

FB Viral Pro
“Open Book” Niche Case Study



Just Doggie Loves Pit Bulls shared a link.
Posted by Edie Uyesugi [?] · September 24

Do YOU know what a pit bull is? I challenge you to make anyone who says "pit bulls" are dangerous to take this quiz - PLEASE SHARE!

<http://www.justdoggie.com/take-the-test/>



So You Think You Know What A Pit Bull is? Take The Test - Just Doggie
www.justdoggie.com

Wow, this is crazy! You think you know pit bulls, but do you really? This test gives you 25 pictures and you've got to pick which one is the American Pit Bull Terrier. I challenge you to make anyone who says pit bulls are dangerous to take this quiz. Misidentification is now of the biggest ...



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Like - Comment - Share

 30 Shares

 77 people like this.

Top Comments ▾



Write a comment...



Andrew Thigpen First try

Unlike · Reply ·  4 · September 24 at 9:20pm



Nancy Reklau First try in 22 seconds. Yep I know my pits!!!!

Unlike · Reply ·  3 · September 24 at 11:53pm

 View 10 more comments

4,300 people reached

[Boost Post](#)

Why It Worked... THE SECRETS:

1. **ENGAGEMENT**... quiz & dare! 😊
2. Explicitly asking for SHARE
3. Good picture (not amazing)
4. Yes, 4.3K reached; no ads at all



Just Doggie Loves Pit Bulls shared a link.
Posted by Edie Uyesugi [?] · September 24

Your pittie's diet is essential to his/her health. Here is some more info about the best pit bull food available. What food are you using?

<http://www.justdoggie.com/more-insight-into-the-best-dog-food-for-pit-bulls/>



More Insight Into The Best Dog Food For Pit Bulls - Just Doggie
www.justdoggie.com

Unfortunately, our most beloved breed is often the most misunderstood. Aside from the obvious breed discriminations that these beautiful creatures face on a daily basis, there are other things that people don't realize about pit bulls. These dogs are very strong and muscular, because of this it is e...

Like · Comment · Share

 28 Shares

Unlike · Comment · Share

 32 Shares

 Just Doggie Loves Pit Bulls and 99 others like this.

Top Comments ▾



Write a comment...



Nadia Quinn This is why I use oatmeal shampoo and conditioner on mine. It helps with sensitive skin. My old red nose had all sorts of issues with rashes that developed into a full blown skin infection at one point. Definitely pay attention to your pups skin and of they are chewing on themselves too much.

Unlike · Reply ·  3 · September 24 at 11:47pm



Janet Sternbach YEAH I GOT SOME 2 WEEKS AGO FUNNY!!!! AND doc said he has a staff infection so I give med also he has allergies I give med for that also just looked its aloe and oatmeal conditioner

Like ·  1 · September 25 at 5:42am · Edited



Write a reply...



Ariel Akers Kelsey Potter

Like · Reply ·  1 · 18 hours ago

 View 15 more comments

4,828 people reached



Boost Post

Why It Worked... THE SECRETS:

1. **ENGAGEMENT**... asked a question 😊
2. Food! (Good for people & pets)
3. Super cute picture.. “Awwww!”
4. Promises the BEST (food for pet)



Just Doggie Loves Pit Bulls shared a link.
Posted by Edie Uyesugi [?] · September 24

ALERT: Blue/White Pits are prone to skin issues! Don't let these allergies go unattended! Poor Baby Halo ❤️ 😞

<http://www.justdoggie.com/skin-allergies-in-pit-bulls/>



Video of Halo's Skin Allergies, Common In Pit Bulls - Just Doggie
www.justdoggie.com

Video of Halo's Skin Allergies, Common In Pit Bulls

Unlike · Comment · Share

🗨️ 32 Shares

👍 Just Doggie Loves Pit Bulls and 99 others like this.

Top Comments ▾

Like · Comment · Share

 28 Shares

 196 people like this.

Top Comments ▾



Write a comment...



Heather Wood How about this: feed your dog what your vet recommends based on age, lifestyle and health problems/risks. The advice in this article is cringeworthy and dangerous. You want to feed raw, fine, feed a raw diet that's BALANCED and made for dogs, not butchers scraps.

Unlike · Reply ·  2 · September 25 at 7:43pm



Lisa Gambrell very true, they are judged by people but they have to look who is raising an having them.mine is so loving an she is a blue anlooks like this one.love them.i think every dog had a bad name at one time or another. IT'S BULLSHIT.

Unlike · Reply ·  2 · September 25 at 3:14pm

 View 8 more comments

5,552 people reached



Boost Post

Why It Worked... THE SECRETS:

1. **WARNING**... helpful alert / news 😊
2. Heart and frown emoticons
3. Advertising juice; leverage
4. Curiosity (“Is my pet safe?”)



Just Doggie Loves Pit Bulls shared a link.
Posted by Edie Uyesugi [?] · September 22

The Best Dog Food for Your Best Friend

<http://www.justdoggie.com/best-dog-food-for-pit-bulls/>



The Best Dog Food For Pit Bulls - Just Doggie
www.justdoggie.com

The Best Dog Food For Pit Bulls

Unlike · Comment · Share

 Just Doggie Loves Pit Bulls and 26 others like this.



Write a comment





The Best Dog Food For Pit Bulls - Just Doggie

www.justdoggie.com

The Best Dog Food For Pit Bulls

Unlike · Comment · Share

 Just Doggie Loves Pit Bulls and 26 others like this.



Write a comment...



2,588 people reached



Boost Post

Why It FAILED:

1. **BLAND & BORING...** 😞
2. Nothing special, interesting, cool
3. No call to action, no reason, no “why”
4. Good picture & food; not good enough



Just Doggie Loves Pit Bulls shared a link.
Posted by Edie Uyesugi [?] · September 21

We bet you can't watch this WITHOUT tearing up! ❤️ 😊

<http://www.justdoggie.com/reunited-with-pit-bull-puppy/>



Man Reunited With Pit Bull Puppy He Saved - Just Doggie

www.justdoggie.com

Man Reunited With Pit Bull Puppy He Saved

Unlike · Comment · Share

 175 Shares

 Just Doggie Loves Pit Bulls and 576 others like this.

Top Comments ▾

Unlike · Comment · Share

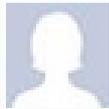
 175 Shares

 Just Doggie Loves Pit Bulls and 576 others like this.

Top Comments ▾



Write a comment...



Jeannie Briones these are great animals i raised 8 of these pits and never had one problem loyal dogs

Unlike · Reply ·  9 · September 22 at 5:50am



Sandy Lizares So glad u decided to take him home. What a great best friend

Unlike · Reply ·  6 · September 21 at 10:31pm

 View 16 more comments

54,848 people reached



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Why It Worked... THE SECRETS:

1. **EMOTIONAL...** real connection 😊
2. It's a "challenge" (try NOT to...)
3. Emoticons
4. Reader can say, "*Just like me!*"
5. Cheap paid advertising (\$0.01 engage)



Just Doggie Loves Pit Bulls shared a link.
Posted by Edie Uyesugi [?] · September 18

Are You Feeding Your Pit Bull The Wrong Dry Food? Find Out!

<http://www.justdoggie.com/best-dry-food-for-pit-bull/>



Best Dry Food For Your Pit Bull - Just Doggie

www.justdoggie.com

Best Dry Food For Your Pit Bull

Unlike · Comment · Share

 17 Shares

 Just Doggie Loves Pit Bulls and 96 others like this.

Top Comments ▾

Unlike · Comment · Share

 17 Shares

 Just Doggie Loves Pit Bulls and 96 others like this.

Top Comments ▾



Write a comment...



Katherine Byrne Taste of the wild. My four dogs love it! And I've noticed they are fuller longer.

Like · Reply ·  1 · September 22 at 8:58pm



Christy Weaver Don't even feed kibble at all. Research how to make your own dog food. It's cheaper and preservative free. My pit just got diagnosed with cancer he is now on an all natural diet. I wish I would done my research and learned how to make his food years ago.

Like · Reply ·  1 · September 20 at 10:15pm

 View 5 more comments

18,160 people reached



Boost Post

Why It Worked... THE SECRETS:

1. **DANGER...** Are you creating “pain”?
2. News, answers, advice, giving HELP
3. Clicking is fast-n-easy (“Find out!”)
4. Cheap paid advertising = **leverage**



Just Doggie Loves Pit Bulls shared a link.
Posted by John S. Rhodes [?] · September 13

[VIDEO] -- What's your pit bull really saying! Enjoy, then share! 😊

<http://www.justdoggie.com/video-deciphering-pit-bull-talk/>



[VIDEO] Deciphering Pit Bull Talk - Just Doggie
www.justdoggie.com

Deciphering Pit Bull Talk

Unlike · Comment · Share

 26 Shares

 Just Doggie Loves Pit Bulls and 120 others like this.

Top Comments ▾

Unlike · Comment · Share

 26 Shares

 Just Doggie Loves Pit Bulls and 120 others like this.

Top Comments ▾



Write a comment...



Joyce Siedenbug-Waite I want one! Please? X 6 and then "awe come on...don't make me beg!"

Unlike · Reply ·  1 · September 13 at 10:18pm



Debbie McPherson Herron Looks like my Rocky

Unlike · Reply ·  1 · September 13 at 9:04pm

 View 6 more comments

5,364 people reached



Boost Post

Why It Worked... THE SECRETS:

1. **TWO STEPS...** enjoy *then* share 😊
2. Solves problem (understanding pet)
3. Use of [VIDEO] targets “modality”
4. OK image, but eye contact (power!)



Just Doggie Loves Pit Bulls

Posted by Schuyler Davis [?] · August 26 · 🌐

What is your pit bull trying to tell you?

<http://www.justdoggie.com/7-things-your-pit-bull-is-trying-to-say/>



7 Things Your Pit Bull Is Trying To Say - Just Doggie

Many people really assume that barking is one sided, and don't really consider that dogs have different barks for different reasons. Barking is normal for all pit bulls and dogs, but what are they really trying to say? There's no way to completely prevent...

JUSTDOGGIE.COM

94,496 people reached



[Boost Post](#)

[Unlike](#) · [Comment](#) · [Share](#)

Just Doggie Loves Pit Bulls and 601 others like this.

[Top Comments](#) ▾

196 shares

Why It Worked... THE SECRETS:

1. **LUCK**... random, who knows... 😊
2. “Law of Numbers” (you WILL succeed)
3. Amazing eye-to-eye contact... wow!
4. Paid, cheap ads... leverage success

SUMMARY!

- 1. Current Events (e.g., warnings)**

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4. **Commitment** (e.g., quiz, puzzle)
5. **Humor** (we used "cute" instead)
6. **Inspiration** (e.g., great pix)