## Introduction

When we shop on e-commerce platforms, listen to songs on music software, and order meals with takeaway software, we see or use the sharing function, which is ubiquitous. So, why do so many products need the sharing function? This article analyses the underlying logic of sharing and dismantles its functions.

Recently, I received a request to implement a sharing function, so I started to think about what is "sharing". What is the core meaning of sharing?

## Understand the Internal Drive

Sharing is to transmit what I see, hear, and make people aware of my expression. I see the internal drive and external drive. Humans have the primary biological drive to eat when hungry, drink when thirsty to drink water, and sleep when tired. Also, when people see something exciting, they want other people to know about it. When a child has done a successful bottle flip, its first response is to ask, "Wow, did you see that?". People want to let others know how cool it is. Consequently, we need to catch the incredible moment in the user's digital journey and present the sharing button to him when the moment appears.

## Understand the External drive

Reward, punishment, encouragement, affirmation, and respect belong to the external force to impose. We share because they want to get fame, attention, and money. For example, we created a sharing competition to give cash rewards to the person with the highest share count as an external incentive. We design excellent reward incentives for people to share.

## Setup the right reward

The first thing that comes to mind is the reward. Although we hope users will share and forward through internal self-drive in customer acquisition, this may be unrealistic. We must provide the right "hook" to get attention and attract people to share our products or stories.

## Create a great visual design.

As we have mentioned before, most people need external drivers, and external drivers can be effective. We need to create a visually catchy element to make the user aware. We can perform AB testing to test share button colour, form, location and size to determine the design that brings the most practical result statistically.

## Have a Marketing Strategy

Think about how to stimulate the external drive of users. At this point, we need to introduce the concept of viral marketing.

Viral marketing (Viral Marketing, also known as viral marketing, viral marketing, genetic marketing or nuclear explosion marketing) is the use of public activism and interpersonal network so that marketing information spreads in public like a virus. Marketing information is quickly replicated to tens of thousands, millions of viewers. It can be like a virus deep into the human brain, with rapid replication and spread of information. Viral marketing is a typical online marketing method, often used for website promotion, brand promotion, etc.

In other words, viral marketing is to provide valuable products or services, "let everyone tell everyone", through others to promote for you, to achieve the role of "marketing leverage". Viral marketing has become unique means of online marketing and is being used successfully by more and more businesses and websites.