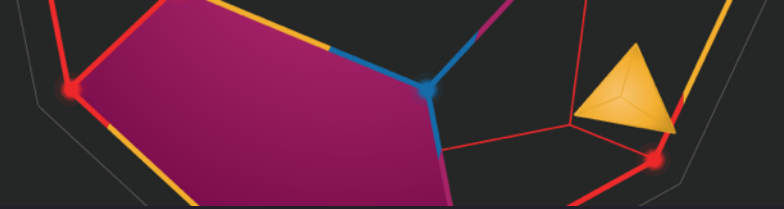




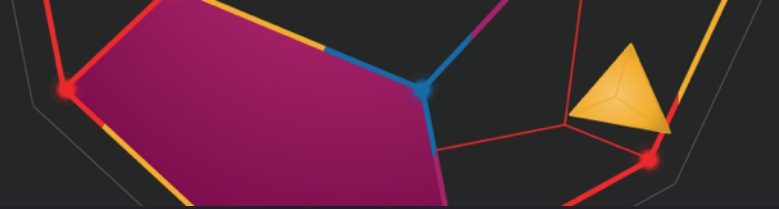
Learn how successful indie studios enabled virality for their games

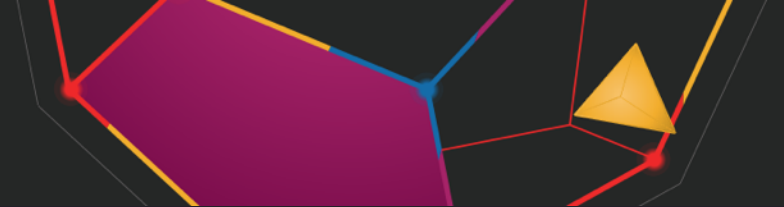
Aurora Klæboe Berg
Co-founder @ Megacool



C A T S

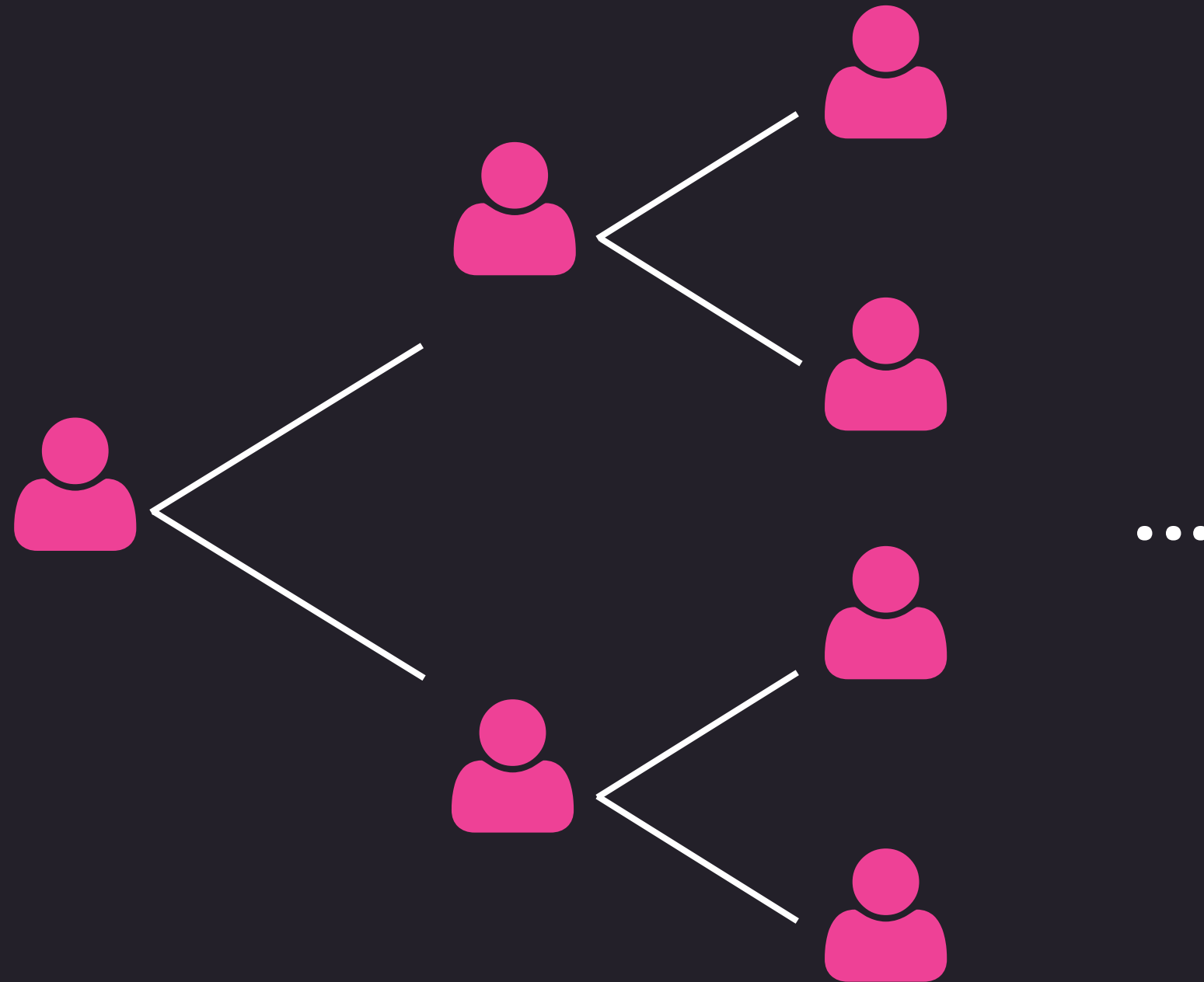






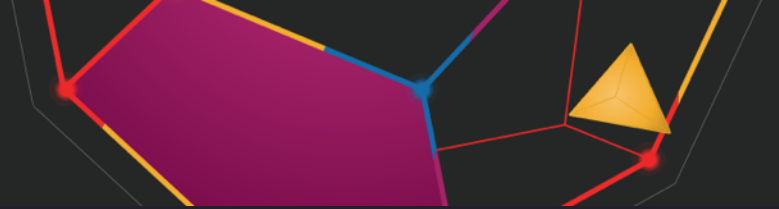
What is virality?







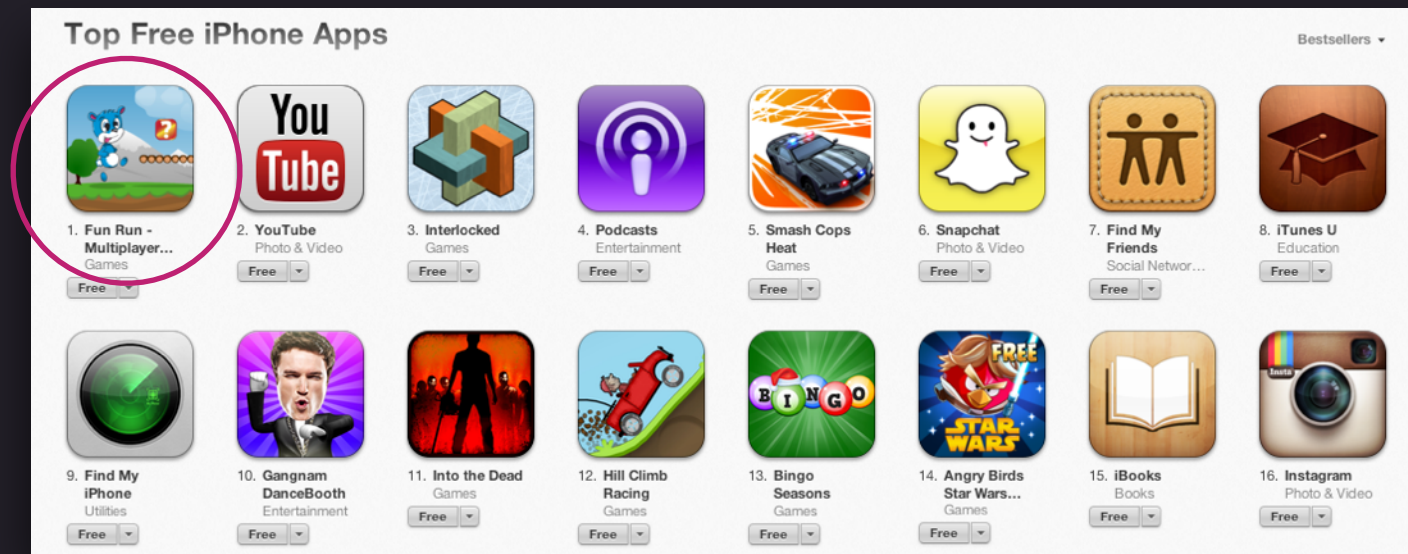




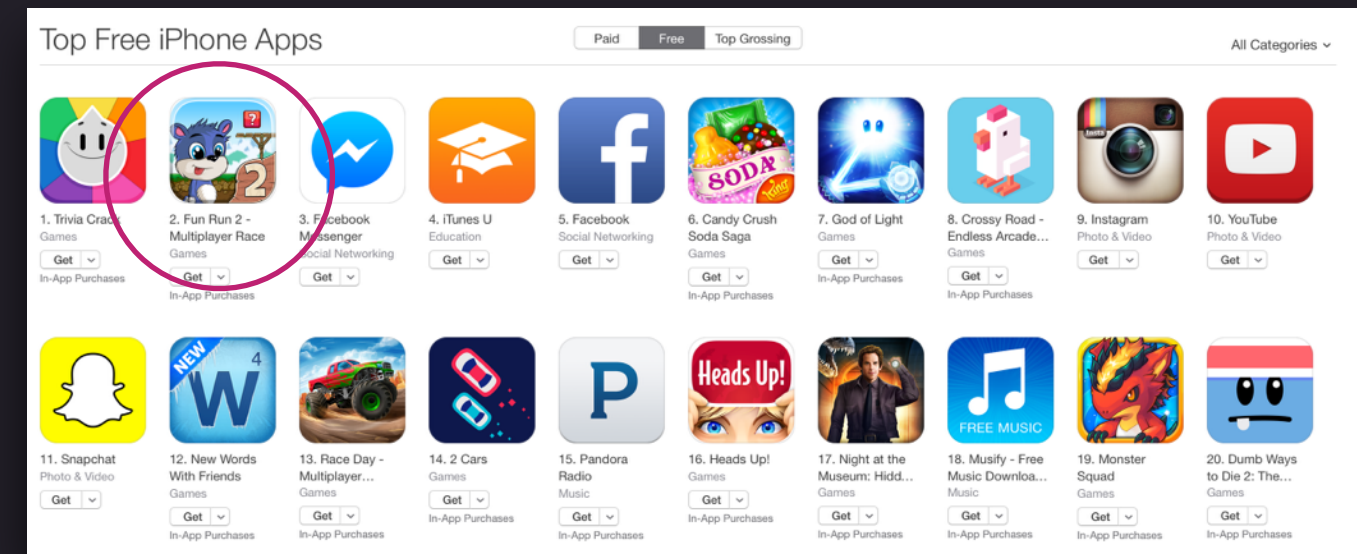
Make
something
people
~~want.~~

love!



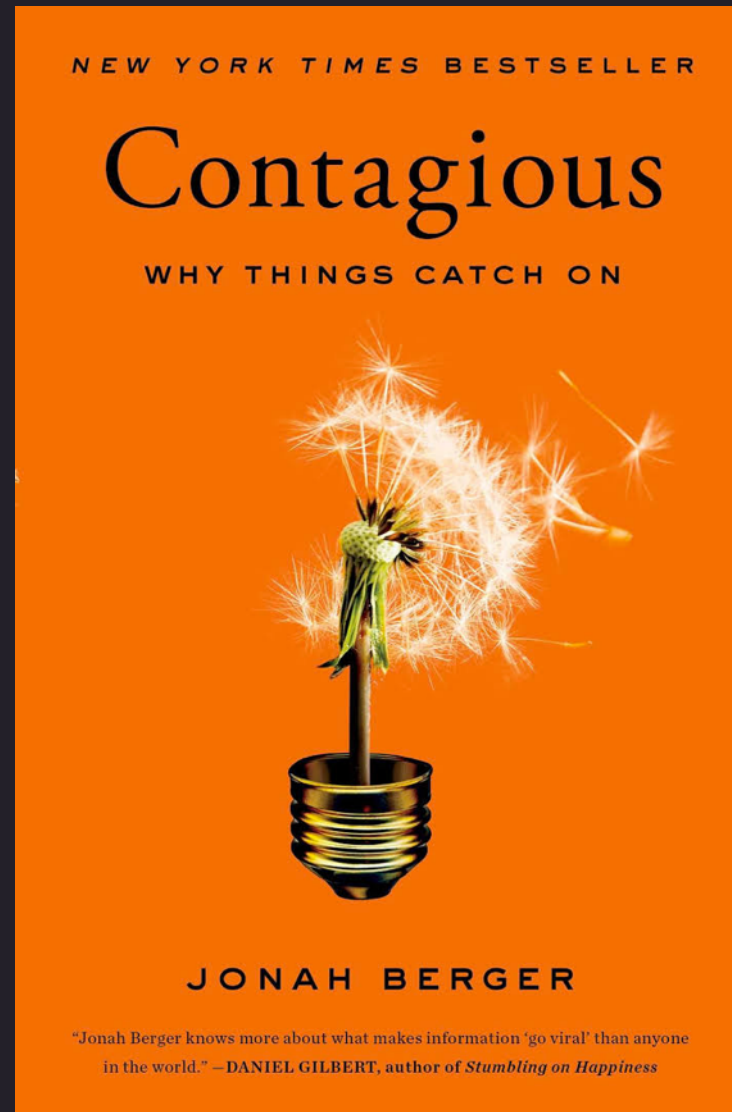


US APP STORE, DEC 2012



US APP STORE, DEC 2014





Josh Elman [Follow](#)

Product Guy. I have worked on Twitter, Facebook Connect, Zazzle, LinkedIn, RealPlayer. Partner at G...
Sep 19, 2016 · 10 min read

The Five Types of Virality

and choosing the right one for your product to grow





1. Stories
2. Incentivized
3. Demonstration
4. Infectious





1. Stories





Name

Description

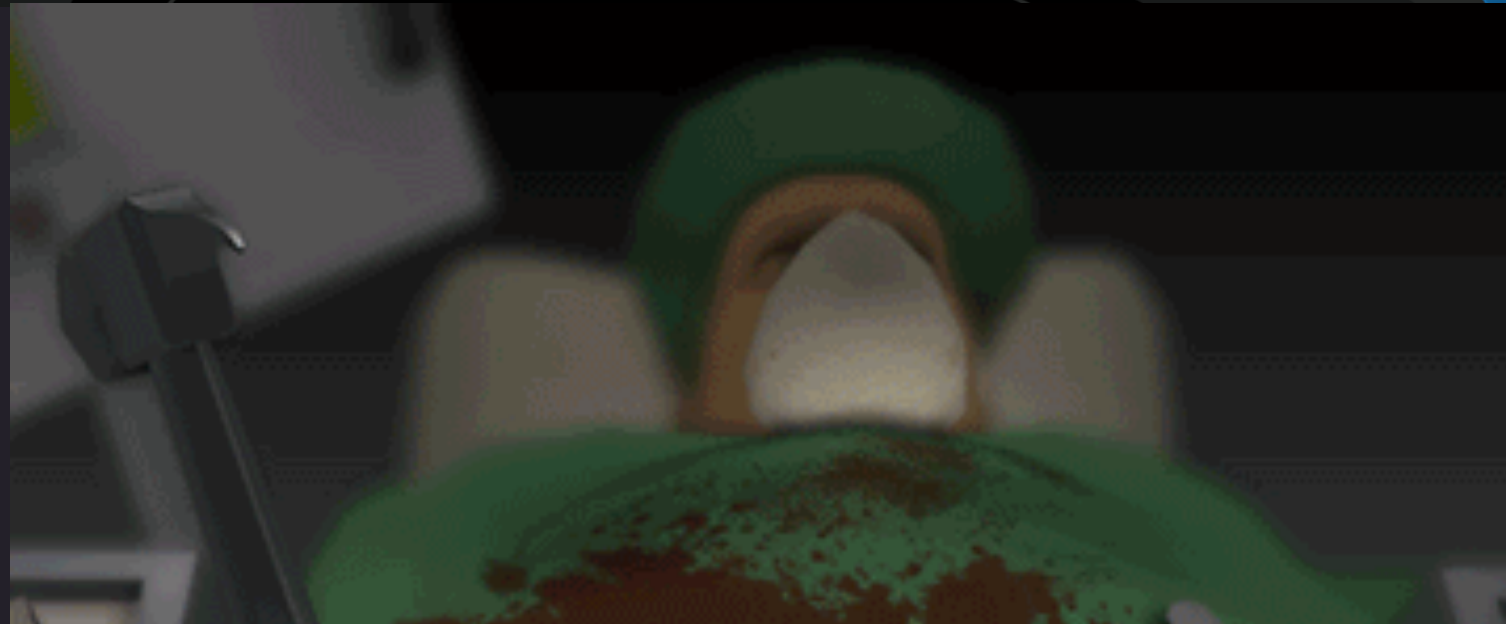


FUN RUN



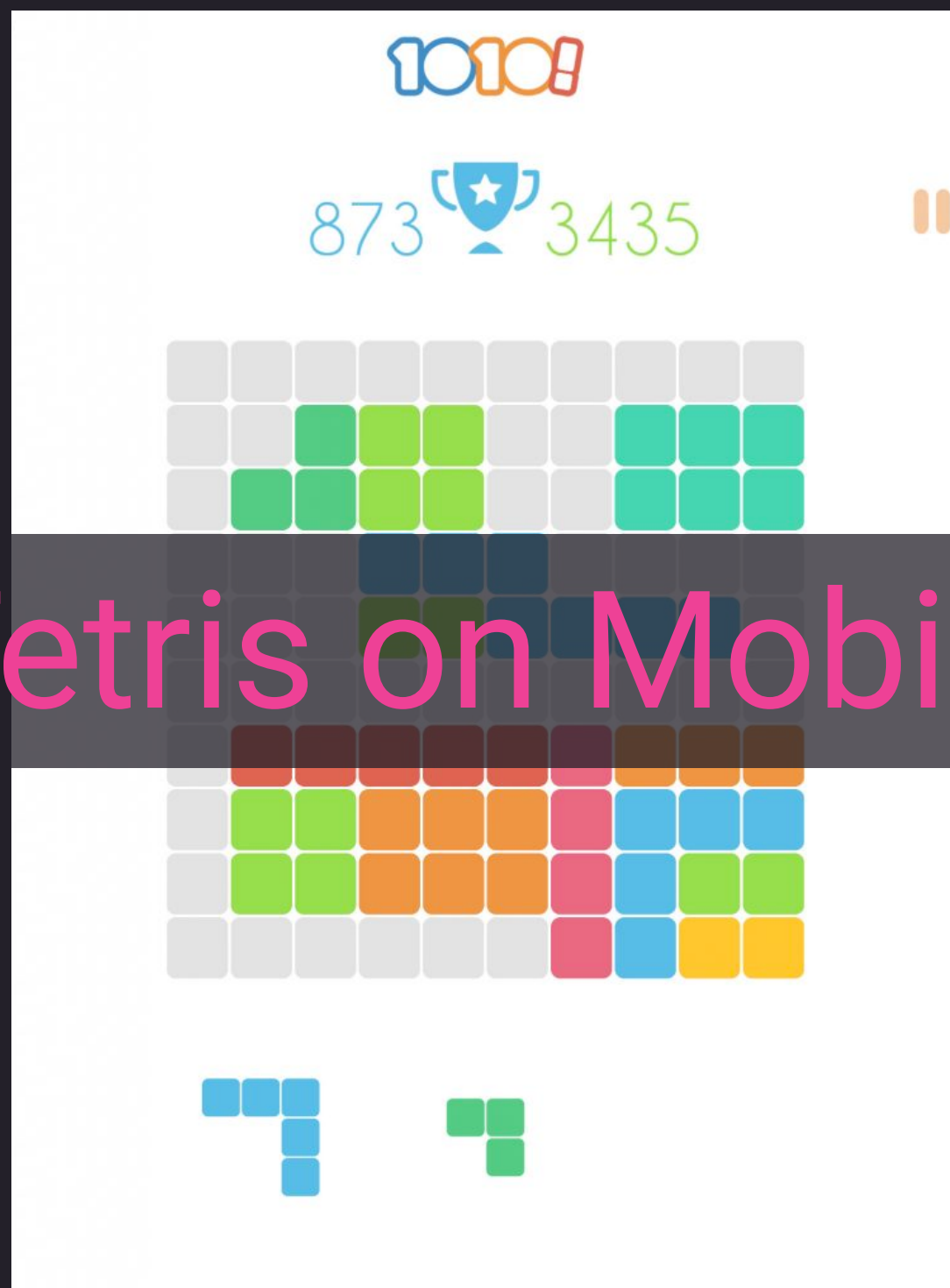






“You can be a crazy surgeon!”





“Tetris on Mobile”





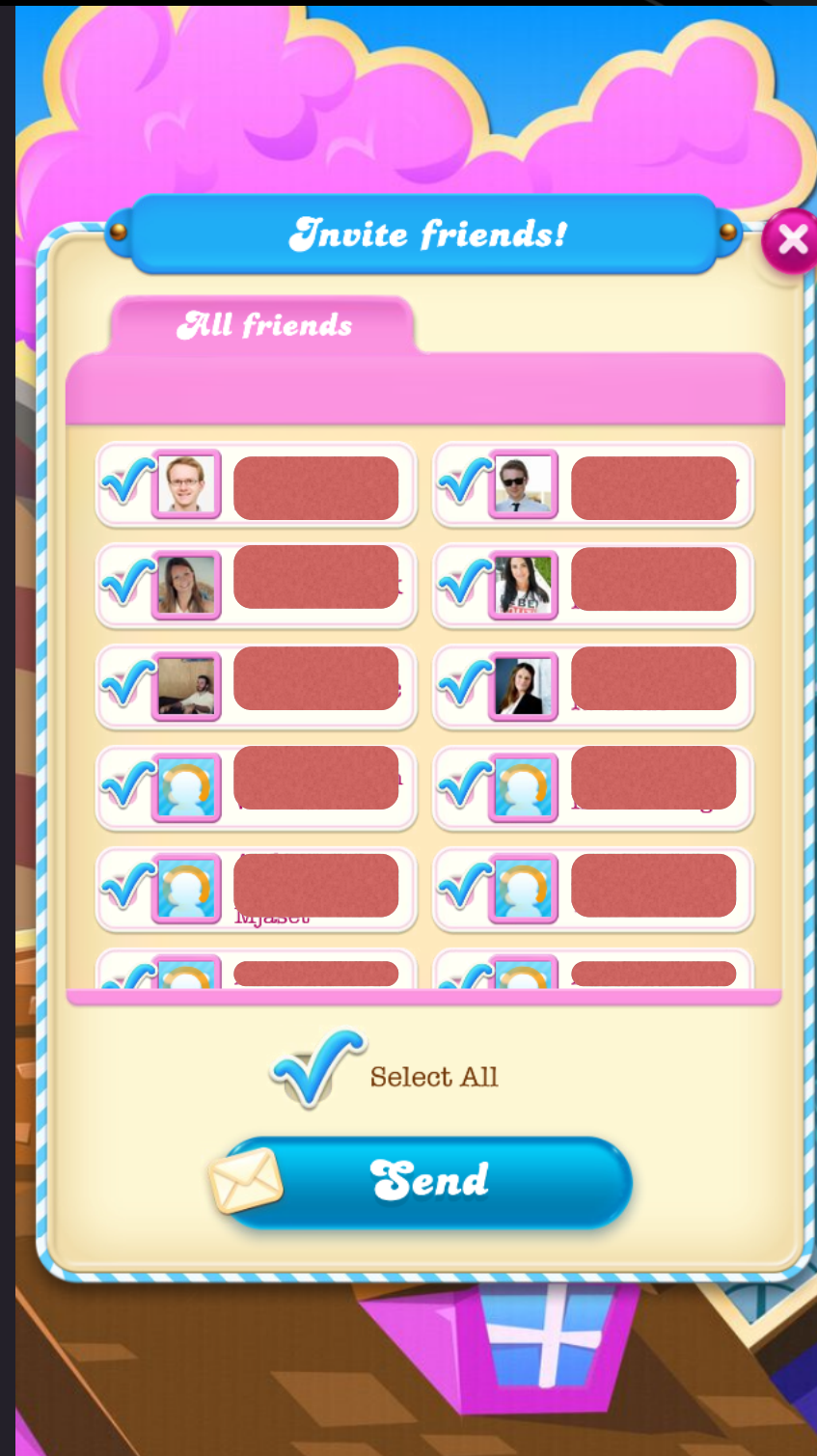
#1 Name
#2 Description
#3 Ask friends



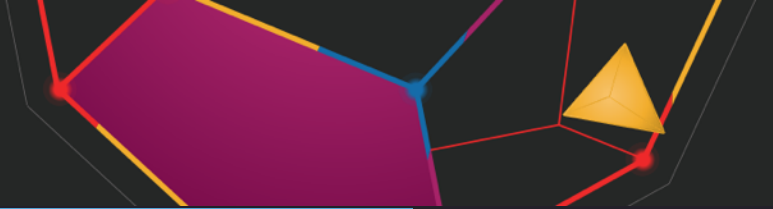


2. Incentivized

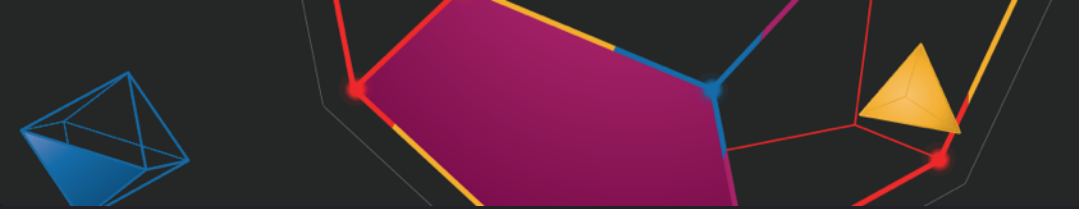






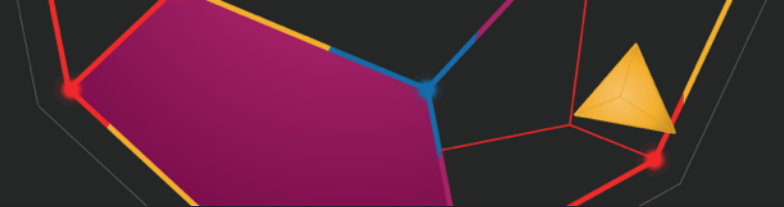






3. Demonstration



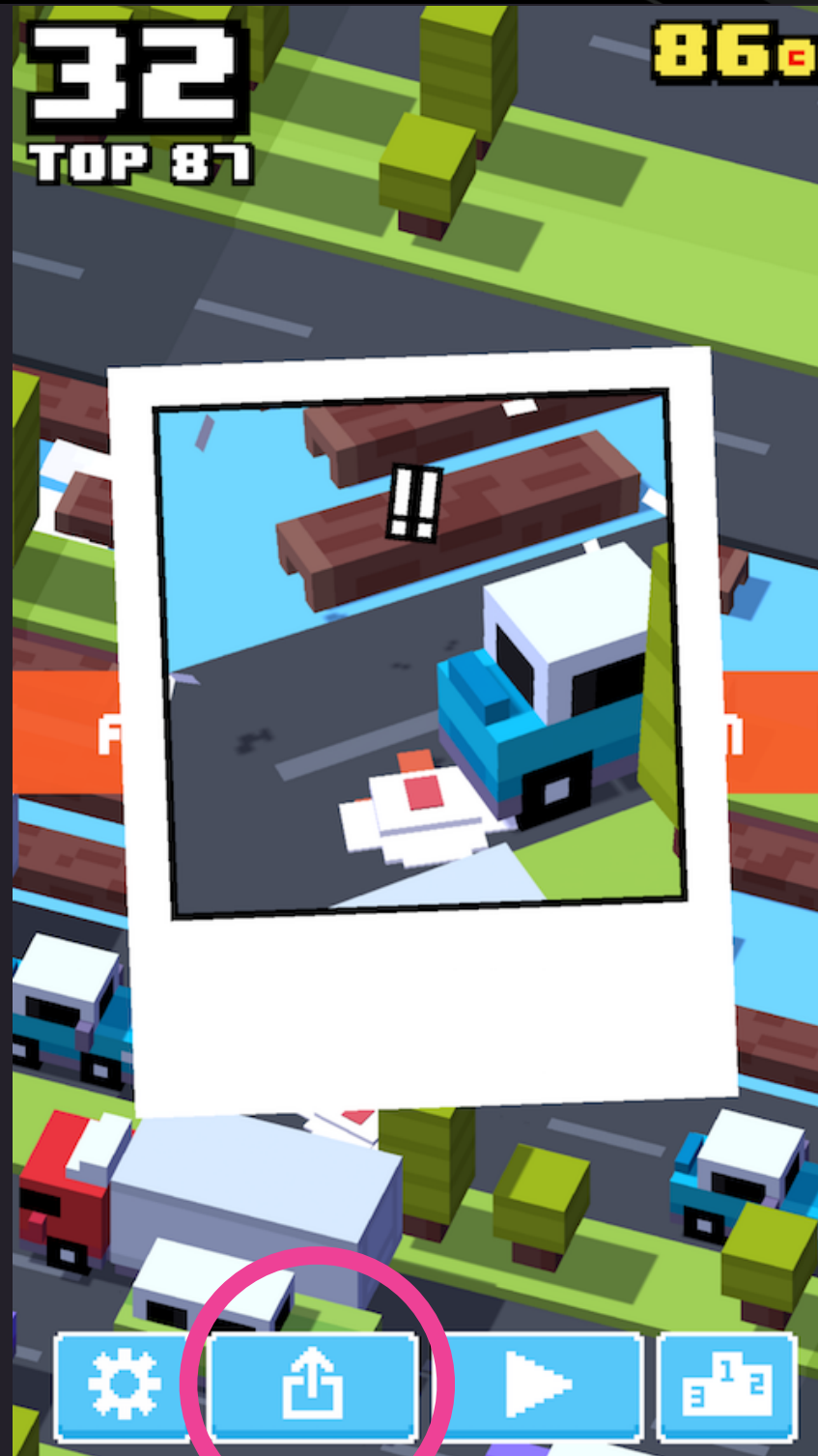
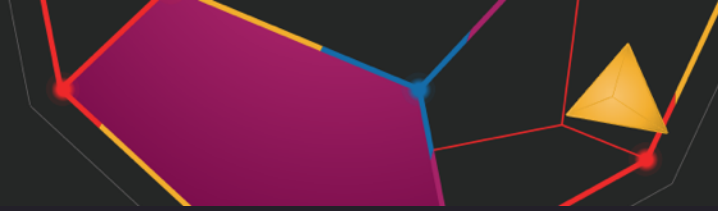


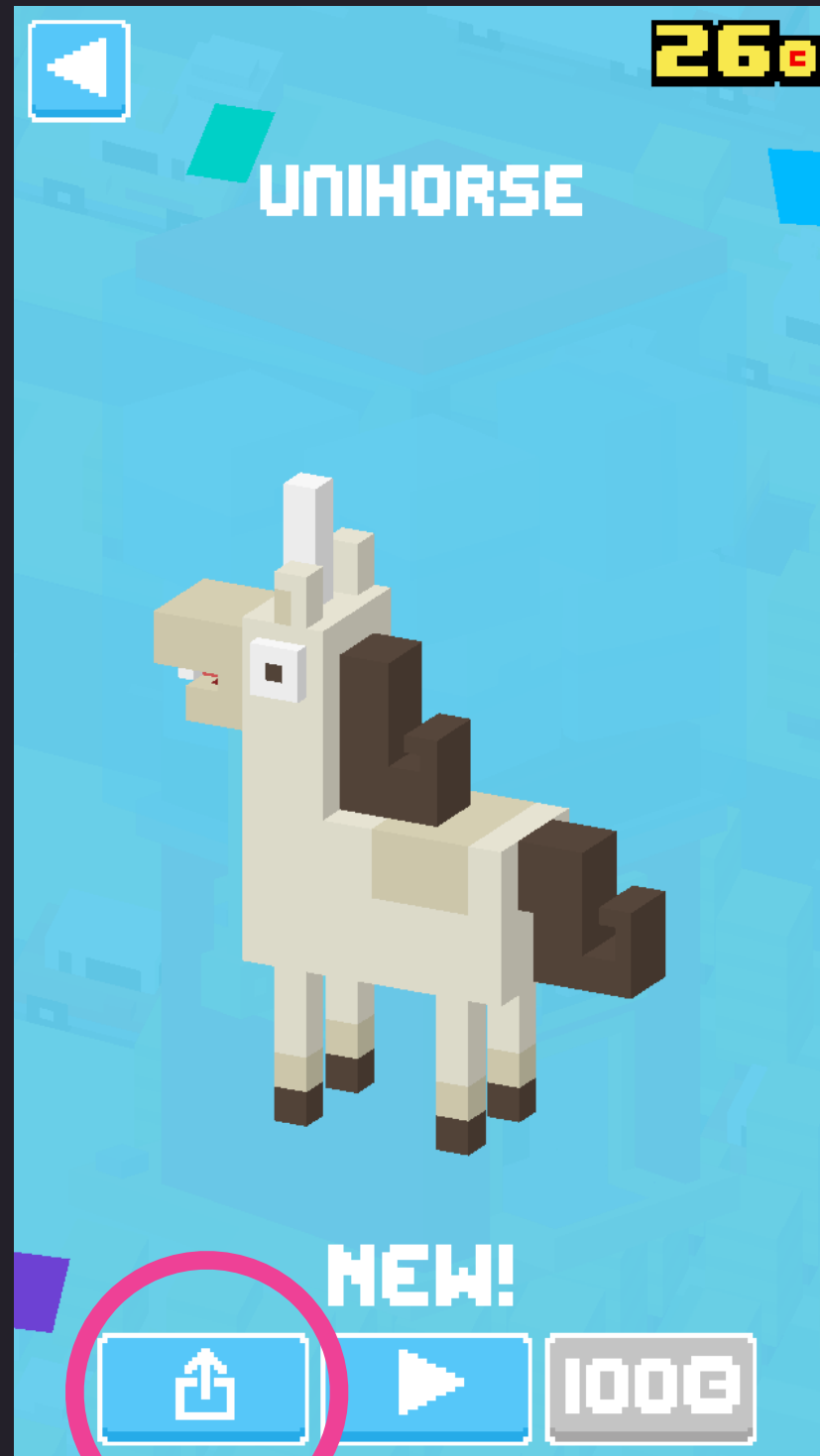
How did you do that?!?



CROSSY
ROAD™











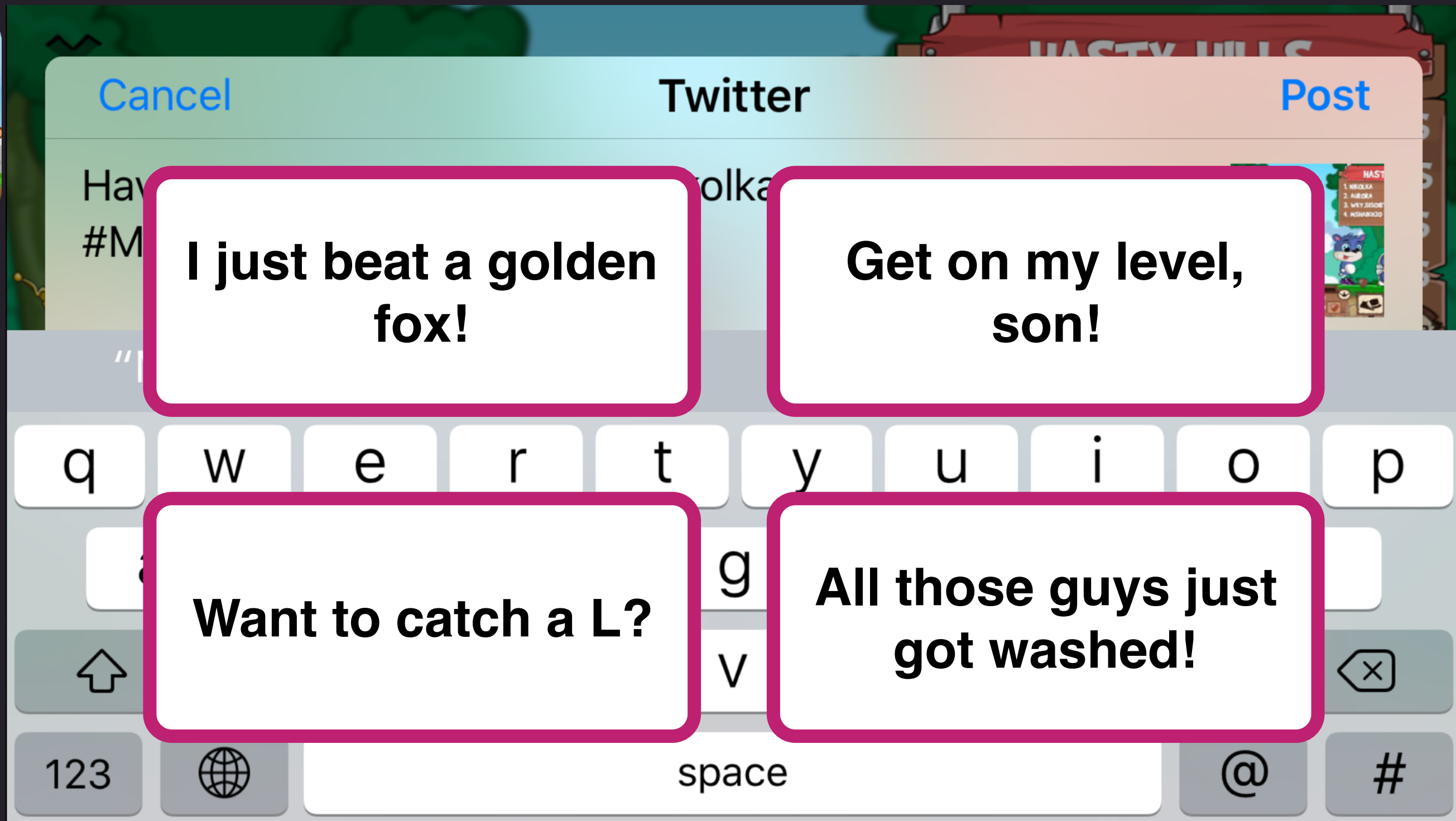
GIF vs. JIF

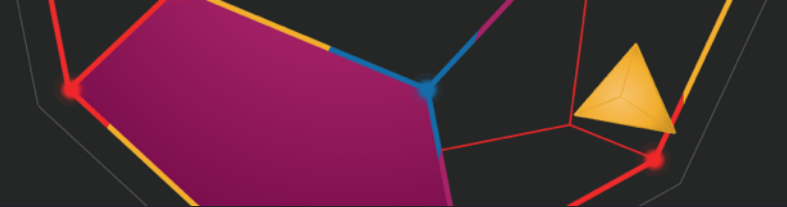












- #1 Easy to share
- #2 Relevant to share
- #3 Messaging > Social media





4. Infectious





ROUND 3/25

YOU WON!

7

VS

6

Alexius Do...

Aryn Nicol...

SCORE6-0

REWARD3

Score

Play

Share









Vote

0



Cliff climber

1



Forest Jump



Game starting in 4



Nonulik



Adhavann

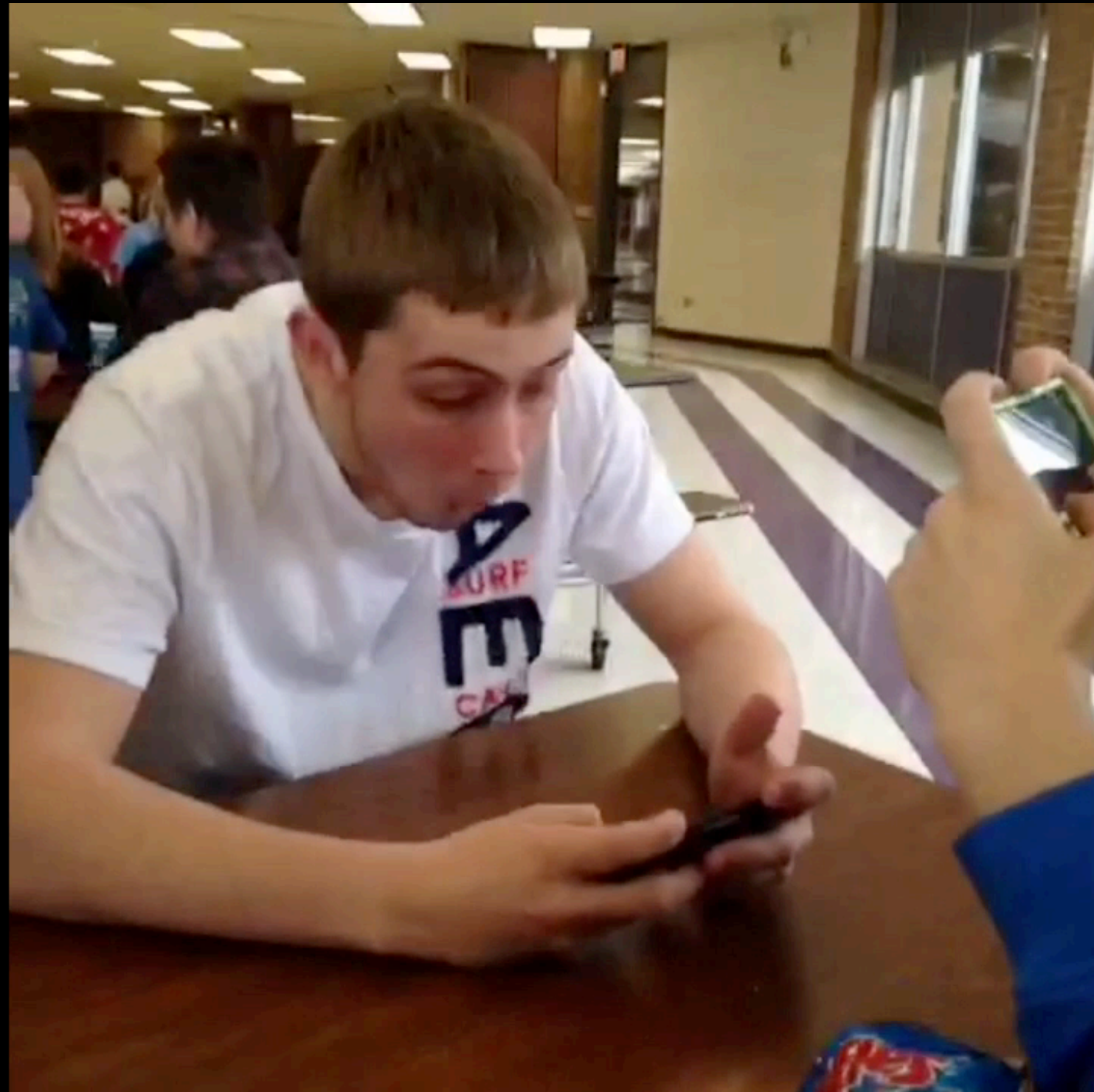


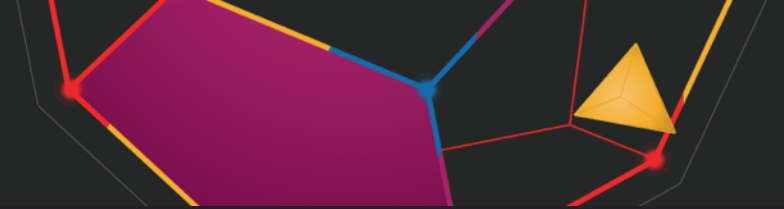
TonyGamer13



Bogo







Unique + 

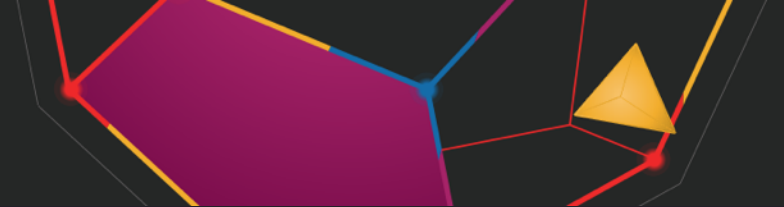




Viral todo list

- #1 Name
- #2 Description
- #3 Incentivize
- #4 Easy to share
- #5 Relevant to share
- #6 Make it infectious





AURORA KLÆBOE BERG

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