



Viral Content Marketing Checklist

This checklist will help you use create viral content marketing campaigns by leveraging popular content created by others. You will need a pop-up tool like any of [these](#) to create the campaigns.

Step 1: Find Content to Share

- Do keyword searches for content your target customer for your membership would be interested in.
- Use the “Pages to Watch” feature in your Facebook Page dashboard to keep tabs on pages related to your niche.
- Look at trending topics on Facebook and Twitter for ideas.
- Create lists on Twitter to keep tabs on accounts related to your niche.
- Use as an RSS reader like Feedly.com to be tabs on niche blogs and what they’re posting.
- Look for content without pop-ups (recommended, so your pop-up doesn’t conflict).
- Look for content with click-worthy titles. Content that is long lists (ex. 50 Ways to Lose Weight after Giving Birth), ones with new research or data, resources lists, news in your niche, etc.

Step 2: Set Up Your Free Trial Offer

If you did the integration or blog retargeting, you may have already completed this step. But where possible, make your landing page as targeted as possible for your particular offer.

- **Set up a free trial in your order system.** You can create free trials in PayPal, with Instamember, Amember and other systems. For ClickBank, you can contact support and ask them to set it up for you. Free trials do not work in JVZoo, but if you’re using JVzoo, you could set up a \$1 trial, but we recommend doing a free

trial.

NOTE: Always make a free trial through your order system instead of just doing it as an opt-in with the option to pay later. When they have to set up their payment plan, you will have fewer sign up initially, but overall, you will have more paying customers and that means more commissions to send your partner.

- **Create a free trial offer sign up page on your website:**
 - Make the offer as irresistible as possible by stacking extra bonuses that will make them want to take the trial right away.
 - Customize your free trial page to the particular audience. For example, if you're selling a weight loss membership and your integration partner targets post-partum women, make your offer relate to someone trying to lose weight after giving birth.
- **Create a "New Campaign".** This will allow you to create a pop-up offer for your free trial before the visitor gets to the content you are sharing.
 - Create an "On Entrance" pop up
 - Use the drag and drop builder to create a pop up to promote your free trial – they have lots of templates to choose from.
 - Make the call-to-action a link to your free trial offer page.
- **Add a short link to the content:** When you add a short link to the content you create, you'll be able to specify the popup you want to appear whenever a user clicks the short link.

Step 3: Share The Content

- Share the content on your social media.
- You could also share it on your blog, via email, etc.
- You can purchase ads to promote your content.
- Encourage clicking and sharing:
 - Use phrases to encourage clicking, "It's worth the time to watch this" or "#3 is something we've been doing for a while."
 - Also encourage your users to share the content. Give them a reason why they should share it.

- Observe what other viral content sites to do encourage clicking. Watch their headlines, social media updates, etc. Look at sites like BuzzFeed and others.