

SEVEN TIPS TO HELP YOU CROSS 'GO VIRAL' OFF OF YOUR SOCIAL MEDIA BUCKET LIST

We've all seen what happens when a company strikes gold with a great piece of content...it goes viral! While some of these social butterflies might have considered their digital success a fluke, there was something enticing enough about their content that everyone couldn't help but share. What the rest of us are sitting back wondering is **"how can I duplicate that for myself?"**

Below we've rounded up our 7 tips for creating the kind of social media content that your followers won't be able to resist sharing, tweeting, retweeting, blogging about...you get the picture. So go forth and be social!

- ❑ **KNOW YOUR CUSTOMERS** – Get to know their likes, dislikes, habits, desires, fears, etc. Establishing buyer personas is key if you want your social media content to be targeted.
- ❑ **KEEP IT CONVERSATIONAL** – Why would you ever want to hide your unique sense of humour? Let your brand's personality shine through and feel free to keep it informal.
- ❑ **BY-PASS YOUR INNER EXHIBITIONIST**– Sure, you definitely want to establish yourself as an industry authority. But also aim to keep your interaction 100% genuine! This improves customer experience and loyalty!
- ❑ **HUMANIZE YOUR BRAND** – Rather than hiding behind your company logo, try sharing your brand's social updates as *yourself!* Don't be scared to put a human face to your brand and incorporate an emotional element in some of your social efforts.
- ❑ **LEVERAGE EYE-CANDY** – Typically, social media content that has incorporated visuals perform better. Use relevant, eye-catching images to capture attention and generate more engagement.
- ❑ **KEEP YOUR SOCIAL SHARES TIMELY** – Stay in the loop and keep up with the hot topics that your followers are buzzing about. There's nothing worse than customers thinking that you're outdated and living under a rock!
- ❑ **BE PRESENT AND CONSISTENT** – The best way to build your digital presence is to be present! (Pretty obvious, right!?) Regular engagement showcases your company's reliability, leadership, and customer orientation.

DROP US A LINE, WE'D LOVE TO HELP.

WSI is the world leader in digital marketing and we're equipped to implement a full suite of internet solutions. But, of course, we'll work with you to determine which strategies are best-suited to accomplish your business goals. For more information, get in touch with your local WSI Consultant at contact@wsiworld.com.