

The Ten Characteristics of *Viral Content*

1. Evokes high arousal (usually meaning the content is surprising)
2. Engages positive emotions
3. Creates connection/empathy between content and content consumer
4. Has a newsworthy hook
5. Is easily understood
6. Is a quickly consumed media format
7. Is simple to share
8. Generates value or works toward a goal when shared
9. Doesn't reflect negatively on sharer
10. Appeals to broad/universal interests or topic areas (food, pets, common life events, celebrities, etc.)

It's not enough to just create great content that has the *potential* to spread virally -- you need to go one step further and actually get the ball rolling. Your content won't spread if you just wait for people to discover it!

So share it (repeatedly) on social media. Promote it to key

influencers. Use advertising campaign to reach those people who will be most likely to appreciate and share what you created.

The combination of high-quality, provocative content and a little bit of strategic marketing can generate a huge amount of exposure for your business. And more exposure means more sales.

Hey there, so nice to meet you!

My name is Gillian Perkins and I'm the founder of Aptus Creative Marketing, a full-service digital agency that helps online entrepreneurs generate visibility for their businesses.

For more free information about how to effectively market your business, visit www.gillianperkins.com.



Or, if you're interested in letting us do the heavy lifting for you, check out our services at www.apтусcreativemarketing.com.

Either way, I'm sure I'll be seeing more of you in the future. :)

Here's to your future success!

Gillian Perkins