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Viral Marketing Guidelines

Be Data Driven & Strategic.

Always define your goal metric – conversions or sign-ups matter more than raw views.

If a post shows no engagement within a set time frame, delete or repost it at another day/time or edit it

Automate as much of it as possible & use A|B testing to isolate variables and iterate rapidly

Be Authentic, or at least look Authentic.

Organic content builds trust; paid ads should supplement it strategically.

Media that is "too perfect" looking may look too much like an ad or commercial

Use platform specific tactics.

Know the drivers of attention for each respective platform.

Avoid adding external links in the post body – algorithms often downrank posts that send traffic away

- Place links in the first comment or reply when asked (time-consuming, but boosts engagement)
- TikTok: avoid "\$" or prices in text, even in the video itself

Pick Platforms Purposefully



B2B & Corporate - Ideal for targeting execs, direct sales, social proof



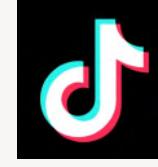
B2B & B2C - Corporate Social Media Platform



B2C & SMB - Key paid marketing channel



B2C & SMB - Richer media performs better but difficult to compete



B2C & SMB - "For You" page algorithm is the audience gatekeeper



All - YT Shorts is more comparable to TikTok & IG Reels



Recommended Strategy

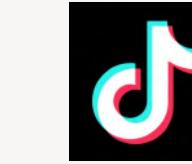
1. Create a long form "Hero" video for YouTube (1-10 mins)
2. Clip shorter videos for the social networks with platform-specific styles
3. Schedule all uploads via social media management service and A|B test
4. Create a network of supporters to engage with your post & boost your posts when needed
5. Create content with others - go on other people's podcasts, guest write newsletters, etc.
6. Clear CTA & funnel all traffic to a primary destination

Can be run solo with heavier upfront setup then 1x a week management schedule

It's not about the gear. The best camera is the one you have. Don't neglect audio.

QUICK POLL

Pick 2-3 platforms to discuss today





This Week In Review

Next Week Goal



Good Luck!

Stay in touch:

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