

Editorial Bible

ViralBlog.com – Viral Ideas & Social Trends

ViralBlog is the glossy, digital magazine that publishes opinions about groundbreaking viral ideas and disruptive social marketing trends on a daily basis.



What is the core of the ViralBlog philosophy?

We don't follow, we lead.
We don't copy, we create.
We don't start, we finish.
We don't sit still, we move.
We don't fit in, we stand out.
We don't sit quietly, we speak-up.
We don't see limits, we disrupt.
We don't think, we believe...

TV was the dominating medium for 60 years, until the internet came along.
Offline advertising was leading across all markets, until the internet took over.
No one would ever beat TV, until the second screen came along.

Brand advertising by its nature is interruptive, distracting, selfish, one-way mind jacking, until the rise of social media.

Marketing has always been **an art**, now it is **a science**. So big-data? May the math be with you!

Our editors have a passion for **disruptive powers**, forces that can break through conventions. We are about **trends**, not just news. We share our **opinions**: our subjective beliefs that are a result of our **emotions** or our **interpretations** of facts.

We are ViralBlog. We disrupt. We believe.

'The Why' at ViralBlog

Marketing and technology are on the move every single day. C-level marketers need to re-invent themselves and re-engineer their brands constantly. In fact, in our industry the only constant is change.

Brands need to keep up in this rat race and CMOs all embraced social media, but most failed to integrate it. So CMOs will keep asking themselves: What's the next step? How do we coin the next trends? What is really relevant for my brand?

ViralBlog gives relevant answers to these questions. We share insights and inspire, by sharing our opinions on a daily basis.

'The How' at ViralBlog

ViralBlog inspires by sharing relevant opinions. We provoke CMOs to unthink. We show them the way beyond legacy. We share ideas and cases that can overcome fear. We show disruptions that can really change mentality and company DNA.

An important role of our mission can be achieved by facilitating peer discussions. We share our opinions to provoke our peers to share their ideas on the topic. By doing so, we offer peer learning's to our audience. We believe in the wisdom of the crowd.

For Whom do we write at ViralBlog?

The target customer persona at ViralBlog is a 40 year old CMO at a leading consumer brand. Just read www.CMO.com to understand what's really on the CMOs mind.



Keith Weed and Martin Sorrell: in a conversation about social media at Cannes

In a broader perspective, we are relevant and inspiring for branding, pr, advertising, technology, media, marketing and communications professionals around the globe. We offer them 'Wired alike' trends, strategies and insights.

What are the categories at ViralBlog?

We re-engineered our categories to be (and stay) thought leading blog. Everybody else is already sharing news, we share opinions. We lead the way with trends.

Our new categories will be:

1. Buzz & WOM
2. Big Data
3. Communities
4. Facebook
5. Guerrilla
6. Interactive Marketing
7. Mobile & Apps
8. Old Skool
9. Remarkable & Gossip
10. Research & Cases
11. Social Commerce
12. Social CRM
13. Social Media
14. Social Search
15. Social TV
16. Sports & Sponsoring
17. Start-up Stories
18. Trends & Innovations
19. User Created Content
20. Viral & Social Videos
21. Viral & Social Games
22. Viral Friday
23. Weekly Recap

Disappearing categories are:

- Viral Commercials will be moved to the category Viral & Social Videos.
- Widgets & Apps will be moved to Mobile & Apps
- Viral & Social Cases will be moved to Research & Cases
- Online Marketing will be renamed to Interactive Marketing

New category is **Start-up Stories**. Here we will show info and insights about start-ups, share our opinion on its future and possible we will interview the founder of the start-up with a fixed Q&A format.

New is also **Big Data**. Here we will lead CMOs the way in making their marketing more predictable and share info on how to get the highest possible ROI on their media investments by using a smart mix of POE.

Also new: Trends & Innovations

The ambitions at ViralBlog

There is a lot of pride at ViralBlog. Since 2007 our influence and results have been really positive. We even realized a #69 ranking in the AdAge Power150 and a few awards for best marketing blog. But that doesn't mean we are satisfied.

We will try to get more interesting guest bloggers and we'd like to extend our editorial team to 7 bloggers. And we'd like to produce 12 interesting articles per week, including the weekly recap and Viral Friday.

Our ambitions for 2013 are crystal clear.

UV's

We want to grow from 60.000 monthly UV's to 200.000 monthly UV's.

AdAge

We ambition to grow our AdAge ranking from #69 to a place in the top 50.

Subscribers

Our opt-in e-mail base should grow from 7.000 to 30.000

Twitter

Our # of Twitter followers we'd like to grow from 9.500 to 50.000

Revenues

Our annual revenues are now \$4.000 per year, that should grow to \$25.000

Speaking

Our # of keynotes is now 3 per year, we'd like to grow this to 10 per year.

Design

We are leaving the old ugly blog format, and will shift to a glossy, opinion leading online magazine that will be eye-candy on PC, tablets and other screens.

Customization

The new ViralBlog offers -Zite- alike ways to personalize content and topics.

Platform Communications

Our readers can schedule e-mail alerts based on their needs. If a reader wants to receive an alert when Paul and Martin have published a new story, it will be delivered. A reader can also schedule an alert for stories about ie. Social TV.

Getting our newsletter weekly or bi-weekly? Our readers are in control, we facilitate.

When writing your content consider this

There are several blogs that do last the distance, but very few of them could be regarded as being: a resource of useful, high quality, opinionated information.

This abundance of information overload creates a situation where only the outstanding, really high quality posts end-up getting noticed. But just creating brilliant content is not the only part of the puzzle that you need. If no one gets to see your stellar content, then it is just wasted effort.

The bar has been raised considerably over the last 5 years to stand out from the crowd. In order to get noticed you need a plan to get results.

Here are tips that could help you to profit from viral effect and the power of the long tail...

1. Write long posts and put a lot of effort into them (much better chance of a viral blog post, likes, shares and long tail power: our Obama case!)

To create outstanding content you will generally need to write quite long blog posts that are chocked full of useful information. No longer can you upload just another infographic or write standard 400 word posts and expect to get noticed. Those days are over. Write clever, share insights, tell what your story is about and have opinionated closure or conclusions; add personal relevant opinions for your peers.

Don't settle for ordinary, because ordinary never gets outstanding results. And 400 word posts are in most cases exactly that – ordinary. An opinionated article with insights and arguments might be 1.500 – 3.000 words.

2. Include other forms of content (video, images, audio, infographics, PPTs, whitepapers etc)

It's true that just plain text is boring. A top quality blog post always includes at least two different forms of content.

Text is without doubt the most popular way that bloggers communicate with their readers, but the authority bloggers all use a mixture of text, images, infographics, audio and video.

Images need to be crisp and clear, but the file size needs to be kept as small as possible. There is an awesome plugin called WP Smush. It, which automatically compresses the images on your server and will help to make your pages load faster.

Video is a great way to keep people on your site for long periods, providing you create good videos that people want to watch. If you are not keen on putting your face on camera, then simply create a PowerPoint or Keynote slideshow and record your screen while speaking about each slide.

There are plenty of cheap screen recording software programs out there, but don't substitute cheap with poor quality. A poor quality video, whether it is the sound or the picture, will do you more harm than good. Same for podcasts.

3. Make sure your information is factual

One of the worst things that you can do is create a blog post on a topic that you are not knowledgeable about (or have not done your research properly). It is OK if you don't know everything about your topic, but it is not OK to publish blog posts that have information that is incorrect or not factual.

It is no good thinking that you know what you are talking about, you **MUST** be 100% sure that your information is correct.

Opinions on topics are different to facts. It is perfectly OK to have a personal opinion about anything, but make sure you understand the difference between talking about facts and opinions.

High irritations and insecurity can occur easily when you are not clear about facts and info, it can make people look like a fool. If you talk about social network ad spend, always mention very accurate: \$3 billion globally - or in "the US alone". If you do not mention stuff clear, people will feel misinformed and insecure.

4. Make your posts as helpful as possible

You should really care about your readers, because in reality your site is about them and not about you. Without your readers your blog would be a lonely place and would mean that you are wasting your time creating content.

Try solving specific problems, or producing information that our audience are interested in reading. Writing blog posts about what is happening in your life is pointless, unless it is extremely relevant or if you are a famous celebrity.

Usually the idea of a blog is to build a community and receive interaction from the readers (as well as monetizing the blog in some way), so it is important to be encouraging feedback, comments and questions from people.

Peer discussions in the comments give people value, so end your article with a clear opinion and call-to-action and reply as author to questions. Ask feedback again: was this clear or helpful?

You should always **reply** to **every comment** on your blog, even if it is a negative comment abusing you. Start with thanking for the feedback.

Most people will appreciate you taking the time to reply to their comments, and you will even find that sometimes the most value in a post is in the comments section.

In-blog crosslinking is a smart thing to do to keep site stickiness and duration of stay as high as possible. It increases site loyalty, views, comments and shares. Please link to other relevant stories at ViralBlog in your article!

5. Make it big, extend reach and relations

Look for trending topics and hot keywords. Add them in your article and in your meta data. If you share via **Twitter**, use relevant and smart hashtags so we extend reach and relations.

Use keyword tools and topic tools to detect what is popular in our targets' minds.

Social analytics

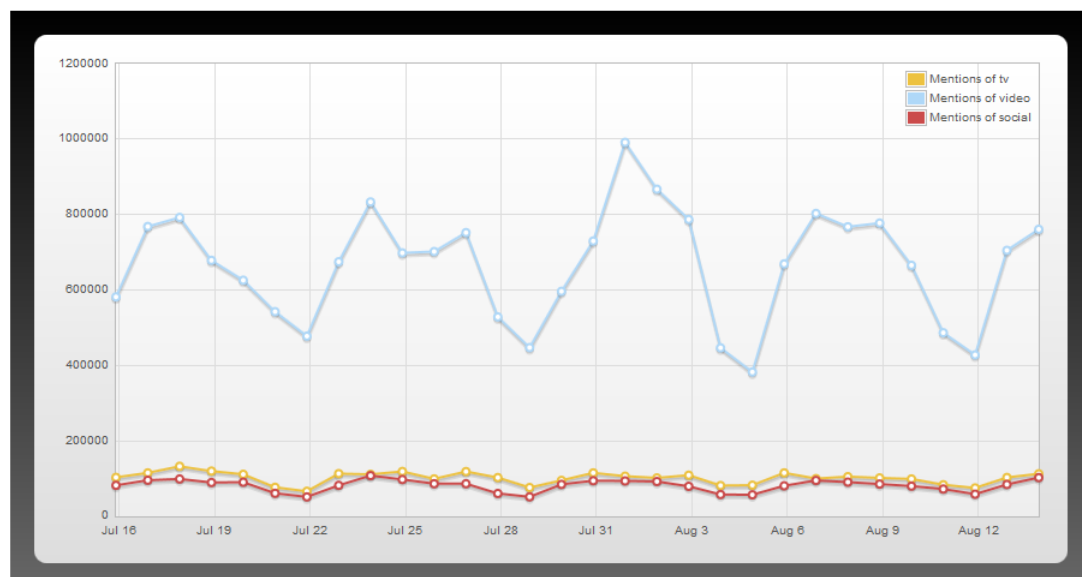
Search and compare up to 3 queries

Search by domain.com, @username, or keyword. Try our [advanced queries](#)

tv video social Past month Compare Clear all

Share these results on Twitter
Copy URL for these results

Mentions That Matter. We only show those mentions within Twitter that are significant and valid. Significant to us means a tweet that's been retweeted or contains a link. Valid means we've removed any bots or spammy sources.



Tweet and share your articles smart and use clever hash tags like: #trends #brands #social #video etc.

There are many tools out there to help you. Doing this smart will make us hit our objectives and targets. Use ie Topsy or any other smart tool:
<http://analytics.topsy.com>

Your title

Once found in the Google results or in a Zite or Flipboard list, your title will first decide if people will click your article and read it, or if it will be zapped away. A great heading visual and clear intro will help too.

Write your **title** last. Make sure it fits: in one-line, not two!

Make it smart and feed the beast called Google: use smart keywords in your title.

Make a title that triggers and stands-out. **Start Each Word With A Capital...**

What are smart triggering titles for your article?

Example 1: Big-Data? May the Math Be With You

Example 2: 10 Ways To Smart Advocacy Marketing

Example 3: Why Consumer Data Is The New Oil?

Example 4: Your Guide To 88 Social Media Tools

Example 5: Get Unlimited Inspiration On Pinterest

In the **first paragraph**, always tell your audience what they will get or learn.

Example 1: Here you will get unlimited inspiration about branded Pinterest pages.

Example 2: In this article you will learn about the true benefits of community marketing.

Do **not** include hyperlinks in the first paragraph of your article, it will push people out of your funnel, you want to pull them through your funnel.

When **closing your article** make a round-up with conclusions or closing thoughts and always add a **call-to-action** at the end of your story:

Example 1: We would love to hear your thoughts in the comments below.

Example 2: We would like to read your opinion in the comments below.

In the **aftermath** please check the comments on your story and respond to them asap. Bloggers that respond fast, will be much appreciated by our audience and it will create interesting peer discussions, engagement, re-visits and brand loyalty.

A glossy magazine is what we are now, so please find glossy photos – images via Google, Pinterest, Flickr or whatever platform you like.

Or use the database of our partner **Shutterstock** to get stock photos that seamlessly fit your story. But make sure to mention them with hyperlink to [shutterstock.com](https://www.shutterstock.com)

Username at Shutterstock: [IgorBeuker](#)

Password at Shutterstock: [daw9Evad](#)

Uploading your stories in the Wordpress engine

Maria Sharapova Stars In 'Here I Am' Nike Ad

Written by [Paul van Veenendaal](#) on September 15th, 2008 | [no comments](#)

Nike is celebrating female athletes with a new Pan-European campaign entitled "Here I am", designed to encourage young European women and girls to participate in sports and to develop greater self-confidence and self-empowerment.



In the ['Here I Am' campaign](#) Nike shares the unique athlete's journey towards mental strength gained through sports of famous Russian tennis player and three-time Grand Slam champion [Maria Sharapova](#) whose critics have unwittingly fueled her success.

[Continue reading Maria Sharapova Stars In 'Here I Am' Nike Ad »](#)

Category: [Viral Commercials](#) | 385 Views | [no comments »](#)



Image dimensions

When using images use for width 490 pixels and corresponding height.

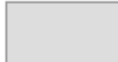
Video dimensions

When embedding a video use 490 pixels width and corresponding height. On most (YouTube) videos using 490px width translates to 488x300 dimensions. To be sure, just fill in your custom width dimension in the YouTube embedding options (on YouTube, under the video).

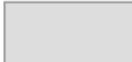
560 × 340



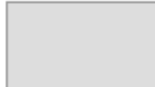
640 × 385



853 × 505



1280 × 745



Custom

Width: 490 px

Height: 300 px

Minimum width is 200 pixels.

On ViralBlog:

1. Call Phones From Gmail



This week Google launched [a service](#) that allows you to make [phone calls from Gmail](#). You can make calls in Gmail, and then talk directly to your computer. According to Google the call quality is "really good," and calling phones in the US and Canada is for free. To introduce the service Google made the above video, which got viewed over 350,000 times in the past three days.

In Wordpress:

```
<object width="488" height="300"><param name="movie" value="http://www.youtube.com/v/_-DzpAg0SdU?fs=1&hl=en_US&hd=1&showinfo=0"></param><param name="allowFullScreen" value="true"></param><param name="allowscriptaccess" value="always"></param><embed src="http://www.youtube.com/v/_-DzpAg0SdU?fs=1&hl=en_US&hd=1&showinfo=0" type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="488" height="300"></embed></object><br /><br />
```

Please also insert "&showinfo=0" (twice) in the embed code. This prevents YouTube from showing video information inside the embedded video. Is the video available in high quality? Use the that one!

- **Select 1 category**

Category: [Online Marketing](#) | 2,693 views | [2 comments](#) »



In Wordpress:

Categories

[All Categories](#)
[Most Used](#)

- ☐ Old Skool Stuff
- ☒ Online Marketing
- ☐ Online Video
- ☐ Remarkable & Gossip
- ☐ Research
- ☐ Social Media
- ☐ Sports & Sponsoring
- ☐ User Created Content
- ☐ Viral & Social Cases
- ☐ Viral & Social Games

[+ Add New Category](#)

- **Don't forget your tags and metadata**

In Wordpress:

Tags (Simple Tags)

black swan, bungie, call from
 gmail, chris evans, darren
 aronofsky, evan rachel wood,
 facebook, facebook places,

Separate tags with commas

HeadSpace

Page Title: Viral Friday: Call Phones From Gmail
-36 remaining

Description: Viral Friday is the weekly viral video chart of ViralBlog, showing the 5 most popular viral videos. This week's Top 5 virals include: Call Phones From Gmail, Black Swan, Halo: Reach - A Spartan Will Rise, Gucci Guilty, Checking In with
-86 remaining

[advanced](#)