



**Oh Crap.**

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**O hai!**

Hey Guize!

# Achieve Viral Virility

Wordcamp SF 2008



This is not Virality

Virality Is:  
Growth based on  
goodwill

# Viral Coefficient

**Invite-based Viral Coef. =**

Input

X # of Invitations

X Delivery Rate

X Open Rate

X Click Rate

X Sign Ups

X New Invitations

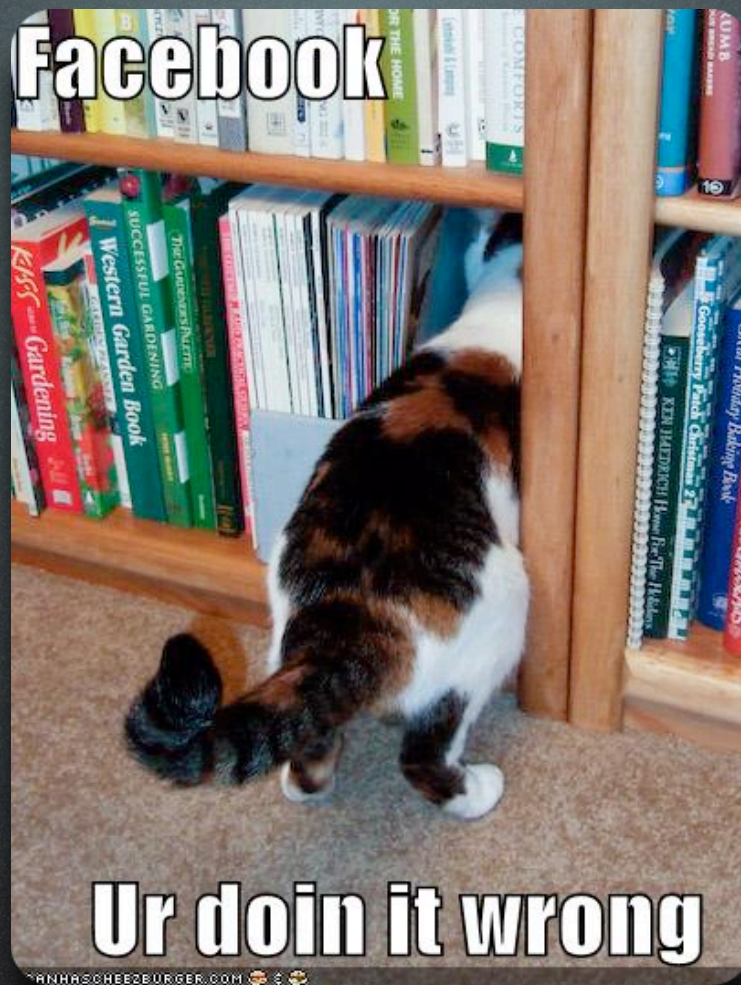
vampire cat smiles...



because you have to sleep some time

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Did I Put U To Sleep?



Why Facebook Apps Spam

# Facebook App Virality

Invite-based Viral Coefficient =

Input

# X # of Invites

X Delivery Rate

X Open Rate

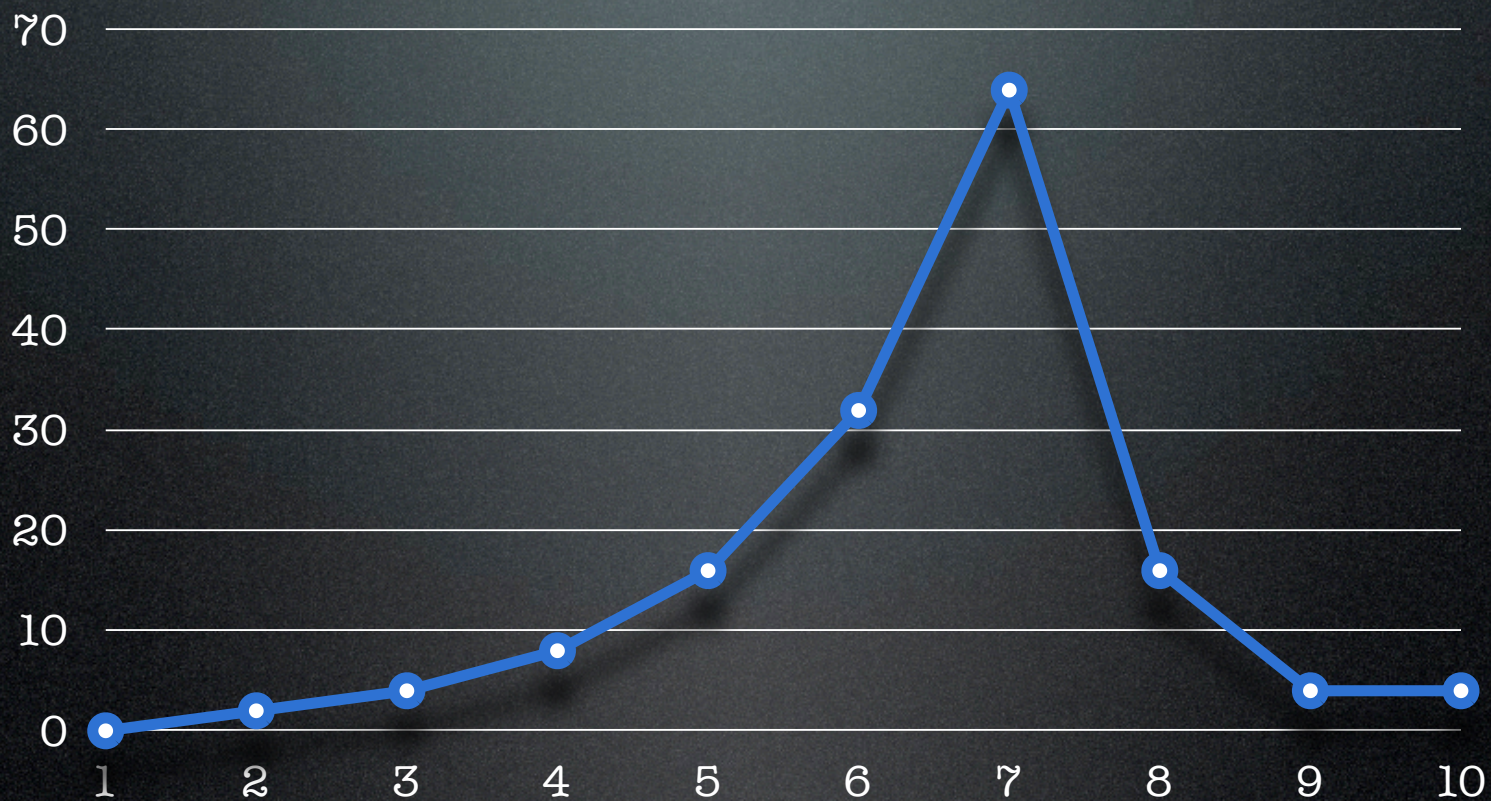
X Click Rate

X Sign Ups

X New Invitations Sent

# The Boom and Bust

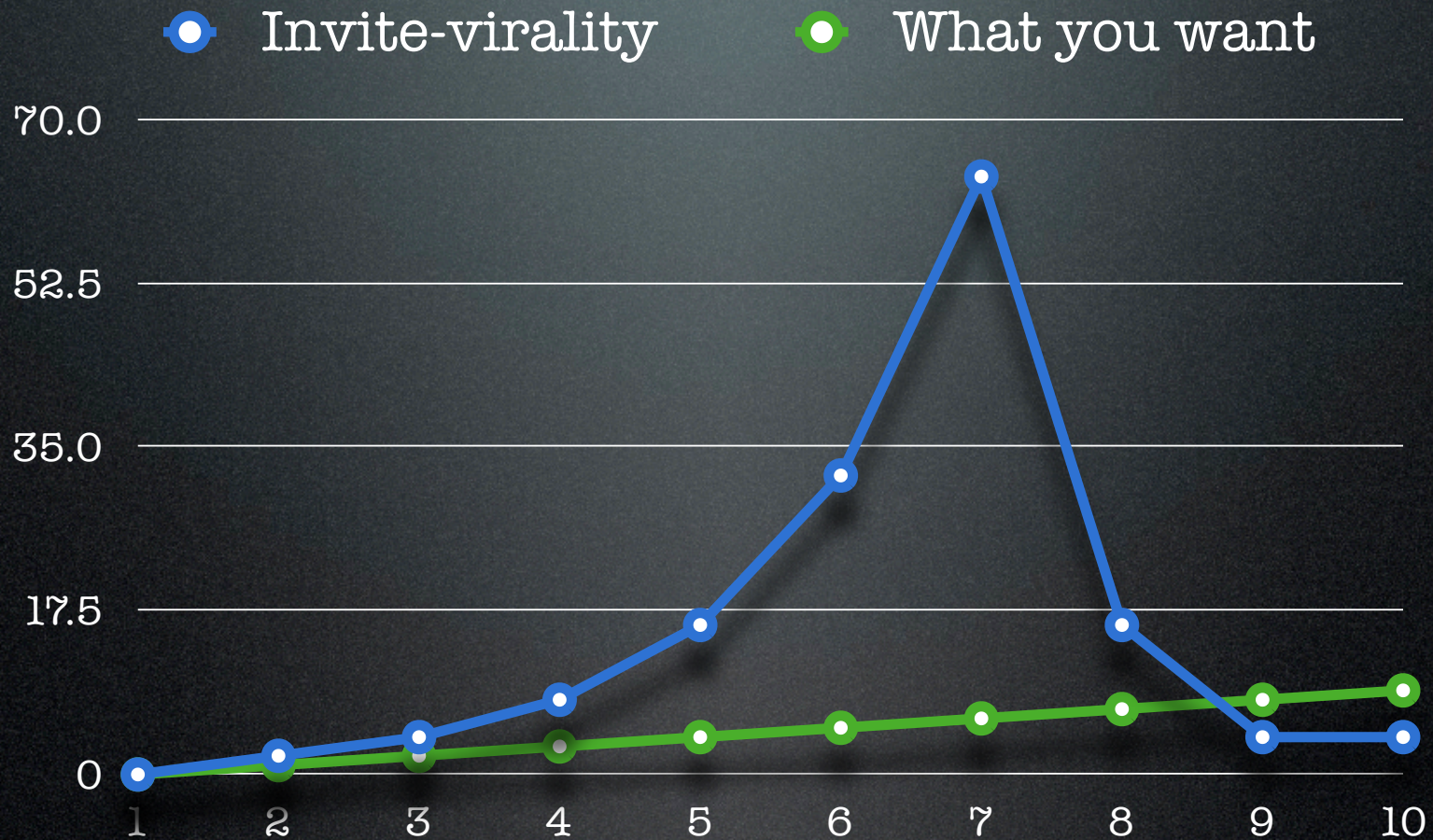
● Invite-based virality

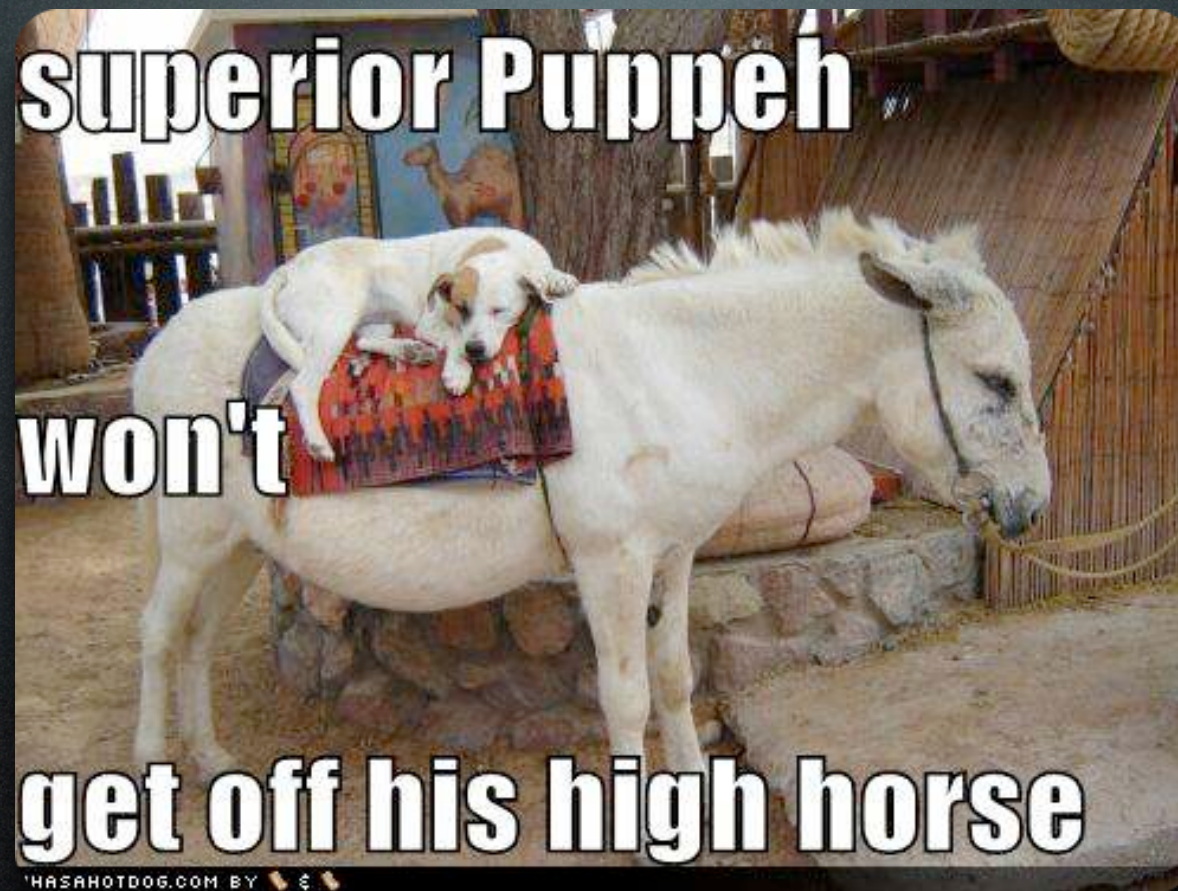




Don't Be a Dick

# The Boom and Bust





Yes. It's sloooooow. er.

# Invite-based Pros and Cons

- **Pros**

- RAPIDO!
- FAST
- C-C-C-COMBO!

- **Cons**

- Burn and Churn
- Low actual usage
- Sacrifice Goodwill
- Heavy strain on infrastructure

# Why R U On This Site?

- I was suckered by an email
- I like this site enough to return

• **PRO TIP: BAD**

• **PRO TIP: GOOD**



True Story

(Sorta)

THEY: “OMG, we’re  
so at war with  
spam filters.”

ME: “What’s wrong  
with your emails?”

THEY: “Too many  
people are flagging  
our emails as spam.”

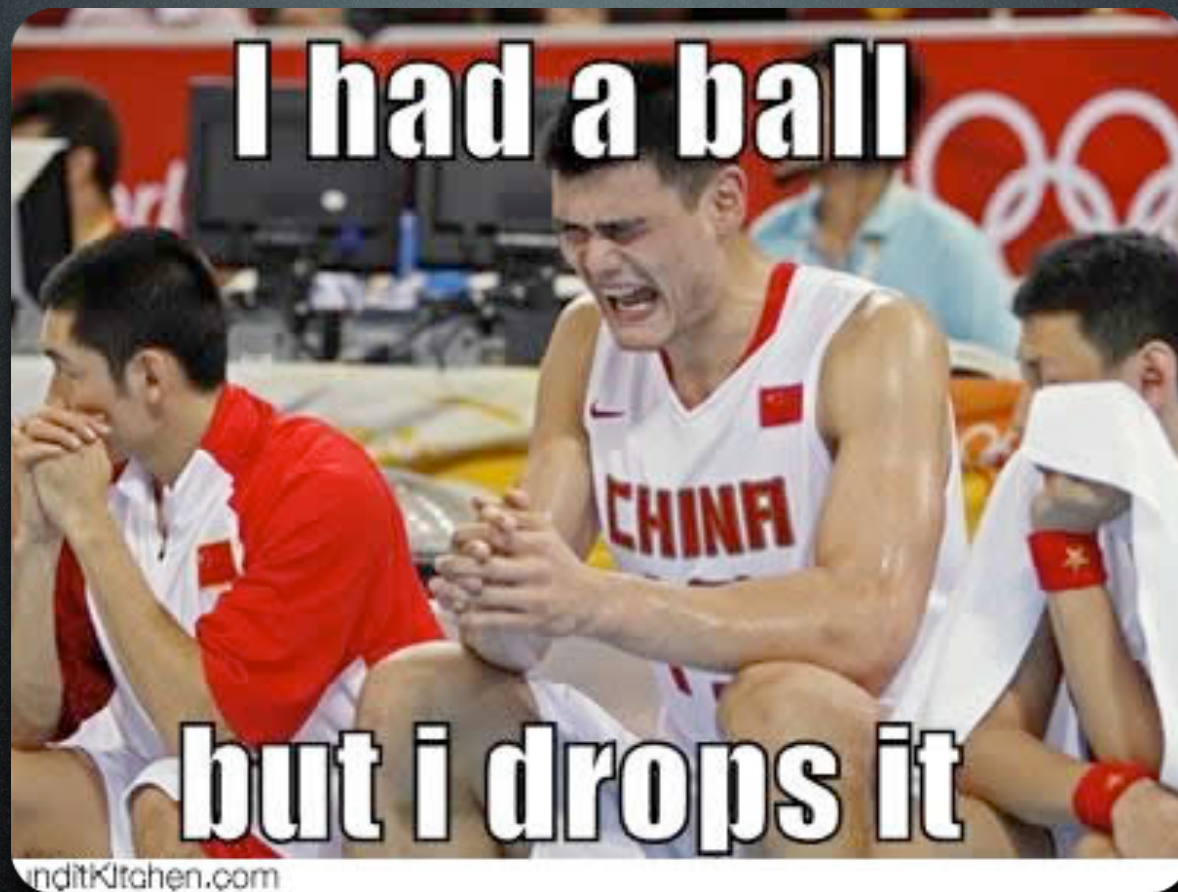
# Sustainable Pros and Cons

- **Pros**

- Builds trust and goodwill
- Realistic return on value
- You're not a dick
- "Real" Traffic

- **Cons**

- Slow. Er.
- Requires a quality product
- May not be possible



What Do I Do With It?

# Viral Coefficient

**Sustainable Viral Coef. =**

Input

X # of Invites (**over lifetime**)

X Delivery Rate

X Open Rate

X Click Rate

X Sign Ups

X New Invitations Sent

**4 me?! U shudn't hav!**



**Build Reasons to Invite**

# Reasons for Inviting

- Create Content
- Preferencing
- Personal Messages
- Comments
- Feedback and Replies
- (Find reasons for your site)



Tracking Conversions



Find the Balance

# Final Words of Wisdom

Achieving Viral  
Virility Means  
Not Being A Dick