

Viral Marketing Checklist

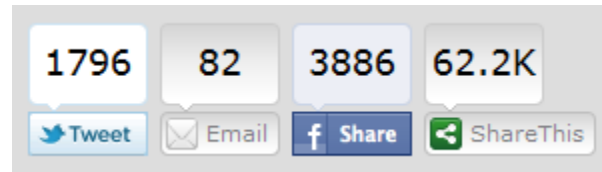
Make it Easy to Find and Access

- Avoid creating private content behind account logins
- Common private areas: Facebook, Google Groups, email inboxes
- Selectively share your content in existing in relevant places and networks

Make it Easy to Share

Social sharing tools:

- ShareThis: sharethis.com
- AddThis: www.addthis.com/
- NEW - Google + 1: www.google.com/webmasters/+1/button/



Facebook sharing plugins:

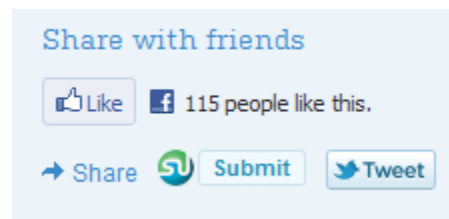
- Like/Recommend button: developers.facebook.com/docs/reference/plugins/like/
- Comments: <http://developers.facebook.com/docs/reference/plugins/comments/>

Create a friendly URL

- Bitly: bitly.com/
- TinyURL: tinyurl.com

Other considerations

- Enable embedding and sharing options



Encourage Sharing

- Motivate: contests, giveaways, discounts, status, recognition, influence, be understood
- Selectively make personal requests of influencers, leaders and champions
- Make it fun
- Say “thank you”
- Track and promote the sharing by others (remember your tags and hashtags)

Examples

- Social Sharing Tools: http://www.huffingtonpost.com/2011/06/28/behind-the-scenes-spam-factory_n_885512.html
- Facebook Comments (see the Guestbook) http://www.farmstayus.com/farm/Oregon/Leaping_Lamb_Farm
- Turkcell example (video): <http://www.youtube.com/watch?v=PSgk7YOigG8>
- Oregon State Beavers: <http://www.flickr.com/photos/tags/bennyonthemove>

Find more topics and cheat sheets by ProWorks at <http://www.proworks.com/blog/social-media-for-business>.

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