

5 SECRETS TO UNLOCKING THE ALGORITHM



The Psychology of Sharing

A New York Times survey found that **94%** of people share content to improve the lives of others. Comparatively, **68%** of people share content to define themselves and their values, as well as to keep up with current trends and social patterns. People like to share content that makes them look **and** feel good.



Consumer Trust is Vital

Inviting your audience to **share their experience of your brand** is an easy way to improve your engagement and following which consequently improves business too! **Reposting user-generated content** builds positive B2C relations and helps demonstrate your value to repeat and new customers.



The Science of Emojis

Humans naturally mirror each other, to **build connections**. Using emojis to evoke emotional responses from your audience helps to build engagement and the likelihood of them sharing your content. A like-for-like Instagram post on Holland and Barrett's page received **+36% engagement** when a facial emoji was used instead of a plant emoji.



Decoding Colour

Colour is an incredibly powerful tool that can convey several subliminal messages to consumers. People tend to form first impressions within **90 seconds** and a staggering **90%** of this initial opinion is dictated by colour. Make sure your content + branding aligns with the perceptions attached to the colours you use in order to establish your visual identity and core values. Brands like **Glossier, Coca-Cola and Drunk Elephant** do this incredibly well.



Quid Pro Quo

People love **the unexpected**, so provide your audience with innovative incentives that make them excited to engage with your content. For example, Revolution Bars ran a Valentine's Day promotion where they invited people to DM them their secret crushes. Revolution then sent them a free drink voucher on behalf of their secret admirer and experienced **96%** story completion rate; a **+21% increase** compared to normal! In terms of ROI, this campaign also translated well with **33%** of the vouchers being redeemed within 48 hours. Making 'fun' or creative values central to your content strategy is extremely important - if you reward your customers periodically with offers or discounts, they're more likely to shop with you again.

The latest stats presented by Social Chain (May 2020)

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