

# FB Viral Pro

## “Magic Sneeze” Traffic



# What Does “Viral” Mean?

Viewed by a lot of people in a very  
short period of time...



# What Does “Viral” Mean?

People **sharing** with other people, not just comments and likes... Facebook sharing, emailing people, tweets, blog posts, texts, and word of mouth!



# Why Does “Going Viral” Matter?

It gives you a **surge of traffic** and often that surge creates even more traffic surges and traffic carryover



# How to “Go Viral”?

Create something interesting, fun, new, creative, surprising, clever... but most important, it's got to be **emotional** and something people want to share.



# Why Do People Share?

## New York Times study...

1. Create value and entertain others
2. Define themselves; hopes & dreams
3. Grow and nourish relationships
4. Connect to the world
5. Get the word out; communicate



# Types of “Virus People” – Personas

## New York Times study...

1. **Altruist:** helpful folks, thoughtful, “do gooder”
2. **Careerist:** intelligent networkers; positioning
3. **Hipster:** creative, young, popular, cool
4. **Boomerang:** reactionaries, validate, “that’s me!”
5. **Connector:** planners, thoughtful, extrovert
6. **Selective:** resources, information, “brains”