

INSIGHTS AND KEY LEARNINGS

UPVIRAL PLATFORM (2017 - 2021)

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Learnings (for marketers)

1. Simple is best

- a. Reduce everything down to the simplest of concepts

2. Don't be sophisticated in your offering because it will only confuse the perspective optins

- a. Don't try to do more than one thing on your landing page
- b. Your only job at the front end is to drive traffic effectively to the landing page, squeeze the optin and get the social share as efficiently as possible.
- c. If you want them to take custom actions, ask for that in the follow up (UpViral native follow up)

3. Give your audience something they value

- a. What do they value?
- b. What do they have an affinity for?
- c. How well do you know your core avatar?

4. Direct engagement and social audience management boosts results because people are emotionally engaged and want to see you do well

- a. Keep it conversational
- b. Keep it informal
- c. Engage them in live workshops, events, interviews and meet-ups, i.e. meet the prize sponsor or meet the founder etc

5. Do not place limits or conditions on the campaign

- a. And do not let the brand limit the campaign (because they will everytime!)
- b. Absolutely no lastminute.com. It doesn't work, it has never worked!

6. Systemisation

- a. Make sure the brand has the infrastructure in place to handle the volume of interest without loss of quality of brand experience

7. Stakeholder collaboration

- a. Take the lead with stakeholder engagement
- b. Get people invested and on board!
- c. Brief and prepare the role of the collaborators to ensure they are onboard. You're giving them extra work to do so make it worth their while.
- d. This might include 3PL, retailers, wholesale, sourcing, NPD, distribution chain, business development and marcoms. Don't expect them to do what you need them to do to make the campaign work. You will have to hustle to get what you want!

Insights (for brands)

1. People always want more than they can handle

- a. Coach them and set expectations
- b. Audit the backend of the business

2. Value is the key

- a. Brands always try to give away the least but expect to take the most
- b. Relationship building doesn't work this way
- c. See it as an investment and not what you're giving away

3. Marketing 101 = strategy is king!

- a. What's next - you don't make money on the first tx, it's the follow up that counts
- b. What follow-ups do they have in place? This is another upsell opportunity for you and them
- c. Build the funnel/follow up campaign and make it an irresistible offer
- d. What on-boarding do they have in place?
- e. Business owners are usually clueless - take them through the steps well in advance so they can prepare / or you can help them prepare for the main event (what happens post-campaign)
- f. If you're an agency, it's not your job to do this, unless it's part of the package you have sold them, but experience has taught us that if you don't handle (or at least guide them) on the backend, they won't see the value you have created for them and will try to hit and run on the follow up.

4. Business owners don't understand marketing formulas

- a. You will need to teach them how to calculate acquisition ROI using the natural attrition + CLV model

5. Budget

- a. How much should they spend on acquisition?
- b. The av value of the 1st tx
- c. Aim to break even
- d. Over deliver in terms of direct engagement / CRM, i.e. live events and not pre-recorded
- e. Let them experience how much you value them now, because how you treat them now will train them how you want them to behave in the future
- f. Cheap traffic is cheap for a reason. Match your offer and campaign experience to the quality of the audience you want to attract. Make sure the values are aligned.

6. Make as much of a big splash over the winners as you would the core campaign

- a. Plus it will generate tons of really great content for you to post with lots of warm sentiment
- b. Film the unboxing of the prize
- c. Let them know via video meeting and film their first reaction upon hearing the news they won
- d. Get them to send in a selfie video of them in the moment
- e. Follow up with them a few weeks or months later and make a video series about it for social consumption

7. Attention is the new currency

8. UpViral is the barometer of relevance!

- a. More than any other tool, UpViral is the acid test of audience quality
- b. It is also a key indicator of brand following quality

- c. Campaign performance will tell you everything you need to know about how well that brand manages its CRM
- d. It will tell you about the REAL MARKET VALUE of the brand and how relevant it is to its audience
- e. And what they need to do to improve their overall brand performance in order to meet their strategy

Summary

Success = the mechanics should work but focus on the relationship with the brand to ensure excellence!

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