis
- 3.Real-time keyword density analysis



Process Of Viral Content

- Articles and blog posts
- Interactive Content including games, quizzes, and widgets.
- Video/audio including vlogs and podcasts
- Infographics



The Secret Sauce

For viral sharing initial promotion is just as essential. Here are a few places to consider putting in your efforts:-

1. Digg, Reddit, Stumbleupon, Delicious.
2. Facebook
3. Google+
4. Twitter.
5. Blogs.
6. LinkedIn
7. Youtube



Benefits of viral content marketing

1. A boost to brand awareness and Search Engine Rankings.
2. Increased web traffic.
3. Engaged and involved customers.





Thank You

Seven Boats Info-System Pvt. Ltd.

<http://www.7boats.com>

Info@7boats.com

Call: +91 8017049042