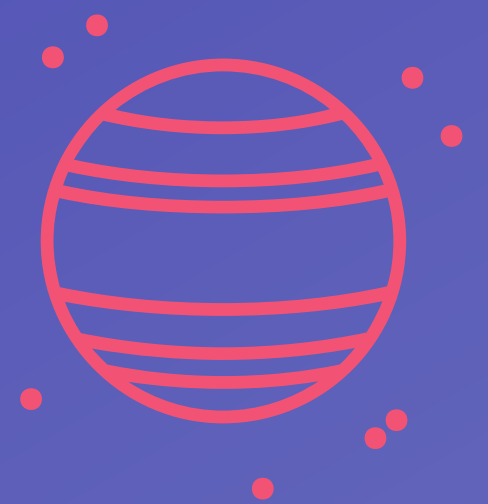
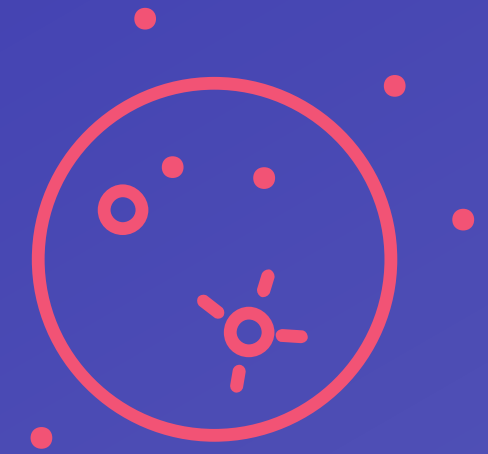


How To Build Your Product For Viral Growth .

This is how Airbnb & Instagram
Engineer Virality.



viral loops

Savvas Zortikis



Savvas is a data-fuelled product and growth guy, who loves marketing and the Scandinavian design.

Savvas has been in charge of marketing campaigns for companies like BMW Sweden, Carrefour and France Soir, in more than 16 countries.

Now, he is the CEO of Viral-Loops, a SaaS Viral Marketing Platform, and VP Growth & Marketing of GrowthRocks, one of the first international growth hacking agencies.

He occasionally writes in publications like Forbes, kissmetrics and inbound.org.

Viral Loops is the first complete Viral Marketing Platform
and backed by VentureFriends.

It's built by GrowthRocks, one of the first growth hacking marketing teams,
and has been featured in publications, like:

Forbes **inbound.org**

The last 2 months our customers gathered more than

100,000 leads

and **60,000** referrals.

Virality is a phenomenon where people spread the word about an offering, in the context of using it, rather than loving it .

The existing users gain value out of taking an action, which in turn, exposes the underlying platform to new users.

Source: Sangeet Paul Choudary

Instagram's Viral Growth .

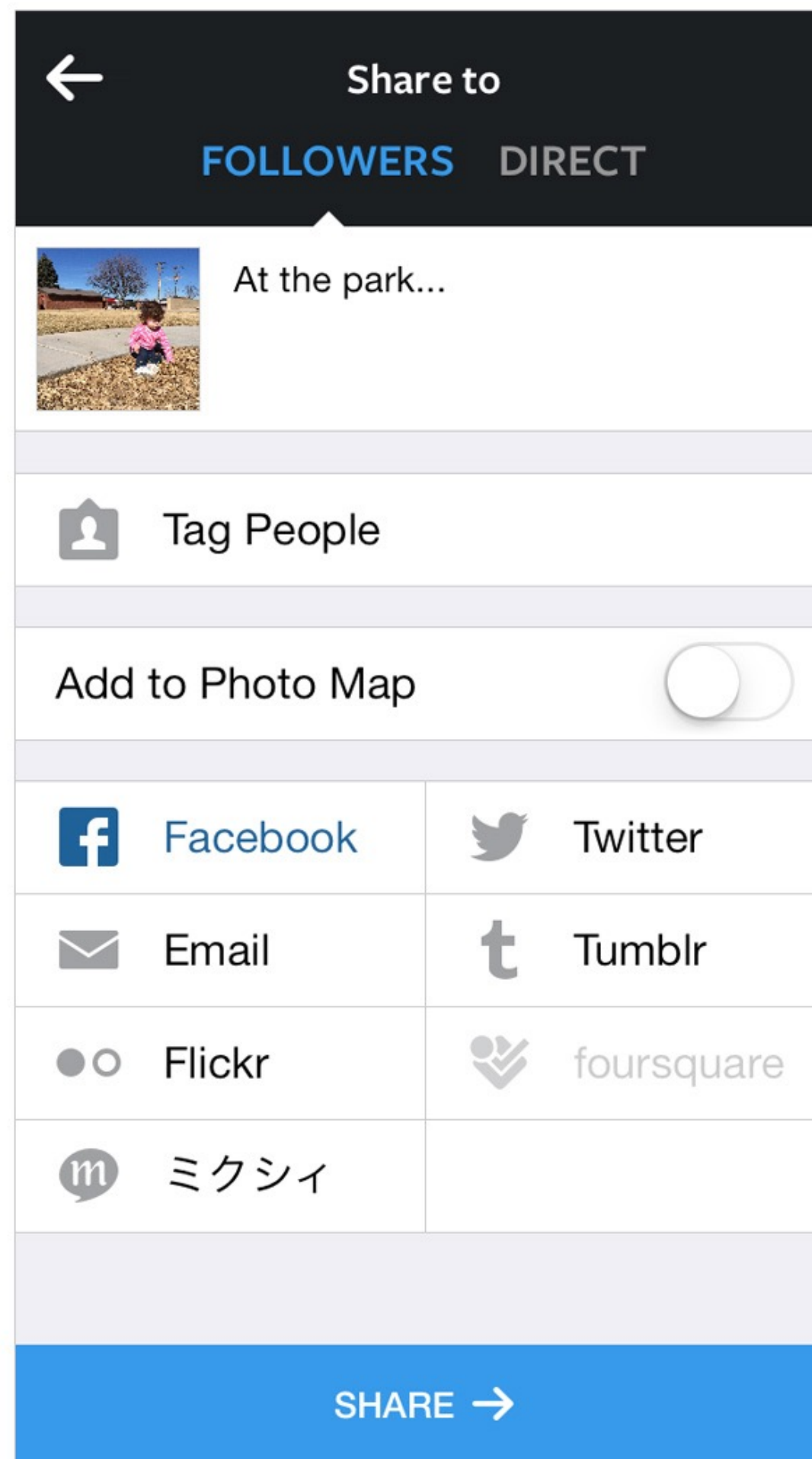
How Instagram orchestrated virality.



Social Multi-User Activities Was The Growth Key .

Unlike its competitor, Hipstamatic, Instagram encouraged the photo creator to share the photo on an external network like Facebook.





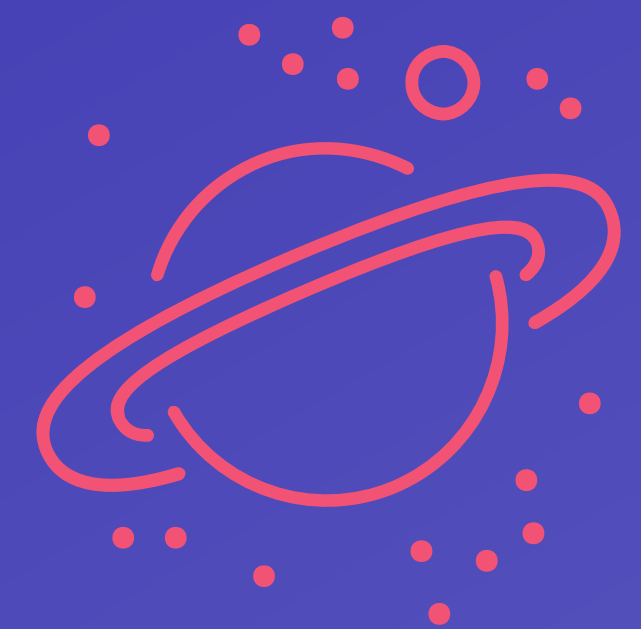
Converted Its Users Into Marketers .

Every time users used the app, they shared their creations externally.



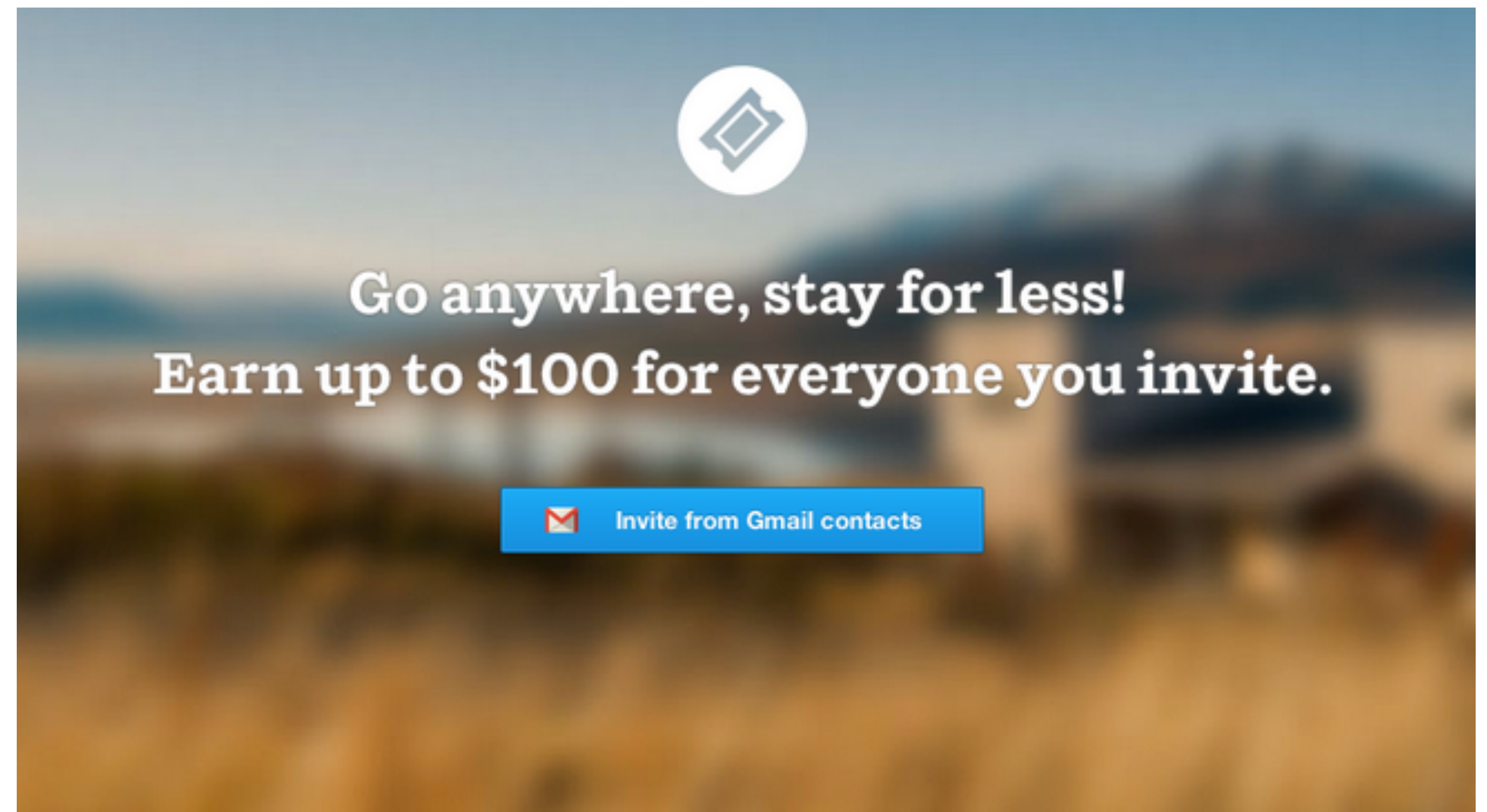
Airbnb's Viral Loop .

How Airbnb increased bookings with a kick-ass referral program.



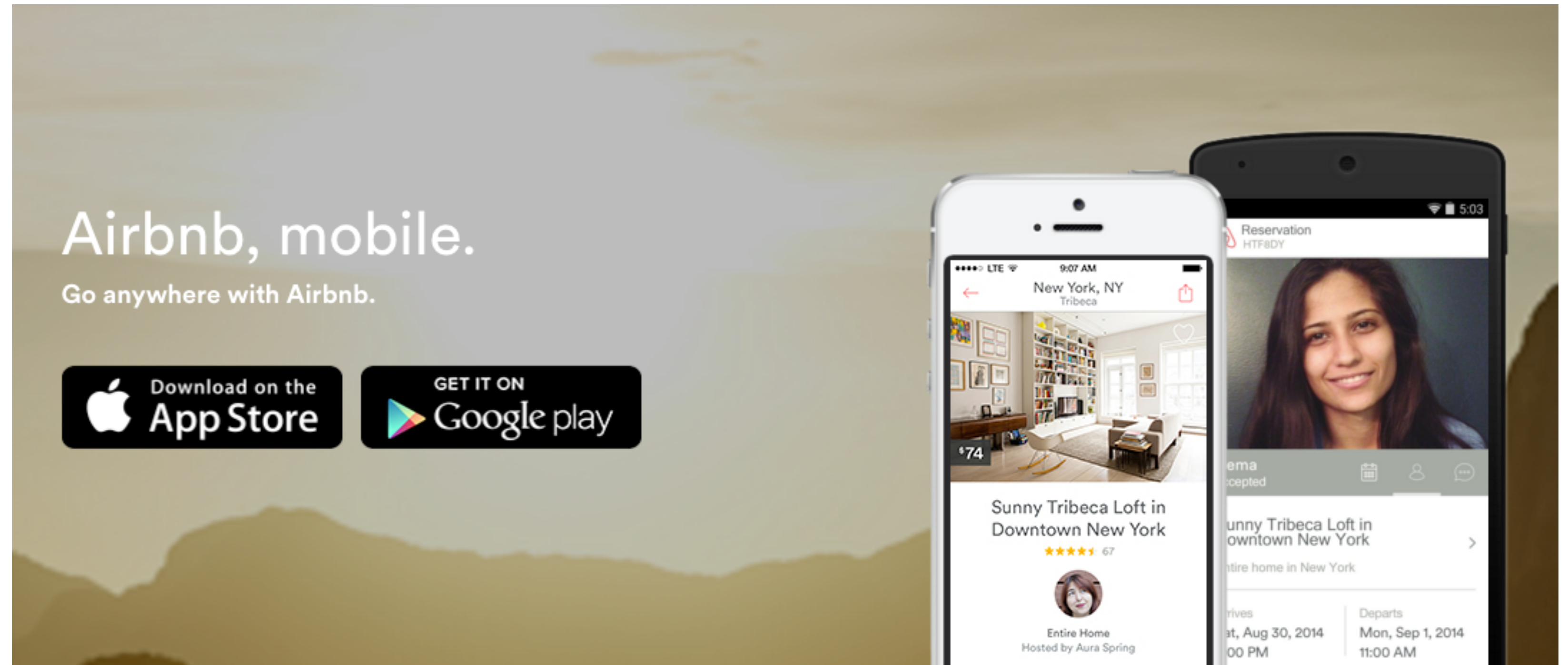
The Concept .

The referral program encourages inviting friends by giving both the sender and recipient \$25 of travel credit at Airbnb when the invited user completes their first trip.



Cross-Platform .

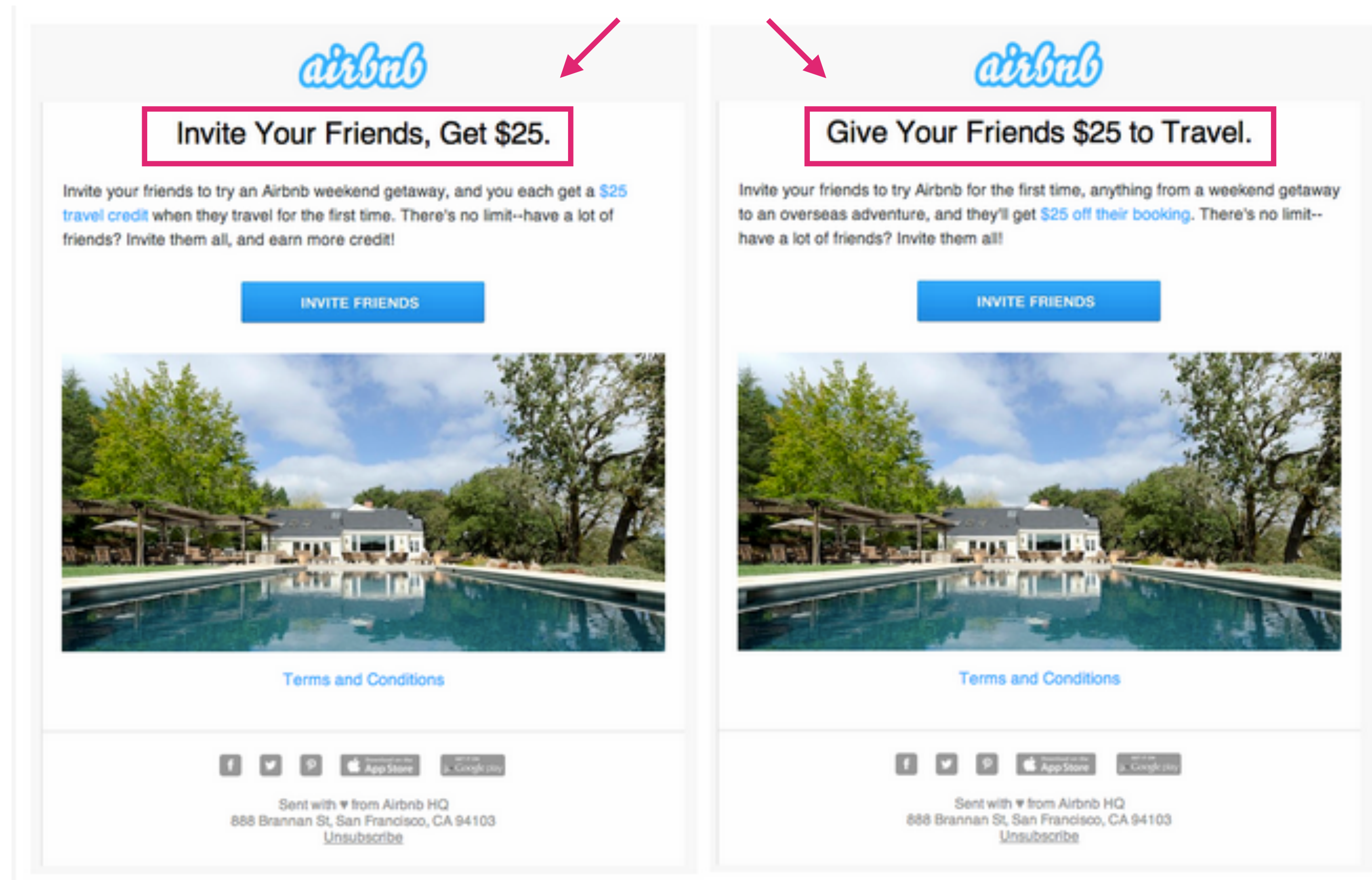
They launched their referral program in all platforms. Not so many companies do it for some reason.



Optimization .

They A/B tested several parts of the program, including message psychology.

Hooray, A/B Testing :)

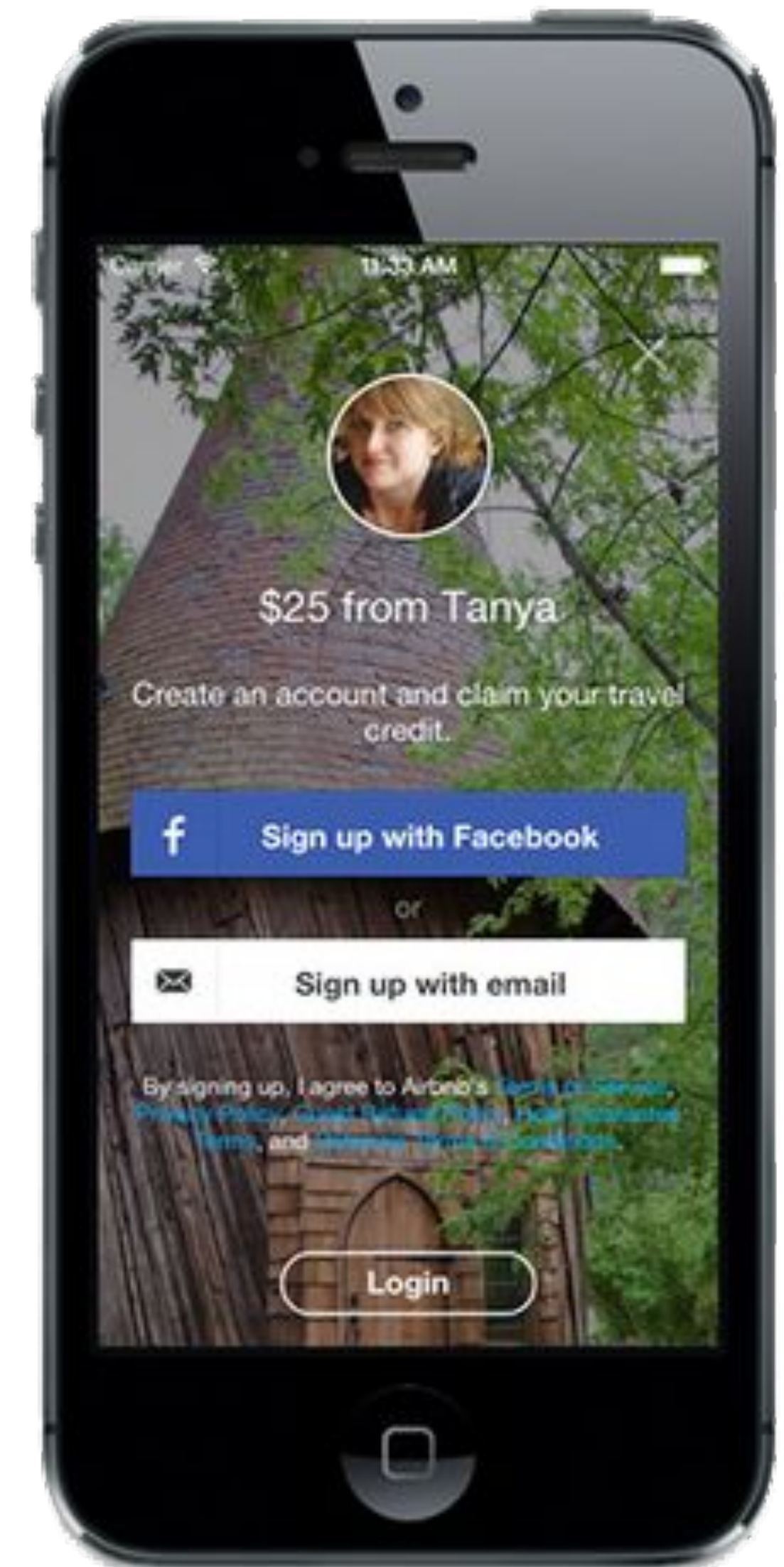


Personalization .

They use deep linking to personalize the invitation experience.



VS



The Result .

Airbnb increased overall bookings by 25% in some markets, and signups and bookings from the program itself by 300%.

The 2 Types Of Virality .

Understand your product and grab one!



Pull Product Virality (PPV) .

Product virality where existing users require people in their network to join to gain value out of a feature.

Splitwise

Need friends on the product to input money owing and money lent.

WhatsApp

You should have your friends and family in to communicate.

Snapchat

You should have friends in Snapchat to see snaps and be seen.

Source: Philip La

Distribution Product Virality (DPV) .

Product virality where existing users spread awareness of a product to their network.

Instagram Cross-posting

You share your photos in Facebook and Twitter. Non-users will get in.

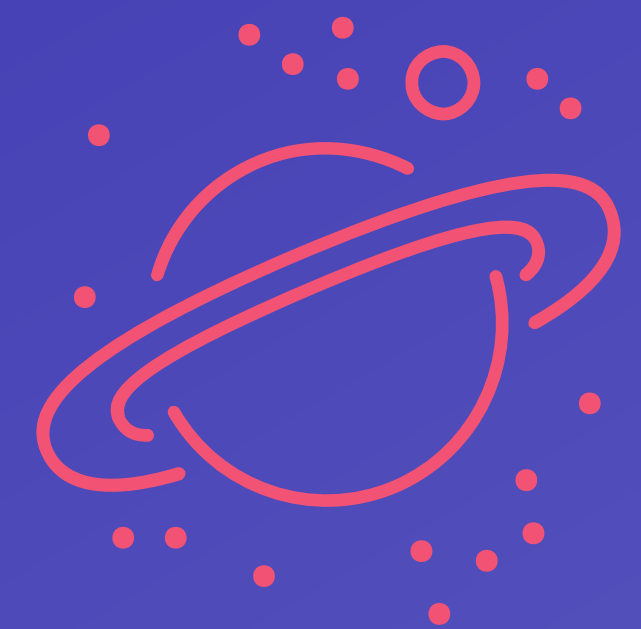
Facebook Photo-tagging

In the early days, if a tagged friends was not in Facebook, she would receive an email prompting her to create an account.

Source: Philip La

How To Design & Build Your Viral Growth ?

Let me show you how we
apply this approach in Viral Loops.




What Is Viral Loops ?

Viral Loops is the all-in-one viral marketing platform to launch your referral programs, sweepstakes, competitions and pre-launch campaigns.

Get To The Top & Win

#ranking

Challenge your visitors to subscribe and climb to the top of the leaderboard to win your prizes. The more friends they invite, the higher they get.

inspired by Viral Loops 

The Tempting Giveaway

#sweepstake


Get your visitors to enter the giveaway contest and by referring friends it will increase the chances of winning.

inspired by MailChimp 

The Startup Pre-launch

#waitlist

Allow your visitors to join your waitlist for early access and pre-launch exclusives! Invite your friends and climb up the list.

inspired by Robinhood 

Invite Your Friends & Win

#referral

Build a referral program similar to the one that Dropbox did and accelerate your growth.

inspired by Dropbox 

The Altruistic Referral

#referral

Why don't you put some altruism in your referral program, like Airbnb did and boosted invites by 300%?

inspired by Airbnb 

Get To The Top & Win

#ranking

LemonStand got thousands of eBook downloads by running an engaging competition.

inspired by Viral Loops 

“Why will the sender send units out
of the platform ?

#SenderIncentives

Why Someone Will Spread The Word About Viral Loops ?

Because the campaign creator wants to spread the word about his referral program, competition or another campaign created in Viral Loops.

Additionally, the participants will share the campaign to win.

DE \ National Trends Survey

DeveloperEconomics
REFERRAL PROGRAM
APRIL - MAY 2016

Your Ranking

Your current position among the developers that participated in the Referral Program

102

Successful Referrals

The number of the developers that completed the survey coming from unique link

0

Hello Savvas, want to get in the Top 10 and win one of our awesome prizes?

Save 82 slots (and climb to position #20) by referring 1 more person

Share your unique link to invite your developer friends to the survey, and win one of the prizes!

f SHARE







t TWEET

Pick one of our best people to win a prize!











Are you a fellow #androiddev #googledev? Take the @DevEconomics survey and win a prize! <http://vmob.me/DE3Q16VL?vl=4yl0n6Yy-6>

Calling all #developers - contribute to the @DevEconomics survey and win a prize! <http://vmob.me/DE3Q16VL?vl=4yl0n6Yy-6>

Referral Prizes

1st Prize	2nd Prize	3rd Prize	4th Prize	5th - 6th Prize	7th - 10th Prize
2  (value of \$840)	1,5  (value of \$630)	1  (value of \$420)	0,5  (value of \$210)	0,25  (value of \$105)	0,125  (value of \$52.5)

Leaderboard

Ranking	First Name	Last Name	Country	Bitcoins
1	Aman	K.	 KG	2
2	Pawel	G.	 DE	1.5
3	Isaac	J.	 GH	1
4	Julia	S.	 UA	0.5
5	Nikos	B.	 GR	0.25
6	Mohammad	O.	 MY	0.25
7	Arryangga	A.	 ID	0.125
8	Mavroforakis	M.	 GR	0.125
9	Jesus Roberto	G.	 MX	0.125
10	Muhamad	I.	 ID	0.125

“What is the minimum transferable unit
on the platform that can move on an
external network ?

#SpreadableUnit

Viral Loops'

Minimum Transferable Units .

- ViralWidget Pop-up
- Emails
- Leaderboard
- Widgets

[f share](#) [email](#)

<https://sunofabeach.com/pages/enter-to-win?referral=EKXND7vyb&> [Copy](#)

Leaderboard	
1.	John
2.	Olga Argiropoulou
3.	Vassiliki
4.	Nancy
5.	Claire Constantellou
6.	Katerina
7.	Sotiria
8.	Irini Giorgali
9.	Anna
10.	ARIADNE

Come back to our page and check your position in the leaderboard.

with ♥ by Viral Loops

“Where will the unit of the platform
meet non-users ?

#ExternalNetwork

We deeply believe in Facebook and Messenger .

It also depends from our
campaign creators.

But we can drive this behaviour.

DE \ National Trends Survey

DeveloperEconomics
REFERRAL PROGRAM
APRIL - MAY 2016

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Pick one of our best performing tweets!

Are you a fellow #androiddev #googledev? Take the @DevEconomics survey to find out new things &
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Calling all #developers - contribute to the @DevEconomics survey and find out how you compare to
other devs <http://vmob.me/DE3Q16VL?vl=4yl0n6Yy-6> tweet

Examples On Successful External Network Exploitation .

- Paypal —> eBay
- Airbnb —> Graigslist
- Zynga —> Facebook
- WhatsApp —> Phonebook

“Why will a non-user on an external network convert to a user on the platform ?

#RecipientIncentives

Why should a non Viral Loops user become one ?

If he's in a similar business like the creator of the campaign or he can leverage Viral Loops for his own business, he will sign up.

In order to do this, we need to build two things in our product:

- Stellar end-user experience
- Mechanisms for helping campaigns succeed.

The screenshot displays the 'DeveloperEconomics REFERRAL PROGRAM' interface for the period of April to May 2016. At the top, the 'DE' logo and 'National Trends Survey' are on the left, while the program name and dates are on the right. The main content area is divided into two columns: 'Your Ranking' and 'Successful Referrals'. The 'Your Ranking' column shows a current position of 102 among developers, with a goal to save 82 slots to reach position #20 by referring one more person. The 'Successful Referrals' column shows 0 referrals. Below this, a message asks the user, 'Hello Savvas, want to get in the Top 10 and win one of our awesome prizes?'. A red arrow points to a row of four social sharing buttons: 'f SHARE', 'TWEET', 'REDDIT', and 'EMAIL'. At the bottom, there is a section titled 'Pick one of our best performing tweets!' featuring two tweets with their respective URLs and a 'tweet' button next to each.

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Viral Marketing & WOM Channels .

#goviral or go home.



2016's Viral Channels .

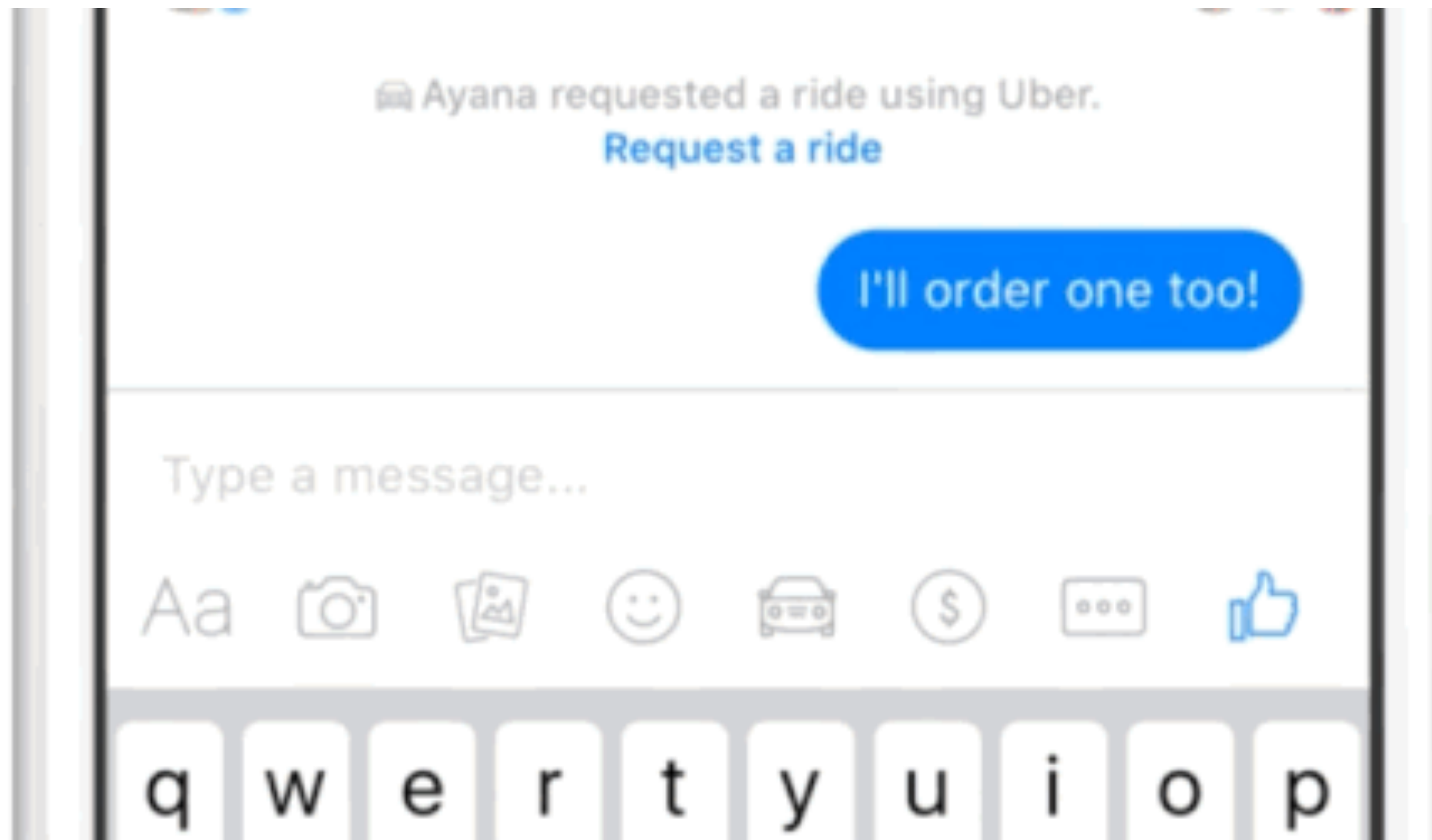


Snapchat has 200 million users, sending over 400 millions snaps everyday!



Facebook introduced the Messenger platform to help you build your bot and reach 900 million people around the world.

How Uber Made A Bot Become Their Actual App .



Uber's partnership with Facebook takes things to the next level by allowing a car to be summoned from within a conversation. Uber taps into Facebook Messenger's 800 million users though a very basic bot.

There's no need to download an app. The bot is the app.

Source: intercom.io

Build your own chat bots .



Messenger Platform



msg.ai



wit.ai

How To Measure Virality .

If you can't measure it,
you can't improve it.



The Viral Coefficient (aka k-factor) .

K-factor is the total number of registrations per unique inviting user.

Say that, on average, 1 in 5 of our users will successfully recruit a new user in their first month. In other words, our viral factor is $1/5 = 0.2$, and our initial 5,000 users will recruit another $5,000 * 0.2 = 1,000$ users in month 1.

“For a consumer internet product, a sustainable viral factor of 0.15 to 0.25 is good, 0.4 is great, and around 0.7 is outstanding .

Source: Rahul Vohra

Thank you!

Do you have any questions?

We'd be more than happy to get in touch! :)

Savvas Zortikis
CEO at Viral Loops

medium.com/@savvaszortikis

viral loops