

The Ultimate Formula for Viral Social Content for Your Property

6 Steps for Undeniably Clickable, Shareable Posts

Step 1 Throw SEO Out the Window

This is one of the rare circumstances where we recommend to forget about your apartment SEO. Keywords don't usually lend to easy creation of funny titles and captions, so forget optimization and write freely!

Step 2 Treat It Like a Campaign

The most viral social posts are campaigns. This is because a post is a single entity but a campaign has planning behind it as well as a singular goal. Campaigns also often have a cause, which spurs emotion and invites people to participate.

Step 3 Craft a Great Hook

With viral social posts, hook = title and clear > clever.

People want to immediately know what they're looking at AND be immediately intrigued. This is why YouTubers put their titles in all-caps and use tantalizing headlines. Which would you click: "6 Steps for Making Your Apartment Cozy" or "6 Steps for a Cozy, Comfy Personal Space You Can't Get Enough of."

Step 4 Be Newsworthy & Relevant

The more you can align your post with what your audience is experiencing in life or seeing in the world, the more viral potential you have.

Step 5 Be Inclusive

Viral social content does not work the same as conversion optimization when it comes to a target audience. The broader the better for viral purposes. You want the largest amount of residents possible to relate to your post.

Step 6 Publish & Promote

Promote, promote, promote.

An initial audience, even if it's small, actually needs to see your post for it go viral.

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