8 Content Marketing Tricks That Helped Dollar Shave Club Go Viral
Here are 8 tricks you can pull from their viral campaigns to help you boost your own content strategy.

1. **The power of video**
   - Video is the best format for telling stories. So connect with a consumer establish a powerful emotional connection with your audience through the use of video.

2. **Great storytelling**
   - Stories grab the attention of the audience. When you have an impressive and captivating narrative, people will want to satisfy their curiosity—especially if the story is relatable.
   - Second, having a strong narrative helps build the trust with your audience. People trust you more when you open up and share personal stories with them.
   - And third, stories simply do a better job at grabbing the attention of most people over raw content like statistics or facts.

3. **They knew their audience**
   - Knowing your audience is a very important content marketing trick. Know your audience by taking the time to unearth what your audience wants, and how to talk to them.
   - Create content that uses language they can relate to, with ideas that make sense.

4. **Focused on the value proposition**
   - Keep your focused on the value proposition with your messaging and content, from landing pages to videos.
   - For any product you’re making a proposition, make sure it have a unique value proposition also make sure to keep that product front and center throughout your content marketing campaigns.

5. **Easily sharable**
   - To make easily sharable content simply create content that triggers positive emotions.
   - Awe-inspiring content, humor, and strong stories make any piece of content engaging and shareable.
6. Every word has a purpose

- If content isn’t 100% essential to delivering the message, it needs to be cut. Every word, moment, and frame of a video must have a purpose or a point.

- Once the content was stripped down to its bare bones, focused only on the brand messaging.

7. Strategic content release

- Think strategically to give your content a fighting chance. Don’t try to release content into a vacuum.

8. The content was funny

- You don’t need to have raw comedic talent or formal training to make a strong connection with your audience.

- In fact, if you try too hard, your message could come off as forced.

- It worked for DSC because they knew their audience, but more importantly, it was the personality of the brand. There was consistency in the brand messaging and the content itself.

- DSC wasn’t funny just for the sake of being funny.