SECRETS OF A VIRAL MARKETER:
HOW TO MAKE ‘EM LAUGH, CRY, SHARE & BUY

PRESENTED BY BEN KAPLAN
“A PR FIRM THAT PLAYS MONEYBALL”

“THE BUZZFEED OF PR FIRMS”
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1. Mass Media PR
2. Influencer Outreach
3. Social Media
4. Real-Time Video
5. Content Marketing
“A PR FIRM THAT PLAYS MONEYBALL”

1. MASS MEDIA PR
2. INFLUENCER OUTREACH
3. SOCIAL MEDIA
4. VIDEO PRODUCTION
5. CONTENT MARKETING

“THE BUZZFEED OF PR FIRMS”

BASED IN SAN FRANCISCO, WE’VE BECOME THE WORLD’S FASTEST GROWING VIRAL PR FIRM
VIRAL MARKETING IS THE ART OF INSPIRING PEOPLE TO SPREAD YOUR MESSAGE FOR YOU
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A VIRAL CAMPAIGN CAN HAVE 10X TO 1000X MORE IMPACT THAN A TRADITIONAL CAMPAIGN
EMOTIONS TRIGGER ACTION

1. LAUGH
2. CRY
3. SHARE
4. BUY
THE CIRCLE OF WHYS

- WHY #1
- WHY #2
- WHY #3

prhacker
How do you know if your idea has viral potential?

1. Simple
   Can you explain it in 5 seconds?

2. Surprising
   Does it make you stop in your tracks?

3. Significant
   Does it have deeper meaning and impact?
Laughter and humor are activating emotions that make people want to spread the fun. By connecting these emotions to product benefits, we can closely associate positive feelings with a brand.
DOLLAR SHAVE CLUB
THE CIRCLE OF WHYS

DOLLAR SHAVE CLUB

WHY #1

WHY #3

WHY #2
THE CIRCLE OF WHYS

WHY #1
Men need to shave (and not get ripped off)

WHY #2
Men need to look good

WHY #3
Men need to feel confident
OSCARS’ CAMPAIGN FOR MEOW MIX

CHALLENGE

With the annual Academy Awards occurring each February, the Meow Mix brand team wanted to insert its brand into the ‘Oscars’ telecast and showcase the important role that cats play in bringing viral video entertainment to our everyday lives. Only one catch: There was no budget to actually work with the official Oscars program or even run a TV ad during the show. The brand team asked PR Hacker to come up with a PR plan to piggyback on the Oscars in a creative way and turn the brand into the unofficial “cat sponsor” of entertainment’s biggest day.

The PR Hacker team brainstormed an original concept for an alternative cat entertainment awards show — The Cat’s Meow Awards — to be launched simultaneously with the real Oscars program. Because there was no budget to hold an actual live event telecast, PR Hacker’s film and video division produced a series of shareable videos that gave the look and feel of an awards show spoof — complete with animated motion graphics and humorous host commentary.

To generate broad consumer participation, PR Hacker created a social media contest in which more than 30,000 proud cat parents submitted their cat’s best photo and video moments. After judging conducted by the Meow Mix Academy in categories like “Best Cat Cuddle” and “Best Catathlete,” the PR Hacker team also conducted a local PR push to celebrate each award winner in their hometown media (especially local TV affiliates that could broadcast award-show clips).

The result: More than 133M impressions, 250k social shares, and status as new “cat Oscars.”
These aren’t tears of sadness. We seek to move our audience emotionally by appealing to their sense of empathy, understanding, heartfelt beliefs, and core values.
DOVE
THE CIRCLE OF WHYS

WHY #1

WHY #2

WHY #3
THE CIRCLE OF WHYS

WHY #1
Women want to be beautiful

WHY #2
Women don't think they are beautiful

WHY #3
Women are too critical of themselves
CrowdMed, a San Francisco-based medical tech startup had a novel solution to difficult medical diagnoses: Use the “wisdom of crowds” to uncover possible solutions that an individual doctor might miss. But given that most people don't have first-hand experience with the kind of tough medical mysteries that go unsolved, how could we make the concept accessible to all in an emotional way?

By working in parallel story idea tracks — including tracks for mass consumer, business, health, and healthcare trade — PR Hacker was able to shorten the time to results that could move the needle on key business metrics for CrowdMed. Of particular importance to the campaign was activating key emotions that would spur viral sharing: After A/B testing a series of PR pitches, a “miracle on tech street” PR pitch was developed that posed the question of whether technology could be used to help create “miracles” and cited examples of miraculous diagnoses from real CrowdMed users.

The result: CrowdMed was featured in many of the most prominent national and local media outlets in the U.S. — a value of $1.3 million if the equivalent exposure had been purchased by ads.
Give people a reason to share with others so they can demonstrate their beliefs and values, enhance their personal brand, and show themselves “in the know.”
GUIDE DOGS FOR THE BLIND
THE CIRCLE OF WHYS

WHY #1

WHY #3

WHY #2
THE CIRCLE OF WHYS

WHY #1
Guide dogs and blind people help complete each other

WHY #2
Guide dogs and blind people form an amazing team

WHY #3
Blind people need dogs to help with daily tasks
BUDWEISER ‘ALWAYS-ON’ PR CAMPAIGN

CHALLENGE

Budweiser wanted to generate regular, consistently high media coverage at lower cost per impression during periods without large-scale marketing activations. Budweiser asked PR Hacker to conduct an ‘always-on’ PR program that would keep the brand top of mind in between activations, while communicating the idea that Bud drinkers are “genuine” and “approachable.”

SOLUTION

To create news that a broad range of mass media outlets would cover during a non-activation period for Budweiser, PR Hacker created the Budweiser Beerpressions National Survey — a study about how beverage choices influence first impressions and perceptions of approachability.

Leveraging our in-house market research team, we conducted a survey of 2,000 U.S. residents in under 48 hours, resulting in a data-driven story on “what your drink says about you.” We also compiled an individual ranking of the most beer-loving U.S. states that could be pitched locally in each state — just in time for “National Drink Beer Day.” Because we knew that these stories could work well on local TV, PR Hacker provided ready-to-go video B-roll of Budweiser in bars.

The result: In only 6 weeks, we generated 322M impressions, 11K social media mentions, and 233 media placements for Budweiser—all without spending a single dollar on sponsorship, paid placements, or event marketing.
Drive individuals to purchase by using time-based triggers and immediate calls to action.
MILO’S KITCHEN
THE CIRCLE OF WHYS

WHY #1

WHY #3

WHY #2
THE CIRCLE OF WHYS

WHY #1
Dogs deserve high-quality treats

WHY #2
Dogs are an equal member of the family

WHY #3
Dogs do so much to unconditionally enrich our lives
Del Monte wanted to boost its Thanksgiving sales but didn’t have any budget remaining for traditional television, radio, or print advertising. Del Monte’s marketing team asked PR Hacker to come up with a creative way to keep Del Monte green beans top of mind — especially by featuring its classic green bean casserole recipe.

To create news that a broad range of mass media outlets would cover in the two week lead-up to Thanksgiving, PR Hacker created the Del Monte Green Bean Index — a ranking of which U.S. states love green bean casserole the most.

Leveraging our in-house market research team, we conduct a survey of 2,000 U.S. residents in under 48 hours, resulting in an individual ranking that could be pitched locally in each state (with Kentucky ranked #1 nationally). Because we knew that the story could work well on local TV, PR Hacker’s in-house video production team also filmed and edited ready-to-go video B-roll of Del Monte product and recipes.

The result: Not only did we generate 200+ media hits and 234M impressions, but Del Monte experience an 11% sales lift compared to the prior year with no other marketing or paid ads.
DATA DRIVEN
Everything we do is built around testing, measurement, and continual improvement.

• **A/B test story ideas** on smaller media outlets before scaling to larger ones
• **Optimize pitch time** for max conversion via historical database on 350K media contacts
• **Track journalist intent** by monitoring opens, clicks, and time spent — so we know who is interested in our story before they respond

GROWTH FOCUSED
We shorten the time to impact—creating hockey growth to achieve key business goals.

• **Measure PR impact on core business goals** to pivot campaigns toward priority KPIs + metrics
• **Work in parallel on multiple story tracks** to shorten time axis and accelerate growth
• **Create a snowball effect by retargeting** successful media placements at other journalists, potential partners, and investors

VIRAL OPTIMIZED
We embed psychological triggers and activate key emotions that cause action.

• **Laser target journalist social media feeds** in Top 100 U.S. markets to pre-seed PR stories
• **Trigger multi-part drip campaigns** to stoke journalist interest and heighten curiosity
• **Leverage super influencer networks** to reach 10,000+ trend-setters who have disproportionate leverage to spread ideas
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