



## Viral Marketing and How to Make a Viral Bomb in the Digital Space to Invest the Pandemic COVID-19

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<http://dx.doi.org/10.18415/ijmmu.v7i4.1649>

### **Abstract**

Viral marketing is one of the contemporary strategies and it is one of the most important strategies that organizations must rely on in marketing their products and services. Viral marketing is important in times of crisis for the organization to maintain its continuity in providing its products and services, and viral marketing depends on the strength of social relations between the organization and its customers. The higher the levels of trust by the public towards the organization, the more successful it will be in viral marketing. Progress in the field of information technology and the disappearance of electronic trade restrictions have contributed to the expansion of viral marketing.

**Keywords:** *Viral Marketing; Viral Bomb; Digital Space; COVID-19*

### **Introduction**

This article derives its idea from the global crisis that the world is experiencing during this period. It became the epidemic that afflicted cities in the Middle Ages and led to the death of millions we had heard but we did not live. Our ancestors did not live in those dark periods of the epidemic, but today it has become a reality. We may face epidemics in the coming years that we were not facing previously. These epidemics will change our lifestyle or rather we must change with these changes for us to continue and stay, especially at the level of business organizations. Not a few months have passed since the epidemic COVID-19 except we have witnessed the collapse of the global stock exchange, the bankruptcy of airlines, and the decline in oil exports, so how if this virus continues for a longer period. One of the things that scientists ignored was that there were no scenarios for how to deal with epidemics, just what was seen in American action films. One of the good things that kept us more resilient to face the virus, as we believe, is information technology that has kept us in constant communication with each other and ensuring continuity of certain actions without ever stopping them.

Although President Obama has indicated in a previous speech he said "*We were lucky that the swine flu did not prove to be more deadly, and we cannot say that we are lucky with the Ebola virus because it clearly had a devastating effect in West Africa, and it does not transmit through the air during its transmission. It is possible that a time may come when we have a disease that is transmitted through the air and is fatal. To deal with this effectively, we must put the infrastructure not only here in America*

*but at the global level, which allows us to see the virus quickly and isolate it quickly and respond quickly, and that is even if a new flu strain such as the Spanish flu erupts in five years from now or even ten years. That we have invested and that we have made more progress than the virus to be able to catch it, it is a smart investment for us to make and it is not an insurance glory, but to know that we are in the right way, otherwise, we will continue to face the problems of such growth, especially in a globalized world, where we move from one side to another in the world in one day, this is also important for our future and the future of our children and grandchildren "(Obama, 2014).*

We stopped this speech as to why America did not prepare for such cases, even though the letter was issued by the President of the United States. In a previous period, I read the commercial real estate tsunami book by Tony Wood and he mentioned an economic crisis and how many important financial issues were discussed with Congress by the Round Table Real Estate Organization but they did not pay attention to them and the crisis occurred. It seems that American politicians do not take the advice of scientists and that the US administration is driven by giant companies or oil companies in particular. Also, many environmental experts warn of an environmental crisis in the future, and its effects may be stronger than the COVID-19 virus. Through this introduction, it has become necessary to switch to a new method of marketing in order to survive, as we are going through stronger crises leading to economic stagnation, so companies must tend to adopt a philosophy of viral marketing in order to ensure their survival in light of periods of stagnation and home stone and to rely on robots more in Transporting goods to consumers, as happened in Wuhan, China, the epidemic center, they were fully prepared to solve the robots and drones in the field of delivery of goods for the sake of continuity. Most politicians echo and say the world beyond COVID-19 will be different from the previous one. Therefore, there must be a difference in the way of marketing, or rather, many things in the field of marketing must change from the previous one, as the region may go through a war to advance the economy and get rid of the economic recession. And this really happened before both the First and Second World War. After every global recession in the economy, the political map of countries must change, and not everything will remain stable throughout the ages. Only those who possess intelligence and the ability to change are the ones who remain so by reviewing several studies in the field of viral marketing. The idea that viral marketing like a viral bomb was quickly spread by drawing on an earlier book put forward the idea of a viral bomb and we made several additions to be more clear did not want to stay. If you do not have the ability to understand viral marketing and how to launch smart viral promotions, do not bother reading this article because it is found for smart and bold leaders. Abbas et al, (2017); Abbas, (2020) Believes that viral marketing requires the leader of the advertising campaign to be narcissistic in some of its directions. Viral marketing is the company's attempt to establish itself in a hostile environment, and here the leader must be bridges and narcissistic.

### ***The Concept of Viral Marketing***

Suppose a person has a contagious viral disease, what is the prevalence of this disease among his contacts? Without a doubt, this disease will be transmitted from person to person very quickly. This concept was borrowed to describe one of the approved techniques in the field of electronic marketing and its impact on the spread of the target service or commodity.

So it can be said that viral marketing is "it is a term that describes any marketing strategy that is based on encouraging individuals to transfer the marketing message to others, which contributes to the high rate of exposure and impact of this message in an unlimited way." Some experts define viral marketing as a marketing phenomenon that facilitates and encourages individuals to pass marketing messages voluntarily through the social network using the network sites to transfer the word spoken. It is indicated here that the concept of viral marketing was based on the concept of the spoken word and the use of the Internet as a common method for transmitting information at a rapid speed and enabled

individuals to view advertisements between sites in order to make a comparison and test the best offers (al-Tai, al-Taie, 2018), (Al -Taie et al, 2014).

Viral marketing is consumer-driven marketing, unlike traditional marketing that is confined to specific market segments and which the marketer controls and drives forward. Viral Marketing is an initiative planned by the marketer so that you will be the advertiser involuntarily. The consumer will be more like an advertising agency or a creative agency and will be specialized in developing and disseminating marketing messages via the Internet and in this case be a virus agent, and you have motivational characteristics that depend on the strength of your personality and its attractiveness to motivate the recipient to become a sender of the message that you communicated to him and influenced by it. That is, we will have network marketing in multiple and sprawling directions. It focuses on the consumer today and in the future (Anis, Ismail, 2014) (Youssef, 2009).

Viral Marketing combines know-how, creativity, and technical skills in the digital field. The viral campaign relies on excellent creative materials with a strong impact on the emotional behavior of the individual to stimulate their feelings in sharing the ad. However, this step is just as important as sowing and follows the viral campaign. With the increasing chaos of digital platforms and the multiplicity of social media in addition to the presence of competitors who use viral marketing at the same time within digital channels. So planting viral campaign material will be key to grab attention. With good creative materials and appropriate categorization, a viral campaign can generate millions of clicks and active viewers (Alabllah et al, 2019), (Zaalan et al, 2016).

In the past, people used to share stories and news or express their feelings by drawing on the walls in the caves since the Stone Age before the cities existed and it is as a way to spread their ideas and embody them as a picture or symbols as humans love to live in groups and exchange conversations and this is within our DNA, He was previously a rudimentary advertising agent promoting a specific good or food or to another involuntarily habitable place, and in this case, he is transferred to a viral marketer. This indicates that viral marketing has existed since ancient times without feeling it.

Viral Marketing illustrates how an individual can be a detonator of viral marketing in all directions. The more he possesses creative and charismatic foals, the stronger the spread of viral marketing will be in all directions. Each of us has a strong internal energy that affects the psyche and behavior of others. If we take it and use it well, we will be catalysts for sustainable viral marketing (Mahmoud, Khalaf, 2017); (Abbas, 2018).

We need to make viral marketing more powerful, and that is to make honesty in our ads so that consumers have a positive view of us in the future, Marketing depends on the exchange of conversations between the consumer and the marketer and there is an exchange of information about the commodity and its own. The consumer wants to know a lot. The smart marketer can put the consumer as a partner in communication and transfer of information to other consumers by gaining the satisfaction of consumers who have many followers on Facebook, Instagram, or other means. Social media or the use of celebrities from actors and singers who have many followers on social media. In this case, the active digital consumer was involved in the game.

### ***The Power of Internet Influence in the Contemporary Digital World***

The Internet is growing very rapidly and has entered the fifth generation stage at present, and most people have surfed the Internet a lot during the day and smartphones have contributed to our increased use of the Internet, adding to a large number of communication programs and their ease of use such as (Viber, Telegram, WhatsApp, Facebook, ...). The speed of the Internet and smart search engines contributed to increasing the internet browsing and searching for electronic entertainment methods such

as modern games, as well as the use of games for 3D technology and the participation of many players such as the game of Babji and the Tribal Wars, among others, whose number reached millions in all parts of the world. Even children spend more time surfing the Internet, downloading games, and watching cartoon movies on YouTube. Also, ads that appear in YouTube clips or while watching a video clip have contributed, and promoting via social media has become better and cheaper than promoting on traditional TV channels. The age group that uses multiple platforms on the Internet has expanded, so we find children browsing the Internet through the mobile, which is the best way for them from 4 years to 80 years. Social media has contributed to the inclusion of all age groups in the digital space. This is all of the reasons for the increase in viral marketing within the advertising plan (Alabllah et al, 2019).

But viral marketing can be difficult to deal with because it always depends on creative materials. You can put anything on TV, but the viral campaign must be good, effective, and sustainable to remain the most-watched in the digital space to keep it alive and thriving. Therefore, the advertising agencies that want to enter in the field of viral marketing must possess human resources that possess creativity and innovation and know what the customer wants to see and hear in advertising and to have a wide database and can use various programs in the field of advertising to add a kind of excitement and mental attraction to view the viral advertisement and the customer's participation in the viral advertisement that I created and launched in the digital space.

A strong challenge today is the intersection between the digital rapid marketing model and the old paradigm of marketing, and this intersection poses a strong challenge for marketing scientists. They affirm that the new methods of marketing must be adopted through the involvement of consumers in advertising, whether through the application of viral marketing or through the use of viral marketing in entertainment programs that have a strong brand with program users. This is one of the primary means for any future marketing agency.

### ***Sow Your Advertising Story in Fertile Soil and Let It Grow***

Seeding in the right place can penetrate the advertising chaos of competitors. It is the primary way to gather momentum in a viral campaign. Sowing is carried out by promoting, placing, and endorsing campaign material in the content section of high-traffic hotspots on the network. Seeding is done on a mixture of commercial and non-commercial contact points. The best way to create a global campaign is with local authentication - by classifying local sites in the local language. When you start the campaign, you start at the bottom of the pyramid instead of at the top. Most campaign material publishes only a few viral levels, so sowing helps to ensure great assimilation.

### ***What Is the Point of Contact?***

The online point of contact is the place where content is exchanged between people or from editors to their readers. It is a place on the Internet where people meet and share their content. It includes discussion and entertainment. There are many points of contact that emerge, grow, function perfectly, or may quickly reach death. It is, therefore, necessary to conduct a systematic survey of contact points and define a set of criteria to assess the quality of thousands of potential contact points. for example: In this case, we search on electronic platforms that have hundreds of thousands of followers who are constantly active to be the point of contact for broadcasting the viral advertisement through it. A virus to view thousands of followers and share its content, and thus we will make the followers agents of viral marketing.

### ***What Is Seeding***

Seeders are the people who post campaign materials. The good seed is a person who works constantly to maintain relationships with the largest group of focal points on the Internet. A seedless person inspires online editors and influencers who control multiple contact points online. It is the material for the viral campaign and making sure that the viral campaign appears in many relevant potential places. A good researcher who has great social skills and is characterized by intelligence and distinction from others.

The world is changing rapidly in the digital space so brands need to find new ways to reconnect with consumers in an easy and meaningful way. Viral marketing is one of the primary ways to get back on the right track and to bring the brand closer to the consumer's mind.

### ***Viral Campaign Tracking and Evaluation through Feedback***

Viral Campaign Tracking allows you to continuously monitor, evaluate, and measure campaign materials. It's the eyes of the campaign. Tracking is necessary to make viral campaigns accountable like every other marketing channel. The great thing about the Internet is that you can track it and find out where the campaign has reached, how many posts it has, and how many sites it has captured. You can track everything through the internet and social media platforms, so you can know the number of videos, the advertisements, or the number of comments that show consumers' opinions about the product. And the number of visits to the site and from which country they entered on the site. You can also track conversations about your campaign and get quality insights into how your audience reacted and what they said. It is a good idea to have a strong tracking platform when launching a campaign and to be willing to hear the truth about how the market interacts with your campaign activity.

Viral marketing is a logical extension and we must place it at the core of our strategic thinking. The essence of viral marketing is to make the customer look to publish your ads on their own. In this case, the marketer will not pay money to the advertising companies, but the viral campaign must enjoy the buzz word that influences the purchasing behavior of the consumer. Where hundreds of millions of people who spend more time on the Internet aspire to watch television, and who want to be the agents of viral advertising and who decides, we through viral advertising will give them the self-confidence to be virus agents and contribute to spreading the viral advertisement hugely. Everyone has the potential to devise viral ideas, but the crux of the problem is how to deliver the message positively and correctly to the product being promoted, as this is the hardest part of viral marketing.

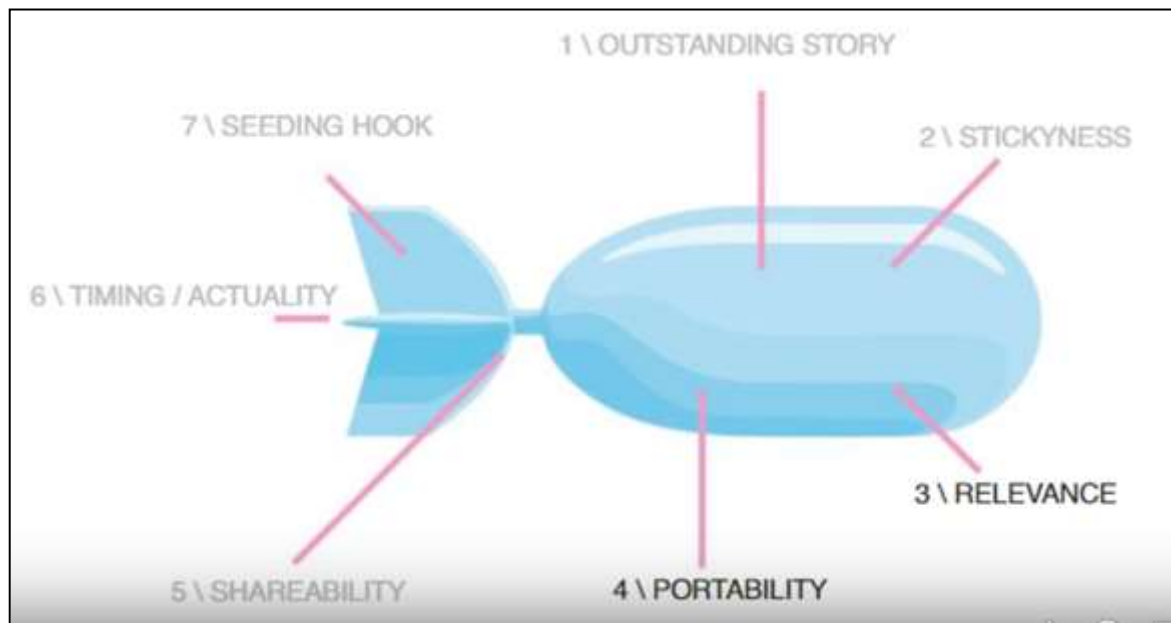
### ***How to Make a Cross-Border Viral Bomb?***

It is the consumer who decides what kind of product he wants. If you do not understand the consumer, the fate of your industry is at risk, so you must learn this sentence well, which is that the customer is the king. They decide what is good and bad, and they determine what they want to talk about and what they do not want. In consumer viral marketing, it is the person who determines what he wants to publish and what he does not want to publish or even follow it. Before you put billions in your advertising campaign, you must understand the behavior of consumers. On social media. Or even to follow the publication and its updates.

### ***Viral Bomb Components***

Budtz, (2009) indicated that for viral marketing to be successful the viral story must be prepared and be like a bomb when it explodes spread in all directions. But the question that arises is how to make the viral story a bomb and explode successfully and leave an impact on the hearts of individuals for long periods and its effects spread across countries thanks to the Internet. Is it necessary for the person who prepares the story to abide by the steps that we will mention and benefit from in preparing and spreading the viral bomb as in Figure 1.

1. **The outstanding story:** All cultures reach a kind of consensus about what is good and what is bad. There is a dividing line defined by the prevailing cultural values. Therefore, the story maker must acquire knowledge of these sensitive matters because cultural values are cultivated in the income of the individual and reflected in his external behavior. In this case, we must not be extravagant or stingy in telling the story, and that there should not be significant positive overload or negative hyperactivity, we want to The story is centered between these two extremes of cultural values. This is the case with all human values and we call this the focus of consensus. But the focus of consensus is also paradoxical. Although we all want to be there we find it quite boring. Who among us wants to read a book about a good and respectful man who lives with his wife and two children on the outskirts of the city. Nobody wants that.



Source: Budtz, Christian. (2009). *Viral Marketing Handbook*

Figure 1. Viral Bomb

But we want to watch movies, read books and hear stories about people who are somehow special. Where we are nostalgia through the taboo, what is unusual, terrible, fun, or wonderful, or when we peek at hidden secrets. This kind of story contains this mixture of ideas located in the middle, which is presented in the form of stories that ignite the talks in us and open our eyes. And it made us think outside the usual axis. There are many notable stories about advertising campaigns that have become fuel for the spread of the virus. Viral marketing is now in adulthood and customers, in particular, seem to be waking up to its potential. With more dollars flowing through Internet marketing, most young people have turned to spend more time surfing the Internet than TV. Viral

marketing provides an exciting way to interact with audiences. Viral marketing is expected to achieve tremendous growth over the years.

Thabet, (2017); Al-Safadi, (2010) indicated that psychologists have found that stories have a greater impact on communicating the message than the statistics and numbers because they offer an individual experience that a person can empathize with and compare with his personal experience, and in this context viral ads are used Consumer testimonials and experiences, to influence followers more, encourage them to make a purchasing decision. The stories are of several types, such as:

- **Fear:** Although disasters that occur cause a painful event, However, for marketing management, it is a fertile area for new advertising ideas.
  - **Shock:** The use of shocking images and scenes is more interesting, stimulating conversations and discussions about content.
  - **Surprise:** The element of surprise is important and effective in drawing the audience's attention to the campaign.
  - **Anger:** The most irritating content is the most followed by Internet users, and the company uses it to create awareness about an issue, or gain the support and support of the public opinion, such as environmental issues and violence against children.
  - **Disgust:** This type is prominent in ads that attempt to present an interesting topic with serious consequences, such as the consequences of terrorism or poor health habits such as smoking.
  - **Joy and happiness:** This type is suitable for promoting new products, or for reviving a brand.
2. **Stickyness:** It seems like there are some people you always forget. Even if you have worked with them in the same office for years, these people do not come to mind at any moment, even if you were in their mind the moment you were out of sight. On the other hand, there are people that you may share with them only for a few passing seconds, but you will remember them for the rest of your life and think about them often. You can call these people "a couple." They always get stuck in your mind and you cannot forget them in most of your time. There are viral campaigns that affected us a long time ago and we cannot forget their content and always remember them when we tell the stories in our lives, you must ask about the success of the campaign or the story that remains entrenched in the mind or whether it will be forgotten after a few minutes and this is the case of campaigns that are completely unsuccessful Viral marketing. To achieve viscosity within the viral bomb, it is through advertising, promotion and electronic distribution over the Internet for unpaid works or advertisements exchanged between a consumer and another based on content preference, entertainment, etc., and the use of the concept of Buzz Marketing, which is through the company's establishment By contracting with specific people to talk about the company's products and creating a buzz or something like a buzz about the product, and also activating the role of opinion leaders who are individuals depending on their personal and social impact and their communication capabilities in transferring and communicating communication messages to people in the form of a front-line communication within the group The initial.
  3. **Relevance:** It is intended to change the content of the advertising message and to use the temptations of the advertisement to suit the nature of the market and be relevant to the market, and for the purpose of there being a link, the content of the viral message should be in the form of video content, pictures, electronic books or interactive games that the user interacts with, and re-direct to others. For the viral message to be relevant, it must be effective, easy to exchange, and provoke the consumer's emotion, and the user finds is related to an event of an emotional nature in the person's life previously or related to a specific event that happened previously to the recipient of the viral message so the message, in this case, is relevant and sticky, not He can give it up and even arouse his emotions and make him re-direct it through a feeling emanating from his inner self for the purpose of expression and sharing his feelings with others through this message, so designing the content of the viral message is of great

importance to ensure that the impact occurs on the recipient of the message. Several researchers pointed out that to increase the message's connection to the feelings of the consumer, it must raise the attention of the recipient and capture his interest from the rest of the other issues and raise the desire for him to move then to the stage of the action, which is through the sharing of the viral message and these emotional events will be in the form of a logical sequence. There are many methods that companies can use to increase the link between the viral message and the recipient. This is through (1) the stimulus of fear: every person is afraid of certain issues that have caused him problems in the past or fear in the form of instinct on his own internal, so fear is a fertile field for new advertising ideas. (2) Shocking scenes: Through the use of shocking pictures and videos that are more attractive to the recipient's attention, (3) Surprise element: an important and effective element to attract the attention of the audience, (4) Anger: The content that gives rise to anger is the most followed by Internet users and is used by advertising companies to create awareness about the advertising story. (5) Disgust: It is by presenting a story that shows the severe consequences in the event of deviation in negative behavior, such as incorrect health habits and the consequences of terrorism and drugs. (6) Joy: It is produced by creating a story to promote a new brand or revive an old brand with a psychological impact on the recipient by returning to the past and recalling the brand in his life previously.

4. **Portability:** For almost a year, the hilarious and very embarrassing humorous music video of the 1970s was available online but didn't attract much of the audience. Then one autumn day in 2004, something extraordinary happened: Within a very few days, the video began appearing on countless blogs and websites and spread like forest fires. It even started appearing on various TV shows all over the world. Why the sudden popularity? What

Did the Apache wonders bring to the attention of the whole world in just a few weeks? What happened is that the video became "portable". A blogger took the time to compress the original 40MB to 2.5MB video. The smaller size made the difference between success and catastrophic failure. Technically, the root pressure reduced the quality of the film. But it also enables fast posting from blog to blog, from mailbox to mailbox. Portability is free. Free from the material, technical, and human obstacles. Freedom to reach the public wherever it is.

In this case, the content of the viral message must have taken the form of video, pictures, e-books, interactive games, or even short messages that its recipients interact with, and then forward them to others similar to launching viruses over the Internet, and for the message to be content Effective, it is necessary to be easy to exchange and stimulate the consumer's passion, which will prompt him to redirect it. For example, it is a picture with good accuracy and a small size so that the user can circulate it through social media quickly. And if the image includes movements through the flash programs used in it or applying some filters to it, it gives it more acceptability and high spreading speed. The design of the content of the viral message is of great importance in order to ensure the impact on the consumer, and therefore the use of the "AIDA" model or what is called the successful salesman quad that focuses on the four important elements which are: (Attention, attention, interest, desire, and action), which is summarized in setting a logical sequence of events for the promotion process that starts from the process of enticing and drawing a mental image, then creating a dazzling impression about the good or service, and ends with the customer taking a decision Procurement, to culminate efforts made within the model, and continue towards grooming the customer towards procurement. The marketer must incorporate its marketing message into popular and rich multimedia content such as video and flash games, as this content is considered highly desirable on the Internet, and that is why if you have an innovative idea for this type of content your message will spread like wildfire, and the success of the idea of viral marketing The destination depends primarily on the content of the advertising message, If the content of the message is good enough from the customer's point of view, it will be transmitted and spread strongly among people, as some of the contents are



advertising links, after clicking on them, they will go to other pages that are more detailed about the product and may take the form of pictures or an article Or animated video.

5. **Shareability:** People spend a lot of effort and energy to keep their friends and acquaintances network together. We often share all kinds of things with those around us without thinking about it. Ask yourself: What do you eat when you are alone? And when are you with others? What do you prefer - going to the movies alone or with a friend? Most people may prefer to share the smallest experiences with another person. Bareas & Abbas, (2017) notes that engagement is often more important than the experience itself because it helps us to maintain our network in communicating with others and to cement our relationships. The worst thing that could happen to a person is to be without a network to communicate with others. A person can experience a complete breakdown in a few days if no one wants to talk to them. This idea of sharing stories is a crucial driving force and viral campaigns should focus on the value of networks. The ability to participate is whether the recipient who has a network can communicate with many followers and friends and can be used for the viral campaign to help consolidate his network and contribute to the spread of the viral advertisement, its ability is not less than the power of explosives.

Thabet, (2017); Abed & Abbas, (2019) indicated that the participation process takes place through several mechanisms implemented by the company according to its capabilities, for example, it may exercise the method of effective viral marketing: here it is the customer's responsibility to sow the viral message, and reach the largest possible segment of customers Online, specifically social media.

Or in another way, in the case that it does not have a large segment of the followers on the Internet, it resorts to ineffective viral marketing: the company here is responsible for sending viral advertising messages directly from its site to customers, whether via email or social media without the slightest interference from the customer.

6. **Timing/actuality:** It is the choice of the appropriate time to publish the advertising campaign. For example, if we want to promote the sale of Christmas trees, the best time is January. Some stories are highly dependent on when they are posted. If you can add material to the viral campaign or sowing hook, it is possible to create additional momentum.
7. **Seed hook:** Here the metaphor is used, the "seed hook". A seed hook is a god used to plant seeds underground with equal distances and in a straight line. The analogy came here to sow the viral advertising campaign in the same way and a straight line, that is, we must choose the appropriate places or the required age group that we should cultivate for the advertising campaign and bring their attention to the advertising campaign. It is a battery that attracts attention and unexpected from competitors. Sowing hooks help absorb campaign materials into contact points and consumer conversations. It is necessary to tie a successful sowing hook and sometimes it may be more important than the campaign material itself. The viral agent itself can have several seeding hooks depending on the context. The power of viral marketing is to make the media content great, to come up with new ideas, and to extract them from the shadow, not previously circulated. When you read a new book, you have a feeling that all your friends want to see it. And when you hear a new and surprising song that you share with your friends on social media, the viral marketing idea lies in motivating you to share the content and you are more like a seed hook that contributes to re-sowing the media content of your friends, who will be a part of them as agents to spread the advertisement content again and be a seed hook.

For example: When Koderir announced in March 2006. It was published in five countries and is the official language of those countries. The ad achieved four and a half million views within six days, and the campaign was launched in nine different languages with active sowing in five selected markets: Germany. France, the UK, Sweden, and Denmark. The advertising campaign was published

on 600 sites in about a week and using specific paths to spread the seeds of the campaign in the sites of cars and sports forums for motor racing, and retail store sites that sell spare tools for cars and the result was a million views tracked in the first week and 4.5 million views were tracked. After two months, Britain achieved only one million views, and the campaign started to continue and spread like a virus from one location to another without stopping. This demonstrates the strength of the virus in sowing in several provinces at the same time. The viral campaign has appeared on more than 2000 websites and blogs.

We must make viral marketing likable to people because it gives them a kind of self-confidence in expressing what is inside them in talking and telling stories that it allows us to do things out of the ordinary with the brands we prefer it is radically different from traditional media.

Thabet, (2017) indicated that sowing is done in two ways:

The first stage is the low sowing strategy: This strategy means defining the company for a specific group of customers, and then offering them a set of incentive offers, such as offering a product for free, or obtaining a discount when purchasing a commodity, Then the company publishes or as it is called (sowing) to these customers within a group of their friends or their own surroundings, to encourage the approval of its product, Consequently, these people encourage and motivate others to buy the product after they have obtained it with discounted or even free offers, as seeing or hearing a word for free motivates customers greatly to pay attention to the company's offers and advertisements.

The second stage is the high seeding strategy: This type is called effective because it requires participation in a larger size and a high degree by customers, and the idea of this type depends on the company informing its customers of the presence of their friends on the mailing lists to communicate with them, Then distribute advertising links from old customers to their new friends via the Internet and e-mail so that discussions and conversations arise related to the company's product or service, and the number of "Skype" subscribers has reached (45) million subscribers after many have downloaded the program due to recommendations from Their friends which earned the company many potential customers.

### ***Viral Videos Overpower Regular Videos***

It is estimated that the value of the online video advertising market will reach \$ 8 billion by 2016, up from \$ 4 billion by 2013. In 2019, it reached \$ 19.59 billion and this has made advertising companies very interested in viral marketing.

The viral video is a video that has become popular through a viral process to get more video postings over the Internet, and these clips are usually posted on YouTube as well as social media and email.

Viral videos can be dangerous and some are very emotional, but many focus on entertainment and comic content. May include television comedies. Production, Photoshop, and audio and montage programs have helped increase the effectiveness of video clips in viral marketing. For example, there are some videos like (Kony 2012). Who achieved 34 million views during the three days of his posting on YouTube and after six days reached one hundred million views, as well as (2012 Gangnam Style) video achieved one billion views during five months, and the video was the most viewed in 2012. To learn more about how to produce a video Virus prefer to follow The following website (<https://edition.cnn.com/specials/videos/viral-videos>) contains the most viewed viral videos. Upon observing these videos, we find that they are characterized by a short time that may not exceed two and a half minutes in most of them to present a specific idea and are characterized by a kind of creativity in the presentation of video content and high accuracy in photography and during the presentation of the story

indicates the product or company that he wants to promote quickly or pass some clips The video contains the brand of the company that he wants to promote. Or contain funny clips to add entertainment content to the video. Or add touching music clips with snapshots of a touching story of fulfillment between two people after a long time. Viral videos are videos that are gaining in popularity by sharing and recommending them through word of mouth, in addition to viral videos that will achieve longevity compared to other videos. Videos with a strong audience can have a very long-term appeal.

### ***Viral Media Layout***

Imagine that you have one Facebook post that generates more than 42,000 interactions and reaches 2.8 million people. Imagine that the post was promoting a product with real commercial value to your business. Now, imagine if you didn't spend a dollar on that. This is the power of viral marketing. To take advantage of the explosive growth of the viral marketing campaign, it is first important to understand why people share things. Where people share things to "enrich the lives of others" and "define" themselves in which society they participate. The conclusion reminds us of Maslow's hierarchy of needs, where the two highest levels of the hierarchy that motivates us to participate are self-realization and ego, once we feel safe we look to foster a sense of belonging and social participation which is a strong signal used to distinguish your sense of belonging. But with so much hype on social media, there is no shortage of expressive content spread across the news feed. This is why researchers also determined how our motivation to engage is related to a term called "emotional equivalence." This means that the more part of the charged content when promoting happiness or anger, the greater the motivation to share it. The essential purpose is for people to share information in response to the emotional stimuli that enhance their gathering and social identity, with the desire to enrich the lives of others.

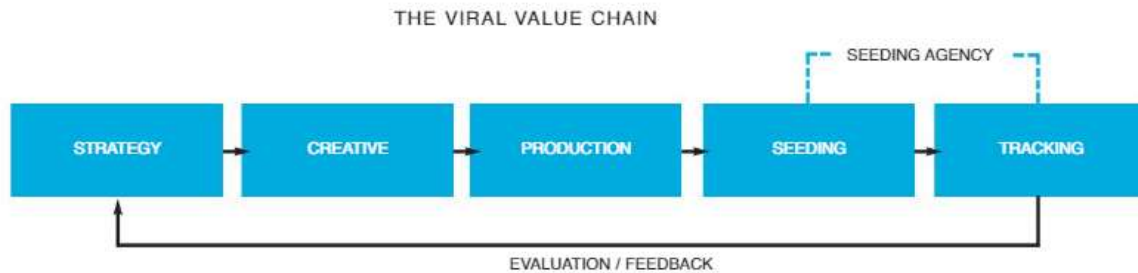
Figure 2 shows how to develop a strategic plan to implement the stages of laying the viral bomb to sow the advertisement. The first stage begins with the development of long-term strategic plans, and that the virus ad covers the largest number of groups of society and is cross-border by stimulating the internal feelings of many individuals and from different nationalities. In this case, the advertiser must be aware of the culture of the people and know what they prefer and what they do not want to see, as a successful viral advertisement is the one that can transfer between different nationalities in order to ensure the longest period of survival and the number of posts for him. Then comes the second stage, which is creating the idea that will create a viral advertisement. This idea must be reviewed from several aspects and make adjustments to it, and look for weaknesses in this idea through which the viral advertisement will come out in order to introduce amendments to it.

Budtz, (2009) believes that the other stage is production here, and after studying the idea comes to the stage of finding the appropriate technology to present this story and make the necessary adjustments to the video that we will publish and express the idea that we want to publish. For the production process to be successful, you must use advanced technology in the field of imaging and Photoshop programs, and the use of imaging and montage programs, as they have the effect of communicating the idea.

Another process is the sowing that we previously talked about. After that comes the tracking stage, which is represented by knowing the number of posts and likes that the advertisement received over some time, and is it going up or down. In this case, the evaluation process and the provision of feedback are provided to make adjustments by designing a new viral advertisement. Or think about another category or nationality to transmit the viral advertisement for, and Figure 2 illustrates this.

Abbas & Khali, (2016) noted that for the success of any value chain in the organization you need the leader to have strategic thinking to be able to address feedback. Abbas (2020); Abbas, (2019) believes

that for successful viral marketing, the company wishing to viral marketing must possess a modern model of electronic management and modern information technology systems. And to have organizational immunity against any penetration from competitors who wish to take information on how to spread the viral campaign Ali & Abbas, (2015) believe that companies that do not adopt the principle of viral marketing after these changes will be doomed to bankruptcy and closure.



Source: Budtz, Christian. (2009). *Viral Marketing Handbook*

Figure 2. Viral Value Chain

## Conclusion

We must work to increase attention to viral marketing and be consistent with the organization's strategies to achieve the spread or the endeavor to ensure the continuity of the viral advertising campaign. For viral marketing to be successful, complete information must be provided on the dynamics of the market and the nature and desires of consumers.

Likewise, we must rely entirely on all social media to spread the viral campaign. The motivation factor must be used for consumers by providing material prizes or financial rewards to everyone who achieves more participation in publishing the organization's ads. Also, the world's staff must be trained in the use of modern technological means and the ability to work on advanced programs in the field of video editing. The most important point is that the information presented in the content of the viral message is of high credibility and conforms to the product specifications to ensure the continued loyalty of consumers. To achieve a successful and effective marketing strategy the company management must work to understand Modern topics in marketing and the need to raise awareness of the concept of viral marketing in business organizations. This qualifies it to gain strength to face competing products in the local or foreign market. The organization should put in place the applied mechanisms for the concept of viral marketing in line with environmental conditions to meet the desires of current and potential customers to increase the market share of the organization. Managing the organization should give viral marketing strategies great importance and should be part of the organization's vision and future plans.

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