


A background image of golden sand with several footprints. One large footprint is in the foreground, and a trail of smaller footprints leads away from it towards the top right corner.

Six **STEPS** of Virality

Walter Lim
Cooler Insights

A portrait of Jonah Berger, a man with curly brown hair and a dark patterned shirt, standing in front of a bookshelf. The background is slightly blurred, showing rows of books on wooden shelves.

**"EVERYTHING
(MALCOLM) GLADWELL
SAID IS
WRONG!"**

- Jonah Berger

#1 Social Currency



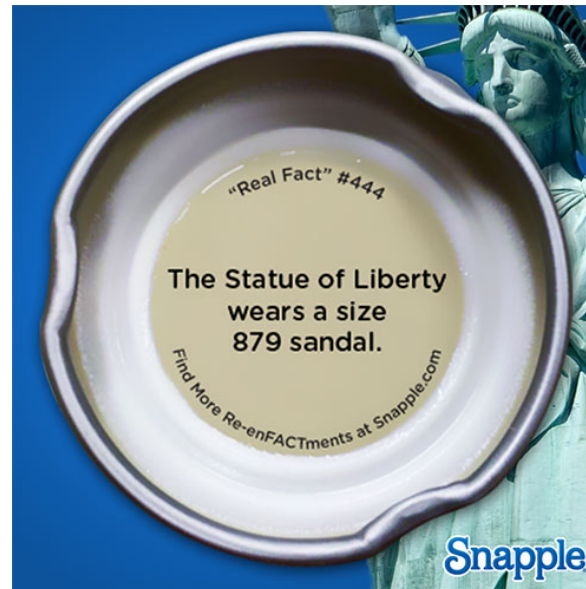
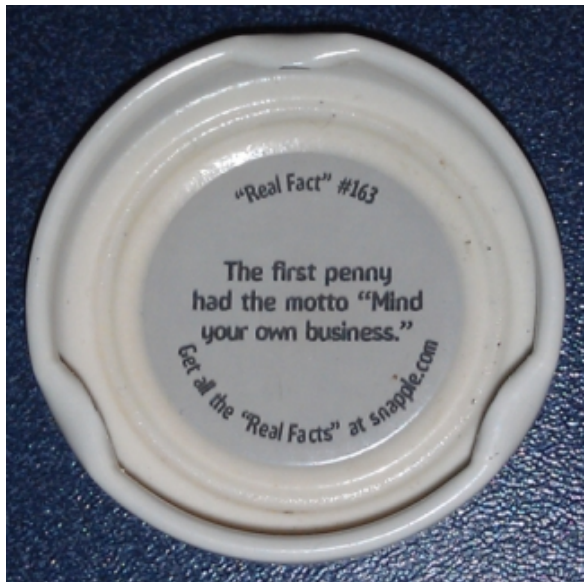
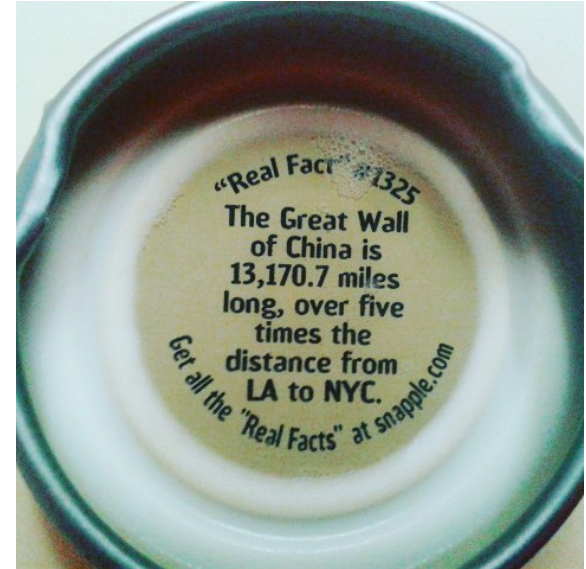
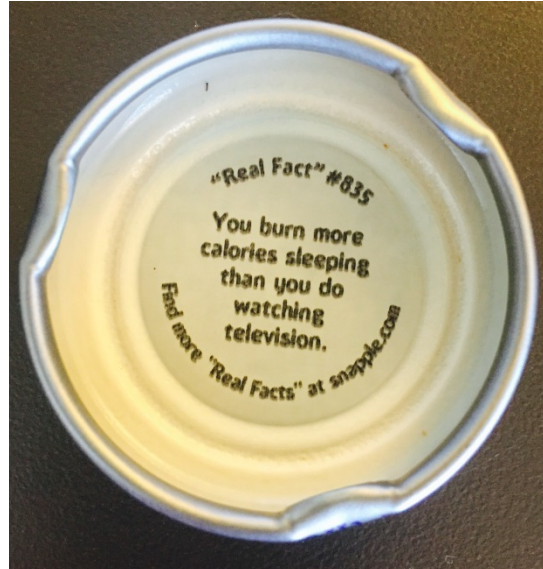
Anything we share that **makes others like us!**

1. Identify what's remarkable about your brand
2. Use game mechanics
3. Make people feel like insiders

What's Remarkable



What's Remarkable



Game Mechanics



Feel Like Insider



The
World's
FREE
Web-Based
Email

REGISTERED USERS

Login Name Password

☐ Frames ☐ No Frames ☒ My Default

[More About Hotmail's](#)

[More About Hotmail](#)

A W A R D S



The John C. Dvorak
Telecommunications
Excellence
Award

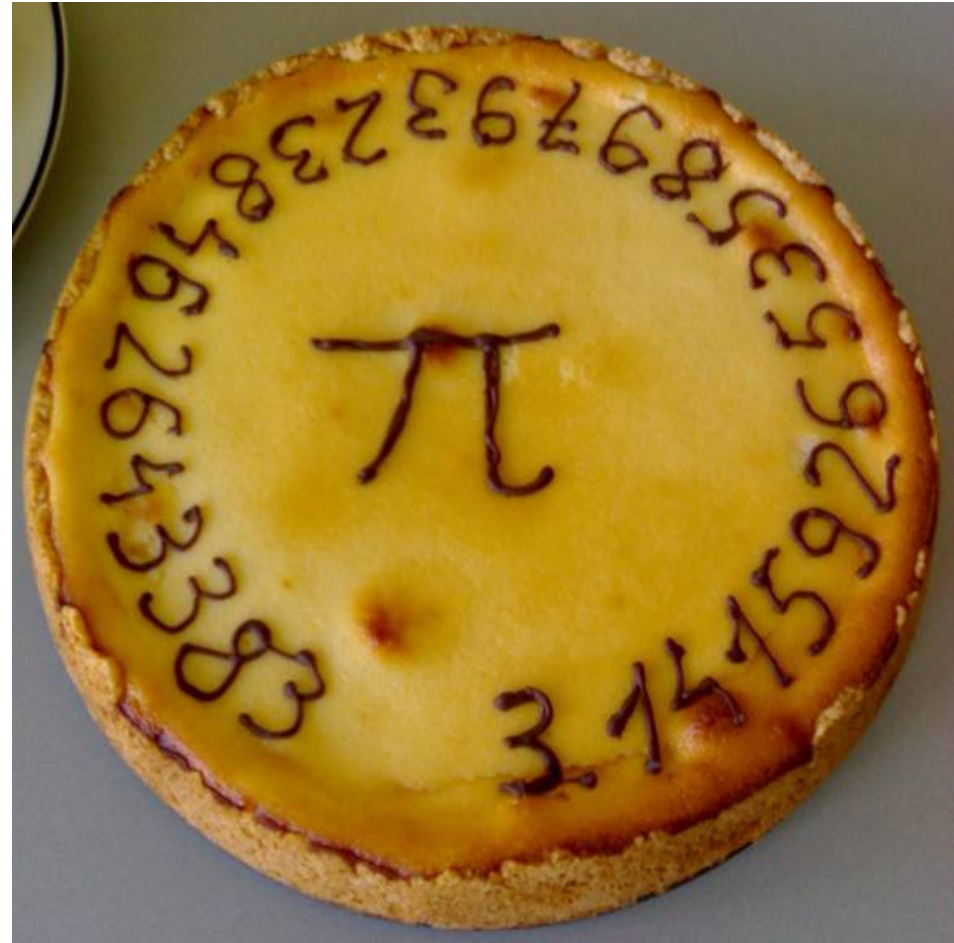


PC Computing
Top Pick
for Internet
Email

#2 Triggers

Triggers are reminders that spark off related thoughts and ideas.

1. Specific Days (eg Pi Day)
2. Seasons
3. Phrases/ Key Words
4. Daily Activities
5. Events



May the 4th

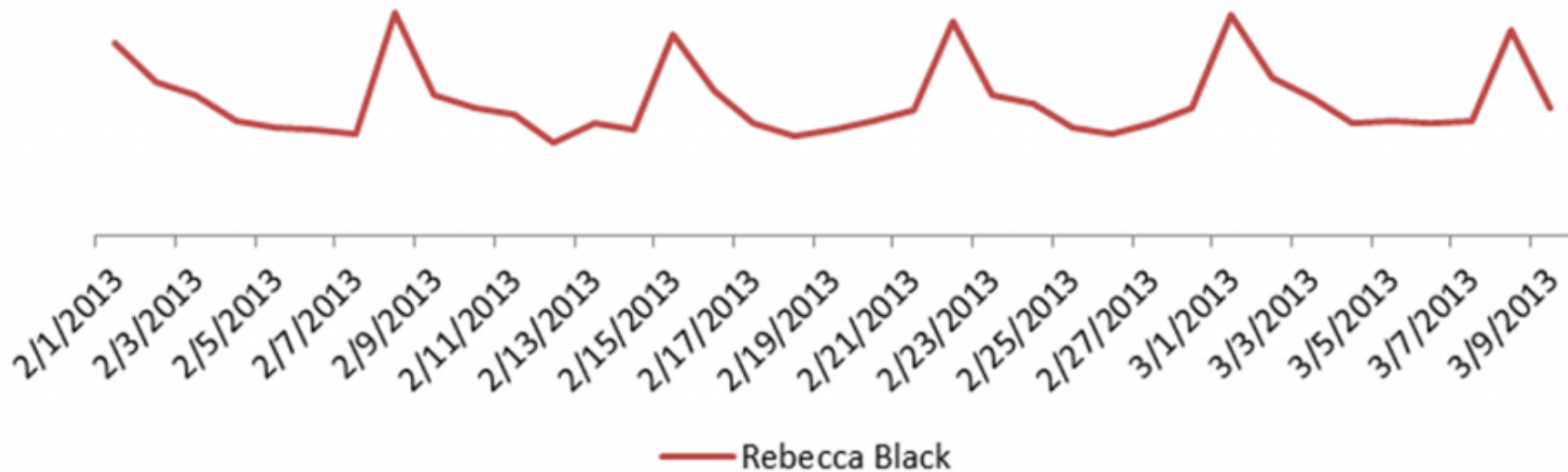


Do You Remember Her?



FRIDAY is a Trigger!

Google Trends: Rebecca Black Feb. - March 2013



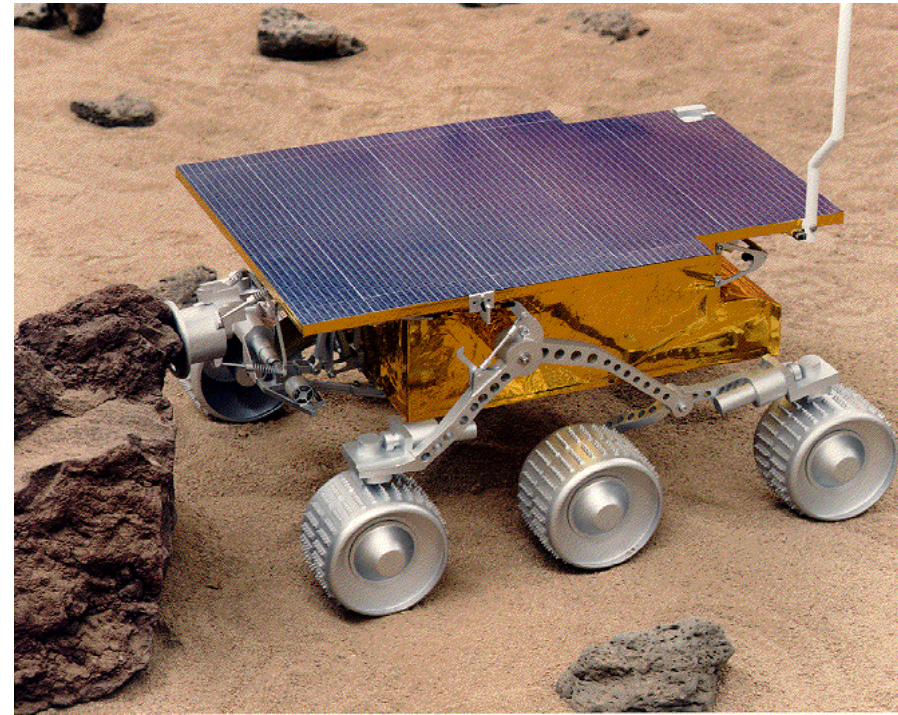
Google Trends data on Rebecca Black queries since Feb 2013. Note the spike every... you guessed it ...Friday.

Triggers

Gimme Chocolate!



NASA's MARS PATHFINDER



#3 Emotions

- Emotions help us connect with one another
- They inspire us to act
- However, not all emotions work the same way



Focus on High Arousal Emotions

	High Arousal	Low Arousal
Positive	Awe Excitement Amusement	Contentment
Negative	Anger Anxiety	Sadness

What Emotions Do You Feel?



The World's Most Famous Dad



<http://www.bravotv.com/blogs/dad-of-kids-who-interrupted-bbc-news-interview-says-he-forgot-to-lock-the-door>

#4 Practical Value

Valuable and **useful** stuff
are treasured and shared

1. **Listicles and tips**
2. **Templates**
3. **Tools**
4. **Guides**
5. **FAQs**
6. **Apps**





Answer Your Customer Questions



[Learning Center](#) [Gallery](#) [Pool Designs](#) [Accessories](#) [About](#) [Blog](#) [Contact](#)

Most Popular Questions

[How Much Do Inground Pools Cost?](#)

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[What Patio and Coping Options Should I Consider?](#)

[What is the Fiberglass Pool Installation Process?](#)

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[How Can I Get a Fiberglass Pool Quote?](#)

#5 Public Visibility

People will follow what they see others do publicly (eg take off shoes when entering Japanese restaurant).





What brand of shoes
are these?

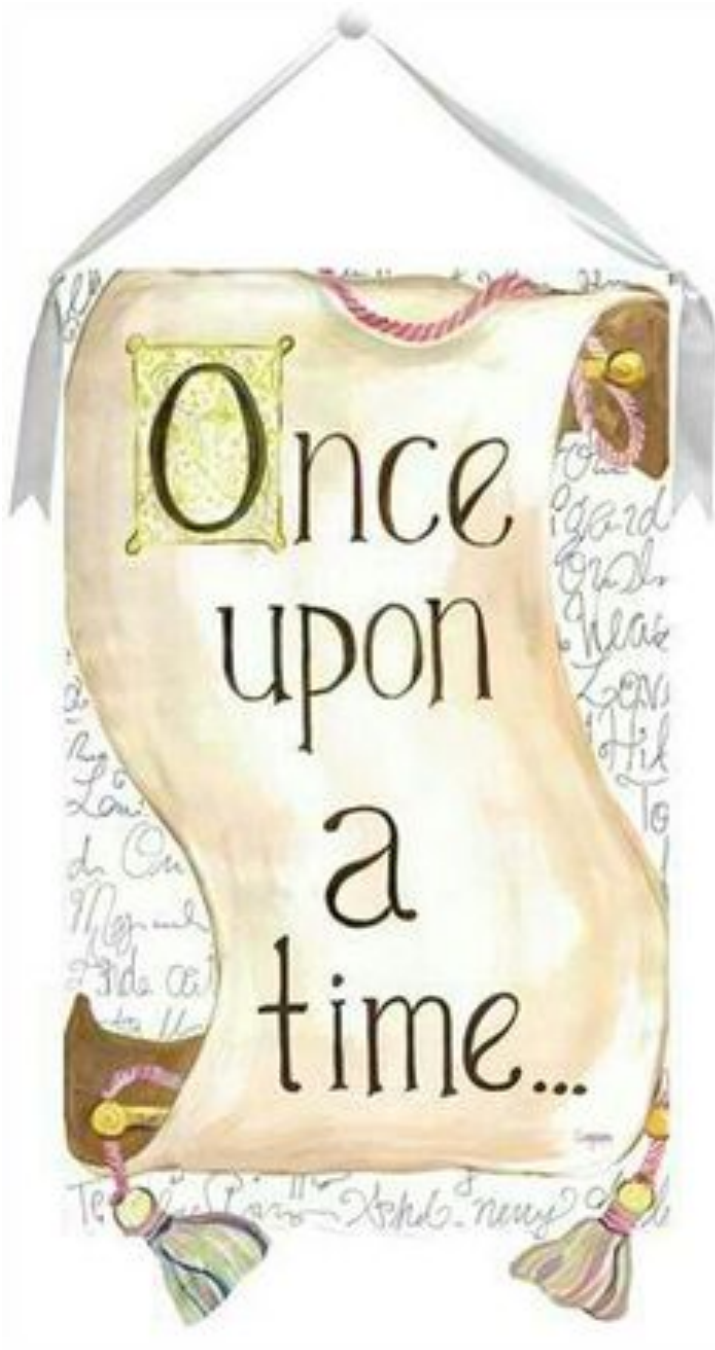


Free Advertisement!



#6 Stories

- We all love stories!
- Package your brand into a compelling narrative



Stories are Trojan Horses



Make Them the Hero



Humans of New York

1 hr · 🌐

"I've been on my own since the age of twelve. My mom decided that her drug-dealing boyfriend was more important than me. One night I came home from playing and the key wouldn't turn. I started banging on the door but nobody answered. I lived with friends for the next few years. I went from house to house, couch to couch. My friend's mom was a bartender so she got me a job washing dishes. I saved enough money to get a car when I turned sixteen, and I drove out to Arizona...

[See more](#)



👍❤️👤 Mark Khoo and 160k others

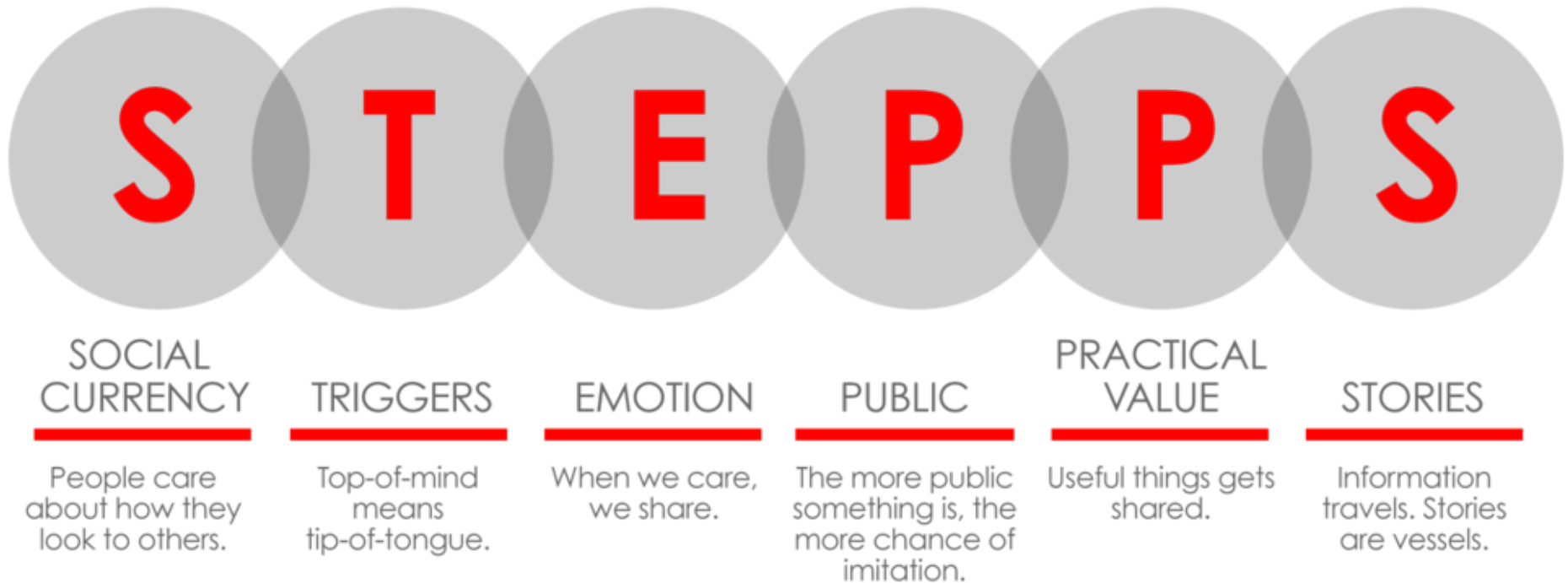
4.2k Comments 4.5k Shares



- Focus on **your stakeholders** (not you)
- Show **conflicts** and how they are **resolved**
- Keep it **real**

<https://www.facebook.com/humansofnewyork/?fref=ts>

CONTAGIOUS: WHY THINGS CATCH ON



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