



INTRODUCTION TO VIRALITY





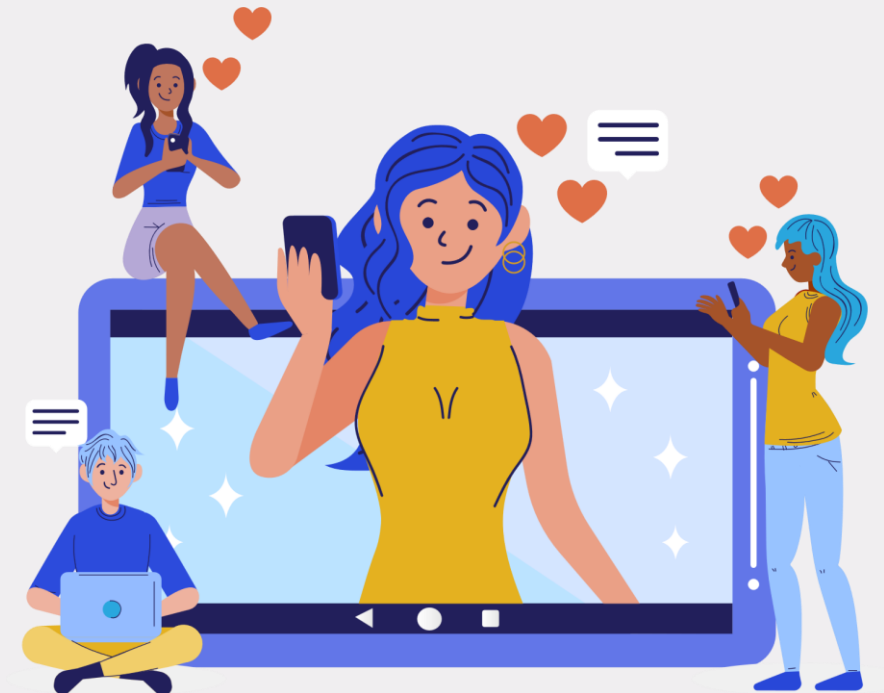
INTRODUCTION TO VIRALITY



WHEN YOU SHARE A POST, IT GETS SOME SHARES



THERE MUST BE EQUAL OR MORE PEOPLE WHO ENGAGE AFTER THE SHARING THAN THE INITIAL NUMBER OF PEOPLE WHO SHARED





VIRALITY IS NOT A MYTH OR LUCK



VIRAL COEFFICIENT FORMULA



(ORIGINAL NUMBER OF PEOPLE) $\times$ (NUMBER OF SHARES)



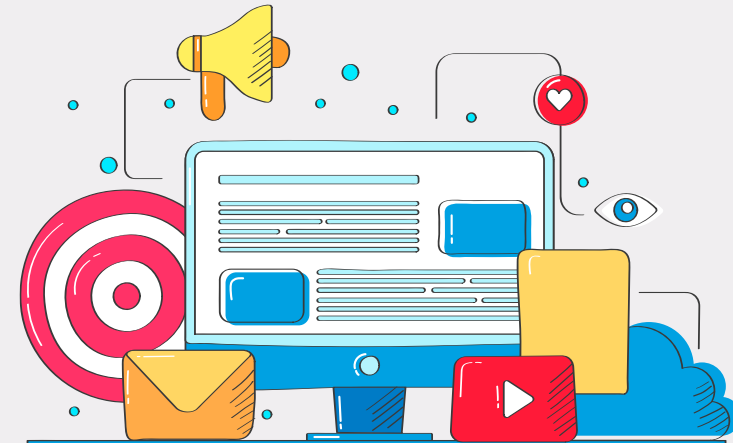
**FROM NUMBER OF SHARES, HOW MANY PEOPLE
ENGAGED WITH IT**



NEWLY ENGAGED PEOPLE / ORIGINAL # OF PEOPLE



HAS TO BE EQUAL OR MORE THAN 1





EXAMPLE



NEW POST: 200 PEOPLE SEE THE POST



5 OUT OF 200 PEOPLE SHARE THE POST



1000 POTENTIAL NEW PEOPLE: IF 10% OF THEM SEE THE POST, IT'S A REAL AUDIENCE OF 100 PEOPLE





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LET'S ASSUME A 2% SHARING RATE SO 2 PEOPLE FROM 100 SHARE IT TO 200 PEOPLE REACH



**NEW POTENTIAL AUDIENCE 400 / 1000 ORIGINAL
POTENTIAL AUDIENCE = .4 → NOT VIRAL**