



Viral Video Content Methodology: A Systematic Approach to Producing Reels for Commercial Brand Promotion

Markus-Kostiantyn Hancher

Co-Founder of the Production Studio Lama Film.

Abstract

Amidst the exponential growth of competition on short-form video platforms like Instagram Reels, traditional approaches to creating viral content, which are based on intuition and reactive trend-following, have proven inadequate for achieving stable commercial results. This methodology addresses a key problem: the gap between high reach metrics and low conversion into tangible business outcomes. The purpose of this work is to present a systematic, replicable approach to video content production that not only achieves viral distribution but also effectively monetizes audience attention. The scientific novelty lies in the development and formalization of the author's proprietary "Viral Conveyor" operational model. This model integrates theoretical foundations from media virology, cognitive psychology, and marketing analysis into a unified production cycle. The methodology systematically deconstructs the phenomenon of virality, offering tools for analyzing trend lifecycles, applying audiovisual triggers for attention retention, using standardized script templates, and evaluating commercial effectiveness through a system of specialized Key Performance Indicators (KPIs). As a result, the creation of viral content is transformed from an unpredictable creative act into a manageable technological process, enabling brands and video production studios to systematically convert views into commercial orders.

INTRODUCTION

Short-form video platforms, particularly Instagram Reels and TikTok, have become a dominant force in the modern media landscape. The daily volume of uploaded user-generated content (UGC) numbers in the millions, leading to unprecedented information saturation and, consequently, intensified competition for audience attention [1]. In these conditions, brands and content creators face two fundamental problems.

First, the unpredictability of virality. Achieving viral reach is often perceived as the result of a coincidental "trend hit," creative luck, or an intuitive insight. The absence of a systematic approach turns content strategy into a costly lottery, where most resources are spent producing videos that fail to achieve significant metrics. Existing approaches typically focus either on disparate creative recommendations or on purely technical metric analysis, failing to offer a unified operational system that links analysis, production, and performance evaluation.

Second, the "conversion gap" phenomenon. Even when viral reach is achieved, numbering in the millions of views, these figures rarely translate into measurable commercial results, such as lead generation or direct sales. This problem is particularly acute for businesses with complex

products or high average transaction values, which includes video production services [2]. The audience attracted by entertaining viral content often turns out to be non-target or unmotivated for further interaction with the brand. Thus, a paradox arises: a content strategy can be successful in terms of media metrics (views, likes) but a failure in terms of business goals and return on investment (ROI) [3].

Therefore, the primary goal of this methodology is to provide video production studios, brands, and independent creators (using the LAMA FILM LLC case as an example [4]) with a scientifically grounded and practically applicable operational model for the serial, systematic production of short video clips (Reels). These Reels are not only highly likely to achieve viral reach but also effectively convert audience attention into targeted commercial actions (inquiries, orders, subscriptions).

The scientific novelty of this work lies not in the discovery of individual elements of virality (trends, editing, calls to action), but in their systematic integration into a single, replicable production model—the "Viral Conveyor." The author's contribution consists of formalizing the creative process, which traditionally belongs to the realm of intuitive exploration, and translating it into the plane of a manageable technology.

Citation: Markus-Kostiantyn Hancher, "Viral Video Content Methodology: A Systematic Approach to Producing Reels for Commercial Brand Promotion", Universal Library of Innovative Research and Studies, 2025; 2(4): 43-51. DOI: <https://doi.org/10.70315/uloap.ulirs.2025.0204007>.

The “Viral Conveyor” model is an interdisciplinary synthesis that combines concepts from several fields into a practical tool for content creators:

- **Media Theory and Epidemiology:** Viewing trends as informational viruses whose spread follows information diffusion models [5].
- **Cognitive Psychology and Neurocinematics:** Analyzing and applying audiovisual triggers that affect attention retention and the viewer’s emotional response on a subconscious level [6].
- **Marketing Analysis and Performance Marketing:** Implementing a system of conversion-oriented KPIs and applying ROI models to assess the commercial effectiveness of content [7].

Thus, this methodology proposes a shift from the “content creation” paradigm to the “content system design” paradigm, where each element of a video performs a measurable function within the overall goal of attracting and converting an audience.

CHAPTER 1. THE ANATOMY OF VIRALITY: DECONSTRUCTING TRENDS AND THE PSYCHOLOGY OF VIEWER ENGAGEMENT

The Trend Lifecycle

To transition from reactively copying trends to strategically utilizing them, it is necessary to view them not as cultural phenomena, but as self-replicating informational patterns (memes) whose dissemination on social media follows laws similar to epidemiological models [8]. Classic diffusion models, such as SI (Susceptible-Infected) and SIRS (Susceptible-Infected-Recovered-Susceptible), can be adapted to describe the spread of media viruses [5, 9]. In the context of social media, “susceptible” individuals are users who have not yet seen the trend; “infected” are those who have reproduced it or are actively interacting with it; and “recovered” is the audience that has lost interest in the trend due to its widespread saturation.

Based on these models, four main phases of a trend’s lifecycle can be identified (Figure 1).

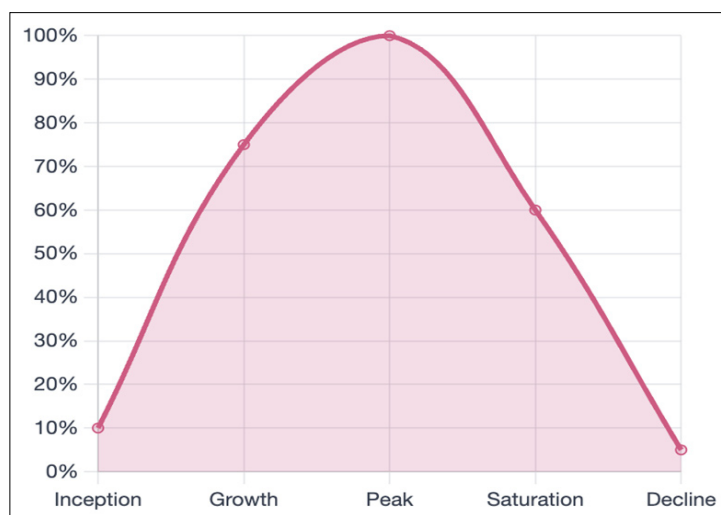


Figure 1. The Trend Lifecycle

Let’s examine each phase separately:

1. **Inception:** The trend emerges in small, often closed communities or from innovative creators. Reach is minimal, and recognizing its potential is difficult. For brands, participating at this stage is risky but can establish them as trendsetters.
2. **Growth:** The trend is picked up by a broader audience and influencers. The rate of spread increases exponentially. This is the optimal “entry point” for a brand, allowing for the maximization of organic reach.
3. **Peak:** The trend reaches maximum visibility and is replicated by everyone. Organic reach is still high, but “banner blindness” and audience fatigue begin to set in.
4. **Saturation/Decline:** The trend becomes mainstream, loses its novelty, and starts to cause irritation. Using a trend at this stage can damage a brand’s reputation,

positioning it as “out of touch.”

For practical analysis, it is proposed to classify trends based on their dominant component:

1. **Audio-based Trends:** Centered on a popular sound track (song, dialogue, sound). These are the fastest-spreading due to the ease of replication.
2. **Scenario-based (Behavioral) Trends:** Based on a repeatable action, format, or narrative structure (e.g., a challenge, a specific type of humorous sketch). They require more involvement to reproduce.
3. **Visual Trends:** Based on the use of a specific filter, mask, effect, or a particular editing technique.

Systematizing these parameters allows for the creation of an analytical decision-making tool—the Trend Classification and Analysis Matrix (Table 1).

Table 1. Trend Classification and Analysis Matrix (developed by the author)

Trend Type / Lifecycle Phase	Inception	Growth	Peak	Decline
Audio- based	Indicator: <1,000 videos with this sound. Action: Monitor, add to “favorites.”	Indicator: 1k-10k videos, appearance among influencers. Action: Immediate adaptation and publication.	Indicator: >50k videos, ubiquitous use. Action: Use with caution, requires strong creative adaptation.	Indicator: Decreased frequency in feeds. Action: Avoid use.
Scenario- based	Indicator: A unique format appears with 1-2 creators. Action: Analyze structure, prepare for adaptation.	Indicator: Variations of the format appear with other creators. Action: Prioritize adaptation for the brand’s niche.	Indicator: The format becomes a recognizable template. Action: Use only if a unique angle is present.	Indicator: Parodies of the format appear. Action: Avoid use.
Visual	Indicator: A new effect/ filter in the platform’s editor. Action: Test the effect with draft materials.	Indicator: The effect is used to create aesthetic content. Action: Integrate into the content plan.	Indicator: The effect becomes mainstream. Action: Use for simple, situational content.	Indicator: The effect looks outdated. Action: Avoid use.

This matrix enables a content manager to not just passively observe trends, but to instantly classify them, determine their lifecycle stage, and make a strategic decision about the feasibility of their use based on objective indicators rather than intuition. This is the first step in transforming the chaotic process of trend-following into a manageable analytical procedure.

Audiovisual Triggers: Analyzing Engagement Factors

The recommendation algorithms of social media networks are essentially models that predict the probability of user engagement with content (video engagement prediction) [10]. Modern research using large multimodal models (LMMs) shows that these algorithms evaluate not so much the semantic content (humor, meaning) as a combination of measurable audiovisual signals [10]. Virality, therefore, is not so much the result of a creative breakthrough as it is a consequence of the successful activation of these algorithmic triggers.

The key predictors of high engagement are three components:

- 1. **Audio:** Studies demonstrate that audio-visual models (e.g., VideoLLaMA2) show significantly higher accuracy in predicting engagement compared to purely visual models (e.g., Qwen2.5-VL) [10]. This proves that sound is not merely a background element but one of the key factors influencing audience retention. Trending music

- instantly creates context and an emotional association for the viewer, sound effects (SFX) emphasize key moments, and a well-chosen voice tone can significantly increase trust and interest.
- 2. **Visuals:** Retaining attention within the first 1-3 seconds is critically important. Algorithms analyze user reactions to the first keyframes of a video [10]. If a significant portion of viewers drops off at the very beginning, the video receives low priority in recommendations. To capture attention, “visual hook” techniques are used: an intriguing image, a fast and unexpected edit, or the appearance of large text with a provocative question. Furthermore, high technical image quality (clarity, proper exposure, frame stability) is a basic hygiene factor that influences the perception of content as professional [10].
- 3. **Text:** On-screen text, especially in the form of kinetic (animated) typography, serves several functions. First, it ensures the message is understandable when the video is watched without sound (a common user scenario). Second, dynamic text is itself a visual trigger that attracts and directs the viewer’s attention [11, 12]. Third, it allows for an additional layer of meaning or emotion, reinforcing the video’s main message.

These three components work synergistically, creating a comprehensive stimulus for the viewer and sending positive signals to the algorithm. Their relationship can be represented as a Multimodal Engagement Model (Figure 2).

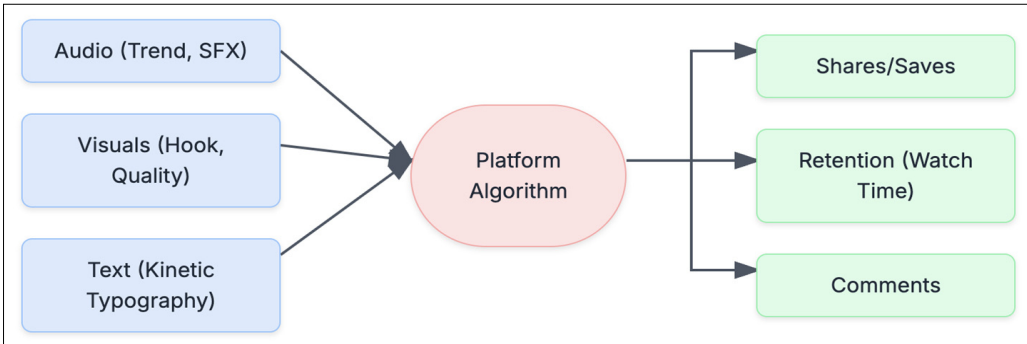


Figure 2. The relationship between audiovisual triggers, algorithmic evaluation, and key engagement metrics

Thus, instead of asking, “What will be interesting to people?” this methodology proposes shifting the focus to the question, “What audiovisual patterns is the algorithm most likely to identify as highly engaging?” This moves the task from the realm of unpredictable mass psychology to the realm of predictable machine logic.

Narrative Structures for Reels: Micro-Storytelling

In the context of the ultra-short format (15-30 seconds) and fragmented audience attention, classic storytelling models require radical adaptation. They are being replaced by the concept of the “micro-narrative”—a concise, visually-oriented, and emotionally rich story designed for instant consumption and easy sharing [13]. An effective micro-narrative must have a clear and easily readable structure that allows the viewer to instantly grasp the essence of the story and experience emotional satisfaction from its completion [14, 15].

For commercial content in Reels, the three most effective basic narrative structures are:

1. **“Hook-Story-Resolution”:** This is a classic three-act structure compressed into a few seconds.
 - o Hook (0-2 sec): The most crucial element. Its task is to stop the scroll. It can be an intriguing question, a shocking visual, or an unexpected action.
 - o Story (3-12 sec): A brief development of the situation, showcasing a process or conflict.
 - o Resolution (13-15 sec): A satisfying conclusion, an answer to the question, or the result of the action. This is often where the commercial message or call to action is placed.



Figure 3. Timeline and key components of the “Hook-Story-Resolution” structure

2. **“Problem-Solution”:** An ideal structure for showcasing expertise, a product, or a service. It directly appeals to the target audience’s “pain points.”
 - o Problem (0-5 sec): A vivid and relatable demonstration of a problem the client faces.
 - o Solution (6-15 sec): The presentation of the product or service as an elegant and effective way to solve that problem.

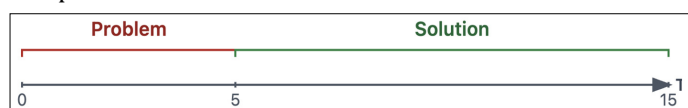


Figure 4. Timeline of the “Problem-Solution” structure, focused on demonstrating value

3. **“Before/After”:** An extremely powerful visual structure that instantly demonstrates transformation and

results. It is particularly effective for services related to aesthetics, education, repairs, etc.

- o “Before” (0-7 sec): Shows the initial, unsatisfactory state.
- o “After” (8-15 sec): Demonstrates the impressive result after applying the service or product. The transition between “Before” and “After” is often made as dramatic as possible.

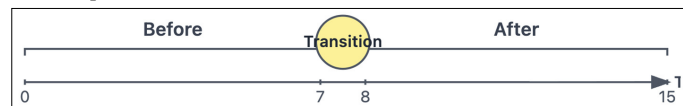


Figure 5. Timeline of the “Before/After” structure with an emphasis on the transformational transition

These narrative structures serve as a “scaffolding” upon which current trend elements (audio, visual effects) are layered. This combination allows for the creation of content that is both recognizable to a broad audience (due to the trend) and unique, carrying the brand’s commercial message (due to the narrative).

CHAPTER 2. THE AUTHOR’S “VIRAL CONVEYOR” MODEL

The theoretical foundations laid in the first chapter serve as the basis for constructing a practical, step-by-step operational model for content production. The “Viral Conveyor” model is an algorithm that systematizes and accelerates the process of creating Reels, from idea generation to the final check before publication.

Trend Monitoring and Adaptation Protocol

This is the core of the “conveyor,” turning passive observation into an active production process. The protocol consists of four sequential steps, recommended to be performed daily.

1. **Collection:** A targeted search for potential trends. This stage includes regular (15-20 minutes a day) scrolling of Reels and TikTok feeds, as well as using dedicated tabs with trending music and effects within the apps. It is important to analyze not only one’s own niche but also adjacent and even distant fields, as trends often migrate between communities.
2. **Filtering:** Evaluation of the collected material. At this stage, the “Trend Classification and Analysis Matrix” (Table 1) is applied. Trends in the “Saturation/Decline” phase are immediately discarded. The remaining trends pass through a second filter: brand relevance. Questions are asked: “Does this trend align with our brand’s tone of voice?”, “Can we organically integrate our product/service into this format?”, “Does it contradict our values?”.
3. **Adaptation:** The creative process of “branding” a trend. The goal is not to blindly copy but to reimagine the trend in the context of the brand’s objectives. For example, for

the video production studio LAMA FILM LLC, a popular dance trend could be adapted: instead of dancing, the video shows the dynamic work of a Steadicam operator at a wedding, with movements synchronized to the music. Thus, the recognizable audio component is preserved, but the visuals directly showcase expertise.

4. **Prioritization:** Formation of a content plan. Adapted ideas are evaluated based on two parameters: potential viral reach (based on the trend's phase) and production complexity. Ideas with high potential and low complexity receive the highest priority and are sent to production first.

This four-step process is depicted in Figure 6 as an operational cycle.



Figure 6. Flowchart of the daily operational process for working with trends within the “Viral Conveyor” model

Implementing this protocol as a standard operating procedure (SOP) ensures a constant flow of relevant and analyzed ideas, reducing dependency on random inspiration.

“Dynamic Editing” Techniques for Audience Retention

Editing in Reels is less of an art and more of a technology for managing attention. Its main goal is to maximize the audience retention rate (Watch Time), which is one of the key signals for recommendation algorithms. “Dynamic editing” is a set of

techniques that create a continuous flow of sensory stimuli and prevent the viewer from “tuning out.”

1. **Rapid Cuts:** In an environment of information overload, the viewer’s brain tends to ignore static information. Changing the shot every 1-2 seconds creates constant novelty, forcing the visual system to actively process information and maintaining a high level of cognitive engagement [6].
2. **J-cuts & L-cuts:** These are more sophisticated techniques that work with the asynchrony of audio and video.
 - o J-cut: The audio from the next shot begins a moment before the image itself appears. This creates an auditory “bridge” that smoothly “pulls” the viewer into the new scene, inducing subconscious anticipation.
 - o L-cut: The audio from the previous shot continues to play after the image has already changed. This maintains an emotional or semantic connection between scenes, ensuring a seamless narrative [6].
3. **Beat Sync:** Edits, shot changes, or key actions in the frame occur precisely on the beat (on the downbeat) of the musical accompaniment. This creates a sense of rhythmic harmony and satisfaction for the viewer, making the viewing experience more pleasant and “addictive.”
4. **Kinetic Typography:** Animated text is used not just as subtitles but as an independent visual element. Text can appear, disappear, change size, and color in time with the music or speech, emphasizing key words and adding an extra layer of dynamism to the frame. Studies show that this method of information delivery increases its memorability and emotional impact [12, 16].

Applying these techniques in combination transforms a video clip into a dense, rich audiovisual experience that holds attention not so much through deep meaning but through continuous and well-organized sensory stimulation.

Script Template for a Viral Reel

To accelerate the content generation process and ensure all key elements are included, a universal script template is proposed. It breaks down the video creation process into simple, sequentially filled blocks. This tool forces the creator to simultaneously consider the narrative, visuals, trend usage, and commercial component for each segment of the video.

Table 2. The Universal “Viral Conveyor” Script Template

Second	Narrative Structure	Visuals (Action, Angle)	Audio (Trend, Timestamp)	On-screen Text (Kinetic Typography)	Commercial Message / CTA
0-2	Hook	Close-up, unexpected action, quick zoom.	Start of the trending sound, most recognizable beat.	Large, flashing text with a question.	Intrigue, stop the scroll.
3-5	Problem / “Before”	Wide shot, demonstration of an unsatisfactory situation.	Development of the musical theme.	Text describing the client’s “pain point.”	Show a relatable problem.

Viral Video Content Methodology: A Systematic Approach to Producing Reels for Commercial Brand Promotion

6-8	Transition	A striking editing transition (e.g., through an overlay).	Climax of the music.	Text animation for the transition.	Create a “wow” effect.
9-12	Solution / “After”	Dynamic shots demonstrating the ideal result.	Positive, energetic part of the track.	Text describing the benefit.	Demonstrate the value of the service/product.
13-15	Resolution / CTA	Final shot with a logo or the result.	Concluding chord of the music.	Text with a call to action (e.g., “Link in bio”).	Direct the viewer to the next step in the funnel.

Using this template reduces the time for developing a video concept from several hours to 15-20 minutes and guarantees that the final product will be structured to meet both algorithmic and commercial requirements.

Pre-Publication Checklist

The final stage of the “conveyor” is a rigorous quality control check that minimizes the risk of publishing content with technical or strategic errors.

Table 3. Reels Final Check Checklist

Category	Checkpoint	Status (Yes/No)
Technical Parameters	Video is in high resolution (minimum 1080p).	
	Audio is clean, without clipping or background noise.	
	Aspect ratio is strictly 9:16.	
Viral Potential	A strong visual or semantic hook is present in the first 2 seconds.	
	A current trending sound is used (in the “Growth” or “Peak” phase).	
	The narrative structure is easy to follow.	
	Editing is dynamic, retention techniques are applied.	
Branding & Conversion	The brand or product is integrated organically, without feeling like a “direct ad.”	
	A clear, relevant, and easy-to-follow Call to Action (CTA) is present.	
Metadata	The video description contains keywords and engaging text.	
	3-5 relevant hashtags are added (a mix of high and medium frequency).	
	The optimal publication time is selected (based on profile analytics).	
	The cover for the video is selected and looks attractive in the profile grid.	

Only after all checklist items are marked “Yes” is the video ready for publication. This step ensures a consistently high quality of released content and its alignment with the overall strategy.

CHAPTER 3. PERFORMANCE EVALUATION AND MONETIZATION: FROM VIEWS TO CLIENTS

KPIs of Viral Content: From Reach to Engagement

To evaluate the commercial effectiveness of a content strategy, the focus must shift from “vanity metrics,” such as views and likes, to “actionable metrics” that directly correlate with business goals [3]. The number of views itself is not an indicator of success; it merely reflects the effectiveness of the content’s distribution by the algorithm. The real value lies in user actions that indicate a deep interest and intent to interact further with the brand.

The following hierarchy of Key Performance Indicators (KPIs) for Reels is proposed:

Level 1: Reach. Metrics: Views, Unique Viewers. Show how many people were shown the content. This is the base level of the funnel.

Level 2: Superficial Engagement. Metrics: Likes, Comments. Indicators of emotional resonance. A like is a low-effort

action showing approval. Comments require more effort and indicate a stronger reaction.

Level 3: Deep Engagement / Value. Metrics: Saves, Shares. These are key indicators of commercial potential. A save means the user found the content so valuable they plan to return to it later. For a service business (like video production), this could mean a potential client is saving the video as a reference. A share turns a viewer into a brand ambassador, spreading the content to their own audience.

Level 4: Conversion. Metrics: Profile Visits, Link Clicks. These are direct metrics that measure a user’s intent to learn more about the brand and leave the entertainment environment of the platform for further interaction.

Far more important than the absolute values of these metrics is their ratio. For instance, the Save Rate, calculated as (Saves / Views) * 100, is a powerful indicator of the “quality” of virality. A video with 100k views and 5k saves (Save Rate = 5%) is commercially more valuable than a video with 1 million views and 10k saves (Save Rate = 1%).

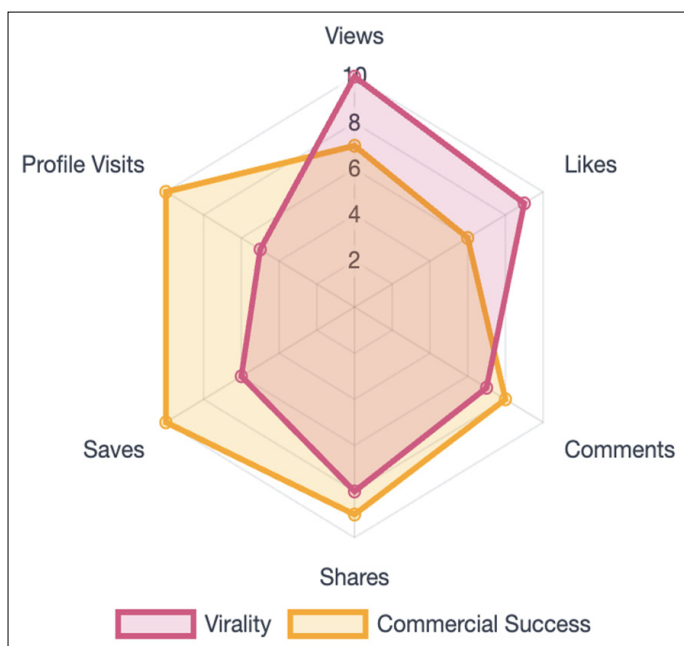


Figure 7. Radar chart of the importance of various metrics

Systematic analysis of these KPIs allows for content optimization not for the growth of views per se, but for increasing the share of the audience that performs target actions.

The Conversion Model: Building the Customer Journey

A viral Reel is just the first step in the customer journey. For views to turn into leads, a seamless conversion funnel must be built, where each stage logically follows from the previous one.

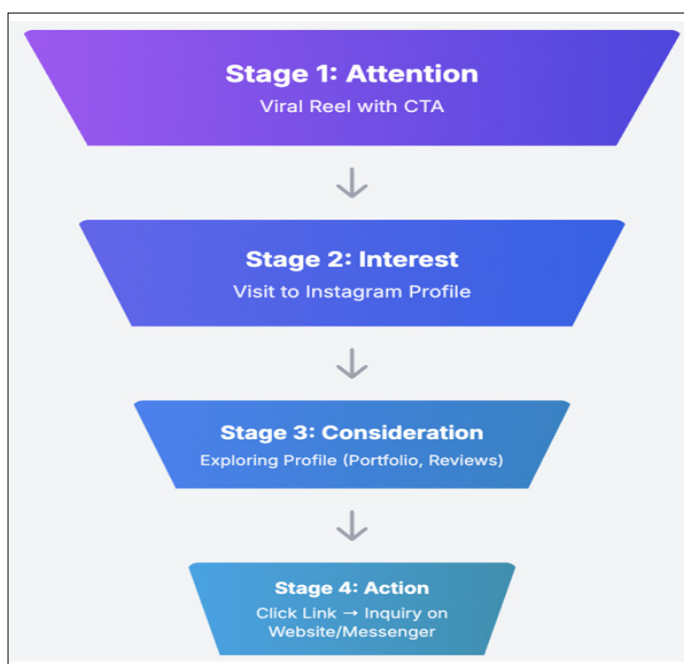


Figure 8. A four-stage model of the user journey from viewing a viral video to taking a target action

The first stage is **Attention**. A viral Reel, created according to the “Viral Conveyor” model, captures the attention of a broad

but potentially relevant audience. The key element at this stage is the Call to Action (CTA), which motivates the viewer to take the next step.

The second stage is **Interest**. An interested viewer navigates to the Instagram profile. The profile must be optimized as a “landing page.” The profile name, bio, and avatar must clearly communicate who you are and what you do.

The third stage is **Consideration**. Once on the profile, the user must quickly find confirmation of your expertise and value. This is achieved through:

- Story Highlights: Featuring client testimonials, a price list, answers to frequently asked questions, and behind-the-scenes content.
- Visual Post Grid: Functions as a portfolio, showcasing the quality and style of your work.

The final, fourth stage is **Action**. The profile bio must contain a single, crystal-clear link leading to the next step: a website, a messenger for a consultation, or a booking form. All content on the profile should subtly guide the user toward this final action.

Types of CTAs in Reels can vary:

- Direct: A text overlay or a voiced callout at the end of the video (“More of our work in the profile”).
- Native: A CTA organically integrated into the storyline. For example, at the end of a “Before/After” video, the character says, “Want the same? I’ll tell you how in my profile.”
- Text-based: A call to action in the video’s description, motivating users to read it and visit the profile.

The effectiveness of this funnel depends on how logical and convenient each stage is as a continuation of the previous one.

Case Study: Applying the Methodology for a Brand

Let’s consider a hypothetical example of applying the methodology for a brand aiming to attract clients for a “Wedding Videography” service.

The objective is to increase the number of inquiries for wedding videography from a solvent audience.

First, an analysis and concept development phase is conducted. During the monitoring protocol, an audio trend in its active growth phase is identified: cinematic, emotionally rich instrumental music. This trend is a perfect match for the wedding videography niche.

Next, based on this sound and using the “Script Template” and the “Before/After” narrative structure, the following concept for a 15-second Reel is developed:

1. **Hook (0-2 sec):** Intriguing text appears on the screen: “Your wedding through your guests’ eyes.”

2. **“Before” (3-7 sec):** A montage of vertical videos, supposedly shot by guests on their phones, is shown. The footage is characterized by shaky camera work, poor audio, and unflattering angles, vividly illustrating the typical shortcomings of amateur filming.
3. **Transition (8 sec):** A dramatic transition (e.g., a glitch or a flash) occurs on a strong musical beat, separating the two parts of the narrative.
4. **“After” (9-13 sec):** The viewer is shown the same wedding moments (exchanging rings, the first dance), but now professionally filmed: smooth Steadicam shots, high-quality audio, artistic color grading, and well-composed angles.
5. **CTA (14-15 sec):** The final text on the screen: “...and through our team’s eyes.” The video concludes with the brand’s logo. The description contains an offer: “Don’t trust the most important day to phones. Find out how we create a film from your wedding. Link in bio.”

In the second phase, during production, key attention is paid to “dynamic editing” techniques. All cuts in the professional part of the video (“After”) are strictly synchronized with the music’s rhythm (beat-sync) to enhance the emotional impact.

The finished video is then published at an optimal time, predetermined by profile analytics, and accompanied by relevant hashtags (#weddingvideo, #weddingvideographer, #weddingfilm) to attract the target audience.

A week after publication, Key Performance Indicators (KPIs) are collected. The analysis includes not only views but also deeper metrics: saves, shares, comments, and, most importantly, the number of profile visits and subsequent inquiries. Based on this data, a hypothetical Return on Investment (ROI) is calculated to assess the commercial success of the applied strategy.

Table 4 shows an example of an ROI calculation for the case study.

Table 4. ROI Calculation for the Case Study

Metric	Value	Note
Investment (Costs)		
Production Time (3 hours @ \$50/hr)	\$150	Includes idea generation, shooting, and editing.
Total Costs	\$150	
Results (Media)		
Views	1,000,000	
Saves	50,000	Save Rate = 5% (very high)
Profile Visits	10,000	Profile Visit Rate = 1% (high)
Results (Conversion)		
Clicks on Link in Bio	500	Profile-to-Click Conversion = 5%
Inquiries Received (Leads)	20	Click-to-Lead Conversion = 4%
Contracts Signed	2	Lead-to-Sale Conversion = 10%
Revenue		
Average Contract Value	\$3,000	
Total Revenue	\$6,000	
Return on Investment (ROI)	3900%	$[(\$6,000 - \$150) / \$150] * 100$

This case study clearly demonstrates how applying a systematic methodology can not only create a viral video but also build a measurable and highly profitable channel for client acquisition.

CONCLUSION

The presented “Viral Conveyor” methodology offers a systematic solution to one of the most pressing problems in modern digital marketing—the unpredictability and low commercial effectiveness of viral video content. By formalizing the creative process and integrating it with analytical tools, this work elevates the creation of Reels from the realm of intuitive art to the plane of a manageable production technology.

The key conclusion is that stable commercial results in a highly

competitive digital environment are achieved not through isolated creative successes, but through the implementation of a replicable operational process. The “Viral Conveyor” model, based on a cyclical protocol (Collection - Filtering - Adaptation - Prioritization), the use of standardized script and editing techniques, and strict quality control, allows for the systematic production of content with high viral and commercial potential.

The methodology proves that focusing on conversion-oriented KPIs (saves, shares, profile visits) and analyzing the ratios between metrics are more relevant to business goals than chasing absolute view counts. Building a seamless conversion funnel that guides the viewer from watching a video to submitting an inquiry is an integral part of a successful monetization strategy.

Prospects for further research lie in the automation and intellectualization of the “Viral Conveyor.” The use of machine learning algorithms and large language models could significantly accelerate the process of monitoring and classifying trends, as well as assist in the automatic generation of script ideas based on the analysis of the most successful videos in a specific niche. Nevertheless, the methodological foundation proposed in this work already provides content creators and brands with a powerful tool for transforming the chaotic world of Reels into a predictable and profitable channel for promotion.

REFERENCES

1. Yuxi Fu, Cuncheng Yuan. Analysis of the Operation Mode, Existing Problems, and Solutions of TikTok. DOI: <https://doi.org/10.54691/bcpbm.v30i.2573>
2. Top B2B Content Marketing Challenges 2025 + Solutions for Sales Alignment - Martal Group. URL: <https://martal.ca/content-marketing-challenges-lb/>
3. The Balancing Act: - SFU Summit - Simon Fraser University. URL: https://summit.sfu.ca/_flysystem/fedora/sfu_migrate/17279/etd10109_JOliveira.pdf
4. LAMA FILM. URL: <https://www.lamadoo.com>
5. Kumar K.P.K., Gopalan G. Information diffusion model for spread of misinformation in online social networks. DOI:10.1109/ICACCI.2013.6637343
6. Master the Cut in Definition: A Complete Guide - Housing Innovations. URL: <https://dev.housing.arizona.edu/cut-in-definition>
7. How to measure the ROI of your content marketing | Smart Insights. URL: <https://www.smartinsights.com/content-management/measure-content-marketing-roi/>
8. Marino G. Semiotics of virality. From social contagion to Internet memes //Signata. Annales des semiotiques/Annals of Semiotics. – 2022. – No. 13. URL: <https://journals.openedition.org/signata/3936?lang=en>
9. 2020 The 13th International Conference on Machine Vision. URL: <https://icmv.org/ICMV%202020-Program.pdf>
10. Engagement Prediction of Short Videos with Large Multimodal Models - ResearchGate. URL: https://www.researchgate.net/publication/394294097_Engagement_Prediction_of_Short_Videos_with_Large_Multimodal_Models
11. Poon S. T. F. Typography design's new trajectory towards visual literacy for digital media //Studies in Media and Communication. – 2021. – T. 9. – No. 1. – P. 9.
12. Shilpa V, Rosh R. Kinetic Typography in Digital Media //European Journal of Arts, Humanities and Social Sciences. – 2024. – T. 1. – No. 4. – pp. 61-66.
13. Gayathri R, Kumar A. Storytelling on social media: the rise of micro-narratives //SHANLAX INTERNATIONAL JOURNAL OF ARTS, SCIENCE AND HUMANITIES: Shanlax International Journals. – 2024. – T. 12. – P. 104-108.
14. Extending the Classroom: Digital Micro-Narratives for Novice Language Learners - ERIC. URL: <https://files.eric.ed.gov/fulltext/EJ1080232.pdf>
15. Technologically Mediated Storytelling: Challenges and Possibilities - RSIS International. URL: <https://rsisinternational.org/journals/ijrsi/digital-library/volume-12-issue-6/1666-1669.pdf>
16. The Kinedit System: Affective Messages Using Dynamic Texts - Johnny Chung Lee. URL: http://johnnylee.net/academic/Kinedit_CHI2003.pdf