

SECRET #1: Not all viral videos are what they seem

2. Content is NOT King

Make it short: 15-30 seconds

Design for remixing „Dramatic Hamser“

Make it shocking: „A Crash Course To Shine“

Use fake headlines that makes the viewer say „Holy shit did that actually happen?!“

3. Core Strategy: Getting onto the “Most Viewed” page

eMail lists

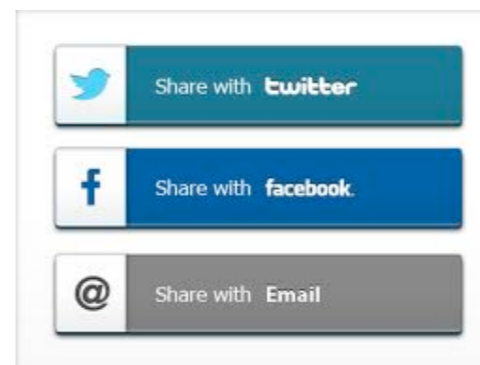
Make friends watch your stuff and share it

MySpace, Facebook, Twitter - share share share

Blogs: „in case pay the blog sites to post your stuff“

Forums: „Open new threads and embed your videos“

share



4. Title Optimization

„exclusive“

„behind the scenes“

„leaked“

5. Thumbnail Optimization

video should look like its HQ

half naked ladies get more clicks!

faces or persons are effective too

Most Viewed : (Today) : All

The screenshot displays a grid of 12 video thumbnails from YouTube, each with its title, duration, upload time, source, views, ratings, and number of ratings. The thumbnails are arranged in three rows and four columns. The first row includes videos like 'Utah Highway Patrol camera, shows John Gardner being taser' and 'fall into sleep'. The second row features 'Beach 149: English Sub: Part 1/3', 'Tiempo Final Doble Vida', 'The Fifth Element', and 'Dwayne Wade hits the ridiculous shot after the whistle!'. The third row shows 'Beach 149: English Sub: Part 2/3', 'Souja Boy Thanksgiving Fun!', 'NBA TV Top 10: November 21', and 'Kurtlar Vadisi Pusu 18. Bölüm 8. SON Kısım - 22 Kasım 2007'.

Thumbnail	Title	Duration	Added	From	Views	Ratings	Number of Ratings
	Utah Highway Patrol camera, shows John Gardner being taser	09:59	Added: 1 day ago	From: baldnews	Views: 125,020	★★★★★	395 ratings
	fall into sleep	04:23	Added: 1 day ago	From: dubai	Views: 115,947	★★★★★	160 ratings
	#9: Training my horny bitch	06:48	Added: 1 day ago	From: AtheneWings	Views: 100,143	★★★★★	739 ratings
	RBD: El Armagedón en marcha	06:04	Added: 22 hours ago	From: elcristo2007	Views: 84,194	★★★★★	223 ratings
	Beach 149: English Sub: Part 1/3	10:56	Added: 1 day ago	From: xDadras007X	Views: 83,815	★★★★★	337 ratings
	Tiempo Final Doble Vida	04:30	Added: 1 day ago	From: minifinal	Views: 82,930	★★★★★	6 ratings
	The Fifth Element	04:40	Added: 19 hours ago	From: hotnews007	Views: 77,194	★★★★★	1007 ratings
	Dwayne Wade hits the ridiculous shot after the whistle!	00:33	Added: 1 day ago	From: NBA	Views: 72,703	★★★★★	246 ratings
	Beach 149: English Sub: Part 2/3	10:26	Added: 1 day ago	From: xDadras007X	Views: 68,044	★★★★★	265 ratings
	Souja Boy Thanksgiving Fun!	02:57	Added: 20 hours ago	From: SoujaBoy	Views: 62,540	★★★★★	379 ratings
	NBA TV Top 10: November 21	02:02	Added: 1 day ago	From: NBA	Views: 62,084	★★★★★	149 ratings
	Kurtlar Vadisi Pusu 18. Bölüm 8. SON Kısım - 22 Kasım 2007	04:34	Added: 1 day ago	From: DoTube	Views: 47,046	★★★★★	134 ratings

6. Commenting: Having a conversation with yourself

create a number of different accounts

then create a good heated discussion

will engage viewers and will drive traffic back to our sites.

7. Releasing all videos simultaneously

If we have multiple videos, we post all of them at once

8. Strategic Tagging: Leading viewers down the rabbit hole

control the „related videos“

choose three or four unique tags and use only these tags for all of the videos we post

9. Metrics/Tracking: How we measure effectiveness

TubeMogul and VidMetrix also track views/
comments/ratings on each individual video and draw out
nice graphs that can be shared with the team.

10. Conclusion

fire your PR firm and do it **YOURSELF**

„Kony 2012“ by Invisible Children Inc.

34,000,000 views on the first day of its upload on 5 March, 2012

viewed more than **94,000,000** times as of 25 November 2012.

<http://www.viralvideoaward.com>

<http://de.wikipedia.org/wiki/Viral>

http://en.wikipedia.org/wiki/Viral_video

<http://www.youtube.com/watch?v=BpxVlwCbBK0>

<http://techcrunch.com/2007/11/22/the-secret-strategies-behind-many-viral-videos/>