

Viral Marketing Report

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November 29th, 2018

Viral Marketing Report

The Tweet

<https://twitter.com/StefanieGrafSU/status/1059894352313495554>

Statistics (as of November 26th, 2018)

- Impressions: 214
- Total Engagements: 41
- Detail Expands: 37
- Likes: 4

Goals and Objective

My goals were not achieved, as my tweet did not go viral. When reaching out to other popular Twitter pages in hopes of getting retweeted, I was happy to see a direct message response from Google Fonts which was one of the main accounts that I was looking to target because of the “font humor” behind my tweet. I believe that by promoting my tweet through Reddit and direct message of meme and font accounts, I was able to strive close to the 250 impression goal that my set for myself having reached 214 impressions. I set the goal to have at least twenty re-tweets and due to my lack of Twitter followers, I found that this was an unrealistic achievement to reach.

Strategy:

I found that posting my tweet on subreddits that were based on font humor and memes, I was able to give my content great exposure. While my tweet was not retweeted by anyone, based on my findings it still made impressions. In addition to this, I also learned a lot about Reddit, a platform I had never used before. I chose to use Reddit as a platform to promote my tweet because after evaluating other popular memes, I have found this website to be the source for contributing to the virality of content.

Analysis of Execution

When trying to promote my tweet, I was unable to get it retweeted. I feel that if I was able to have the tweet retweeted by a Twitter user that had a greater following, it would have been possible to receive more engagements. When trying to promote my tweet through Reddit, I believe that if I had a stronger understanding of how to use it I think my comments would have been more effective. With this said, I think that it was extremely helpful to be exposed to Reddit for one of the first times. While I found my Tweet to be humorous, it is possible that my Tweet did not appeal to the mass audiences needed to make it go viral. I believe that my humor would have only thrived in a certain type of online communities like reading and writing groups opposed to the meme and font humor groups that I tried to target.

Tweet inspired by a tweet:

After sending my tweet to twelve different meme and professional Twitter accounts, I was lucky to receive a humorous response from Google Fonts, which is a verified account under the Google brand. Google Fonts responded to my Tweet "Fontastic", which inspired me to create a new tweet with the hopes of it going viral. Below please find an image of the Tweet and its statistics.

Statistics:

- Impressions: 113
- Total Engagements: 13
- Media Engagements: 10
- Likes: 2