

13 LESSONS ON THE VIRAL CONTENT That Got 36,177 Shares In A Year

Viral content isn't the goal. Awesome content your audience loves is. Here's how to make your content great, actionable, and shareable.

1

6 Ways To
Publish

2

Schedule
Content

3

How To
Make It Viral

Fill in each step of these steps as you go.

Step 1 6 ways to publish content that is most likely to result in virality:

Taboo: Anything not currently seen as acceptable by culture. Come up with 3 content ideas:

- 1.
- 2.
- 3.

Unusual: Anything that exists outside of the realm of what your audience expects. Come up with 3 content ideas:

- 1.
- 2.
- 3.

Outrageous: Anything that exceeds boundaries, including through extravagance. Come up with 3 content ideas:

- 1.
- 2.
- 3.

Hilarious: Anything that makes people laugh, and laugh good. Come up with 3 content ideas:

- 1.
- 2.
- 3.

Remarkable: Anything that is awe-inspiring that drives people to share. Come up with 3 content ideas:

- 1.
- 2.
- 3.

Secrets: Anything not readily known by outsiders or non-experts. Come up with 3 content ideas:

- 1.
- 2.
- 3.

Publish content to inspire these 6 emotions:

Awe:

Anger:

Surprise:

Fear:

Joy:

Lust:

Look your list of content ideas above and include the emotion you'll inspire next to your ideas.

List your best 6 content ideas you can write to target each of these emotions:

1. Awe:

2. Anger:

3. Surprise:

4. Fear:

5. Joy:

6. Lust:

Step 2 Schedule it on your marketing calendar.

Why do people share?

1. To bring valuable and entertaining content to others.

49% say sharing allows them to inform others of products they care about and potentially change opinions or encourage action

2. To define ourselves to others.

68% share to give people a better sense of who they are and what they care about

3. To grow and nourish our relationships.

78% share information online because it lets them stay connected to people they may not otherwise stay in touch with

4. Self-fulfillment.

69% share information because it allows them to feel more involved in the world

5. To get the word out about causes or brands.

84% share because it is a way to support causes or issues they care about

Brainstorm how your content can inspire people to share:

Some people share because of your great graphic, your amazing headline, or simply because everyone else (or an influencer) shared it.

One caveat: There are no guarantees you'll go viral.

The Experience Of Going Viral

"With great content comes great responsibility."

Real-Life Results Of A Viral Post

While you can't ensure that any post will go viral, there are a few things you can do to help.

- Have strong graphics that can make your content shareable on tools such as Pinterest.
- Have a portable download so people can take the information along with them.
- Some viral posts take time. Don't just expect to post and see it soar.

Viral Engagement

Are you ready to respond if your content goes viral? There is an expectation that you'll respond, and all of that social media engagement can take up a significant chunk of time.

Create a game plan.

Ex. Twitter

- Thank everyone or no one for their retweet
- Favorite any tweet that mentions your content: Respond only to direct questions or comments
- Retweet every retweet
- Pin a tweet to your timeline that says your post has gone viral and thank your sharers for their interest

Make a game plan for your other social media accounts:

Facebook

-
-
-
-
-
-
-
-

Google+

-
-
-
-
-
-
-
-

LinkedIn

-
-
-
-
-
-
-
-

Step 3 How To Make Your Content Go Viral

1. You must understand what piques readers' interest.
What are your readers looking for from your content?

2. You must understand emotions and how to write them.
3. Your goal must not be simply to go viral.

4. You must understand some things are out of your control.
5. You must have a thick skin.
6. You must be prepared to defend and substantiate your arguments.

What will you do to prepare yourself to defend your claims?

7. You must be prepared to walk away and not have the last word.
At what point will you walk away?

8. You must be willing to acknowledge information that was left out of your post.
9. Viral content creates viral social responses.
10. Viral content can overwhelm your social media capabilities.
11. You need an overall social response plan in place before your content goes viral.
12. Viral content that's momentary might garner you some new social followers or readers, but it won't bring reliable and continued traffic.
13. Viral content that builds slowly and stays sticky over time returns the most benefits.

Want to write, organize, and promote your content and help make your promotion process simpler? Try CoSchedule's 14-day free trial today. It's your all-in-one marketing calendar.

HEAR THE RAVES



"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.

— **Michael Hyatt**, *New York Times* Bestselling Author of *Platform: Get Noticed in a Noisy World*



"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

— **Jay Baer**, *Convince & Convert* Bestselling Author of *YouTility: Why Smart Marketing Is About Help Not Hype*

CoSchedule

The social media editorial calendar for WordPress

The screenshot displays the CoSchedule WordPress plugin interface. At the top, there are navigation tabs for "WordPress Blog", "Schedule", and "Settings". The "Schedule" tab is active, showing a calendar grid with columns for days of the week (SUN, MON, TUES, WED, THURS, FRI, SAT). The grid contains several scheduled posts with their respective dates, times, titles, and social media icons. A large CoSchedule logo is overlaid on the calendar grid.

SUN	MON	TUES	WED	THURS	FRI	SAT
	<p>8a 5 Tips For Writing Better Blog Headlines Marketing</p> <p>8a 5 Tips For Writi</p> <p>9p Don't Miss: 5 T</p>	<p>8a 5 Tips For Writi</p>	<p>4p Schedule Your Blog Like a Content Pro Content Planning</p>	<p>8a Schedule Your</p>		
	<p>8a Planning Your New Editorial Calendar</p>	<p>10a Grow Your Audience & Traffic Now</p>	<p>9p Schedule Your</p>	<p>8a Grow Your Aud</p>		<p>9p Grow Your Aud</p>