

WHY IT'S SO HARD TO GO VIRAL



FACTS

- *5 Billion Items of Content Per day on Facebook
- *500 million Tweets Daily
- *500 Million LinkedIn Users
- *Stanford Study - less than 1% of content goes viral
- *Yahoo Study - Less than 1% of emails get forwarded more than 7 times



REALITY

- *Broadcast Model vs. Social Media Model
- *Broadcast Goes Wide to Each Individual, like network TV or a newspaper
- *Social media depends on sharing, liking and forwarding, which peters out quickly
- *Popular social media platforms work more like broadcasts
- *Big Media has more credibility - example. Rob's column in Forbes seen by 350,000 views, Rob's post in LinkedIn gets 3 views

BEST STRATEGY

Get media placement and use social media to extend reach. Get column in Forbes, Huffington Post or other known platform.

