

Don't forget to turn up your computer speakers!

**Tom Antion's**

# Viral Marketing

**Community  
Service  
Class**



IMTCVA.org



## Announcements

- 🎤 Please leave an honest Google Review at <https://g.page/InternetMarketingTrainingCenter/review?rc>
- 🎤 I will be giving you massive value in this masterclass, but there's always something else to learn.
- 🎤 To get the full value of this masterclass you should immediately start working with the concepts you learn today.

Tom Antion IMTCVA.org



# BIG THANKS



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# Community Service

- Will be giving away two full scholarships from our E-Book challenge that I'll tell you about at the end of tonight's session.



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*Visit at <https://www.imtcva.org>*



**STATE COUNCIL OF HIGHER  
EDUCATION FOR VIRGINIA**

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## Community Service

- 🍷 Welcome New Friends from the Hampton Roads Area
- 🍷 I also invited many of my customers and folks on my email list.
- 🍷 I hope all of you out there think about what you could do to cover your own obligations plus what you could do to make the world better.
- 🍷 I'll be doing a session each Wednesday.

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**Watch Previous Webinars**

**[IMTCVA.org/communityservice](https://IMTCVA.org/communityservice)**

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# Why Go Viral?

- 🍦 Spreads and expands on its own
- 🍦 Exponential expansion
- 🍦 Drive targeted traffic to your website
- 🍦 Increased engagement
- 🍦 Increased sales
- 🍦 List building or targeted fans and followers
- 🍦 Build targeted fans/likes and followers
- 🍦 Improved SEO



## Don't Listen to the Hype

- 🎤 You do not have to have a million visitors to make tons of money.
- 🎤 I have never had anything with a million views or visits of anything.



## 3 Ways to Go Viral

- 🍷 Quizzes & Personality Tests
- 🍷 Contests
- 🍷 Content Lockers



## Quizzes & Personality Tests

- 🍷 Works for all types of businesses
- 🍷 <https://www.buzzfeed.com/quizzes>
- 🍷 Highly sharable
- 🍷 Quizzes that reveal something about ourselves are by far the most shared quizzes on the web.
- 🍷 What is the purpose of the Quiz?
- 🍷 Eyeballs for ad revenue



# Quizzes & Personality Tests

- 🎤 Educational about your business  
<https://www.IMTCVA.org/quiz>

7 College Ripoffs



# Quizzes & Personality Tests Examples

🎤 Health and Wellness (Take the Quiz)

“Are you at risk for thyroid disease?”

“Do you know the most effective scientific weight loss methods?”

“What’s the best childbirth method for you?”

# Quizzes & Personality Tests Examples



Business (Take the Quiz)

“7 College Ripoffs”

“Do you know 7 ways colleges rip-off families and students?”

“Is your kitchen reducing the value of your home?”

“How many consultants does it take to start your business?”

# Quizzes & Personality Tests Examples



## Sports (Take the Quiz)

“Who are the top ten homerun hitters in the 2019 Baseball Season?”

“Are you more like a bat or glove?”

“What’s your fitness quotient?”



## More Examples

- 🎤 “Only 1 In 50 Bar Owners Can Ace This Marketing Quiz. Can You?”
- 🎤 “This Food Quiz Will Determine If You're Actually a Vegan”
- 🎤 “Only A True Laker’s Fan Will Pass This Sports Quiz”

# Quizzes & Personality Tests Examples



## 17 Quizzes You Should Take If You Need To Relax Right Now

Which Cute Animal Matches Your Personality?

If You Were A Comfort Food, Which Would You Be?

Are You Adorable?



## Title Formulas

- 🍦 “Which \_\_\_\_\_ are you?”
- 🍦 “What does \_\_\_\_\_ reveal about you?”
- 🍦 “What type of \_\_\_\_\_ are you?”
- 🍦 “Only a true XYZ can \_\_\_\_\_”
- 🍦 “Every XYZ should know \_\_\_\_\_”
- 🍦 “Only a [very low %] can \_\_\_\_\_, how about you?”
- 🍦 “If you can \_\_\_\_\_, you’re XYZ”



## Title Formulas

- 🍷 “How well do you ACTUALLY know \_\_\_\_?”
- 🍷 “How well is your \_\_\_\_\_ performing Actually?”
- 🍷 “What \_\_\_\_\_ should you actually have?”
- 🍷 “Which kind of CEO are you?”
- 🍷 “What kind of AUTHOR are you?”
- 🍷 “What kind of ENTREPRENEUR are you?”



# Software and Graphics

- 🍷 Riddle <http://bit.ly/quizdip>
- 🍷 Pexels
- 🍷 Clipart.com
- 🍷 Ipiccy.com



## Example: AnnMmarie Gianni

🎤 “What’s your skin score?”

### 🎤 The Results

In just 2 months, this quiz was able to generate \$200,000 in sales and 20,258 leads that could generate additional income for years to come.



## what's your **skin score**?



Annmarie Skin Care: Skin Score Quiz

Let's begin, shall we?

press ENTER



## Example: NutritionSecrets.com

- 🔦 “Which diet is right for your personality?”
- 🔦 **The Results**  
Using this simple 6 question quiz,  
NutritionSecrets.com was able to improve  
their lead capture rate by over 500%.



Question 1 of 6

I enjoy cooking...

- ☒ Mostly in the mornings
- ☒ When I have high-quality ingredients to cook with
- ☒ When I'm cooking for others
- ☒ I prefer to order whatever I'm craving
- ☒ On the weekend in preparation for the week

Powered by LeadQuizzes



## Example: Slideshow Collectibles

- 🔦 “Court of the Dead” brand of collectables.
- 🔦 **The results**  
The quiz was taken over 20,000 times, brought in 15,000 new email subscriptions and generated 1,800 orders delivering \$75,000 in revenue! Of those 1,800 orders, 1,220 were first time customers!



1/7

WOULD YOU RATHER BE LIKED, FEARED,  
OR RESPECTED?



☐ LIKED


☐ FEARED

☐ RESPECTED



## Quiz Tips

- 🍷 Know your audience
- 🍷 Have a goal
- 🍷 Great title
- 🍷 Short & Easy - less than 10 Questions & less than 3 minutes to complete
- 🍷 Make the first couple questions really easy
- 🍷 Include call to action
- 🍷 After quiz offer incentive to buy



A QUICK MESSAGE FROM  
HOOT HOOT

Get 20% off a pack.

Hoot Hoot is offering you an extra  
20% off this pack if you add it to  
your cart in the next 10 minutes.

[BUY NOW](#)



## Contests

**WARNING: YOU MUST BE CAREFUL  
THAT YOU DON'T VIOLATE ANY LAWS  
WHEN YOU RUN A CONTEST. JUST  
BELOW IS A LINK TO A SITE THAT TELLS  
YOU WHAT TO WATCH OUT FOR. WE  
WILL NOT ASSUME ANY LIABILITY IF  
YOU RUN AN ILLEGAL CONTEST.**



# Contests

<https://www.targetmarketingmag.com/article/key-legal-compliance-considerations-before-administering-a-contest-sweepstakes/all/>




# Contests

- 🔑 Reason and Psychology that make contests go viral
- 🔑 It's all about chances to win



Join our Contest & Win The

**"Wake 'em Up Video Professional Speaking System"**  
**\$3,851 prizes in all.**



Just for throwing your hat in the ring you will win two Special Reports "Top Ten Ways to Be Great on Stage" and "Top Ten Ways to Make Money Speaking"

Contest ends in:

**Grand Prize**  
Wake 'Em Up Video Professional Speaking System  
**1 winner \$1297.00**

**One-Year Membership to**  
**AmazingPublicSpeaking.com**  
Over 475 Public & Professional Speaking Videos  
**5 winners \$97.00**

**Ultimate Guide to Public Speaking E-Book**  
The Premiere Guide to Running a Speaking Business  
**10 winners \$27.00**

**Wake 'Em Up Business Presentations E-Book**  
Classic book full of techniques on how to WOW any audience!  
**15 winners \$19.95**

**STEP 1: Your details...**

Enter your name...

Enter your email...

**Enter To Win!**



Invite Your Friends By Email...  
Earn Up To 44 More Entries!

### STEP 2: Refer your friends!

Earn 2 entries for each friend you refer. Invite all 3 and earn 8 additional entries. When those friends successfully enter, you'll get 10 more entries each!

Invite

( Skip this step >> )

Want more chances to  
**WIN?**



**Refer your friends  
and here's how!**

**1. Email!... but don't spam.**



**2. Share on Social Media.**



**May the Speaking Force**



So far you've earned 0 unconfirmed entries.  
Check your email to confirm your entry.

Get Your Friends To Enter...  
Get 10 More Chances To Win!

### STEP 3: Tell Some Folks!

Recommend on Facebook:

Tip - Add a comment to increase engagement.

 **Recommend**  Be the first of your friends to recommend this.

Share on Twitter:

 **Tweet**

Share on Google+:



Share on LinkedIn:

 **Share**

Share anywhere with this special link:

<https://contest.io/p/olspslvs>

Continue >>

Contest ends in:

Want more chances to  
**WIN?**



Refer your friends  
and here's how!

1. Email!... but don't spam.



2. Share on Social Media.



May the Speaking Force  
Be With You



Do You Always Say,  
**"I Never Win Anything"**  
Don't Worry?

You can purchase the products below before the contest is over and we'll  
give you a 50% discount. Use coupon code

**'FIFTYOFF' by This Thursday  
PLUS**

**More Free Stuff at the Bottom**



**Regular Price \$1297.00**  
**Your price until Thursday \$648.50**  
**Includes 3 Consultations**  
[Click Here to Become a Pro](#)





## Contest Results

- 🍷 2700 views
- 🍷 1180 entries
- 🍷 480 referrals
- 🍷 Around \$3000.00 in immediate sales and most of those people are still on my list.



## Contest Tips

- 🍷 Grand prize should be targeted toward the customers you want to attract.
- 🍷 Have lots of prizes so people feel they have a chance to win.
- 🍷 Use large numbers in promoting the contest:

### **Example:**

\$15,000.00 in prizes in all, 1 Grand Prize, 5 2<sup>nd</sup> places prizes, 15 3<sup>rd</sup> place prizes and everyone wins something.



## Contest Tips

- 🔊 **DO NOT VIOLATE ANY LAWS**
- 🔊 If it's free to join, you generally won't have much trouble.
- 🔊 Use disclaimers.
- 🔊 Watch out for appropriate ages
- 🔊 Make sure you have a clear target avatar
- 🔊 Use contest software  
[ContestDomination.com](http://ContestDomination.com)



## Contest Tips

- 🍷 **Copyright free graphics**
- 🍷 Contest video(s)
- 🍷 Keep encouraging sharing
- 🍷 Follow up emails
- 🍷 Leaderboards yes or no?
- 🍷 Facebook Page
- 🍷 Keep promoting throughout contest
- 🍷 Discount coupons distributed along the way



# Content Lockers

- 🔑 What is it?
- 🔑 Lockable Content:
  - Special offers or discounts
  - An extra Bonus section to the article
  - An audio MP3 bonus version of the article.
  - Free Downloadable PDF or Worksheet
  - Videos
  - Consultations

🔑 **DON'T OVERDO IT**



# Content Lockers



<https://antion.com/blog/top-15-mistakes-people-make-on-their-websites/>



## TOM ANTION

Consumer Advocate, Public Speaking and Internet Marketing Expert

HOME BE A SPEAKER NEED A SPEAKER FREE ARTICLES SPEAKING  
TOOLS LINKS VIEW CART AFFILIATES CONTACT WEBINARS BLOG

### Top 15 Mistakes People Make on Their Websites

Hi Everyone: This is the first post on the new antion blog. I hope you like it and there's an interesting viral marketing technique included in this posting that I'll tell you how to do in a future posting.

The first 14 mistakes are in no particular order.

**No plan or purpose for the website** – People get what I call a "CSI" AKA Crappy Stupid Idea and throw up a website without thinking through what EXACTLY they want to accomplish with the site. This allows the site to go off in all kinds of directions with no cohesive content visitors can depend on.

**Too many topics** – For the best chance of success the fastest, sites should be about one topic. Google wants to please the searcher by giving the searcher the best possible sites based on what they were searching for. If you lump multiple topics on one site, you are hurting your chances of being found in the search engines.

**No instant recognition** – When someone lands on your site, they should instantly know they are in the right place. Put a tag line near the top of the site so they know.

<http://www.FatsoTennis.com>

For instance at it says, "The Blog for Out of Shape People Who Love Tennis". You know immediately if the site is for you or not. If you aren't out of shape, then the site is not for you. If you are out of shape, then it is. Poor recognition is part of the cause of high bounce rates which means people find your site, but then leave immediately.

**Form over function** – Many people let creative "web designers" who were probably out of work graphic artists the day before run away with design elements for coolness sake. Websites should look just good enough to represent you well professionally and concentrate on the marketing elements rather than fancy design.



**Too much Navigation** – Back in the year 2000 a book came out called "Don't Make Me Think". It's been revised two times since. It was all about making it easy to move around your site without getting lost or confused. Here's something you can do. If on the first screen of your website you have more than let's say eight places to click, you probably need either another website or you need to rethink and simplify your navigation.

**No obvious opt in form** – Everyone at my level makes virtually all their money from email. When you hear, "The Money is in the List", ...believe it. You must get serious about getting people to opt in to your email list and then you must get serious about emailing them regularly with great things that will help them.

**Not including social media** – Social media can be a big waste of time if you get sucked in to playing games and yapping about your bunion operation. It is a necessary evil for business. Google and the other search engines demand that you have social media

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Best  
Amazon Kindle  
Course Ever

Powerful and Affordable  
Shopping Cart System

**KickStartCart.com**

30 Day **FREE** Trial and  
Unlimited **FREE** Training.

Tom's cart of choice for 14 years




🔒 Click the Facebook Share, Tweet or G+ Button **IN THIS BOX** to unlock the number one biggest mistake people make on their websites. 🔒

After you share **RETURN HERE** to see the number one mistake people make on their websites.

59

 Tweet

129

 Share

37

**8+1**



# Honest Feedback

- 🎤 Please send your comments.
- 🎤 Also, what you would have liked to see more of and what you didn't find helpful.

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**Please Do Something**

**Take Action**

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**Your Participation and/or gifting.**

**Call Me To Discuss**

**301-346-7403**

**text or leave message**

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**Next Wednesday**

# **Crowdfunding and Sponsorship**

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