

Viral Marketing and Contagious Content Training Course.

Description

Introduction

In today's digital world, **viral marketing** is a powerful strategy that allows brands to **reach millions organically, generate buzz, and drive massive engagement** without heavy advertising costs. Successful viral campaigns leverage **psychology, emotions, storytelling, and shareability** to spread like wildfire. This **five-day Viral Marketing and Contagious Content Training Course** is designed to help marketing professionals create **highly shareable campaigns**, harness social media virality, and craft content that resonates with audiences. Participants will learn **the science behind viral content, emotional triggers, influencer collaborations, and digital amplification techniques**.

Objectives

By the end of this course, participants will be able to:

- Understand the **science behind viral marketing and why content spreads**.
- Develop **high-impact viral content strategies** for digital platforms.
- Leverage **psychology and emotional triggers** to boost shareability.
- Utilize **influencers, social media algorithms, and PR to maximize reach**.
- Track, measure, and optimize **viral marketing campaign performance**.

Who Should Attend?

- Digital marketers and content strategists.
- Social media managers and brand storytellers.
- Entrepreneurs and business owners looking for **organic brand growth**.
- Video creators, content producers, and influencers.
- PR, advertising, and media professionals.

Course Outline

Day 1: Understanding Viral Marketing and Why Content Goes Viral

- What is **Viral Marketing**? Defining Its Impact on Modern Business
- The **Psychology of Virality**: Why People Share Content
- The **Six STEPPS of Contagious Content** (Based on Jonah Berger's Research)
 - **Social Currency, Triggers, Emotion, Public Visibility, Practical Value, Stories**
- Case Studies: **Breaking Down Iconic Viral Campaigns (ALS Ice Bucket Challenge, Old Spice, Dollar Shave Club, etc.)**

- Workshop: **Analyzing Why Content Becomes Viral**

Day 2: Crafting High-Impact Viral Content

- The Power of **Emotions in Viral Marketing (Humor, Awe, Surprise, Fear, and Controversy)**
- Storytelling Techniques for **Maximum Shareability and Engagement**
- Creating **Compelling Visuals, Videos, and Memes** That Spread Fast
- **Trendjacking & Real-Time Marketing**: Leveraging Current Events for Virality
- Group Activity: **Brainstorming Viral Content Ideas for a Brand**

Day 3: Social Media and Influencer Strategies for Virality

- The Role of **Social Media Algorithms in Boosting Viral Content**
- Choosing the Right Platform for Virality: **TikTok, Instagram, YouTube, X, Facebook, LinkedIn**
- Influencer Marketing for Viral Growth: **How to Collaborate with the Right Creators**
- User-Generated Content (UGC): **Encouraging Your Audience to Share Content**
- Workshop: **Designing a Viral Social Media Campaign for a Product or Brand**

Day 4: Digital Amplification and Paid Boosting Strategies

- The Role of **Paid Advertising in Viral Marketing** (When to Boost Organic Content)
- PR & Media Outreach: **How to Get Your Content Covered by Major News Outlets**
- Harnessing **SEO and Reddit for Viral Visibility**
- Engaging Online Communities: **Going Viral on Subreddits, Discord, and Niche Forums**
- Panel Discussion: **Experts Share Their Secrets for Creating Viral Campaigns**

Day 5: Measuring, Analyzing, and Sustaining Virality

- How to Measure **Viral Success: Engagement, Reach, Shares, and ROI**
- The Lifecycle of Virality: **What to Do After a Campaign Blows Up**
- Avoiding the Pitfalls of Viral Marketing: **Backlash, Controversies, and Brand Reputation Risks**
- Creating a **Long-Term Viral Marketing Strategy for Brand Growth**
- Final Group Presentations: **Developing a Viral Content Strategy**
- Certification Ceremony & Next Steps

Course Methodology

- **Case Studies & Viral Campaign Breakdowns** â?? Learning from the most successful viral marketing moments.
- **Hands-On Content Creation & Social Media Workshops** â?? Practicing viral content development.
- **Influencer & Trendspotting Exercises** â?? Identifying opportunities for viral collaborations.
- **PR & Digital Amplification Training** â?? Maximizing exposure through media and communities.
- **Final Project & Feedback** â?? Developing a **customized viral marketing campaign** for a brand.