

## SECRETS OF A VIRAL MARKETER: 5 Ways to Get 'Em to Laugh, Cry, Share and Buy



Join us at **ECIJA LAW FIRM** in Barcelona for a live viewing party (snacks and drinks included), where we will network and then participate in the live stream from Silicon Valley on **March 29<sup>th</sup>, from 16:30 to 19:00**.

We'll introduce you to Access Silicon Valley and will be sharing some incredible insights live from Silicon Valley.

So you have a killer product, a rising brand, and want to use high-octane marketing to demonstrate your value proposition and reach millions of target customers — FAST.

But how do you make sure that any investment in PR, digital, social media, influencer outreach, viral video or other content marketing tactics really moves your growth metrics?

In this high-energy interactive presentation, viral marketer **Ben Kaplan**, CEO of PR Hacker, will take you inside some of the most successful (and surprising) viral marketing hits of the past few years. Drawing upon his work for big brands like Budweiser, Smuckers, and Milk-Bone — as well as startups from Y Combinator, Techstars, and 500 Startups — he'll reveal how to turn your brand or business into a marketing superstar that generates millions of dollars worth of exposure at minimal cost compared to a traditional advertising or lead generation campaigns.

This presentation will cover what you need to know about viral marketing. Topics we'll cover include:

- **ALWAYS-ON PR:** How to "create news" and make any brand or startup more "newsworthy"
- **NEWS-JACKING:** How to leverage breaking news for more exposure using hot-button headlines
- **INFLUENCER OUTREACH:** How to play "moneyball" to find undervalued trend setters who love to share
- **SOCIAL MEDIA:** How to trigger "activating emotions" that cause more viral sharing on social platforms

- **LEAD GENERATION:** How to convert viral exposure into website traffic and user data capture
- **VIRAL VIDEO:** How to combine story arcs with simple CTAs to compel viewers to tell their friends
- **CONTENT MARKETING:** How to pull in new customers with sticky, surprising, and significant ideas

**AGENDA:**

16:30-17:30 - Networking

17:30 – 19:00 - Workshop

**LOCATION:****ECIJA** - Av. Diagonal, 458, planta 8ª Barcelona (08006).

This workshop is aimed to startup founders, startup executives, entrepreneurs, innovators, designers and developers.

You can register and find more information in the following link:  
<https://www.meetup.com/Access-Silicon-Valley-Barcelona/events/238074718/>

For any questions relating to this event, please contact Mrs. Miriam Macià ([mmacia@ecijalegal.com](mailto:mmacia@ecijalegal.com)).

**ORGANIZER:**

# ACCESS SILICON VALLEY

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