

Gerardo Perez:

Welcome back. In this section, I'm going to be breaking down the anatomy of a viral video on TikTok. More specifically, this video pertains to a brand and it's showcasing a product. I chose this video intentionally, so you can use it as a reference point to apply to your brand. For a little bit of context here, this is a video that we created for one of our clients. It got over a million views, over 200,000 likes, over 800 comments, over 16,000 saves, and over 3,700 shares. Let's go ahead and watch it together.

Speaker 2:

Our bracelets were recently just featured in this article and let me show you why. I mean, look at them, obviously they're stunning, but here's something you probably didn't know. Each one of them has a hidden button on the inside of them, which is really hard to see when you're wearing it. Unless you're looking at my wrist from this angle, you're not going to see anything. And when I press this button, I can make three very magical things happen. I can programme it to send a fake phone call to myself so that I now have an excuse to leave an uncomfortable situation. And this is especially helpful when saying "I'd like to leave," isn't going to be an acceptable answer, or I can, programme it to send my location to my five friends or family members and/or contact the police. And I think that most people watching this, especially if you're not a cis man, would find an instance in your life where this device would've come in handy. Wear your Flare. Stay safe.

Gerardo Perez:

So let's go ahead and break down different elements of this specific video that I think contributed to its virality. In the hook, you'll notice how they're using the green screen effect to showcase a little bit of social proof. This is a great way to pique people's curiosity. Obviously, if it's in an article, it establishes a little bit of credibility and it might be a product that's worth actually knowing about.

Speaker 2:

Our bracelets were recently just featured in this article. And let me show you why. I mean, look at them.

Gerardo Perez:

And then it transitions into a, let me show you why type thing, right? And we get a little bit more into the actual showcasing of the product. First, starting with the actual style of it, kind of like showing it off a little bit.

Speaker 2:

I mean, look at them, obviously they're stunning, but here's something you probably didn't know. Each one of them has a hidden button on the inside of them, which is really hard to see.

Gerardo Perez:

And then they actually showcase the hidden button. Obviously this plays a huge role in the specific product. Being able to click that button and phone a friend if you're in a dangerous or uncomfortable situation is basically the message that they want to get across in the video.

Speaker 2:

Unless you're looking at my risk from this angle, you're not going to see anything. And when I press this button, I can make three very magical things happen. I can programme it to send a fake phone call to myself so that I now have an excuse to leave an uncomfortable situation.

Gerardo Perez:

So you'll also notice how they mention, I can make three things happen. So similar to a three reasons why type video, you're kind of explaining or prompting the user on what they can expect from the actual video as well.

Speaker 2:

And this is especially helpful when saying, "I'd like to leave," isn't going to be an acceptable answer.

Gerardo Perez:

In addition to that, I think it's really important how she's actually not just saying what the product or its features are. Instead, she's kind of contextualising it to a relatable situation.

Speaker 2:

Or I can programme it to send my location to my five friends or family members and/or contact the police. And I think that most people watching this, especially if not you're not a cis man, would find an instance in your life where this device would've come in handy. Wear your Flare, stay safe.

Gerardo Perez:

Yeah. And it's also calling out the audience. Towards the end, you'll notice how she's addressing that specific audience that could benefit from this specific product. And it also has a very casual CT at the end mentioning the name of the product as well.

I think it's very important to mention that this video feels very raw as well. It's almost as if she's talking to you as a friend, kind of just explaining what the product does or a specific situation where she could have actually made use of the product. When you combine all these different elements together and analyse the sequencing of the actual video, I think there's a lot of clues and a lot of learnings that you can take away and apply to your own brand. Just imagine what over a million views and all that engagement would actually do for your sales.

There's really no right or wrong way on how to create these different types of videos. So simply said, find a way to communicate the same thing 10 different ways. The product isn't going to change, but your communication and the delivery of the actual video might. You just have to play around with it and find what works.

I hope you enjoyed your bonus lesson. Best of luck on getting your first viral video.