

Train the Train Part 4

Sales: Viral Loops



Session Objectives

1. Understand the basics of the viral marketing
2. A couple of key take-aways that you can implement right now
3. Email
4. Website
5. Social Media



Viral Videos



This Unicorn Changed the Way I Poop - [#SquattyPotty](#)

36,439,253 views

👍 105K 💬 5.1K ➦ SHARE ⚙️ SAVE ...



Viral videos do not always equal viral
businesses



Viral Businesses

- The product (or online course) grows merely because its users/customers are using it
- They are web based (almost always)
- They are free and have premium products
 - It's free to join Embodia, then you have a menu of options
 - Free course → paid course
- Users create content
- Simple and easy
- Fast adoption
- Network effects (ex: the telephone)



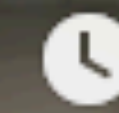
Viral Marketing

- Viral Marketing could be a viral video or a campaign
- You are in the business of online courses
- You have a community who LOVE what you do and want to hear from you
- How are you currently telling your community about you do?
- How can we get creative? Here are some example of viral marketing campaigns:
 - ALS Ice Bucket Challenge
 - Old Spine
 - Toronto vs Golden State





Old Spice | The Man Your Man Could Smell Like



Watch later

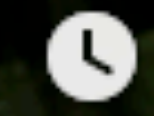


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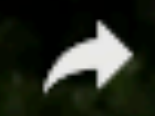




Bill Gates ALS Ice Bucket Challenge



Watch later



Share





N B A F I N A L S

THE #TECHBET

Two basketball powerhouses.

Two tech cities.

One mission.



Key Take-Aways

- There is a lot of opportunity
- You have:
 - An online business
 - A large potential audience
 - A team behind you
- Let's brainstorm



Email Signature

- Every time you send an email it's a good opportunity to let your community know what you're up to
 - Ex: Hotmail – 'PS. I love you. Get your free email at Hotmail.'
- Limited information
- Simple to read and understand



Linking from your Website

- Add a link from your website to your Embodia course
- This is really easy:
 - Add the URL of your course somewhere (or in multiple locations) on your website)
 - Each course on Embodia has a unique URL so that you can link directly to your course
 - Each course is also associated with its own Search Engine Optimization (SEO), but this is for another day



Social Media

- Important:
 - Regular
 - Consistent
 - Visually appealing
- Use a scheduling tool:
 - Later (free option)
 - Hootsuite
 - Edgar

