



HOW TO CREATE CONTENT THAT GOES VIRAL ON SOCIAL MEDIA

Creating viral content, regardless of the format, requires a combination of creativity, strategic planning, and a deep understanding your target audience. Here's an easy-to-follow guide for viral content marketing:

KNOW YOUR AUDIENCE:

Identify your target audience and ensure you deeply understand their interests, preferences, and online behaviour. Use analytics tools, research and social media insights to gather data about your current audience and create a clear ICP (ideal customer profile).

RESEARCH TRENDING TOPICS:

Stay updated on industry trends and popular topics in your niche or industry. Use tools like Google Trends, hashtags, news articles or social media trends to identify what's currently popular.

CREATE HIGH-QUALITY CONTENT:

Ensure your content is visually appealing, on-brand, well-written, and provides value to your audience. Using multimedia elements such as images, videos, and infographics to make your content more engaging is recommended, with video being the most preferable option, specifically in Reel format.

EVOKE EMOTION, THINK OUTSIDE THE BOX:

Now that you know your target audience very well, what is it going to take to stop their scrolling? Craft content that evokes strong emotions such as joy, surprise, or awe.

Emotional or shocking content is more likely to be shared, so consider the emotional impact of your message – in other words, be willing to stand out.

KEEP IT SHORT AND SHAREABLE:

Make your content easily digestible and shareable. Short, impactful content, or static content with big bold headlines, tend to perform well. Use clear and concise language, and focus on delivering a memorable message.

UTILISE VISUAL ELEMENTS:

You could try to incorporate visually appealing elements like memes, GIFs, or eye-catching images to make your content stand out. Videos are highly shareable, so consider creating engaging and shareable video content.





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LEVERAGE SOCIAL MEDIA:

Share your content on platforms where your audience is most active, this is why your research is fundamentally important. Craft compelling captions and use relevant hashtags to increase visibility. Engage with your audience by responding to comments and encouraging shares, this will make you more favourable in the algorithm.

COLLABORATE WITH INFLUENCERS:

You may consider collaborating with influencers in your industry. Collaborating with influencers can help your content to reach a wider audience. Influencers can provide credibility, awareness and help amplify your content.

OPTIMISE FOR SEO:

Use relevant keywords in your content to improve search engine visibility. Optimise meta tags, titles, and descriptions to enhance the chances of your content being discovered.

TIMING IS KEY:

Post your content at optimal times when your audience is most active. Consider time zones and schedule posts accordingly.



CONCLUSION

Remember, the key to creating viral content is a combination of creativity, relevance, and timing. Keep experimenting, learning from your analytics, and adapting your strategy to better resonate with your audience.

Looking for support? Reach out to our team at The Bubble Co. Now to get started on a tailored viral content marketing strategy suitable for your business goals.