



How Anyone Can Win the

Social Media

★ ★ ★ **JACKPOT** ★ ★ ★

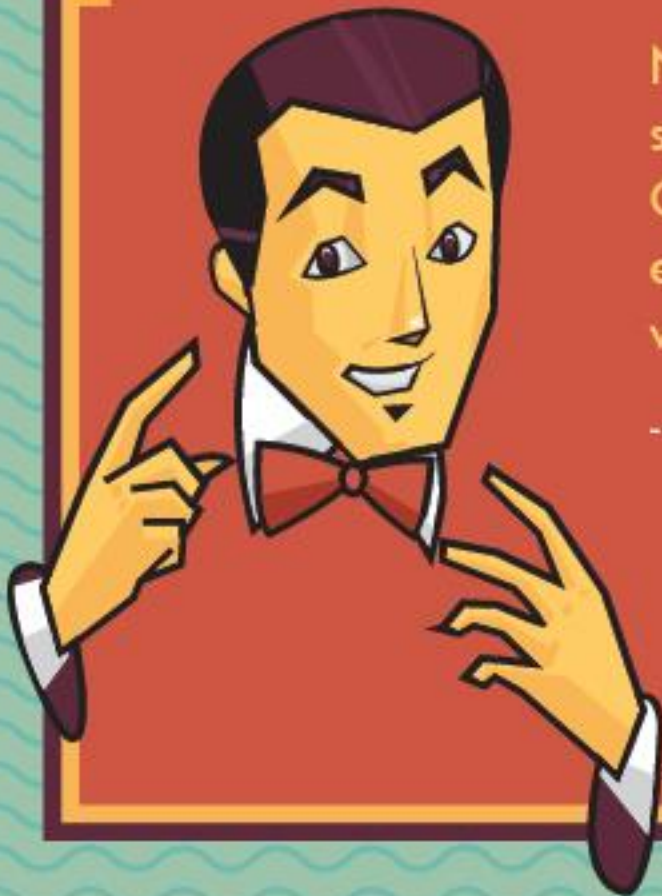
With Share-Worthy Content

To go viral is like winning the social media jackpot. When your followers love your content enough to share it with everyone from their grandmother to their 2nd grade teacher, you know you've hit it big. Going viral cements your spot in the social realm's hall of fame next to the likes of Harlem Shakers and that Old Spice Guy who's sitting on the horse.

Standing out in the social realm is a high stakes game. The secret is making your content more **SHARE-WORTHY!**

1

★ *Become a story teller* ★



Narratives capture people's attention, so hook them in! Appeal to an emotion. Communicate your point by creating an experience of a feeling. Your message will become valued and shared.

*Real life viral example:
Dove Real Beauty campaign*

Skip the exhibitionism and inform your audience.

2

Forget the song and dance that shows how great your brand is. Open readers' minds and **display thought-leadership in your niche**. You never know if your unique perspectives will create that great 'A-HA!' experience that followers can't help but share with others.

*Real life viral example:
Steve Jobs' Commencement Speech*



3

Surprise people

Use The Unexpected.
People love surprises and using this element to hook followers into your brand can propel their engagement with your social content.

*Real life viral example:
Pepsi's 'Test Drive'*



4

Leverage social currency.



Everyone wants to make themselves look fun, intelligent, witty or [insert your favourite adjective here]. No one's going to share mediocre content that makes them look second-rate. People **Share Content that Makes Them Look Good!**

Real life viral example: TED talks

5

Ask them to share!



Yes, this tip is from Captain Obvious,
but it's important to remember that
those who ask, shall receive.

Include a call to action or incorporate easy social
media sharing buttons to make it much easier for
followers to pass your content on to others.

Forget about the skeptics who think the social media realm is too risky for getting a brand noticed.

Hitting it big with social media just takes strategy, wit and resilience.

Once your content is shareable, the rewards will be worth it.

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