

15 Proven Strategies to Create Viral Social Media Videos

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Digital Marketing Tips, By Melkisedeck Shine

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In today's dynamic digital world, captivating audiences and boosting your online presence hinges on creating shareable social media videos. With video consumption soaring, mastering the art of creating engaging and shareable content is paramount. This comprehensive guide provides fifteen actionable strategies, backed by real-world examples, to help you produce videos that resonate deeply with your audience, generating a wave of shares.

2. The Power of Storytelling: Humans are inherently drawn to narratives. Videos with a compelling storyline resonate powerfully on social media. Consider the impact of Dove's "Real Beauty Sketches" campaign; its narrative arc about self-acceptance touched millions, proving the effectiveness of emotionally resonant storytelling.

3. Evoke Emotion: Emotionally charged videos frequently go viral. Coca-Cola's "Happiness Machine" campaign masterfully employed this technique, surprising unsuspecting individuals with acts of kindness and capturing heartwarming moments that resonated globally. The key is to genuinely connect with viewers on an emotional level.

4. Hook Viewers Instantly: Given the constant stream of content on social media, grabbing attention within the first few seconds is critical. Dollar Shave Club's launch video, featuring its charismatic CEO, Michael Dubin, serves as a prime example of immediate engagement through wit and impactful visuals. First impressions are crucial.

5. Mobile-First Optimization: The vast majority of social media users access platforms via mobile devices. Ensure your videos are optimized for mobile viewing. Square videos, commonly used on Instagram and Facebook, are generally best suited for mobile screens, maximizing visual impact on smaller devices.

6. The Importance of Captions: Many viewers consume videos without sound. Adding captions makes your content more accessible and inclusive, enhancing shareability significantly. Tasty once again shines here, incorporating captions that seamlessly complement their visual instructions.

7. Inject Humor: Humorous videos have a demonstrably higher chance of being shared. Old Spice's "The Man Your Man Could Smell Like" campaign became a viral phenomenon thanks to its comedic approach and memorable taglines. Humor is a potent tool for engagement and memorability.

8. Leverage User-Generated Content (UGC): Encourage your audience to create and share

videos related to your brand. This fosters engagement and significantly expands your reach. GoPro's success is largely attributed to its vibrant community of users generating and sharing their experiences, showcasing the brand's versatility.

9. Embrace Authenticity: Genuine and relatable content fosters deeper connections with viewers. Dove's "Campaign for Real Beauty" resonated powerfully by showcasing real women, rather than professional models, creating a powerful sense of authenticity and relatability.

10. Tap into Trending Topics and Challenges: Participating in current trends or challenges can provide a considerable viral boost. The Harlem Shake dance challenge serves as a perfect illustration, captivating the internet and generating millions of shares as individuals and brands alike joined the fun.

11. Include a Clear Call to Action (CTA): Guide viewers toward engagement and sharing by explicitly stating your desired action. The ALS Association's "Ice Bucket Challenge" masterfully demonstrated the power of a clear CTA, raising substantial awareness and funds.

12. Platform-Specific Optimization: Each social media platform has unique video requirements and best practices. Tailor your videos to each platform to maximize engagement and shares. For example, Instagram Stories thrive on vertical, authentic, behind-the-scenes footage.

13. Collaborate with Influencers: Partnering with relevant influencers can exponentially increase your video's reach and shareability. The collaboration between Morphe and beauty YouTuber James Charles exemplifies the success of this approach, resulting in viral videos and sold-out product lines.

14. Incentivize Sharing: Offer incentives like giveaways or exclusive content to encourage sharing. Blendtec's "Will It Blend?" series brilliantly leveraged this strategy, captivating audiences with its unusual blending experiments and encouraging viewer participation.

15. Analyze and Adapt: Meticulously analyze video analytics and audience feedback to understand what resonates and what doesn't. Continuously refine your strategy based on data-driven insights to optimize shareability and engagement. Continuous improvement is key.

By diligently implementing these fifteen strategies and drawing inspiration from the provided examples, you can craft highly shareable social media videos that captivate your audience, enhance brand visibility, and drive significant shares. Remember: creativity, authenticity, and a deep understanding of your audience are essential for producing memorable and impactful video content. So, grab your camera and start creating!

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