

How to Make Your Next Big Event a Sensational Success

2018 Social Media Event Success

DUBAI, UAE, UAE, December 21, 2017 /EINPresswire.com/ -- Your eyes only for 2018 [video marketing](#), sharing the excitement of your event because your audience loves to be virtually involved due to the fear of being left out! Be part of the action!

2.32 billion people around the world have a smartphone, therefore it is easy to capture pictures and live video of an event for sharing on multiply social media channels. Attendees who are unable to attend appreciate the ability to watch in real-time the event and post engaging comments.

Social Media Marketing is extraordinarily fun, the ability to be creative, and bring a large audience together.

I have a prospect for an amazing event. Her company is supplying artwork for a new hotel in Saudi Arabia. This will be a contest for Saudi National artisans. A database development is required for vetting each artist's submission.

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Brian Tracy

mention the replay of these events—the memories. This will be the most talked about event in the Middle East!

Sharing of artwork and each artist easily go viral for brand exposure. The customer has introduced humanity through artwork and vast new opportunities.

My nature is to value politeness, show gratitude and be encouraging. With the speed of social media good manners should not stop. A businessperson who is heart centered will always win in the end.

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Gratitude is an excellent component to building a strong foundation from which to grow any business. When you dial into your own gratitude channel and really recognize how it feels for you --then you will also tune into the joy of what you are here to do. There will be no other choice for your other than to follow where you can get more of that feeling and you will soon be so grateful to discover that it is



New Year

found in serving others or mutual benefits. You will be grateful for each opportunity for thinking bigger, be more creative, and serve more people—success that is much more satisfying.

You can show gratitude through different ways:

- A direct thank you
- Commenting on a post
- Referrals or Introductions
- Sending a branded gift
- Compliments
- Inspiration
- Send a “real” card through the post office

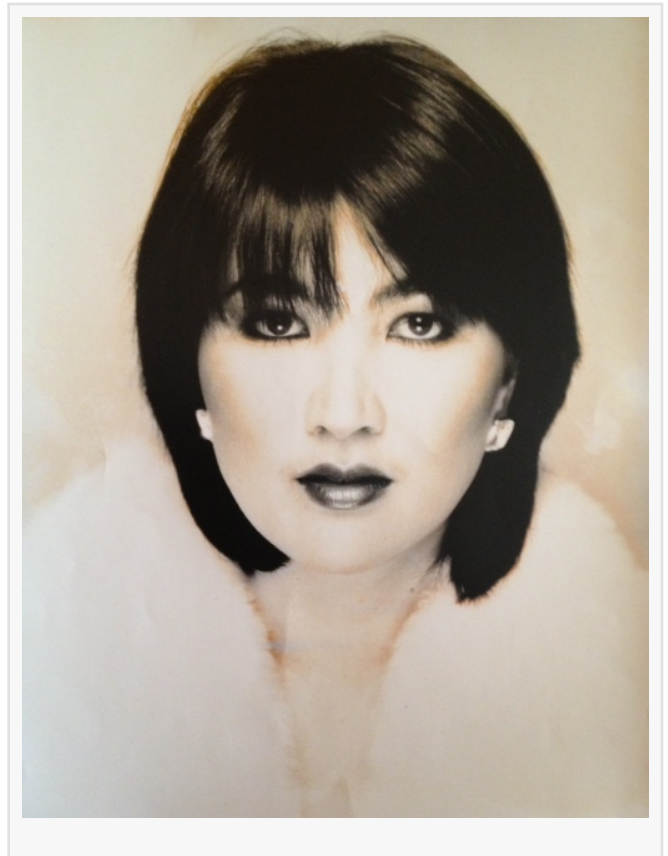
So many ways of showing gratitude, seems rare these days. Stand out by showing appreciate and gratitude – Be Your Own Legend!

Many of us are annoyed with auto responses – so inhuman, not sincere.

Getting other brands involved, by mention or tagging, and knowing who your target audience. Harnessing the power of social media will explode brand awareness with viral marketing campaigns. Going into 2018, there are over 3.5 billion people on social media. Pinpointing your audience is essential; otherwise, your brand will be lost.

Virality has an epidemic curve: if two people directly related to the brand share a piece of content, if that number doubles 30 times, it means that over a billion people will have shared the content. Viral marketing is powerful, the following are some of the ways today’s top brands practice viral marketing:

- Know Your Target Audience: create personas, be specific: age, interests, business, gender if appropriate, demographics, how they buy, which social media platforms are they using, all information to finite your special audience. Create content that will resonate with your audience so they will share easily, convincingly, eagerly – viral.
- Be Selective for Social: Be precise or choosy about which social media platforms are required for your target audience. In addition, create content specific to each: Instagram, Twitter, LinkedIn, or Facebook are usually the best platforms as a starting point for a viral marketing campaign. Keep in mind each platform also requires different content. For example, creating content for Instagram requires a compelling caption or image that can spark viral sharing. LinkedIn on the other hand requires content created from Pulse or LinkedIn update.
- Content for Engagement: Content with expectations for engaging followers will usually rank higher. Viral content will be re-shared, focus on creation of content for sparking high engagement.
- Timing: The perfect time for sharing content will depend on the audience personas created and which social media platforms. Releasing content at the right time will positively affect the performance or engagement process.
- Stimulating Visibility with Ads: Create ads that target influencers, these influencers will re-share each ad and will broadcast to a wider audience in an efficient and cost-effective manner not to mention boosting visibility.
- Collaborate with Influencers: Social Media influencers have the ability to provide brands with improved reach and fuel a viral marketing campaign- 95% of marketers believe this strategy is powerful.
- Metrics and Analytics: In today’s digital marketing environment, marketers need social media and reliable analytics for measuring performance at the same time the guide for viral strategy, what is working and what is not.



- Call to Action: Generating clear and specific actions will encourage your audience for liking, re-sharing or what-to-do next in other words guide them to take specific actions for success.

- Media: Collaborating with appropriate news medias will amplify your content.

In conclusion, I recommend having fun and being as unique as possible. Set your brand apart from the normal. Bring other people into your brand “party” and see how fast your brand will go viral; by being different and engaging.

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