

FB Viral Pro

King Kong's Viral Toolbox



Walmart

Retail and Consumer Merchandise · 34,755,527

Likes · April 20 · 🌐



Like Page



Happy #Easter! How many eggs can you find in this photo?



21,630



23,129



1,692

Why It Worked... THE SECRETS:

1. **ENGAGEMENT**... “treasure hunt” 😊
2. Anyone, any age can do this
3. Light, fun, entertaining, fluffy
4. Lovely picture



Amazon.com with Michael Lesko

Retail and Consumer Merchandise · 25,210,468 Likes ·
March 11 · 🌐



Liked



For the next couple of hours only: we're giving away Hot Wheels Ultimate Track Builder Bundles to four lucky winners, valued at \$117 each!

To enter: like this post and tell us your favorite toy as a child. Check out Hot Wheels shop here: <http://amzn.to/1oH7OQK>

Ends 3/11/14 at 12:00 pm PST. We will reply to the winner's comment with instructions on how to claim the prize. NO PURCHASE NECESSARY. See official rules <http://amzn.to/Rules>

👍 23,924 💬 22,216 📄 1,029

Why It Worked... THE SECRETS:

1. **SCARCITY!** 😊
2. Value is explained and concrete (\$117)
3. Like AND Comment (engagement)
4. Lovely picture



Target

Retail and Consumer Merchandise · 23,178,889

Likes · October 26, 2013 ·



Like Page



#TargetTruth #Halloween Edition: Three words you'll never hear uttered this time of year, "Too much candy."

👍 118,941 💬 2,400 📄 3,473

Why It Worked... THE SECRETS:

1. **CLEVER!** 😊
2. Great timing with holiday
3. “Something for everyone” (choices)
4. Almost game-like

BONUS!



Like · Comment · Share

👍 118,941 people like this.

Top Comments ▾

↪ 3,473 shares



Write a comment...



Loriann Pierce Cara, did you know that Target refuses to fly an American Flag. They refuse to let it Veterans, Boy/Girl Scouts fund raise on their property. I WILL NOT SPEND A DIME AT TARGET.

Like · Reply · 👍 73 · October 30, 2013 at 7:55pm

↪ 🎯 Target ✓ replied · 20 Replies



Bessie Kolar Yates Don't shop there! They don't support our military!!

Like · Reply · 👍 6 · October 31, 2013 at 7:01am

↪ 🎯 Target ✓ replied · 5 Replies



Shane Malcolm Billings Why is there no Halloween packaging on candy this year? At least not in ME.

Like · Reply · 👍 24 · October 27, 2013 at 9:08pm

↪ 🎯 Target ✓ replied · 18 Replies



Catherine Zamparo I didn't know that Target sells wine.....ours dosen't in Maryland.....

Like · Reply · October 30, 2013 at 3:48pm

↪ 🎯 Target ✓ replied · 2 Replies



Brenda Zambrano Hey i wasted to know if target is still doing the beaut box because evertime i look for it i cant seem to find the page where i can buy it.

Like · Reply · October 30, 2013 at 2:41am

↪ 🎯 Target ✓ replied · 2 Replies



Suzette Brendon I stopped shopping Target. I am 60 years old, rode my bike over, and they wouldn't sell me one bottle of wine without ID. I will not shop there again

40,000 LIKES

**FOR A CHANCE TO WIN
FREE SUBS FOR A YEAR**



Subway

Restaurant/Cafe · 27,524,837 Likes · November 27, 2013 · 🌐

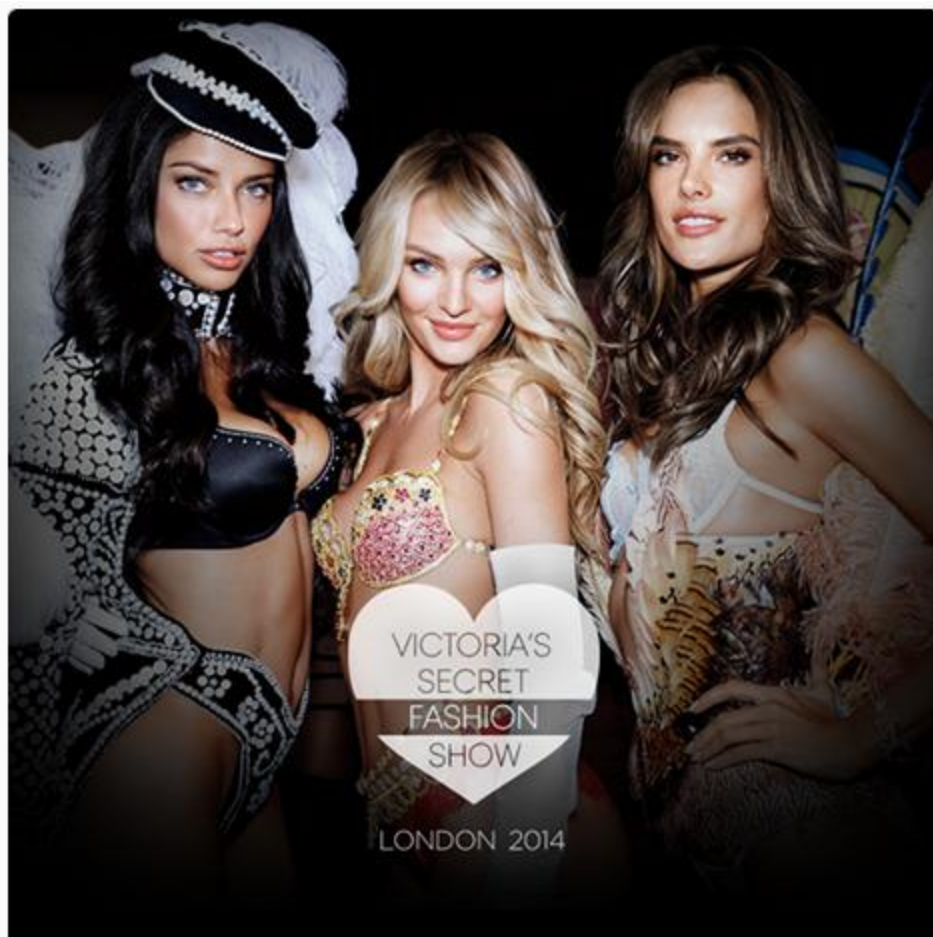
 Like Page ▼

If this post gets 40,000 likes we'll release an exclusive code for a chance to win FREE SUBS FOR A YEAR!!! <http://bit.ly/1aJT0xh>

👍 68,713 💬 811 📧 1,713

Why It Worked... THE SECRETS:

1. **GAME-LIKE!** 😊
2. Contest-like / Challenge (FREE prize)
3. “Exclusive Code” (inner circle vibe)
4. Almost game-like



Victoria's Secret

Clothing · 26,135,817 Likes · April 15 · 🌐



Like Page



And now for that BIG NEWS.

The 2014 Victoria's Secret Fashion Show is heading to LONDON!

👍 86,368 💬 704 💬 2,159

Why It Worked... THE SECRETS:

1. **BEAUTY!** sex sells... 😊
2. Actual NEWS (anticipated event)



Reese's with Juice Mann and 48 others

Company · 12,432,411 Likes · December 16, 2013



Like Page



Peanut Butter Cup Crumble Cake is sure to fill your holiday season with cheer! <http://reeses.me/19sQiMD>

👍 60,947 💬 1,102 📄 22,510

Why It Worked... THE SECRETS:

1. **RECIPE!** 😊
2. Food is human (everyone eats...)
3. New and clever use of a product
4. Did I mention... CHOCOLATE!?



Dunkin' Donuts

Food/Beverages · 12,385,179 Likes · March 26 · 🌐



The rumors are true! Who is excited for a sneak PEEPS at our new donut? It will be here in April!

👍 35,276 💬 1,400 💬 6,149

Why It Worked... THE SECRETS:

1. **NOSTAGILA!** Peeps... 😊
2. Slightly mysterious (e.g., timing)
3. Simple, fun, holiday tie-in
4. (The fail here? *No call to action!*)



Old Navy

Clothing Store · 8,518,340 Likes · March 18 · 🌟



Like Page



Penny Pincher Fashion finds the perfect fit with our Pixie Pants.

Read more here: <http://oldnavy.me/1p8TDEr>



20,550



258



349

Why It Worked... THE SECRETS:

1. **HOW TO!** (“Advice”) 😊
2. Split screen (clever far / close image)
3. Call to action is strong; demanding
4. Curiosity: What OTHER clothes...?



Bud Light with Adrienne Gant and 49 others

Food/Beverages · 7,610,806 Likes · February 25 ·



Like Page



Can't come soon enough...



245,538



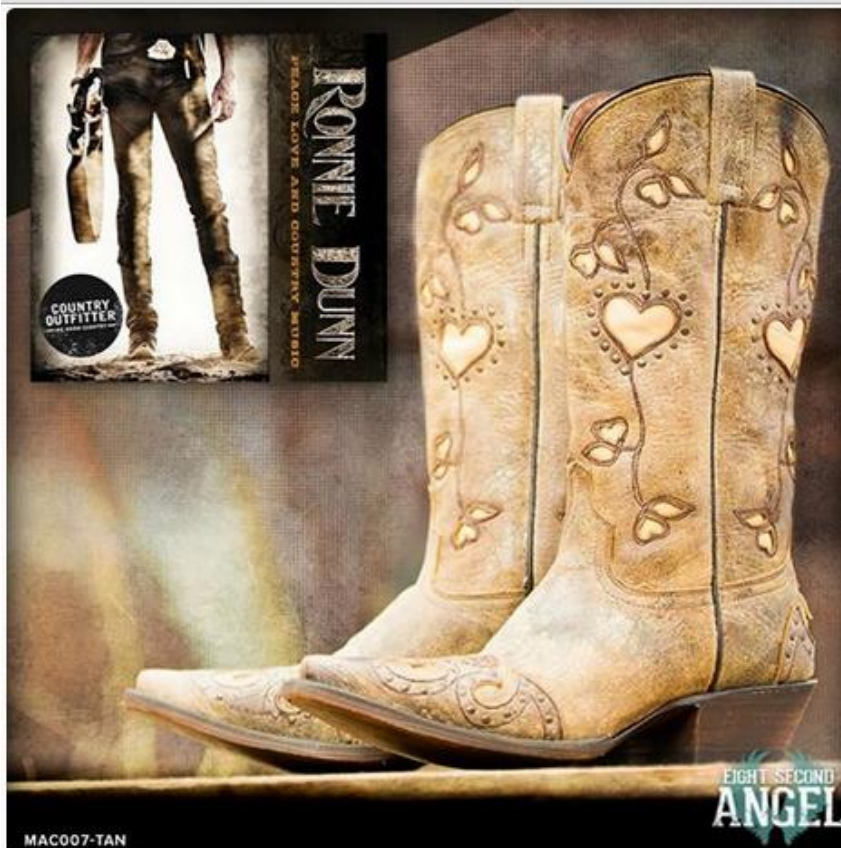
5,457



108,734

Why It Worked... THE SECRETS:

1. **MALE HUMOR!** (simple, blunt) 😊
2. Cultural comment by demographic
3. Builds anticipation (beer = EVENT)
4. Clock ... Timing ... “Come Soon Enough”



Country Outfitter with Doris Hennessey
and Cecilia Ramirez

Clothing · 6,822,425 Likes · April 4 · 🌐

 Like Page ▼

Hey guys! We are celebrating Ronnie Dunn's new CD 'Peace Love and Country Music' by giving away one of the most liked Eight Second Angel boots! First up is the Laura Beth Boot. To enter: Like & Share, then visit → http://countryoutfitter.com/giveaway/ronnie-dunn/?lhs=u_fcw_f_n_a&lhc=ronnie_dunn_giveaway&lhg=womens_boots&utm_source=facebook&utm_medium=post for your chance to win!

👍 19,591 💬 696 📄 7,547

Why It Worked... THE SECRETS:

1. **CROSS PROMOTION!** (*event halo*) 😊
2. Borrowed entertainment lifestyle
3. Hyper targeted, precise, detailed
4. Contest, win, prizes
5. Engage so you can be part of this