

# Contagious Things Catch Jonah Berger

Contagious Things Catch Jonah Berger Contagious Things Catch Jonah Berger Understanding and Leveraging the Science of Sharing Meta Unlock the secrets behind virality This article dives deep into Jonah Bergrers Contagious Why Things Catch On offering actionable insights realworld examples and expert opinions to help you make your ideas spread like wildfire contagious viral marketing wordofmouth social influence Jonah Berger Contagious Why Things Catch On STEPPS social media marketing content marketing marketing strategy virality influence sharing persuasion Jonah Bergrers seminal work Contagious Why Things Catch On isnt just a fascinating read its a blueprint for understanding and leveraging the power of wordofmouth marketing Berger meticulously deconstructs the elements that make things go viral offering a framework that transcends industries and applies to everything from viral videos to successful product launches This article delves into his key findings providing actionable advice backed by research and realworld examples The STEPPS Framework Unpacking the Six Principles of Contagiousness Berger identifies six key principles encapsulated in the acronym STEPPS which drive contagiousness Social Currency People share things that make them look good We want to appear interesting knowledgeable or intheknow Think about the humblebrag a subtle boast disguised as modesty This taps into our innate desire to elevate our social standing Actionable advice Frame your content to highlight exclusivity insider information or unique value propositions Consider creating content that sparks conversations and generates buzz Triggers Topofmind means topoftongue The more frequently a product or idea is top of mind the more likely it is to be shared Environmental cues play a crucial role Actionable advice Use memorable jingles slogans or visuals that subtly remind people of your brand or message Tie your content to relevant occasions or events Consider strategic partnerships with brands already associated with similar cues Emotion When we care we share High arousal emotionsboth positive awe excitement and negative anger anxietydrive sharing more than neutral emotions Actionable advice 2 Evoke strong emotions in your content Stories compelling visuals and powerful narratives are more likely to resonate and be shared Remember to align the emotion with your brand image and target audience Public Observable actions fuel imitation When something is visible others are more likely to copy it Think about the popularity of challenges on social media Actionable advice Design your product or content to be visibly used or consumed Make it easily sharable and encourage public engagement Showcase usergenerated content to encourage imitation Practical Value People share things that are useful or informative This relates to the intrinsic value of the information itself Actionable advice Create content that offers solutions provides tips or simplifies complex tasks Focus on providing tangible benefits to your audience Stories Information wrapped in a narrative is more engaging and memorable Stories provide a context and make information easier to understand and recall Actionable advice Frame your message as a story Incorporate compelling characters relatable situations and a clear narrative arc RealWorld Examples Ice Bucket Challenge This viral phenomenon perfectly illustrates the power of STEPPS The challenge was public easily visible emotionally charged both exciting and charitable and had a clear practical value raising awareness for ALS It also benefited from social currency as participants showed their commitment to a cause Doves Real Beauty Sketches This campaign tapped into emotion positive feelings about selfacceptance and social currency promoting a worthy cause generating widespread sharing and positive brand perception Old Spices The Man Your Man Could Smell Like Campaign This campaigns humor and unique approach created high social currency and triggered numerous

parodies and shares

### Statistics Supporting the STEPPS Framework

While precise statistics vary depending on the specific study, numerous research papers support Berger's principles. For instance, studies consistently show a strong correlation between emotional arousal and sharing behavior. Similarly, the impact of social currency on viral spread is well documented, showing that products and ideas associated with high social status tend to spread faster.

### Expert Opinions

3 Marketing experts widely endorse Berger's framework. Many social media strategists utilize STEPPS as a foundational element in developing viral marketing campaigns. The principles have been applied successfully across various fields, highlighting their universality and effectiveness.

### Actionable Advice Beyond STEPPS

Beyond STEPPS, remember the importance of understanding your target audience. Tailor your content to resonate with their specific values, interests, and needs.

- Building a strong community
- Foster engagement and interaction with your audience
- Utilizing the right platforms
- Choose the social media channels and platforms where your target audience is most active
- Tracking and analyzing results
- Monitor the performance of your content and adjust your strategy accordingly

## Powerful: Jonah Berger's Contagious offers a powerful framework for understanding and influencing virality.

By understanding and applying the STEPPS principles: Social Currency, Triggers, Emotion, Public, Practical Value, and Stories, you can significantly increase the chances of your ideas, products, or messages going viral. Remember, it's not just about creating compelling content; it's about understanding the psychology behind sharing.

### Frequently Asked Questions (FAQs)

- Can I apply STEPPS to any type of content? Yes, the STEPPS framework is broadly applicable. Whether you're marketing a product, sharing a blog post, or launching a social media campaign, understanding and applying these principles can enhance the likelihood of your content becoming contagious. However, remember that the specific tactics you use will vary depending on the context.
- How can I measure the success of a STEPPS-based campaign? Track key metrics such as social media shares, website traffic, brand mentions, and engagement rates. Use analytics tools to monitor the performance of your content and identify which elements are most effective. A/B testing different variations of your content can also provide valuable insights.
- Is it possible to predict with certainty whether something will go viral? No, predicting virality with 100% accuracy is impossible. While STEPPS provides a strong framework, external factors and unpredictable events can influence the outcome. However, by applying these principles, you significantly increase your chances of creating contagious content.
- What if my product or service doesn't naturally lend itself to all six STEPPS principles? Focus on maximizing the principles that are most relevant and achievable for your specific product or service. Even incorporating a few effectively can make a significant difference. Prioritize the aspects that align best with your brand and target audience.
- How can I avoid creating content that feels forced or inauthentic when applying STEPPS? Authenticity is paramount. Focus on genuinely creating valuable content that resonates with your audience. Don't try to artificially manipulate emotions or create content that feels forced. Instead, let your brand's personality and values shine through. The most successful viral campaigns are those that feel genuine and authentic.

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the new york times bestseller that explains why certain products and ideas become popular jonah berger knows more about what makes information go viral than anyone in the world daniel gilbert author of the bestseller stumbling on happiness what makes things popular if you said advertising think again people don t listen to advertisements they listen to their peers but why do people talk about certain products and ideas more than others why are some stories and rumors more infectious and what makes online content go viral wharton marketing professor jonah berger has spent the last decade answering these questions he s studied why new york times articles make the paper s own most e mailed list why products get word of mouth and how social influence shapes everything from the cars we buy to the clothes we wear to the names we give our children in contagious berger reveals the secret science behind word of mouth and social transmission discover how six basic principles drive all sorts of things to become contagious from consumer products and policy initiatives to workplace rumors and youtube videos learn how a luxury steakhouse found popularity through the lowly cheesesteak why anti drug commercials might have actually increased drug use and why more than 200 million consumers shared a video about one of the most boring products there is a blender contagious provides specific actionable techniques for helping information spread for designing messages advertisements and content that people will share whether you re a manager at a big company a small business owner trying to boost awareness a politician running for office or a health official trying to get the word out contagious will show you how to make your product or idea catch on

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so much to read so little time this brief overview of contagious tells you what you need to know

before or after you read jonah berger s book crafted and edited with care worth books set the standard for quality and give you the tools you need to be a well informed reader this short summary and analysis of contagious includes historical context chapter by chapter overviews detailed timeline of key events important quotes fascinating trivia glossary of terms supporting material to enhance your understanding of the original work about contagious by jonah berger contagious why things catch on examines why certain media goes viral videos articles memes and others never get shared at all by looking at popular culture wharton professor jonah berger analyzes what makes an idea take off based on his own research and the insights gleaned from 15 years of studying marketing berger s new york times bestselling book teaches readers why popular content is popular and how they can make their own ideas and products truly contagious the summary and analysis in this ebook are intended to complement your reading experience and bring you closer to a great work of nonfiction

a public relations director and a principal have mostly the same goals in helping students achieve at high levels while each might go about impacting student learning in different ways they both work to make education better in having an impact on learning the husband and wife team of matt and kelly wachel help show how both the principal and the public relations director can propel education forward whether it s through perception teaching and learning communication social media events student achievement or working with the community principals and public relations professionals have to understand their roles in contributing to each of those areas while the topics of conversation between these two professions sometimes cause disagreement in the end the principal and the public relations professional agree that their two views must ultimately mesh to help do what s best for kids in this book get insight into these areas of education and learn about ways principals and public relations directors can work in harmony school leaders and communicators have to be on the same page when it comes to telling the story of education we are all storytellers and we have to be able to tell the story together

this extraordinary book presents the powerful results of thirty years of observing and evaluating real world success patterns of billionaires visionaries it unravels the intriguing mystery of how grandmasters in business achieve success and presents a novel and compelling way to perceive the world of business after reading it you may never view or approach business quite the same way again the checkmate formula answers two questions what are the essential factors in business that dictate success or failure and how do serial winners win consistently revealing a pragmatic roadmap used by the greatest business minds it shows how to perceive reality differently through techniques like the great awareness think differently through approaches like the great enabler and act differently using the greatest force multiplier of all the decryption key it simplifies deconstructs business into understandable truths and reassembles them into practical guidelines for creative thinking and result generation you ll learn how to address major issues like capital raises strategy and the customer acceptance riddle and what it really means to understand the big picture with a generous dose of examples and insights from the business elite including colorful analogies to chess and art it s an engaging read that will benefit entrepreneurs executives wanting to up their game and founders wanting to beat the odds

services marketing people technology strategy is the ninth edition of the globally leading textbook for services marketing by jochen wirtz and christopher lovelock extensively updated to feature the latest academic research industry trends and technology social media and case examples this book takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research it features cases and examples from all

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winning in service markets success through people technology and strategy is the first practitioner book in the market to cover the key aspects of services marketing and management based on sound academic evidence and knowledge derived from the globally leading textbook for services marketing by the same author this book offers a comprehensive overview of extant knowledge on the topic accessible and practical winning in service markets bridges the gap between cutting edge academic research and industry practitioners and features best practices and latest trends on services marketing and management from around the world

some things just explode and go viral while others remain not so popular contagious why things catch on provides a clear elaboration of why things go viral why people talk about certain products or certain ideas and why are some online contents really booming and infectious clue it is not advertising because people now seldom listen to advertisements although they still listen to their friends contagious why things catch on teaches the principles of social transmission and word of mouth complete with techniques for helping words to spread the book written by a wharton professor of marketing jonah berger will definitely help a group of people who want to get their messages across to a huge number of people whether it is for business profit for political career or for certain campaigns this book will teach you the basics on how to make your idea infectious this book does not only incorporate real actions but it also provides online strategies such as through youtube videos all in all it provides tips that are insightful impactful but still are practical and manageable to do plain interesting relevant and easily understood contagious why things catch on will also catch on like the ideas contained in it it is influential and provocative and it works for people who have almost no budget to begin with with a very affordable price and free shipping options you can now start your success and spread words to other people

jonah berger is one of those rare thinkers who blends research based insights with immensely practical guidance i am grateful to be one of the many who have learned from this master teacher jim collins author good to great coauthor built to last from the author of new york times bestsellers contagious and invisible influence comes a revolutionary approach to changing anyone's mind everyone has something they want to change marketers want to change their customers minds and leaders want to change organizations start ups want to change industries and nonprofits want to change the world but change is hard often we persuade and pressure and push but nothing moves could there be a better way this book takes a different approach successful change agents know it's not about pushing harder or providing more information it's about being a catalyst catalysts remove roadblocks and reduce the barriers to change instead of asking how could i change someone's mind they ask a different question why haven't they changed already what's stopping them the catalyst identifies the key barriers to change and how to mitigate them you'll learn how catalysts change minds in the toughest of situations how hostage negotiators get people to come out with their hands up and how marketers get new products to catch on how leaders transform organizational culture and how activists ignite social movements how substance

abuse counselors get addicts to realize they have a problem and how political canvassers change deeply rooted political beliefs this book is designed for anyone who wants to catalyze change it provides a powerful way of thinking and a range of techniques that can lead to extraordinary results whether you're trying to change one person transform an organization or shift the way an entire industry does business this book will teach you how to become a catalyst

the must read summary of jonah berger's book contagious why things catch on this complete summary of the ideas from jonah berger's book contagious why things catch on reveals the six key principles that make a product or an idea contagious as well as sharing stories of real life companies from his extensive research the author provides a set of specialised techniques that you can use to spread information and get your message across to as many people as possible added value of this summary save time understand the essential techniques expand your communication skills to learn more read contagious why things catch on and find out how you can make your information as contagious as possible

dramatically impact your bottom line with a powerful word of mouth marketing campaign word of mouth marketing has always existed we've just found a better and more efficient way to do it ted wright it may not be the oldest profession but word of mouth is the oldest form of marketing it's also the most effective now however it's being executed in ways that are methodical replicable and consistent in this groundbreaking guide ted wright word of mouth pioneer and founder of the marketing firm fizz reveals everything you need to know to create drive measure and leverage word of mouth for maximum impact on the bottom line learn how to develop and test your brand's stories for maximum word of mouth impact build a reliable communications network to deliver your message harness the incredible power of big data for profit generating word of mouth campaigns find engage and train influencers to promote your brand measure your campaign's success with accurate analytics along the way you'll find out how wright used the very same methods to breathe new life into what was once the tired old brand of pabst blue ribbon you'll discover how he dramatically expanded the market for chocolate milk you'll read how he orchestrated the turnaround growth of bissonnet best of all you'll learn which techniques work for your needs and you'll have the tools to begin a word of mouth campaign right away today's consumer is too sophisticated to respond in a meaningful way to intrusive interruptive or tv-centric media models a dispatch from the front lines of cutting edge marketing fizz is a one stop guide to making your brand the talk of the town your company's best friends are already out there use fizz to find engage and leverage them praise for fizz juicy generous and actionable this one is a keeper tell your friends seth godin author of unleashing the ideavirus a great read brand managers seeking both practical advice and insight on the realities of modern marketing need look no further than fizz james m kilts former chairman and ceo of the gillette company ted's actionable truths for influencers sharing stories is an expression of love make this excellent book the guidebook for brand professionals interested in word of mouth marketing buy it today and start growing your business faster tomorrow sam calagione president and founder of dogfish head craft brewery ted wright is the foremost thought leader on word of mouth marketing and fizz is the bible in this area if you want to truly understand how to harness the power of people talking this book better head up your must-have reading list dr americus reed ii whitney m young jr professor of marketing at the wharton school of the university of pennsylvania the best and most practical book about word of mouth marketing ever fizz combines real world case studies and smart counsel with discussion of the theories and research that build understanding of word of mouth principles it's effervescent jay baer new york times bestselling author of youility

bachelorarbeit aus dem jahr 2015 im fachbereich bwl offline marketing und online marketing note 1 3 technische universität darmstadt fachgebiet wirtschaftsinformatik information systems electronic services sprache deutsch abstract eine form des viralen marketings ist das virale video welches aufgrund seiner eigenschaften wie ein biologischer virus von mensch zu mensch übergeht die spannende herausforderung der arbeit liegt darin die faktoren die den erfolg dieser viralen videos ausmachen zu analysieren das ziel der arbeit ist es mit hilfe von statistischen und empirischen forschungsmethoden folgende frage beantworten zu können was sind die erfolgsfaktoren im viralen marketing mit videos gemessen wird unter anderem die wirkung von freude wut angst trauer sorge zufriedenheit sowie Überraschung die ergebnisse der online umfrage die den quantitativen teil der arbeit ausmachen werden den aussagen der drei experteninterviews gegenübergestellt und die ergebnisse werden ausgewertet

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what does it take to change the world this book will show you how to harness the power of cascades to create a revolutionary movement if you could make a change any change you wanted what would it be would it be something in your organization or your industry maybe something it s in your community or throughout society as a whole creating true change is never easy most startups don t survive most community groups never get beyond small local actions even when a spark catches fire and protesters swarm the streets it often seems to fizzle out almost as fast as it started the status quo is almost by definition well entrenched and never gives up without a fight in this groundbreaking book one of today s top innovation experts delivers a guide for driving transformational change to truly change the world or even just your little corner of it you don t need a charismatic leader or a catchy slogan what you need is a cascade small groups that are loosely connected but united by a common purpose as individual entities these groups may seem inconsequential but when they synchronize their collective behavior as networks they become immensely powerful through the power of cascades a company can be made anew an industry disrupted or even an entire society reshaped as satall takes us through past and present movements he explains exactly why and how some succeed while others fail

please note this is a companion to the book and not the original book guide to jonah berger s contagious preview contagious why things catch on is a playbook for marketing in the internet age when products and ideas live or die based on whether or not they can go viral author jonah berger describes six principles that when applied together can often predict whether an idea or product

will spread inside this companion overview of the book important people key takeaways analysis of key takeaways and much more

in invisible influence the new york times bestselling author of contagious explores the subtle influences that affect the decisions we make from what we buy to the careers we choose to what we eat jonah berger has done it again written a fascinating book that brims with ideas and tools for how to think about the world charles duhigg author of the power of habit if you're like most people you think your individual tastes and opinions drive your choices and behaviors you wear a certain jacket because you liked how it looked you picked a particular career because you found it interesting the notion that our choices are driven by our own personal thoughts and opinions is patently obvious right wrong without our realizing it other people's behavior has a huge influence on everything we do at every moment of our lives from the mundane to the momentous even strangers have an impact on our judgments and decisions our attitudes toward a welfare policy shift if we're told it is supported by democrats versus republicans even though the policy is the same but social influence doesn't just lead us to do the same things as others in some cases we imitate others around us but in other cases we avoid particular choices or behaviors because other people are doing them we stop listening to a band because they go mainstream we skip buying the minivan because we don't want to look like a soccer mom by understanding how social influence works we can decide when to resist and when to embrace it and learn how we can use this knowledge to exercise more control over our own behavior in invisible influence jonah berger is consistently entertaining applying science to real life in surprising ways and explaining research through narrative his book fascinates because it opens up the moving parts of a mysterious machine allowing readers to watch them in action publishers weekly

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why do some ideas spread while others fade away jonah berger phd professor of marketing at the wharton school and author of the best-selling book contagious why things catch on reveals the secrets behind the science of social transmission discover what leads people to share content online and off including social currency triggers emotion public use practical value and storytelling learn what separates the best brands and stories from the rest in this example-rich course

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