NoOr

QUICK CHECKLIST

The Tipping Point: Malcolm Gladwell's rules for content that spreads in Muscat

https://noorsocial.com/en/journal/tipping-point-gladwell-social-media-muscat/

Quick checklist

- [ ] Ideas spread like epidemics: a few people, a sticky message and the right context.
- [ ] Find your Connectors, Mavens and Salesmen before you buy more ads.
- [ ] Small changes in how a message is packaged can make it stick.
- [ ] Fix the small details customers notice; context shapes behaviour.
- [ ] Keep core teams and communities small enough that people really know each other.

Want a second pair of eyes? Ask for a free Instagram analysis: wa.me/96890103304