

KickStart Guide

to

**VIRAL
MARKETING**

Tom Antion

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3rd Edition

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ABOUT THE AUTHOR



Tom Antion is an internationally acclaimed expert in Internet Marketing for small business. He is a full-time professional speaker who has been featured on major news media worldwide including the Canadian Broadcast Network, The Australian Broadcast Network, Associated Press, The Tokyo Today Show and hundreds of radio, television and print outlets across the United States.

Tom was the chief spokesperson for CBS Switchboard.com in their *Main Streets Online* program. Switchboard is one of the largest and most heavily visited websites on the Internet. Tom consistently makes large sums of money while sitting in front of his computer which gave him the idea for his infamous *Butt Camp Seminars* <https://www.ScrewTheCommute.com/buttcamp> . Where you can “Make more money sitting on your rear end than going out and working for a living.”

Tom was starting offensive guard for the West Virginia University football team where he earned his Bachelor’s degree in psychology. Tom says he got his clinical experience in psychology in the six years after he graduated when he owned a nightclub just outside Morgantown, West Virginia. The ultimate entrepreneur, Tom has never had a job. Starting from scratch, he owned five apartment buildings and a hotel BEFORE he graduated from college.

Tom is the author of the only video seminar of its kind The *Wake ‘em Up Video Professional Speaking System*. <https://screwthecommuter.com/speakervideo/> This training course is considered the standard for training professional, or aspiring professional speakers in the art of speaking and the science of marketing

professional speaking and training services. His Great Internet Marketing Retreat Center is the most exclusive training facility for Internet studies in the world

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Tom is also the founder the only licensed, independent Internet Marketing School in the country and most likely the world.

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We hope to have you as one of our students soon.

In addition to all the above Tom has the honor of being the subject of a Hollywood documentary called “The American Entrepreneur.

<https://www.Facebook.com/americanentrepreneurfilm>

<http://www.Antion.com>

Check out the brief trailer and watch for the premiere coming soon.



<https://www.Facebook.com/americanentrepreneurfilm>

Please watch the trailer, like the page and leave a comment.
Tom will answer you personally.



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Introduction

Hi everyone. I'm really thrilled to bring this viral information to you. I've been selling on the commercial Internet since there was a commercial Internet circa 1994. Tools like the ones I cover in this book never existed back then.

When they came on the scene only super big companies like Amazon could afford to develop them and it took millions of dollars in custom programming just to get the first crude versions working.

All that is water under the bridge. You now have enormous viral power at your fingertips and tons of examples in front of you every day. Any small business can afford to put promotions in to play that quite literally could reach millions of people, bring in tens of thousands of leads and, of course, what we're all looking for . . . large increases in sales.

So, buckle up. The next 70 pages or so will show you inexpensive software so you can "go viral" and examples you can replicate to make it happen. Let's get going!

Why Go Viral?

So why go viral in the first place? What are the advantages of having a viral piece of content? What benefits can I expect as a result of my content going viral? In this section, we'll discuss the many benefits of going viral and why you should begin going viral yourself.

When a piece of content goes viral, it naturally spreads rapidly throughout the Internet. Visitors share your content with their friends, their friends in turn visit your content and do the same. And so on. Very soon after, you have a tidal wave of traffic that is naturally spreading and growing at an exponential rate. That's just the nature of what going viral means.

So why wouldn't you want to go viral? When marketing your business, having a viral aspect to your message can deliver huge results. It's like having an army of people spread your product or offer for free, instead of having to pay for advertising, views or clicks.

Sometimes that content can be a silly cat picture which gets shared half a billion times. However, some content such as personality quizzes which go viral can lead to more leads and product sales as a result.

Another example, is a free contest giveaway, in which you can grow your email list, follower base, and even sell products.

Whether it's a silly cat meme, funny video, or a well-crafted marketing message designed to get you leads and sales, going viral is worth it.

Take a look below and I'll show you even more benefits you can achieve when you go viral.

Benefits of Going Viral

Driving Traffic – This benefit is an obvious one. As mentioned earlier, you can get crazy amounts of traffic when your content goes viral. Best of all, it's targeted traffic that you don't have to pay for.

Increased Engagement – Another result you will likely have is an increased “engagement” rate. This means more shares, likes, favs, and even comments for the content you already create.

Increased Sales – Well-crafted viral content can lead to increased product sales for ecommerce stores. Affiliate marketers can also use viral marketing to show the right ad to the right person.

List Building – With list building features built right into the viral aspect of any content, you have the ability to super charge your list building efforts. The more shares you get, the more subscribers you get. This is why viral content can do wonders for your list building.

Targeted Fans & Followers: Everybody doing social media marketing knows how difficult it is to get fans and followers. Not only that, you want QUALITY followers who actually are interested and engage with your posts and other content.

Improved SEO Ranking - Google's very secretive about exactly how its search algorithm works. We do know that it takes over 200 different factors into consideration when figuring out what search results to show a person for any search.

Social media is one of the most important factors in their algorithm and has a significant influence on how a site ranks in a search.

Results in the organic google search results show the top ranked websites are the ones with the most social shares. So, the better your social media performance, the better your SEO results.

3 Ways You Can Go Viral

There are many ways in which you can go viral and get lots of traffic, however, we'll mainly be discussing 3 of them in this book. These are not just any random 3 methods. These are tried and true methods that you can begin using quickly in your own marketing efforts.

For inspiration, in the following Chapters I'll show you examples, tools and resources so you can get started on your own. I'll also explain a lot of the marketing and psychology behind the logic and reasoning. ... All this to arm you with the knowledge to use these methods and go viral yourself.

By thoroughly examining the details and methods behind these ways to go viral, I hope to give you the ideas and tools you need to go viral in your own marketing.

Quizzes

The first way of going viral is with the use of Interactive Quizzes. These are the quizzes you see in your Facebook feed and on other popular websites like buzzfeed.com

Don't just pass them off as silly nonsense quizzes. There is a lot of marketing genius behind those quizzes. When done right, they can bring in a ton of traffic and lead to more leads and sales. They can do amazing things for brand awareness, especially when thousands or millions of people are spreading your message for you.

Actually, there are a lot of fine details when it comes to crafting a quiz that goes viral. Things like choosing the right quiz title and using the correct number of questions all factor into your success. A lot of the researching and testing has been done and some of the results are amazing.

Contests

The second way to go viral is the good old-fashioned contest. Who doesn't like winning a prize? Especially when it's free to enter. Online contests are a great way to go viral because of the many built in viral features a contest has.

A contest could spread like wildfire by setting up your online contests with some viral features in place. Using methods like “**Refer-a-Friend**” and other sharing options, contests can spread fast when you set them up to go viral.

Everything from picking your prize to your sharing options need to be considered if you want do a contest with the best chance of spreading and going viral. The more you know the details, the better chance you have to go viral with your own contests.

In an upcoming chapter I dive deeper and go under the hood on some contest results. You'll also get to see the different steps involved.

Content Lockers

The third way to go viral that I'll be discussing is the "Content Locker". A Content Locker is one of the easiest ways you can create viral content on your own website or blog. It's easier to implement when compared to an Interactive Quiz or an Online Contest. This means it also takes less to setup and can be running in a shorter period of time.

Just because it may be a simpler or easier method to use doesn't make it any less powerful or potent when creating viral content. If you want your content to spread and spread fast, then a Content Locker can do the job.

I'll be going into more detail on content lockers in a later chapter. Examples and resources will also be provided to give you a great step in the right direction to going viral with your content.

Going Deeper

Interactive quizzes, contests, and content lockers. Those are the 3 ways I'm going to discuss to help you go viral. Each method will be discussed in greater detail in the upcoming chapters. With this knowledge, you'll be on your way to going viral by using one or more of these 3 methods.

Introduction: Interactive Quizzes

One of the most effective tactics for viral content marketing today is the quiz. Companies that are finding ways to leverage online quizzes are gaining a leg up over the competition.

Creating engaging content is one of the top challenges marketers face, which means interactive Quizzes will help make you stand out!

An Interactive Quiz gets a user to invest time into learning a personalized outcome. This small investment of time can deliver huge results in a way that simply clicking through on a link to a product page cannot.

By using a little bit of marketing psychology, you can get tremendous results when using a quiz to generate leads or sales.

Just like the other methods to go viral, quizzes can help you get traffic, sell products, and build brand awareness. They can work for getting more sales on an ecommerce site, more traffic to your blog, or more subscribers to your email list.

Interactive Quizzes can work for any industry. Whether it's business-to-business, or business-to-consumer, crafting the right quiz to the right audience can work for any niche.

You can create a helpful quiz for pretty much any topic. The quizzes can be designed to sell products or to get people to come in to a local store. Here are just a few examples.

1. Health and Wellness

“Are you at risk for thyroid disease?” is a quiz that could work for a local private doctor or bigger supplement company.

2. Fitness, Nutrition, or personal trainer.

“Are you over/under training?” is a quiz title that could help generate leads for a local gym, personal trainer, or online supplement store.

3. Business-to-Business – With a B2B model, you are able to ask prequalifying questions on the quiz. The answers provided can be extremely useful before any consultation. You are also able to pull data into your CRM (content management system) and put the right leads directly in your software. And of course, the quiz taker will have ability to book an appointment or consultation after the quiz.

4. Real Estate.

“Should I keep renting, or should I buy my first home?” is a great example quiz title for anyone in thinking about buying a home. Judging by the answers someone gives when taking this quiz, you should be able to identify whether this person would be ready to purchase a new home. Or based on their answers you decide they can go on an email list for you to nurture until they are ready to buy their first house.

Essentially, you can now help a person to qualify themselves and have fun doing it. Then you only go after ones ready to buy. The other are put

into an email list with a long drip feed of pre-made autoresponder messages keeping them interested in what you have to say until they are ready to buy. You will be the natural person to buy from.

The Psychology Behind “Why Quizzes Work”

If you’ve surfed the Internet at all, you’ve eventually stumbled upon one of those quizzes on a blog or on your social media. While these quizzes seem just like fun, they are specially designed using certain elements of human psychology to get you to take action. This is why they work so well when they are used for Internet marketing, sales, and lead generation.

Quizzes that reveal something about ourselves are by far the most shared quizzes on the web.

Inspiration: Example Quizzes and Results

You may want your quiz to be a one of a kind, but with so many quizzes that are already performing well you should definitely look to the best performing ones for inspiration. It is the best way to cure writers block and to make sure you are going on the right path.

Below are just a few examples of the quizzes being used in different industries to build email lists, generate sales, and leads.

Results companies are currently getting.

Example: Annmarie Gianni

“What’s your skin score?” (see next page)



what's your **skin score**?



Annmarie Skin Care: Skin Score Quiz

Let's begin, shall we?

press **ENTER**

In this example, Skin Care company Annmarie used a quiz they made with the Lead Quizzes software “What’s Your Skin Score?”

This quiz was designed to assist their visitors in determining if they could have better skin. Based on their answers, each quiz taker was prompted with a specialized offer in the form of a coupon code, free shipping, or an informative e-book all which are designed to lead to a purchase.

The Results

According to Lead Quizzes's own case study, this quiz had amazing 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.

Example: NutritionSecrets.com

“Which diet is right for your personality?”

This particular quiz was designed for the express purpose of list building and capturing leads. There were no direct sales pitches anywhere in this quiz. Instead, they simply wanted to know more information about each quiz taker so they could better craft a future offer via email.

The smart thing about how this quiz was created is that each person was added to a specialized email list based on their answers.

The Results

Using this simple 6 question quiz, NutritionSecrets.com was able to improve their lead capture rate by over 500%. Not bad for a simple 6 question quiz. You can see an example below of their first question. (see next page)

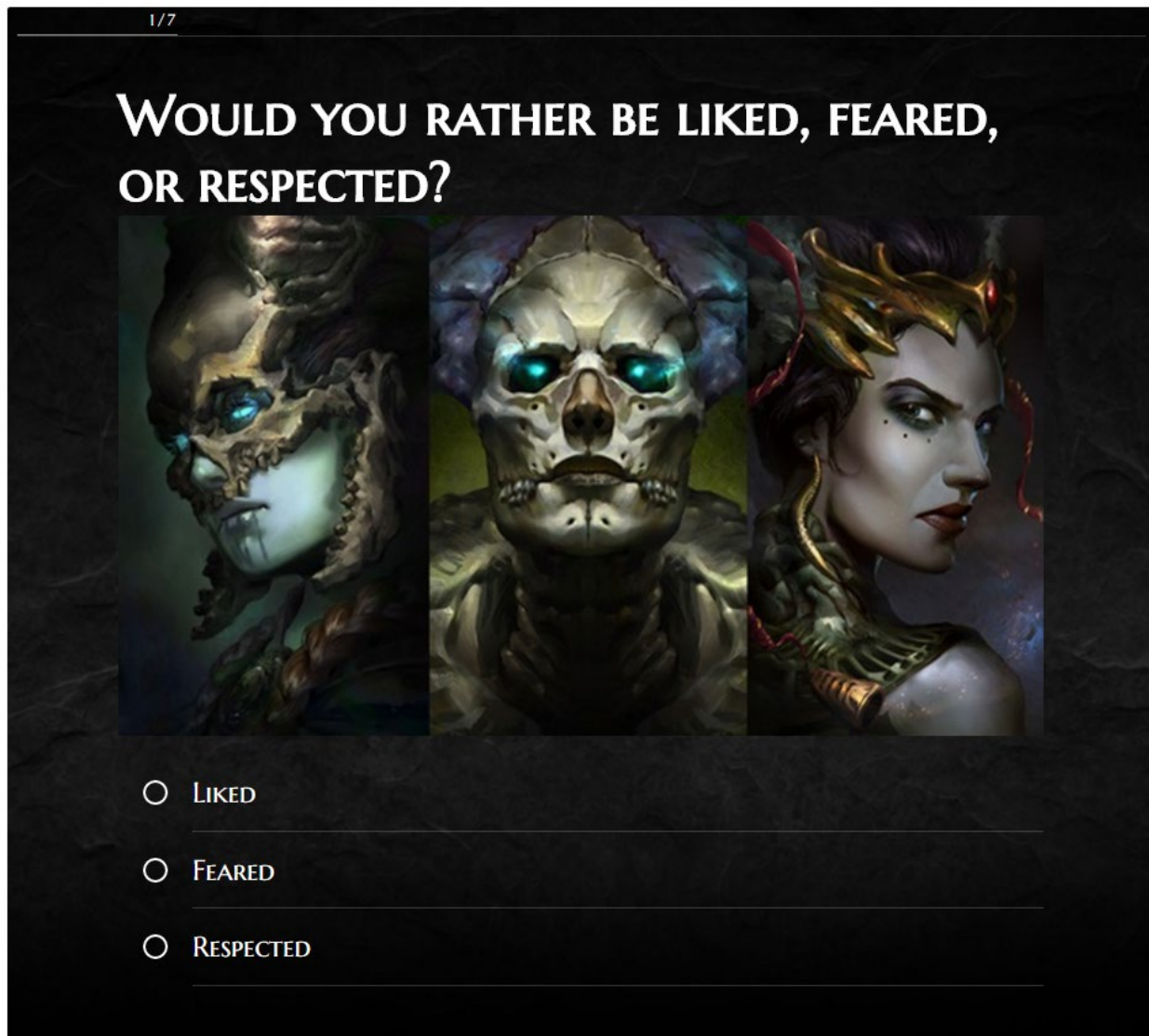
Question 1 of 6

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](#)

Sideshow Collectibles



Ecommerce store and collectables retailer Sideshow Collectibles created a quiz to increase awareness for their “Court of the Dead” brand of collectables.

In this particular quiz, participants were asked to discover which fictional character from “Court of the Dead” they were most like. By

answering questions, the results were catered toward a particular fictional character.

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!

Quizzes that go massively viral

Here are even more examples of how big-name brands that are using quizzes to get massive amounts of traffic.

Viral websites like Buzzfeed.com and Mashable.com are doing their best to engage their user with the content for longer periods of time. **For one of their strategies, they are implementing quizzes in their posts so that the user engages more with the content and stays for a longer time on their website. THIS IS A REALLY GOOD IDEA THAT WILL WORK FOR ANY SIZE COMPANY!**

A good quiz can surely do wonders for a site and make it an overnight success.

And the best part is they didn't spend any money on advertising. People voluntarily shared their quiz results and make the quiz go viral.

Buzzfeed.com

BuzzFeed.com is known for publishing massively popular quizzes that get viewed and shared Millions of times.

[What City Should You Actually Live in?](#) at the time of this writing it has been viewed over 22.5 million times,

[“What State Do You Actually Belong In?”](#) has been viewed over 47.8 million times and shared more than 3 million times.

They even have groupings of quizzes related to the same topic. This is another great idea you could use.

Entrepreneur.com

Entrepreneur.com uses quizzes to engage with their ideal target audience: entrepreneurs, leaders and people interested in taking risks to achieve their goals.

[Do you have what it takes to be an entrepreneur?](#) – attempted more than 57,723 times and has been shared over 550 times)

[What’s your entrepreneur I.Q?](#) – attempted more than 86,000 times and shared more than 1 100 times.

[Test Your Marketing I.Q](#) – has been shared more than 5,900 times.

Shopify.com

Shopify is a hosted Shopping Cart software provider. Shopify uses quizzes to engage their website visitors before inviting them to start their own shop.

[What Famous Entrepreneur Are You Most Like?](#)

Buffer.com

Buffer is a Social Media scheduling tool that helps businesses and agencies manage their social media scheduling. They create quizzes on topics their customer base is interested in. They embed quizzes in the middle of articles on key topics of interest

[What is your social media personality type?](#)

[Which social media acronyms do you know?](#)

Now you've seen some of the results possible with quizzes. You've also learned about the different industries that can use quizzes. Now we'll go further and dive a bit deeper into creating your very own viral quiz.

Creating Your First Interactive Quiz

There are a few things you'll want to take into account before you begin creating your first interactive quiz.

Know your audience – know who you are trying to reach. When crafting a quiz, you'll want to know exactly what groups you want to target. Having the right message matched to the right person is what generates higher conversion rates for your leads or sales.

Have a Goal - Larger websites such as Buzzfeed.com and Playbuzz.com, usually are just focused on getting the most traffic possible as their goal. They really aren't doing all that much targeting if any. Their business model is simply to drive the most traffic to their website. They want to get the most ad impressions and clicks for their advertisers.

Keep it short and easy

The goal of your quiz is to gather enough information about the visitor to present them with a meaningful result or outcome. If you ask too many questions, the user may abandon the quiz halfway through, never to see the results page where you make your friendly sales pitch.

Try to keep quizzes under 10 questions or 3 minutes. You want the user to feel invested in obtaining the result, but you definitely don't want to bore them.

Include a call-to-action

The final, and perhaps most important element of your quiz, includes adding a call-to-action (CTA) to your results page.

Your “Call To Action” can be a link that leads a user to learn more about your company, join an email list, learn more about services, or a specific product, or make a purchase. It can also include a promo / coupon code or other incentive to increase your opportunity to close a sale right away.

We highly recommend including some sort of incentive if possible. Remember that your quiz respondents are highly engaged with your brand right now. They just took time out of their day to complete a quiz and are primed to take the next step in your sales funnel.

Offer an incentive to sweeten the deal

Hoot Hoot offers a discount code that expires within 10 minutes after the quiz result is shown. This incentivizes the quiz taker to purchase NOW! (See the screen capture below)



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.

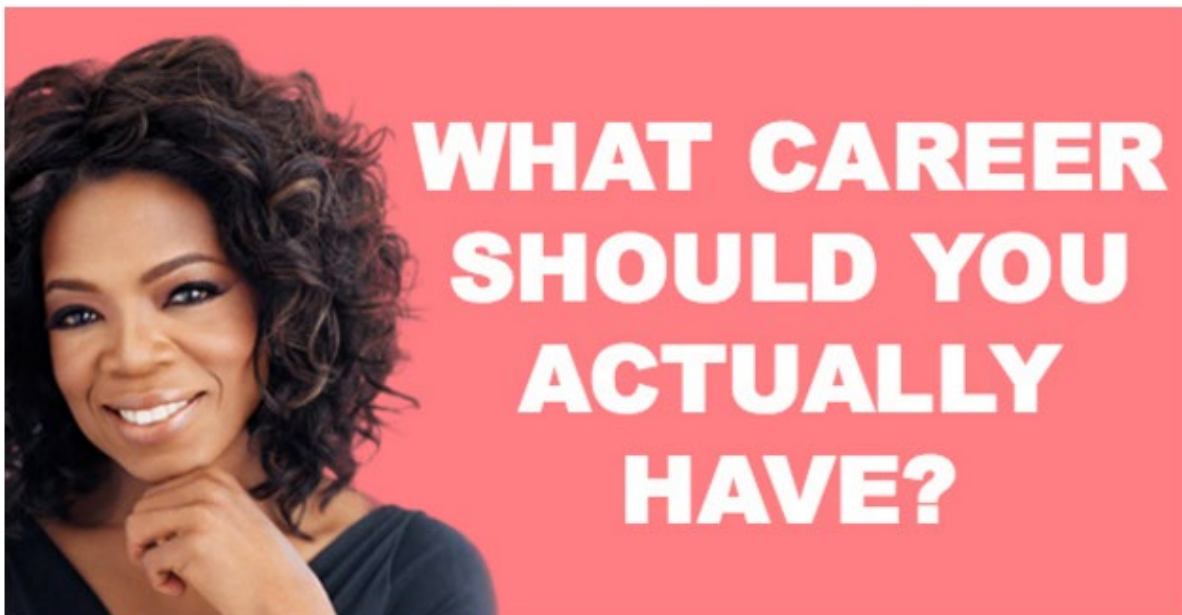
BUY NOW

Creating Outcomes People Want to Share

The outcomes of a personality quiz are what people will share. This is the result of their interaction with your quiz. The outcome says something about the quiz taker and hopefully they'll want to share it.

So, when designing your quizzes, think about the outcomes or different results any individual could get by taking your quiz.

Here's a Quiz Oprah Did. First, you'll see her original signup and then three of the outcomes:



Ready? Let's begin.

What Career Should You Actually Have?

You got: Astronaut

You are an explorer. You are curious about the world around you and the way it works. You look at things closely, and often with a different perspective than everyone else. You're quite unique, lucky you. Other occupations: researcher, teacher.



SHARE YOUR RESULTS

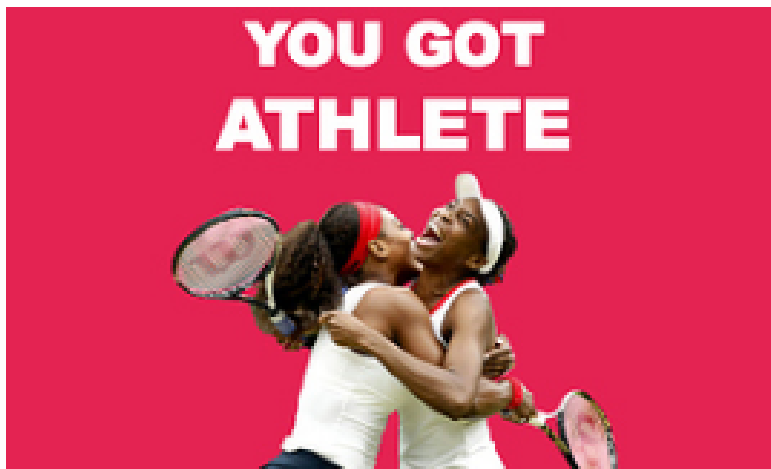


Sample Oprah Quiz Outcome

What Career Should You Actually Have?

You got: Athlete

You are a dedicated. Always a team player, you value loyalty above all else. You know that things work best when everyone works together. You are excited by a challenge and love problem solving. It may sound cliché, but your life is basically a Nike commercial. Other occupations: trainer, life coach.



SHARE YOUR RESULTS



Sample Oprah Quiz Outcome

What Career Should You Actually Have?

You got: Designer

You are an artist, creative juices are oozing out of you. You'd make just as good of a designer as you would an architect, as long as you get to create something. You live your life like Michelangelo, constantly looking for the sculpture within the stone. Other occupations: architect, editor.



SHARE YOUR RESULTS



Sample Oprah Quiz Outcome

Quiz Title “Formulas” to Help You Go Viral

Choosing a title for your quiz is like formulating a subject line in an email, or a title for a book, or a headline for a blog post. It's the first thing people see and the first impression they get. Most people will decide whether or not to click through based on the title so it's very important to do everything possible to make the best title for your quiz.

This chapter will give you some tips and tricks and provide some of the winning formulas you can use to create titles for your quiz. Use these tried and true methods for creating your quiz title.

When choosing a title for your quiz, there are some psychological triggers that can make the difference between a viral quiz and quiz that doesn't perform as well.

Here are Winning formulas for you to use when creating your Quiz title.

The Me Too! Formula.

This formula works on the principle of being part of a “group”. This can be any type of group based on geography race, culture, gender, age or religion. These groups can also be formed based on more trivial things such as your favorite sports team, your favorite food, or even your taste in Hawaiian dress shirts.

For example, when you're at a business conference randomly talking to people and you overhear someone say they are a "Miami Dolphins" fan and you respond. "Really? Me too!". This can create an instant bond based on a specific group, in this example a sports team.

When people are part of a group, they tend to be super excited about it and are willing to share it with the world.

There are 2 obvious advantages to using this formula when creating your quiz title.

One, the first few people to take the quiz are excited to share it with their friends who identify as part of the same group. So, it helps the quiz to spread through-out that particular group.

Two, it's great for advertising on platforms such as Facebook which has features that let you highly target your audience. These features will allow you to target your quiz to show your ad specifically to people within these groups. This helps to get the most bang for your advertising dollar by only showing to people you know identify with this group.

You can take advantage of this behavior when creating your Quiz title. Know the group who you are trying to target and call them out in your quiz title so they know you are speaking to them. Be specific.

Ex. "Only 1 In 50 Bar Owners Can Ace This Marketing Quiz. Can You?"

Ex. "This Food Quiz Will Determine If You're Actually a Vegan"

Ex. “Only A True Laker’s Fan Will Pass This Sports Quiz”

“Let’s talk about you!” Formula

Let’s face it. People spend most of their time in conversations talking about themselves. And that only gets amplified more on Social Media. This has nothing to do with people being selfish or narcissistic. It’s actually just how the human brain is wired.

Most humans find it pleasurable to talk about themselves. Even if it’s not spoken out loud and remains in their thoughts, their brain reacts the same. Our brains give the same response to sex, eating good food, or taking drugs. It’s simply how the human brain is wired. So why not take advantage of this natural way the brain works and use it to create your quiz titles. Smart marketers are already doing this and so should you.

People love to share things about themselves so make your quiz about them!

Examples

“Which _____ are you?”

“What does _____ reveal about you?”

“What type of _____ are you?”

The “You Can’t Do That” Formula

Tell someone they can’t do something, and they all of a sudden spring into action and do it. The reason is that nobody likes to admit they cannot do something. It’s just another way our brains are wired.

Savvy marketers know this and use this. That’s why a lot of quizzes are created in such a way that the quiz taker is set out to “prove” they can do something.

You can use this brain hack when coming up with ideas and titles for the quizzes you create.

Here are some examples that you can use in crafting your next quiz title.

“Only a true XYZ can _____”

“Every XYZ should know _____”

“Only a [very low %] can _____, how about you?”

“If you can_____, you’re an XYZ”

The “Actually” Formula

This formula is quite simple and if you can modify an existing quiz title by simply adding 1 word. That word is “Actually”.

Including the word “actually” in your title can change an average question into a challenge.

What you’re doing is trying to see how much someone actually knows about something in contrast to what they know in general. It’s like “What you know” VS. “What you think you know”. It really tests the boundaries of your audiences, and many are willing to rise up to the challenge.

For example, the quiz titled “**What career should you actually have?**” has over 5m shares. It is one of the top viewed quizzes on BuzzFeed. As of the writing of this book, this quiz has over 21 Million views and counting. You can review it here

<https://www.buzzfeed.com/ashleyperez/what-career-should-you-have>

Examples

“How well do you ACTUALLY know ____?”

“How well is your _____ performing Actually?”

“What _____ should you actually have?”

The “Which (Blank) Are You?” Formula

Have you ever wondered which Harry Potter villain you most likely resemble? Because of human curiosity, sometimes we’re just dying to

know what kind of Slurpee flavor we are. They say curiosity killed the cat, but I say curiosity brings in the leads.

For example, the quiz titled “What Kind of Dog Are You?” went viral in a short amount of time. So far this quiz has over 11 Million views.

Can you imagine if you sold anything that has to do with dogs how many leads and sales you could bring in?

You can see the quiz with this link

<https://www.buzzfeed.com/chelseamarshall/what-kind-of-dog-are-you>

Examples:

“Which kind of CEO are you?”

“What kind of AUTHOR are you?”

“What kind of ENTREPRENEUR are you?”

Creating Questions and Answers

Questions

When creating Personality Quizzes, start with one or two easier questions, and save the ones that might make people stop and think for later. The majority of bounces (people leaving the quiz) come within the first two or three questions.

Make your first three questions the really easy ones so that people will feel confident and comfortable with the experience of your personality quiz. If your quiz taker answers the first three questions in your quiz, they'll be far more likely to complete it and share it on social media.

The Perfect Number of Questions

Quizzes are best when they are relatively quick, light experiences. People often love taking quizzes using their mobile phones while they're scrolling through their social media feeds, multitasking on their computers, or taking a quick break from whatever else they're doing. It's important to keep your quiz reasonably short. On the other hand, if a personality quiz is really good enough to reveal something about the quiz taker's identity, then it needs to have some weight to it.

Short to the point questions do the trick! Don't create a quiz that takes longer than a couple of minutes to complete. This leaves room for

distractions and for your quiz takers to abandon the quiz before they finish it.

With a personality quiz, you should keep it between 8 and 10 questions. This is long enough so that the quiz taker feels like the results will best represent their personality.

Trivia Quizzes can go up to 15 Questions.

Make the first few questions EASY!

The first few questions should be really easy. They should only contain 2 or 3 answers to choose from. YES or NO questions are great to start out with. Or any type of question that only has a couple answers to choose from.

The initial questions should be no-brainers and not take too long to read. After the first few questions, you can certainly add as many answers as you see fit, however keeping the number of answers below 5 will improve your quiz completions.

Software and Resources for Creating Quizzes

Now for the fun part. Here I'll list a number of resources you can use to start making your own quizzes ASAP. The software listed here has been research and tested by us at Antion and Associates. We are only listing the software and resources that have been tried by us. I made sure they include the features to do everything I mention in this book. Also, when you include the additional bells and whistles each one has, you'll see you can do even more. **Note:** Each recommendation is good at the time of this writing. I'm sure you realize things change on the net so if one of the services is no longer there, just Google "Quiz Software".


1.) Riddle.com



Currently this is by far my favorite quiz builder. Their features and quality are great. Even better than that their service is unbelievable. During most business hours in Europe you can get direct contact with the two owners virtually immediately. The time difference hasn't hampered me at all.

On the next page you'll see a screen capture that is currently bringing leads for my school.

Take the Quiz at <https://www.IMTCVA.org/quiz>



RIP-OFF?

College Scams: Take the quiz.

Test your knowledge about how colleges rip-off you and your kids.

Start the Quiz

Sponsored by: Internet Marketing Training Center a distance learning school
certified to operate by SCHEV State Council on Higher Education Virginia



State Council of
Higher Education for Virginia

Take the Quiz at <https://www.IMTCVA.org/quiz>

2.) LeadQuizzes



The LeadQuizzes software allows you to generate qualified leads far beyond the reach of your current audience and build a high converting list of leads. The interactive quizzes you can create help to engage your audience on social media, websites, blogs, or email campaigns.

[You can learn more about Lead Quizzes by clicking here](#)

3.) WP Viral Quiz



WP Viral Quiz Builder is a WordPress plugin that allows you to create the BuzzFeed style quizzes we've shown in previous chapters. You will need WordPress in order to install this. It has all of the viral sharing aspects built in and is ready to help you go viral.

[Learn More about WPViralQuiz Here](#)

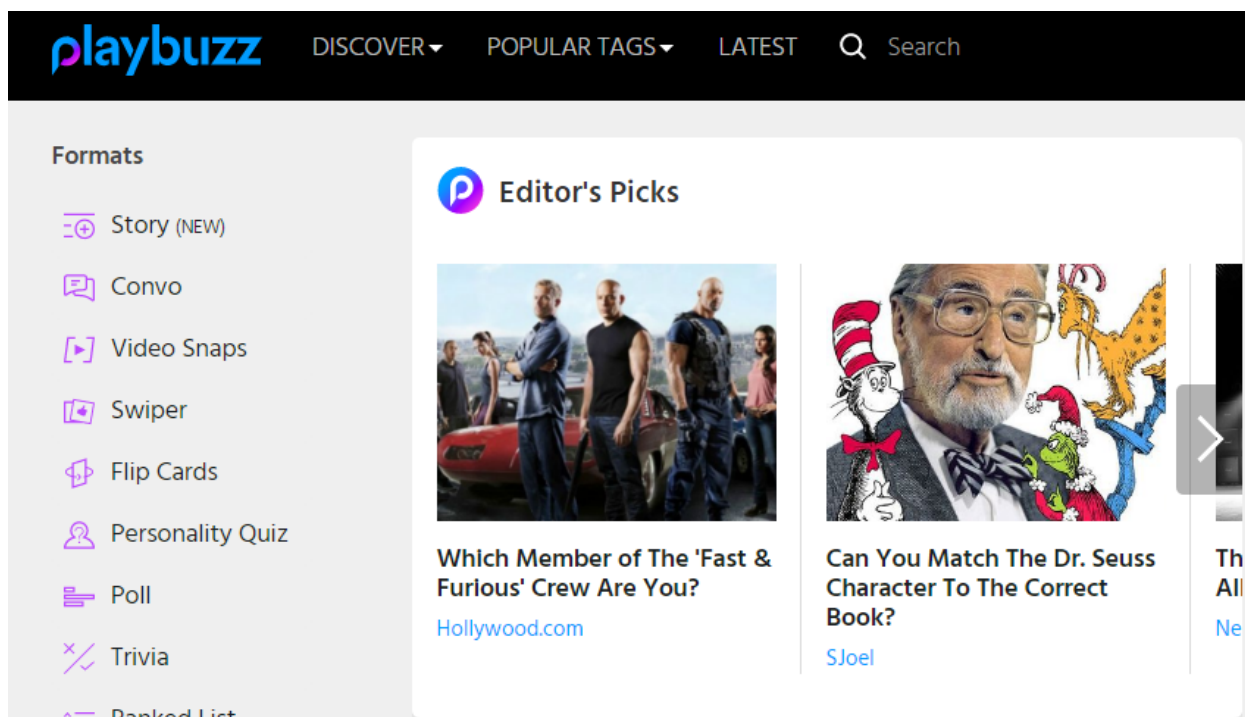
4.) Thrive Quiz Builder



Create fully customized quizzes that allow you to gain valuable visitor insights, build a segmented email list, drive website engagement and get tons of social shares with Thrive Quiz Builder.

[Learn More about Thrive Quiz Builder Here](#) (Scroll down to “Quiz Builder” but you might want to check out their entire content builder and collection of WordPress Themes. All my new students use this service to create their websites easily and quickly.)

5.) [PlayBuzz](#)



Hundreds of millions utilize the PlayBuzz platform to consume and create interactive stories.

PlayBuzz is a great website to get quiz ideas. There is also a platform for you to create and test your own quizzes. You can also post your quizzes on their website.

PlayBuzz is a hosted solution, which means you don't have to install anything on your own website or hosting. The downside is that you can be limited as far as control. You may not be able to integrate with your website or your email provider. Be sure to check out their guidelines. PlayBuzz is still a great site to try out and discover new quiz ideas.

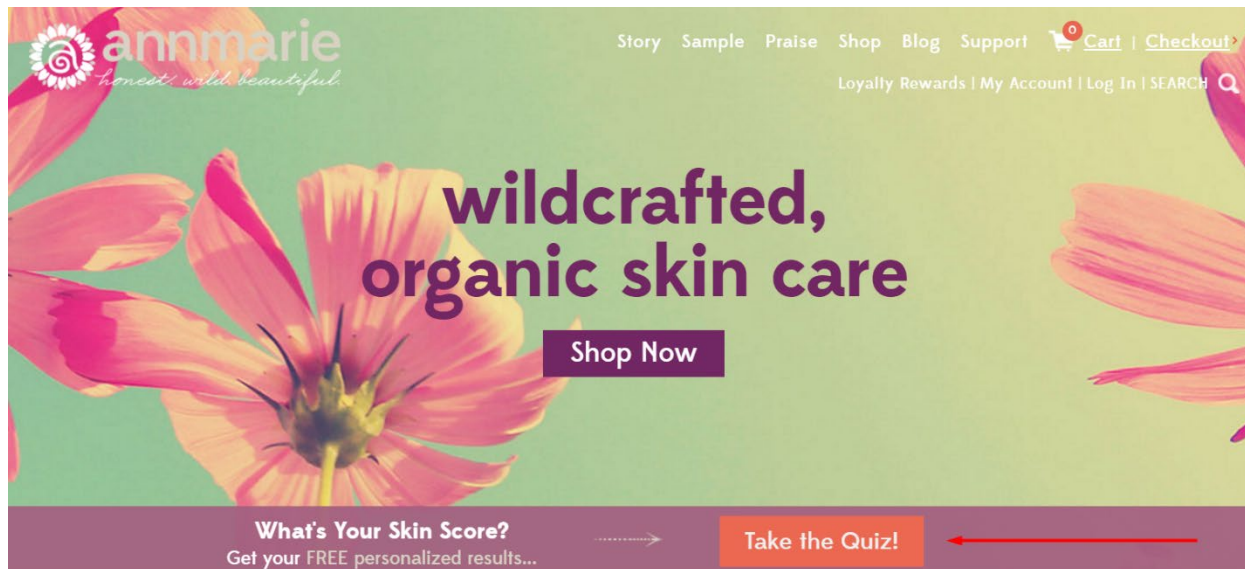
[Click Here to learn more about PlayBuzz.com](https://www.playbuzz.com)

Promoting your Interactive Quiz

You want to make sure you do a good job of offering multiple ways for your visitors to take your quiz and sign up as new clients.

Testing different ways to capture leads and sales is the best way to optimize your quiz. Here are some of the different ways you too can display your quiz to your traffic.

Website Homepage Example



Website Blog pages

You can optimize your content by adding an image that links to your quiz on each of your related blog posts to capture more leads and generate more sales.

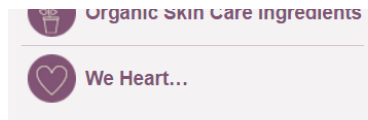
What you might not realize is that it's the same response your brain and body kick into when you're under chronic stress and overload. In fact a lot of us spend a lot of time in chronic overload, going from one mini-crisis to the next, one never ending to do list item to another, with too little time for rest and repair. We keep up, we push through with coffee, sugar, or other habits, and we try to adapt to the demands of our lives.



Our skin is affected by many factors, including our environment, health, the food we eat, and more. Get your free personalized results and find out your skin score!

TAKE THE QUIZ

There's some bad news here: over time, we pay the price with our health. Being in chronic survival mode can lead to serious chronic symptoms such as fatigue, poor sleep, stubborn weight (especially muffin tops and belly fat), poor focus, memory, or work accomplished ("brain fog"), and hormonal imbalances, as well chronic medical problems including metabolic syndrome, insulin resistance, high blood pressure, high cholesterol, and autoimmune conditions (for example, Hashimoto's).

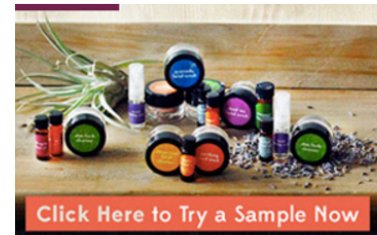


Be Wild. Be Beautiful.

Sign up for our newsletter and get **FREE** tips on how to look and feel amazing here...

YOUR EMAIL **Go!**

try us

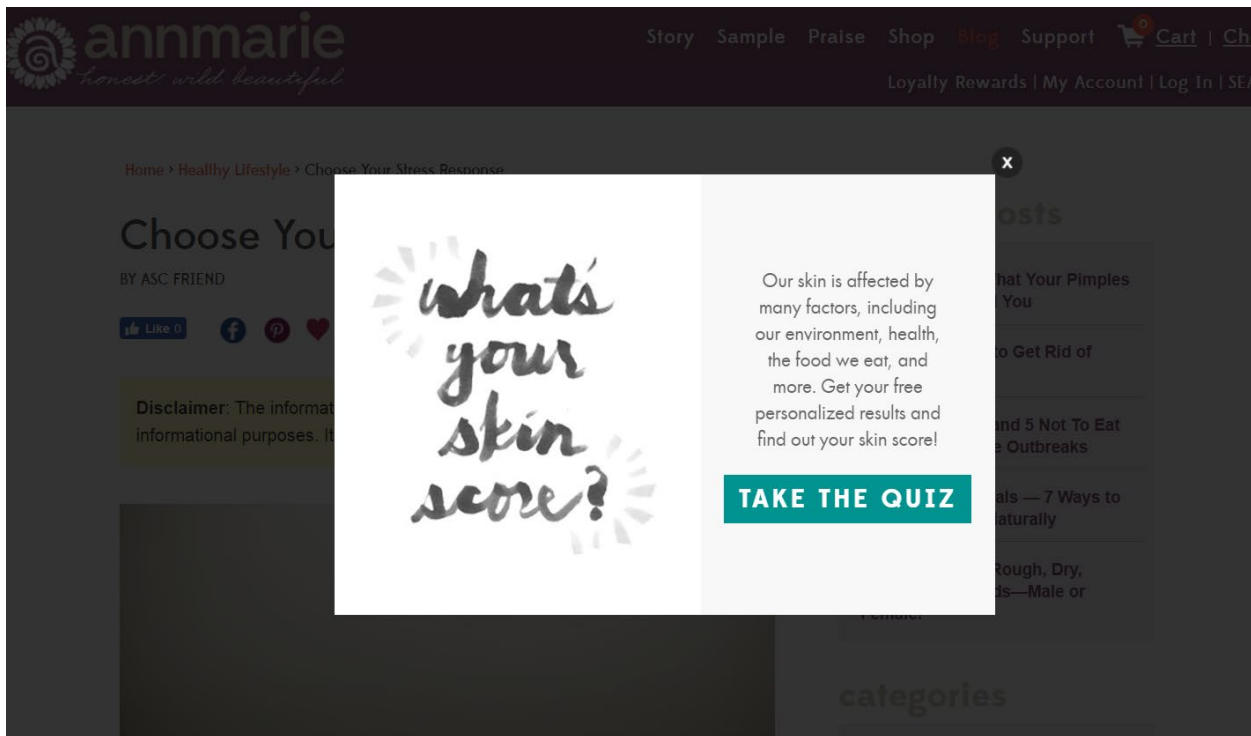


try minerals



Website Popups

Now you can switch out your old pop-up offer for your new quiz. After using the quiz as a pop up, study your conversion rates and compare to your old offer.



Facebook Advertisement

Advertise your quiz on Facebook to new audiences and profitably generate new sales.

Advanced Techniques for Quizzes

While this book doesn't go into all of the different advanced techniques you can use for your viral marketing, there are some capabilities that you should know about. If needed, these extra advanced features can be used within your Quiz to achieve even greater results.

These advanced features rely on a fairly new and more commonly used tactic call "onsite retargeting". Also known as Behavioral Retargeting. Large companies such as Amazon have been using this for years.

Ad platforms like Google Ads and Facebook Ads give you the ability to use their advanced behavioral retargeting features just by signing up for an account.

You'll also need to copy and paste a small snippet of code onto your webpages. Complete instructions on how to do that are located in Google Ads and Facebook Ads help files after you sign up.

For this chapter, we'll skip the technical specifics and just touch upon the kinds of cool things you can do when using this technology.

With the advanced abilities of retargeting and remarketing, you can choose how quizzes are shown and behave based on a specific user behavior. Otherwise stated, you can track all of your visitor's actions and then use those actions to trigger different things based on their behavior.

For example, you may want to show a different quiz or offer on a specific blog post, or to new visitors only, or returning page visitors only. You can show different quizzes based on where they are and what they have done on your site. These are just a few of the examples of the advanced features you can have using retargeting.

The tracking is based on the visitor's behavior. When you have the correct code added to your website, you can track all kinds of user activity

Some activities that are useful to track include...

- Which pages in your site were visited
- Time spent on each page
- User's intent. For example, you could show an exit pop-up when a visitor intends to leave the site.
- Scroll percentage. How far did they scroll down a page?
- How many button or links did they click on?
- Did they visit the same page multiple times?
- Where are visitors coming from? For example, which specific ad, link, or other referral source sent them to your site?

Introduction: Contests

In this Chapter we're going over the Second way of going Viral and that is using Contests.

Why use a Contest?

Contests are great for many things like list building, brand awareness, and even selling products. What's also great is there are many built in features a contest has to help you go viral and get traffic.

Unlike a quiz, which could potentially keep running forever, a Contest usually has a start date and an end date. This is a built-in scarcity factor that causes people to take action before a deadline. The psychology behind this is to get people to convert sooner rather than later for fear of missing out on the whole thing.

List building – Each entry into the contest requires an email sign up. In order to be eligible to win the prize, each person must opt-in and verify their email address. This is how contests can help create an email list.

Social Shares – Each contestant can gain additional entries into the contest by sharing your contest link to their social media accounts. This helps your content go viral on social media and rank higher in the search rankings.

Refer-A-Friend – Each person can gain even more additional entries by using a refer-a-friend method. More entries can be earned for each new person who enters the contest.

Sales – If they are not the winner, they will be given the chance to buy your products. Some people will go ahead and buy your products instead of waiting around to see if they're the winner.

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.

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

How Contests Can Go Viral

Here I'll be using a real-life example we did for a Public Speaking contest. This this will be a step-by-step break down of how the quiz works to grow your email list, get shared, make money and go viral.

The following example was setup to target people interested in public speaking. Of course, we know that most people HATE PUBLIC SPEAKING so you won't see the giant numbers like you would see on a general contest on Buzzfeed or some other megasite.

I will tell you though that the old saying, "The Riches are in the Niches" has certainly held true for me even though the numbers are smaller. You can still make enormous amounts of money focusing on specific target audiences.

This contest matches up the audience with targeted prizes. In this case, the prizes are different training products created to help anyone improve their skills at public speaking.

This particular example was created with a special software. The specific software is called Contest Domination. But don't worry too much about that now. Just focus on the how, layout and features of the contest. I'll cover more on resources and software coming up after the example.

Inspiration: Contests in Action

Example: Wake 'em up Video Professional Speaking System

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!

In this example, when people arrive on the page above, they first see a video, the prizes and an email signup box on the right. This is where each new visitor can watch a short video you make and sign up for the contest. This is only the first step. They've opted in and you have their email address, but it doesn't end there.



Once they've opted in to your email list, they are immediately redirected to a custom thank you page. This page provides them with even more options for them to get additional entries to the contest. This time they earn entries for inviting their friends to come and enter the contest. For each friend that signs up and verifies their email address, they gain additional entries.


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

Share on Twitter:
 **Tweet**

Share on Google+:
 **G+1**


Share on LinkedIn:
 **Share**

Share anywhere with this special link:

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**

2 Contest Viral Features

After all of that sharing, the contestant is now redirected to yet another landing page. This is the final landing page they'll see through this process.

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](#)

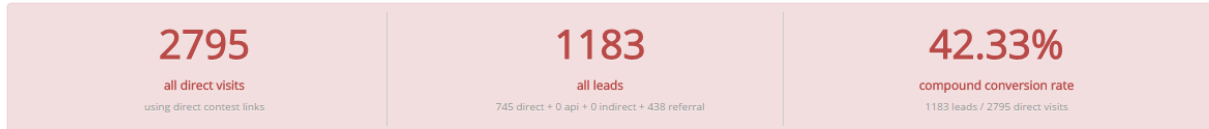


This page simply says “I Never Win Anything” and gives them the opportunity to buy the prizes instantly with a special discount. Not only do contests naturally have the ability to go viral, they also can help sell products and build your lists.

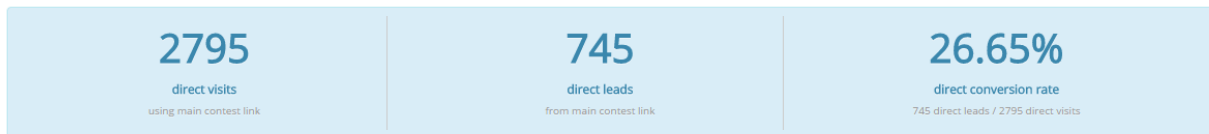
Here are the initial results.

For this quiz, we didn't do much in way of driving traffic. We simply sent out an email to a small subscriber list. That initial traffic got the ball rolling.

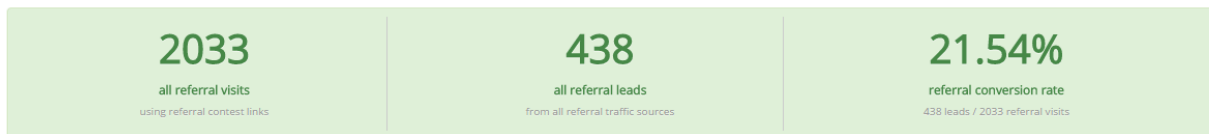
Compound Conversion Metrics for this contest - This is for all leads that originated from your direct traffic you sent to this contest.



Conversion Metrics for all **Direct Channels** - This is all of your direct traffic & direct leads.



Conversion Metrics for all **Referral Channels** - This is all of your +Lift (referral) traffic & leads!



As you can see in the results, the email blast was able to generate 2,795 visits to our contest. Out of those 2,795 a whopping 2033 were from referral sources. That means they were referred to by another source such as a social share or an email referral from one of their friends.

Total leads ended up being 1183 from our own direct visits and another 438 from additional referral traffic. That's a 26.65% and 21.54% conversion rate for each.

Not bad at all considering the effort put in and the results achieved. You also must consider that those 438 new people will spend thousands of dollars with me over time.

Imagine what you can do if you tried something similar. You can choose a completely different audience with a totally separate prize. However, you can still use the general flow and viral features used for this example.

Contest Software

In this chapter, I'll discuss some of the tools, resources, and software that you can use to make your very own contests.

Contest Domination



Contest Domination is arguably one of the most popular contest software solutions out there. In the above example “**Wake ’em up Video Professional Speaking System**” we are using the Contest Domination software.

We find it easy to use and have used it for multiple years. It also integrates with many different email list providers.

[You can learn more by visiting their website here](http://www.Antion.com)

Introduction to Content Lockers

In this chapter, I'll go over the third way you can go viral with your very own content, . . . the “**Content Locker**”. While this method is much simpler and easier to implement than a Contest or Quiz, you can still get great results. I'll show you how you can use a Content Locker and see dramatic increases in your social shares.

What is a Content Locker?

Another great way to add the ability to go viral to your website or blog posts is to use a Content Locker. A Content Locker is simply a piece of software that give you the ability to “**lock**” or hide parts of the content on a blog post or page.

This “**locked**” content remains hidden until the visitor takes a desired action. For example, you could require a visitor to sign up to your email list before revealing a premium resource. Then, as soon as the visitor opt-ins, a part of the page unlocks and displays the hidden content.

Another form of Content Locker which uses social media shares as currency instead of an email signup. This is called a “**Social Content Locker**” and requires the visitor to share your article on one of the major social platforms in order to gain access to the special locked content.

The Social Content Locker makes it easy for someone to unlock the premium content by simply clicking a link. After they've clicked on the

link, the premium content is automatically revealed without having to reload the page.

Why Social Content Locker?

The Social Content Locker can help you go viral and get more traffic to specific web pages or blog posts on your website.

Like many websites, you probably have share icons for every social media network on every page of your website. However, your web traffic may not be using those share buttons as often as you'd like. With a Social Content Locker, you can provide your visitors with that extra incentive and give them an extra nudge to share your content on their social media platforms.

As long as you are creating valuable content that your readers enjoy and find useful, then most will be happy to share your content with others.

The visitor gets a valuable piece of content and in return you get shared to their social audience which in turn brings you additional traffic. This can create the “Viral” aspect to any piece of content.

You are basically incentivizing your existing traffic to bring you more visitors in exchange for extra value. This creates a win-win situation for both you and your readers.

Note: Social Content software allows you to choose which Social Media networks you want to use for sharing. I talk more about software details in an upcoming section.

What Types of Content to Lock?

The type of content you want to lock should be complimentary to the main article or content of the page. For example, you can display a video on a page which goes through a detailed how to on any subject. In addition, you provide the visitor with an offer to get a “FREE PDF Checklist” which goes with and compliments the video.

Other examples of 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

You can use articles, videos, audio, images, download links, coupon codes or any other content you have as an incentive for people to give you likes or shares and go viral.

Just remember not to overdo it. Not every page on your website is worthy of using a Content Locker. For example, you wouldn't want to use a content locker on legal page such as a “**Privacy Policy**” or “**Terms and Condition**” page.

You must provide some value in return for the share or signup.

Inspiration: Examples of Content Lockers

In this chapter my aim is to provide you with some inspiration. This section is meant to show you some examples of use. These examples will hopefully give you some of your own ideas so that you can use them to create your own “**Content Lockers**” on your web pages.

Here I’ll show you examples of using simple blog posts with content lockers in order to get more shares with Facebook and Twitter. Also, how to use training videos and companion PDF’s to get social shares and more traffic.

The key take-aways here are to think of how you can do similar things with your content. Perhaps you have some older content that you could retro-fit with a social locker.

You can implement new ways to get your new content distributed while incorporating social lockers tastefully. Remember to provide real value without the need for sharing. However, put that extra bonus behind a Content Locker and watch as your content can easily go more viral than ever before.

Example #1: Antion.com Blog Post

<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

Get the Best in Professional Speaking and Internet Marketing Info

Complete the form below to subscribe.

First Name *

Email *

* Required Fields

We respect your [privacy](#)



Internet Marketing TRAINING CENTER

The only independent / licensed Internet marketing school in the country



Best Amazon Kindle Course Ever

Powerful and Affordable Shopping Cart System

KidStartCart.com

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

Tom's cart of choice for 14 years

3 Content Locker Example #1. Antion.com Top 15 List-Style post

In this example, we simply started with a fairly standard blog post. This blog post is Titled “**Top 15 Mistakes People Make on Your Website**”. This is a “List Style” post in which we simply have a top 15 list.

<http://www.Antion.com>

This particular blog post was created so the visitor is free to read the list of website mistakes, however when they get to the last and biggest mistake on the list, they are shown the content locker.



4 The Content Locker hiding content and asking for Shares to unlock

The Content Locker prompts the visitor to “**Unlock**” the last item on the list by quickly and easily sharing the article to one of the available social networks, in this example we use Twitter, Facebook,

Note: we took off Google+ because it’s defunct and reset the counters.

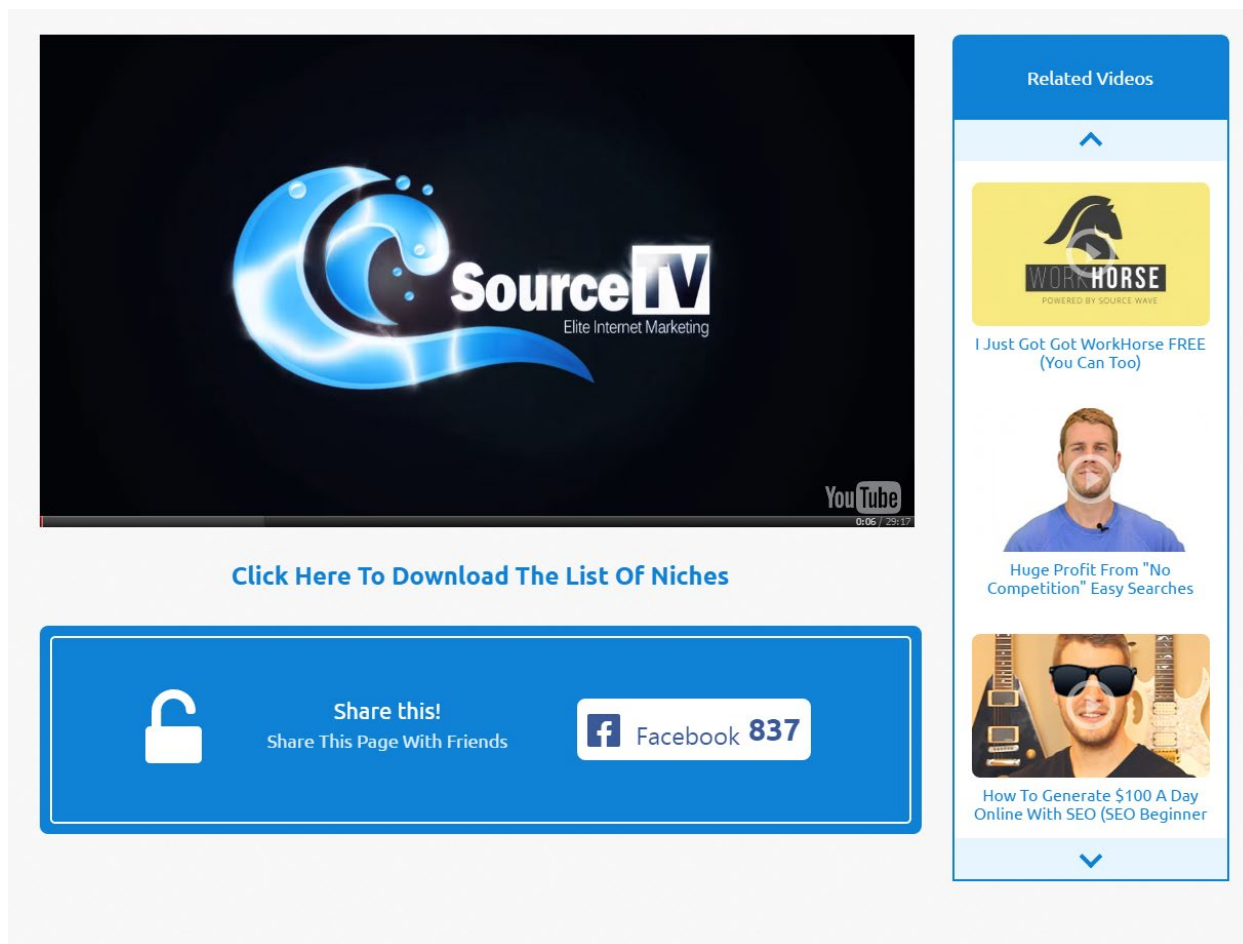
The Results

After running the blog post for about 72 hours we can see the results of this quick Blog Post test.

225 People Total who visited this blog post actually shared the article. That includes **59 Twitter shares**, **129 Facebook Shares**, and **37 Google**

Plus 1's. And that's all additional exposure and traffic that otherwise wouldn't have ever happened. All by simply using a Social Content Locker on an otherwise standard blog post.

Example #2: Free Training Video with a Bonus PDF download.



The screenshot displays a web page layout designed for content monetization. At the top, a large video player shows the SourceTV logo with the text 'Elite Internet Marketing'. Below the video, a blue button with a white padlock icon and the text 'Click Here To Download The List Of Niches' is visible. Underneath this is a social sharing bar with a 'Share this!' prompt, a 'Share This Page With Friends' link, and a Facebook share button showing 837 shares. To the right, a 'Related Videos' sidebar features two video thumbnails: 'I Just Got Got WorkHorse FREE (You Can Too)' and 'How To Generate \$100 A Day Online With SEO (SEO Beginner)'.

This example uses a simple web page which includes a free 30-minute training video. Now this video is good enough on its own to be seen as valuable by the website viewers.

However, the deal is sweetened for the visitor by offering a FREE PDF CHEATSHEET and CHECKLIST download. In this case, the author is providing a PDF for the viewer to optionally download.

Underneath the video, you can see another “**Social Locker**” which encourages the visitors to share this page with friends. And in return, they immediately gain access to the Free PDF download link.

In this particular example, Facebook was the primary social media platform used. And that time of this screen shot was up to **837 Facebook Shares**.

Now imagine this same blog post without including a **Social Content Locker**. Think about all of the Facebook shares that would’ve been missed out on. Now think about the social media shares you could be missing out on.

Content Locker Software and Resources

This section is a list of software you can start using today to create your very own social lockers. The software listed below have been tested by our team here at Antion and Associates. They work on the WordPress platform and/or a standard php server. You can click through to each one's site to learn more information.

1.) Social Locker



5 Social Locker is a software which enables you to add content lockers to your website.

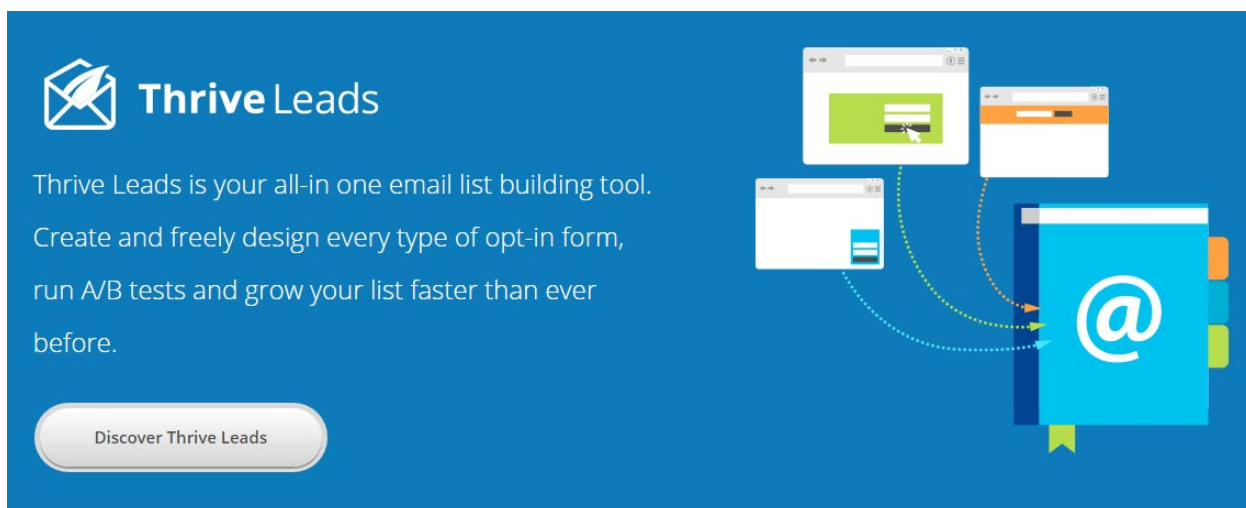
Social Lockers will add systematically viral traffic to your website, your opt-in funnel or your sales-page. When users share or tweet your page to get access to the content you locked, their friends see it and some of them will visit your website. That will repeat again and again.

This is the software used in **Example #1 Antion.com Blog Post**

This software allows you to choose which Social Networks you'd like to use, comes with pre-built themes and designs, and has built in tracking to see analytic reports.

[Click Here to learn more about the Social Locker software](#)

2.) [Thrive Leads](#)



A great way to add an opt-in incentive right inside your content. Reveal it once the visitor signs up!

Thrive Leads is a lot more than just a Content Locker feature. It includes many more features for list building. This includes, opt-in forms, tracking analytics, A/B Testing and a lot more.

[Click Here to learn more about Thrive Leads software](#)

The two software solutions listed above are the ones we recommend and have tested and used ourselves. We like Social Locker for the social shares aspect and we like Thrive Leads for the ability to use an opt-in signup instead of social sharing icons.

Bonus Giveaway Content Lockers

[UpViral](#)

This is another service we use primarily for viral giveaways and it's fantastic and they have a killer training program with an enormous number of examples and even deeper psychology training to get people to share. It also interfaces with most of your own software like WordPress, Lead Pages and many popular email programs

Conclusion

As you can see there is incredible power in using the tools covered in this e-book. When people tell me they can't make any money online, I immediately think, "You just haven't studied enough and invested in your training enough to learn aboutand how to use....tools like the ones I covered here."

Decide which one of these techniques you want to do first and dive deep into picking the software and learning how to use it. Brainstorm on how you would apply the ideas to your business and then roll it out.

Don't over think it. That's killed more promotions than anything. I'm not saying just slap something up without thinking it through. I'm just saying taking action will get you way further ahead than just reading this book and then looking for the next magic bullet e-book to make you rich overnight. **YOU MUST IMPLEMENT!**

Think of the results you could get. You could double, triple or even quadruple your list and the people that know about you. Then concentrate on converting them to buyers.

If you want credible and proven help in implementing any of the ideas in this e-book or a complete education on starting and thriving in your own Internet based business, you may want to consider my unique mentor program where you actually get one-on-one help from me and people I've trained. There is nothing else like it in the marketplace.

Check it out at <http://www.GreatInternetMarketingTraining.com> I would love to help you achieve your goals!

Tom Antion



Apply for a FREE strategy session. This will NOT be a big sales pitch for me, but the reason I'm doing it is to identify people that may want to work with me in my mentor program. If it makes sense for us to talk, I'll arrange an appointment with you.

Apply here:

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