



ACTIVE

INTERNET MARKETING | UK

A large crowd of stylized human figures in various colors (dark blue, light blue, white) is shown. The figures are arranged in a way that suggests a crowd or a group of people. One white figure in the center has its arms raised, standing out from the rest of the crowd. The background is a dark, blurred gradient.

View, love, share

Creating viral content

for CIMSPA

by Christine Craig



What we'll cover

Viral Content

The psychology of viral

What you can influence

- You
- Your client
- Content types
- Content Strategy

Case studies

What makes
content viral?



What is viral content?

What's your favourite content **source** e.g Tiktok, websites, blogs, Emails, YouTube?

What's your **favourite** piece of content ever?

Can you name a 2022 **top 10** Instagram post?

What is viral content?

Instagram Top 10 (2022) 5 **Messe** (including top spot with 85 million likes), 4 **Ronaldo**, 1 **egg**.

Blogs. **Billboard** for music industry news

YouTube. **Baby Shark Dance (2021)** with 12 billion views.

What is viral content?

Designed for circulation

Multi-sensory

Multimedia

Multi-purpose

Multi-characteristic

View, love, share



How does viral content work?

How to get **viewed**

Why do people **love** it?

What makes it **shareable**?

The psychology of viral

✓ **Novelty**

✓ **Curiosity**

✓ **Emotion**

- positive e.g. amusement, interest, happiness
- negative e.g. fear, sadness, anger, disgust.
- use a mix, as that's what reality is.
- storytelling
- surprise (positive or negative) is a trump card

What can you
influence?





What can you influence?

- **You**
- Your **clients**
- Content **strategy**
- **What** content
- Case studies

You





You

What do you bring to the party?

How do you compare?

SWOT

Start by

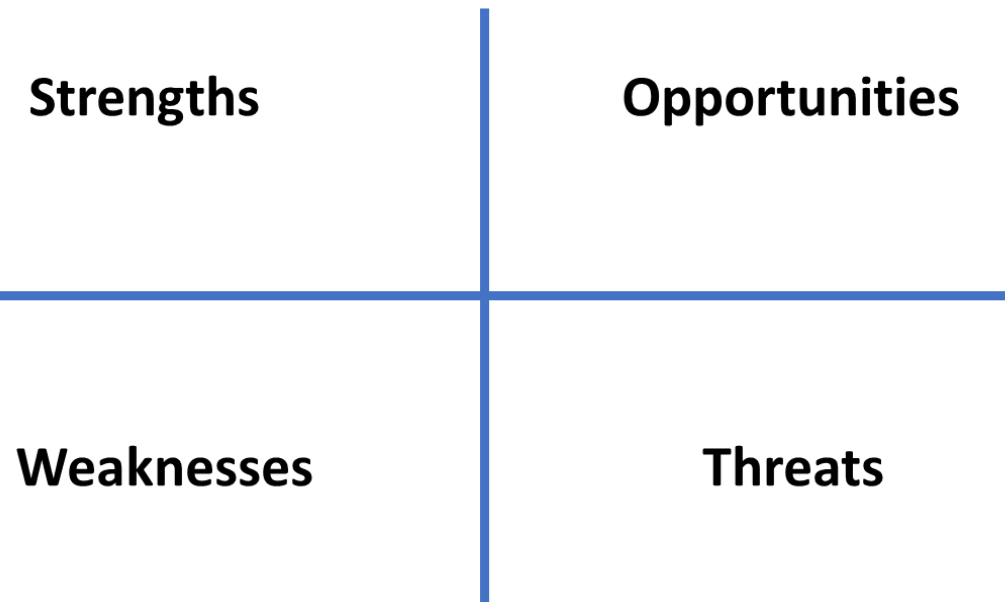
- Analysing your performance to date.
- Analysing your competition.



You



SWOT analysis considers your





You

Strengths

- Expert in kettlebells or fermented foods.
- Talented presenter.
- Great abdominals.

Opportunities

Weaknesses

Threats



You

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- Expert in kettlebells or fermented foods.
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Opportunities

Weaknesses

- Dyslexic.
- Unsuitable location for filming.
- English as second language.

Threats



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- Expert in kettlebells or fermented foods.
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Opportunities

- January 'get fit' surge.
- LinkedIn offers embedded video

Weaknesses

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Threats

- Cost of living crisis.
- Food health scare.
- Related new product launch.



You

Points to incorporate into content:

Ideas

- Instagram video campaign with NY resolution theme.
- Listicle on money saving techniques/ low cost of your product.
- New video aimed at business customers on LinkedIn.

Competitive position overview

- Consider your offering versus your competition.
- Adjust accordingly.

Your client





Your client

Who is your target client?

What do they **need**?

Segmentation (Demographic, Geographic, Psychographic,
Technographic, Behavioural, Needs-based, Value-based)

Consider **emotions** e.g. impact of age, gender etc

What **benefit** does sharing content bring them? e.g. bonding,
authority etc.

Build 3 – 5 avatars.



Your client

Who is your target client?

- City/ rural.
- 15-22.
- Exercises 3-6 days/ week.
- Cardiovascular, indoor, dance/ HIIT etc
- Interest in latest nutrition trends.
- Low disposable income.

Lola, 20, student nurse, shifts, city-dweller, keen cook, needs calm outside of stressful job, enjoys supportive online community etc.

Ed, 22, barista, rural community, outdoor, enjoys competitive training with friends, craves excitement and novelty, thrives on action etc.



Your client

● Your go

Top tips

- use SWOT insights.
- go niche.

Content strategy





The plan

Define **roadmap** (SWOT, Target client, KPI's)

- **Structure** your approach
- **Timetable** for all content
- Include **style, media, themes**

Top tips

- Be **realistic** with your timetable
- **Where** do your target clients hang out?
- Build **variety and proportion** of each theme depending on objectives.
- Use an automated content management system e.g. Hubspot Wordpress.



The plan

● Your go

What persona and format would your target audience value i.e. 'who' will meet their needs?

Where do they hang out e.g. Tiktok, blogs, podcasts?

How much time and resource can you commit?

How can you create/ draw out the **emotions** they want to feel?

How can you **differentiate** from your competition i.e. your USP?

How will all your content **come together** to improve your business?

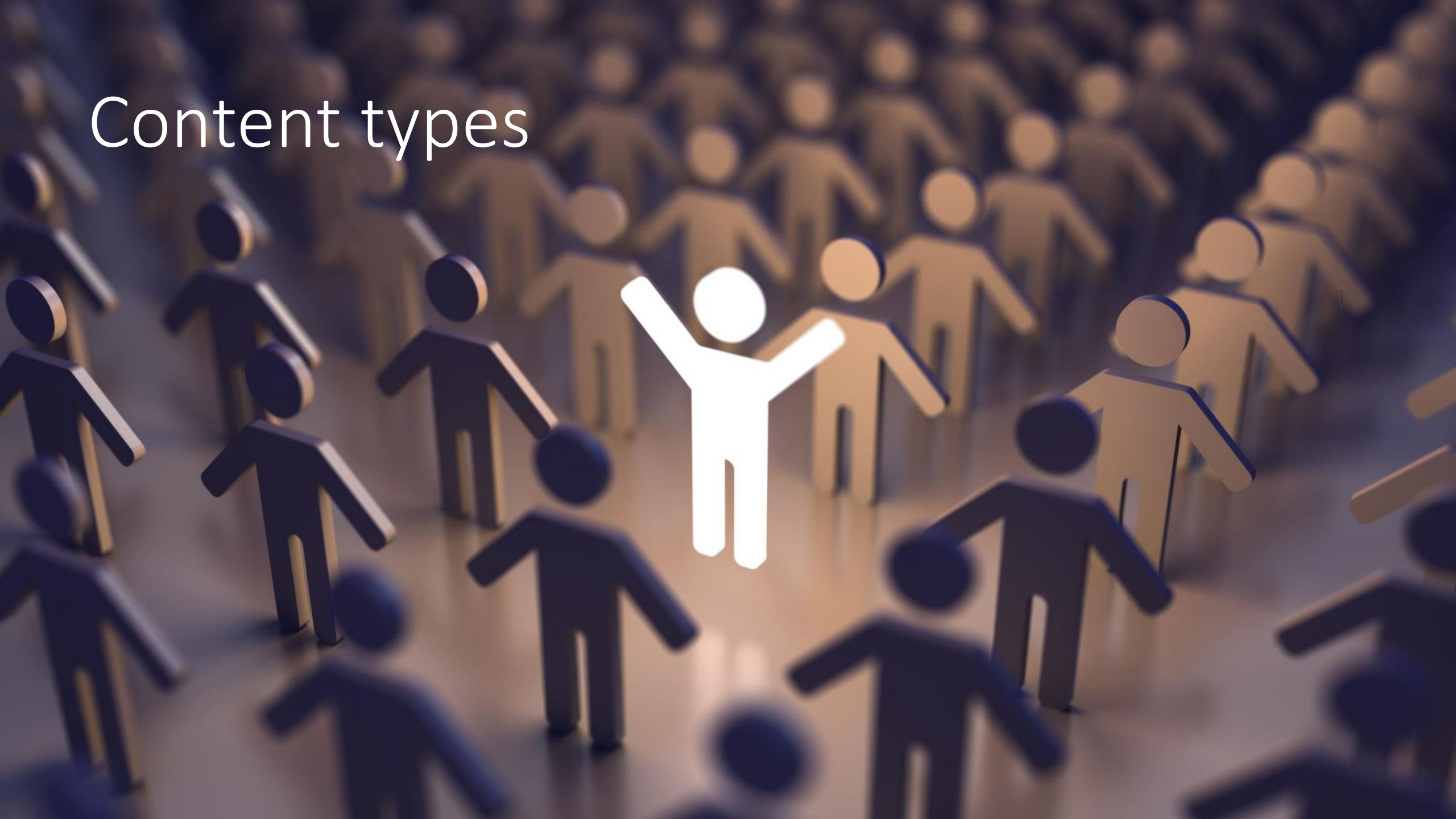
What style suits your message?

What's your **niche, image, brand**?

Consider how to build **habits**

How do you **measure success**, review, refresh?

Content types



Content types

Website

Blogs

Social

Email

Podcasts

Video

Ecourses

Webinars

White papers

ebooks

Content types

Top tips

- Be realistic about **time** commitment
- Start **where** your audience already is
- Play to your **strengths**
- **Embed**, don't post links

Case studies





Case study 1 - Video

Video is everywhere

Why do people love it?

- Entertainment
- Builds rapport
- 'Real'
- Easy to consume

Limitations

- Time-consuming to produce
- Not everyone's a natural




Case study 1 - Video

Your go

1. Find 2 you **love or hate** i.e. trigger emotion
2. **Compare** them to see what and how
3. Could you **apply or adapt** these ideas?

Top tips

- Consider purpose
- Consider your client needs, including emotion, duration, style
- How do you stand out?



Case study 1 - Learn from the pro's

Your go

Compare **The Bodycoach** versus **Trinny**

(Instagram posts only)

Consider

1. What do you **think** of him/ her?
2. What are he/ she actually selling? Clue: **motivation, inspiration, youth, reality**
3. Define their **target** clients.
4. Define the **key components** of the videos
5. Define their **style**
6. What do they offer for **free versus sell**?
7. Consider **mix of topics** e.g. recipes versus fitness session versus personal/ funny.
8. Note timetable e.g. weekly events, like 'Closet Confessions'.



Case study 2 - Websites


- Websites are the **heart** of your marketing.
- Consider visitors' **needs**.
- Customer **journey**.
- What actions do you need them to perform (CTA)?
- What's your **message** in 3 words?
- **Consistency** through all content, design, style etc.
- **SEO** and keywords.
- Measure, **modify**, refresh



Case study 2 - Websites


Your turn

1. Consider 3 websites you like or hate i.e. evoke **emotion**.
2. Define what **components** achieve this.
3. Consider headline, visuals, keywords, readability, relevance, length etc.
4. **Apply** useful points to your website.



Case study 3 – Podcasts and ecourses

- Podcasts and ecourses build **rapport**.
- Consider **free versus paid** content
- ‘Going rate’ pricing affects how you **package** what you offer.
- What **serves you** better?
- Format and duration to fit with clients’ **needs**.
- Consider **multiple senses** e.g. visuals, audio, touch.



Case study 3 – Podcasts and ecourses

- What's your **USP**?
- Relatable **versus** expert.
- Add additional layers of **appeal** e.g. great sportswear, proximity of camera, backdrop.
- **Consistency**
- Develop the **relationship** by adding additional content media e.g. email, Instagram etc.

Conclusion





Bringing it together

Content is needed all across your digital marketing.

Viral content is built to be **circulated**.

Novelty, curiosity and emotion encourage **sharing**.

Find your **niche**.

Meeting the **needs** of your target clients is key.

Your Content Strategy will guide **progress**.

Learn from the best.

Measure, evolve, succeed.



No time?

- Find a **topic** that is already viral.
- What **emotions** did it trigger?
- **Improve** it e.g. length, relevance etc.
- Mix in another topic to create **curiosity**.
- What emotions will this **new mix** trigger?
- **Market**

Thank you
for your time

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