

Creating a Viral Video in 5 Minutes

A spontaneous social video, filmed in a single take using a trending sound, became a viral sensation across the seoplus+ Instagram page, showcasing the power of relatability, trendspotting, and simplicity in content creation.

Social Media



“We couldn't believe how quickly it took off, it's a great reminder that sometimes the simplest content can have the biggest impact.”

Maddie Grainger
Operations Coordinator

The Challenge

The success of trend-based content often hinges on speed and instinct. The seoplus+ team had to overcome two key hurdles:

- **Real-time responsiveness:** Acting quickly enough to participate in a viral trend.
- **Platform unpredictability:** Would a raw video resonate with the audience or get lost in the algorithm?

Despite these unknowns, the team decided to trust their instincts and post anyway.

The Approach

- **Trendspotting:** The team noticed a trending workplace audio clip and quickly recognized its potential to connect with a professional audience.
- **One-take filming:** The video was filmed directly in the TikTok app using a smartphone– no edits, no filters, or retakes.
- **Relatable content:** The content captured a familiar workplace sentiment, prompting many viewers to tag colleagues or share the post with friends.
- **Cross-platform distribution:** The same video was uploaded to Instagram to maximize organic exposure.

This minimal-effort, maximum-impact approach allowed the team to move quickly and efficiently without sacrificing creativity.

The Results

- **Instagram Views:** 600K+ and climbing. Although the team filmed through the TikTok app, it was on Instagram where the video gained traction. Demonstrating the importance of cross-promotion across different platforms.
- **Engagement & Community Reaction:** Positive sentiment, increased relatability, and a surge in followers and engagement.
- **Internal Impact:** Validated the value of nimble, trend-driven content and reinforced the importance of trusting creative instincts.