

# MaruSF - Oct 2025



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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.

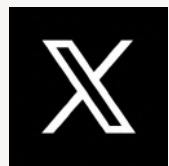
Avoid adding external links in the post body – algorithms often downrank posts that send traffic away

- 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



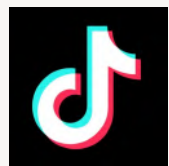
B2B & B2C - Corporate Social Media Platform



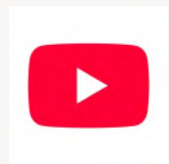
B2C & SMB - Key paid marketing channel



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

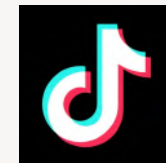
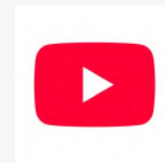
1. Create a long form "Hero" video for YouTube (1-10 mins)
2. Clip shorter videos for the social networks with platform-specific styles
3. Schedule all uploads via social media management service and A/B test
4. Create a network of supporters to engage with your post & boost your posts when needed
5. 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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