

Analyze the industry leaders

The first boom

(How did the first viral moment happened? Was it a simple app download? Was it in app advertising? Was it Facebook ads? What was the first moment when it went viral and when did it happen?)

Online marketing

(Which channels your competitors are using? What content are they using? What visuals are they using? Do they do paid advertising and how much of it? Do they do re-marketing? Do they do online campaigns? Can you figure out their strategies?)

Online branding

(How well are they known online? What is their online signature? What elements do they associate their quality with? What are the key features in their branding strategy that pops out their UVP? What do people like about them the most?)

Online sales

(How much online sales did they do in the 1st/2nd/3rd year when they started? Are you able to detect their KPI for online sales, is it a viral video or a viral ad or customer testimonial? How much money are they spending to acquire new client/user?)

Analyze your current situation

First boom?

(Did you have a viral online boom? If you did, how many people did it reach?)

Online marketing

(What are you doing now in terms of online marketing for your company's awareness? How often do you do it? What is the monthly cost? How many people do you reach? What are your strategies?)

Online branding

(Are you known online? Do you have your own online signature? Does your business UVP stands out in your online marketing? What do people talk about you online? Do they talk about you at all?)

Online sales

(What is your client/user cost? How much online sales you do per month? How many leads do you get per month? Do you have any KPIs which lead to online sales?)

4A's: Adjust, Apply, Add, Advance

Adjust your first boom to happen pretty much the same way like your successful competitor did, accordingly to your own product-service and within your limits

Apply same online marketing strategies

Add your special UVP. Make it genuine and emotional. What is that one thing that separates you from the rest?

Advance your sales. Use competitor's strategies and KPIs.