



9 tips to create a viral campaign online

1. Make your content visually oriented.

A campaign where visually "everything is clear" (who is proposing it, what is being proposed, what needs to be done to participate, etc.) communicates transparency to the people who interface with it. Graphic elements, content, textual information, Call-to-Action and other elements mentioned above ("10 Tips for an efficient digital engagement"), must be well presented in our campaign, and any information must be highly accessible (e.g., our contacts, other channels used).

2. Find the right channel.

Knowing the platform being used becomes crucial: how, through the platform we are using, can we promote our campaign? How can our plan of action be adapted for each social or website we intend to use?

In fact, the same content can be presented in multiple different ways, so the best resource is to be flexible.

3. Make your goal measurable.

A good online campaign has a measurable goal as its goal. For example, if we are interested in collecting signatures, we need to specify how many of them we need. If we want to promote actions, it is necessary to specify what those actions consist of, what the target time frame is, and how we might evaluate the achievement of the goal itself.

This ensures that those who are called to be involved have more awareness and tools for evaluation, to understand the extent to which their action can actually contribute.

4. Focus on creativity and ease of sharing.

The question we can start with is, "*What can make our online campaign different from others?*" There is no limit to imagination, and we can use creativity to make the action plan unique and original. A great practice can be to study other online campaigns, especially those that we believe have been most effective. What are their strengths? What might catch the attention of users who approach them?

In addition, for the outreach to be broad, we need the content we propose to be easily shareable: creating a summary post of the main and summary content (e.g., how long until the goal is reached, what are the next actions) allows those who want other people to access the campaign to have the necessary information they can share.



This way, this will make people engaged over the long term, increase trust in your cause, and improve the likelihood that they will continue to follow you and participate in future actions.

5. Offer an incentive for those who participate or share your content.

In order to promote greater interaction with the audience and followers, an incentive should be offered that will prompt them to contribute more. Examples of incentives might be: public thank you, the opportunity to access exclusive content, specific groups, or a newsletter.

You can require them to perform a series of actions before getting the incentive (e.g., share a set number of times, tag 5 friends, etc.), so they feel their effort has paid off in the short term.

6. Involve your stakeholders and your network.

Stakeholders can play a crucial role in a campaign. Actively involving them by understanding what contribution they can make can give us access to more resources to leverage to benefit our goal. For example, one of our partners may have a budget to invest in a sponsorship, a page we collaborate with may have a larger audience and re-share our content, a volunteer may have excellent graphic design skills to put at our disposal.

7. Know your target audience.

Who are you targeting with your viral campaign online?

Knowing the characteristics of the audience we are targeting can make all the difference. The elements explored in point eight of the "[10 Tips for an efficient digital engagement](#)" section will be more useful than ever when we enlarge the scope of our actions to an online campaign.

8. Nurture relationship, establish dialogue.

If the audience does not feel an emotional involvement or that a relationship has been established with the person or persons promoting the campaign, they will be less likely to participate. Followers who may have already known about our initiatives, our page or website, will be the ones most likely to participate because they are bound by a relationship that is based on credibility and interest.

There are some questions you can ask yourself to better identify the characteristics of the target audience: "Who do I want to connect with? What content might interest them? What are their hopes, motivations, and values?"



Opening a dialogue on this content, in addition to promoting information and awareness on the issues we are interested in, will enable us to answer these questions.

9. Share your content at the right time, taking advantage of all the channels at your disposal.

From the analysis of your profile and/or your website, you may have gained an idea of the best days and time to share your content.

All the data collected in your analysis, diversified by the type of platform you use, will be able to help you manage your action plan based on time as well.

In addition, if your followers know that, for example, every Wednesday at 7 p.m. you will start a live broadcast on Instagram to answer their questions, they will participate more actively and with greater continuity.