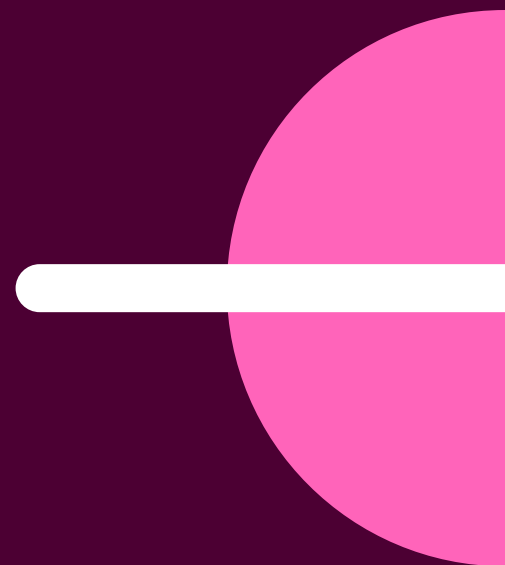


Dasha Randlett Consulting

**WHEN A
PRODUCT GOES
VIRAL, ARE
YOU READY?**



WHEN DEMAND SPIKES, WILL YOUR SYSTEMS HOLD?

It's every brand's dream: someone shares your product, and it takes off.

But if your systems aren't aligned, that dream quickly becomes a scramble.

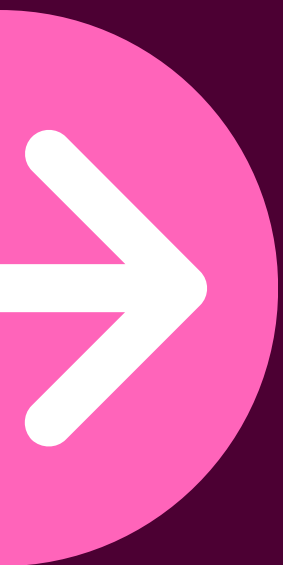


HIGH TRAFFIC, NO PRODUCT

The Traffic's There. The Interest Is High. But the Product Can't Be Found.

One mismatched SKU, unpublished product page, or broken link can derail the entire experience.

Customers are ready to buy – but confusion kills conversion. A viral post shouldn't lead to a dead end.



VIRALITY ISN'T JUST A WIN FOR MARKETING

It affects Product, E-Commerce, CX, and Ops. A customer post may go live without notice.

Suddenly, everyone needs to work in sync – regardless of whether they were involved in the original promotion.



4 WAYS MISALIGNMENT SHOWS UP FAST

- SKUs differ across platforms or tools
- Product listings aren't live or properly tagged
- Social teams publish before QA and inventory checks
- CX teams aren't briefed and can't respond effectively

These are common breakdowns that can cost your team time, money, and trust.



A VIRAL MOMENT IS A STRESS TEST - NOT JUST A WIN

It's a test of your internal communication, systems, and workflows.

If it feels like a fire drill every time something trends, you're not alone – but that doesn't have to be your norm.



WHAT CROSS-FUNCTIONAL ALIGNMENT LOOKS LIKE

It's not about adding more meetings.
It's about building shared visibility and
smarter workflows:

- Unified SKU/product naming
- Live inventory awareness across teams
- Clear escalation paths for trending items
- CX teams empowered to flag broken journeys



WANT TO BE “VIRAL-READY”?

- Validate all links and product pages before any major content goes live
- Audit product listings and metadata monthly
- Train CX teams on how to identify and report surges
- Use social monitoring tools to catch early signs of spikes
- Good systems turn attention into conversion. Poor systems turn it into chaos.



DON'T WAIT FOR A VIRAL POST TO GET ALIGNED

A viral spike is a launch in disguise.
Prep like one.

- Align teams
- Confirm links
- Anticipate demand

It's the difference between momentum
and mayhem.

