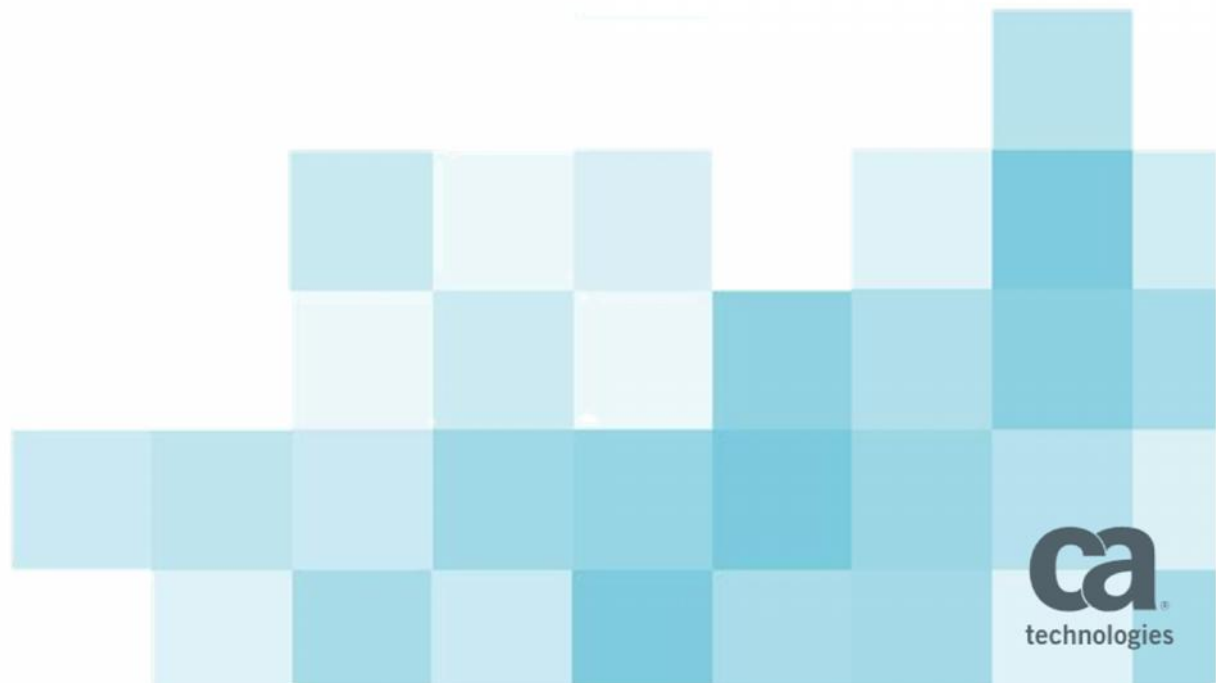


# Decoding Viral Quotient (VQ) of Technical Content

Ravi Kumar Adapa

Insert Date Here



# Great Content

...but how much is reaching the customer

# Large Customer base

...but how many are sharing your content

## New Generation Technical Content

# Technical Content

- For consumption
- For Brand building
- For Social media
- For Sales enablement



Viral Quotient

Viral Why

Viral How

# Viral

## Viral-Howmany?

### #manaamaravati



### #selfiewithdaughter



# What can go viral?

People share interesting content that is

- Emotional, funny, and informative
- Visually appealing

# Define And Create Viral Content

- Can all content go viral?
  - BIG NO! Identify content
- Do you have a plan for virality?
  - Devise a plan for virality during Content Creation
- Have you created content?
  - Create engaging and appealing content (read Visual and Textual)
- What do you want out of it?
  - Have a clear objective for each content
    - Spread awareness, increase downloads, get subscriptions etc.,



# Top 5 Topic Types That Can Go Viral

# Tools And Technology to Create Viral Content

# VQ Guidelines

- Keep it simple
- Enable sharability on the platform
- Use hashtags

# VQ Best Practices

- Research and analyze the projects
- Learn from industry and trends
- Build fast
- Track and Monitor
- Change gears
- Repeat



---

5x

---

**ROI for  
Technical Content**




## **Ravi Kumar Adapa**

Senior Information Services Engineer

Ravikumar.adapa@ca.com

 [Ravikumar.adapa](#)

 [slideshare.net/CAinc](#)

 [linkedin.com/company/ca-technologies](#)

**ca.com**