Article #8

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Viralize Your Entry-Level Content With Facebook Ads

One of the most common desires of business owners on Facebook is to post some sort of killer content and wake up the next day, seeing that content go viral. In fact, you probably have heard that phrase "Go viral” many times over, and the problem is we keep repeating that phrase and every time its meaning and value go down.

The reason is viralization is not as automatic as you think. A lot of people have this impression that if they just produce the right content, that somehow someway, people will find it and then get so addicted to it, or find it so compelling, that they just have to share it.

I don’t know about you, but that is a surefire way to fail. Viral content doesn't work that way. You have to understand that according to certain estimates, there are several thousands of hours worth of video content uploaded daily. Also, there are over 2 million pieces of picture and text content uploaded every single day.

And not all of them are bad, not all of them are crappy. Not all of them are weak, shallow, and inconsequential. In fact, a significant portion of this content had a lot of serious planning put into them. But only as a tiny fraction of this material ever manages to go viral.

So it's not the content that makes something go viral. Instead, it is the network. If you don't believe me, look at your behavior on Facebook. Chances are you're following certain pages. Chances are you think certain pages are more credible than others. Maybe they share the same interests as you, or maybe they produce content that you are truly interested in. Maybe you find them dependable and trustworthy as far as their content and editorial policies go.

For whatever reason, you give them the benefit of the doubt. So when they share content that really resonates with you because it fits your expectations, you’re more likely to share their content. Now compare this with random people you find online. They might post really awesome memes, but nine times out of ten, you don't beat yourself up if you don’t share this material.

A little bit of credibility goes a long way. And this is the secret of viral content marketing on Facebook. It's all about initial credibility. It’s about the person or brand sharing the content more than the actual intrinsic value of the content itself.

People don't get this, and this is why they try to create all sorts of awesome memes, and a lot of them are fairly good, I have to admit. But most of them, don’t go anywhere. How come? They didn't get around to building a solid brand in the first place.

Thanks to Facebook's robust ad system, you can use build the authority and credibility you need so people would have a high level of trust in your content. Once you’re able to establish that following, people may become so emotionally invested in what you're doing that they would automatically share your content.

This takes you several steps further towards your goal of consistently publishing content that goes viral. To get the inside scoop on how the Facebook ad system works, and how you as a rookie can launch highly effective campaigns, click here.

This blueprint is written in plain English. It is not intended for geeks or people live 24/7 on the internet. In other words, it is intended primarily for business people such as yourself. If you're looking for quick, easy, and intuitive guide to everything you need to launch a Facebook ads campaign, click here. It’s the only guide you will ever need. It cuts out the fluff, and go straight to the good stuff.