# Viral Video Traffic Generation

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# **Get Your Share Of 3 Billion Searches**

Why should you be excited about generating traffic with viral videos?

Put simply there's an enormous amount of traffic going to online video. YouTube is now the world's second largest search engine processing over 3 billion searches a month.

Nearly one out of every 2 internet users are on YouTube and YouTube gets more searches than Yahoo, Bing, AOL and Ask combined.

This all adds up to a huge opportunity for anyone smart enough to tap into this enormous quantity of traffic.

This report will reveal a wide range of methods you can use to create or find videos and to give those videos the best chance of going viral.

Let's start with some basics...



#### Shorter Videos Are More Likely To Go Viral

People have short attention spans online and they may not want to commit to videos 3, 4, 5 or 10 minutes long.

Keeping your video short increases the chance that people will watch it and that increases its chances of going viral.

Videos 15-90 seconds long are probably ideal.



## Make Your Video Worth Talking About – Make Them Evoke Emotions

For a video to go viral you need a lot of people commenting about it and sharing it. That will only happen if the video is worth talking about.

Make videos that evoke emotions. Anything funny, stupid, dangerous, weird, disgusting, awe inspiring, exciting or anything that evokes anger or anxiety has a good chance of going viral.



## **Use A Human Voice and/or Music In Your Videos**

The human voice moves us much more deeply than we realize consciously. Our brains are hard-wired to receive our most important messages from people speaking to us (it started when we were babies with our mother).

So using a human voice on your videos can dramatically increase the emotional engagement of your viewers.

You can also use background music on your videos to enhance the emotions you're delivering.



#### Crab attention with images and movement

People process visual information thousands of times faster than plain text. And movement in a video grabs and holds our attention.

When you use images and graphics that move or you have a video of something happening you immediately get the attention of your viewer and hold on to it.

# **Secrets Of The Biggest Viral Videos**

On the following pages I'll reveal some of the most successful viral videos and reveal why they're so successful giving you a toolbox for creating (or choosing) your own viral videos.

#### 3

#### **Viral Music Videos And Social Proof**

Music videos are the undisputed leader in YouTube views. If you're in the right niche or if you're creative you may find a way to take advantage of this.

Remember that you can get traffic by making a relevant video reply to a video that has enormous traffic (more on this later).

The leader in YouTube views at the time of writing this report is the music video from Korean pop star Psy with almost 2 **billion** views.

PSY - GANGNAM STYLE (강남스타일) M/V



Probably the best take away from this video is it's visually very interesting (a huge percentage of the viewers don't speak Korean so they're not watching it for the lyrics).

There are plenty of different and funny scenes and a funny dance move with plenty of people involved (social proof that the song and the dance moves are cool).

The idea of using social proof to sell a song was around long before YouTube and online videos existed.

In 1992 Billy Ray Cyrus had a monster hit with the two chord country song <u>Achy Breaky Heart</u>. A huge part of the success of that song was a video that had him playing for large groups of screaming fans...many of the fans line dancing to his song.

Social proof is powerful.



Billy Ray Cyrus - Achy Breaky Heart

Social proof doesn't just sell songs...it will sell nearly anything.

If you can use social proof in an interesting, engaging way...different people using your product, people talking about your idea...it can be a part of a successful viral video or the foundation of a viral video all by itself.



#### Children, Kittens And Puppies

Nearly everyone loves children, kittens and puppies and having them in your video doing something funny or engaging is likely to increase the chances of your video going viral.



#### Videos Of Children Doing Funny Or Crazy Things

Outside of music videos the video that has had the most views with over 698 million views is:

Charlie Bit My Finger – again!



People love watching videos of children doing funny things.

Another example is Tootin Bathtub Baby Cousins - Official with over 260 million views.

This video doesn't even have a real video of children. It's a kind of cut out animation, but apparently a song with kids farting in the bathtub is some crazy viral stuff!

## Videos Of Animals Doing Funny Or Crazy Things

Videos of animals doing something crazy, funny or especially something human have a good chance of going viral.

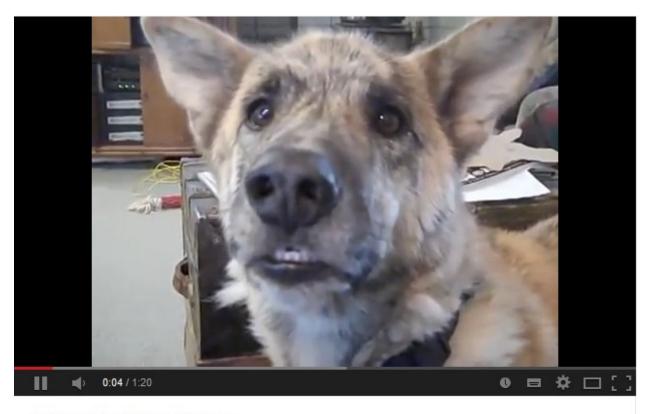
This video of a baby panda sneezing has over 195 million views... The Sneezing Baby Panda



#### **Videos Of Animals Talking**

If you want a viral video instead of having a human talking you could dub an animal "talking."

This <u>Ultimate Dog Tease video</u> has over 155 million views. It's also really funny which helps enormously to make a video go viral.



## **Ultimate Dog Tease**



Talking Animals 🖾 - 36 videos

Subscribe

155,527,357

## Fail And Win Videos

Videos of people or animals maiming or injuring themselves for our entertainment (fail videos) are wildly popular online accounting for many billions of views when combined.

Win videos...videos of people or animals doing something really amazing or lucky are popular too.

You may consider using a fail or win theme to create one of your own viral videos. The good news is there is plenty of creative commons video you can use to create these types of videos.

43 Minutes of Epic Fail/Win/Luck - Creative Commons Compilation



#### **Demonstrate Your Product In An Engaging Way**

A series of videos demonstrating the fantastic movies captured by the GoPro series of cameras have received tens of millions of views.

This video showing a kitten being saved by a fireman has had over 20 million views... Go Pro: Fireman Saves Kitten

Notice how this viral video combines demonstrating a product in an engaging way with a kitten!



#### Put Your Product In An Unusual Situation

The "Will it blend?" series of YouTube videos from Blendtec did an amazing job of demonstrating how tough and reliable their blenders are by blending a variety of different things from a phone to an iPad to lighters, magnets and a Justin Beiber CD. Will It Blend? - iPad

Seeing a blender full of mobile phones turned to dust is pretty impressive. This is great promotion for the product and when you see it, it's so amazing it's the kind of thing you have to share...



These blender videos went viral in a big way getting tens of millions of views. The video blending an iPad got over 16 million views just by itself.

These can be quite simple to make yourself. Take a series of pictures over a period of time...usually the same person or animal in the same location with some kind of transformation taking place...losing weight, growing a beard, growing up etc.

Add some background music or a voice over and you have a time lapse video.

The video <u>84 Days In 48 Seconds: Weight Loss Time Lapse</u> is an amazing way to promote a weight loss product...

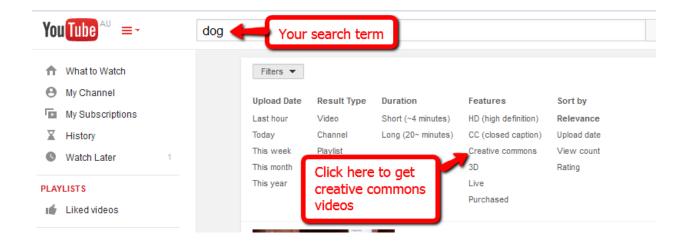




#### How To Find "Creative Commons" Videos You Can Use

Many YouTube users have chosen to give their YouTube videos a "creative commons" license which means anyone can use it in their own production.

If you search for videos on YouTube then filter your search with the Creative Commons selection you'll find a pile of videos you can use...



This is an amazingly fast way to find a pile of great videos you can re-purpose for your own viral videos and productions.

# **Tips On Getting Viral Traffic...**



#### Choose Keywords That Bring You Real Traffic

Being on top of the recent trends and emerging trends in your niche can help you identify keyword phrases likely to generate some serious traffic.

It also helps if you target keyword phrases that identify people who are likely to buy what you're selling as opposed to just casual searchers.

Including a keyword phrase as part of your video title as naturally as possible will help you get more search engine traffic if that's one of your goals.



#### Create A Viral Title For Your Video

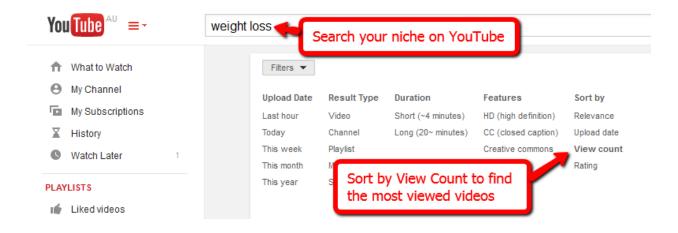
When people search on Google or see a link to you from social media sites often all they'll see is the image of your video and the title.

You want to take some time and create a title that entices them to click through and watch your video. This may be one of the most important things you do to help your video go viral.

Google starts cutting off your video title when it's over 66 characters long so keeping your title under 66 characters is a great rule of thumb.

Words you may consider including in your video title (apart from a well selected keyword phrase) include:

how to, tutorial, testimonial, review, video, amazing, awesome, funny, FAIL, WIN, ultimate, Time Lapse, expert, tips, secrets, DIY.



If you've already created a video or you're thinking of creating one it pays to search for videos on YouTube in your niche and note down the titles of the most successful videos.

That will give you some ideas to adapt for your own titles.

Also just looking at the titles of really popular videos that aren't in your niche will give you some great ideas.



#### Rave A Compelling Call To Action In Your Video

Hopefully you have some kind of plan for the traffic you generate from your video. You want a very clear picture of what you want your viewers to do after they watch your video.

Once you know that it's important to tell them exactly what to do and what's in it for **them**. In other words have a compelling call to action at the end of your video.



#### Save And Upload Your Video

Save your raw video file with a name that exactly matches the keyword phrase you're optimizing for before you upload it to YouTube.

When you upload your video on YouTube include multiple related keyword phrases in the tags.

Create a YouTube channel for your niche and give the channel a name that includes a major keyword phrase.

Include a link to your sales page or website in the first line of your video description on YouTube so viewers can click through easily. This also creates a valuable backlink for your web page.



#### Embed The Video On Your Own Web Page Or Blog Page

Having a video that gets a ton of viral traffic is great. Having a video embedded on a page on your own website or blog is even better because then you're getting traffic and rankings for a page you control.

The best way to embed a video on your page is using the wordpress theme HookPages. With HookPages you can integrate social media easily to generate even more viral traffic...

## lntegrate Your Video Web Page To Get Maximum Social Media Exposure

When people share your page and your video on social media sites like Twitter, Facebook and Google+ the potential for your video (and your web page) to go viral is much larger.

You can use software like LinkClaw to build 2<sup>nd</sup> and 3<sup>rd</sup> tier backlinks to your YouTube videos and the web pages they're on.

If you embed your YouTube video on one of your web pages you can also use Wookle to exponentially increase the number of people sharing that page through social media and the number of views you get.



## Seriously Consider Capturing Emails

Viral traffic can come very quickly and it can disappear just as quickly. You really want to capitalize on the small time window you get when you're getting a pile of traffic.

If you have an enticing offer on your site (or in your video or at least in your video description) and you start capturing email addresses of the people who are watching your videos you'll have an asset you can market to over and over again long after the traffic has reduced or disappeared altogether.



#### Promote Your Video

Viral videos rarely happen by accident. You need to promote your video to give it a chance of reaching critical mass.

Here are some methods you can use:

- Post your video on Reddit (see the full tips further on on this method).
- Submit your video on <u>StumbleUpon</u> in the youtube section.
- Submit your video on <u>Fark</u>
- Submit your video on Hacker News
- Take a screenshot of your video and pin it on <u>Pinterest</u> with the title.
- Email friends and email list and ask them to share your video.
- Post about your video on Facebook, Twitter, LinkedIn, Google+ and other social media sites and forums.

- Submit your video to <u>other online video sites</u> preferably through an online video submission service.
- Find related videos on YouTube, choose one that is getting plenty of views and
  accepts comments and make a video response with your video. To do this you
  copy the URL of your video and paste it into a comment on the video you want to
  reply to. Also add a short comment that will entice people to click through to your
  video...



Add your own ways of promoting your video to this list. It may only take one good
method executed well to get the traffic you need to kick start getting your video
viral. Looking for your own methods is worth the effort.

#### Post On Reddit

Posting links to videos on Reddit has helped many YouTube videos get the kickstart they needed to go viral. Reddit has tens of millions of users and a link that rises to the top page of their site is going to get some serious traffic.

The Reddit system works with "upvotes" and "downvotes". When people see a post they can say they like it with an upvote or they don't like it with a downvote.

Here are some basic tips on getting your post on Reddit to climb up to the front page:

- Funny, amazing, light hearted and clever content is more likely to be successful on Reddit because you get less "downvotes".
- Write a catchy headline for your Reddit post. Remember it's the headline that
  makes people click through to your content. See the section in this report on
  writing a title for your video. That will give you some great information to get you
  started.
- Choose the "subreddit" that fits your video perfectly (or as close as you can
  possibly get). If you're unsure try the subreddit you think fits best. If your post

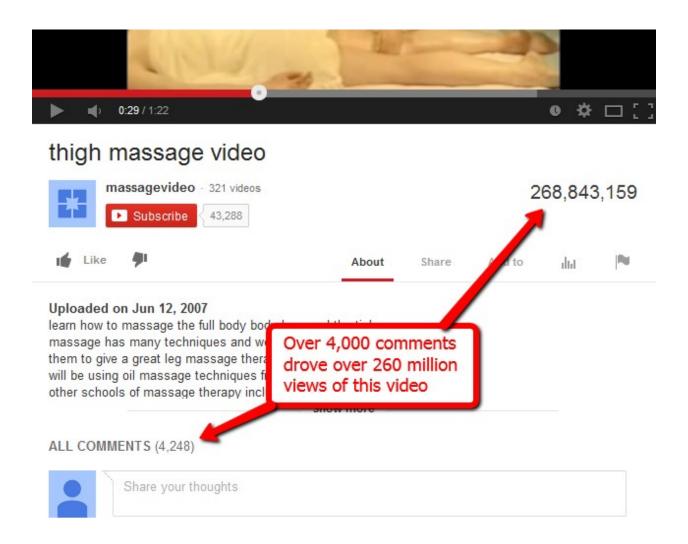
immediately gets downvoted, or someone comments that you've put it in the wrong place, delete the first post and try a different subreddit.

- Get 10 "upvotes" from other users as quickly as possible. It would help if you had
  a group of Reddit users who love your stuff who you can notify about your new
  video and ask them to upvote your link.
- Remember it's crucial that you get those 10+ upvotes as quickly as possible, preferably without any downvotes so pay close attention to your post in the early stages and make fast adjustments if you need to.

#### **Encourage Comments And Discussion Of All Kinds**

Comments by themselves can make your video go viral.

This YouTube video got over 260 million views because it contained the most highly talked about discussion on religious discrimination in Youtube history... Thigh Massage Video



The video itself is not all that remarkable and doesn't even have a whole lot to do with the comments but it is a great example of how the conversation started around your video can cause a video to go viral.

Remember criticism can be your friend. You want plenty of people talking about you. Positive is better but negative talk also helps your video go viral.



#### Consider Encouraging Remixes Of Your Video

A strategy that has worked well for the music industry is encouraging fans to make their own music videos of their favorite artist's song.

Usually one of the conditions for doing this is that they have to put a video to the original music video in their YouTube description.

The best videos get some kind of prize...often an autographed gift from the artist, sometimes a concert ticket or even something more elaborate.

This video remake of the parody song Glitter Puke has had over 30 million views...



Kesha Tik Tok Parody: Best Glitter Puke Fan Remake Ever.



This concept can be used in many different ways. If it suits your video you might encourage people to create their own version with the same rule...a link to the original video in their description.

This gets people talking about your video and linking to it.

If you're selling a product you can have a prize for the people who do the best videos about your product. This gives you social proof with a pile of people sharing what they like about your product.

#### **Coverage From Media And Other Sites**

It almost seems too obvious but the most common way to get media sites and other sites to cover you is to make it easy for them to find your contact details from your video and your website.

Smaller sites talking about your video and linking to it helps you generate more traffic and backlinks. When a major media sites covers you it can lead to some really substantial traffic and exposure.

A news video about the YouTube video "The Ultimate Dog Tease" got over 9 million views...



That kind of exposure starts with having a video that's worth talking about and it happens when reporters and producers can find your contact details so they can do a story about you and your video.



#### Have A Video Creation Plan

Many people give up after 3 or 4 videos but when you have 15 or more videos on the same channel YouTube and Google are likely to send you a whole lot more traffic.

Also if people like one of your videos they'll want to see what else you have. When you have multiple videos you get multiple views from the same visitors.



#### **Keep Working At It**

Getting a video to go viral can take time and effort. It may take creating multiple videos and promoting all of them for some time before you finally hit a viral home run.

Remember the rewards can be high when you hit one out of the park with potentially hundreds of thousands even millions of viewers to your videos.

And if you have multiple videos and a website of your own the follow on viewers to your other content can be really significant. Just one viral video can cause many of the videos you've created in the past to go viral too.