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THE PRACTICE OF THE VIRAL MARKETING

Viral marketing is a marketing technique that uses existing social networks to increase brand, product or service awareness. The «viral» techniques usage is based on the promotion of a person to transfer a marketing message to others, creating the potential for exponential growth impact of the message. Like viruses, such technologies will take every opportunity to increase the number of sent messages.

Viral marketing is one of the cheapest ways to promote online but it requires a certain advertiser vigour. The essence of the viral marketing is to develop such a content that will be sent over the network by the "word of mouth". The Internet users transfer that content to each other voluntarily (and with pleasure!).

The main difference of the viral marketing from the usual is the use of creative thinking capabilities along with some very simple methods of the product or service promotion instead of serious advertising costs.

Several types of the viral marketing are distinguished.

1. «Pass-along» is the most common and cheapest kind, but at the same time it requires a creative approach; an example is sharing videos, modules and other materials - the idea is that the advertiser bears the cost of creating «catchy» video clip or a picture, and the users distribute it by themselves and absolutely for free.

2. «Incentivised viral» – the use of this type of viral marketing involves a reward for action on the part of the target audience, this type of promotion is good when a long-term advertising campaign with providing of the active participation of the target audience is built.

3. «Buzz» – the main feature of this kind is attraction of the attention, a striking example is a flash mob, that is a planned mass action, in which a large group of people (mobers) suddenly appears in a public place for a few minutes, they gravely perform predetermined actions of absurd content and then channel off at the same time quickly in different directions, as if nothing had happened.

As the «conductors» of the viral marketing can serve a variety of communities:

* trendsetters - specially trained and hired agents, which can be both professional actors, and ordinary citizens;

* people with a high purchasing power, or a predisposition to buying certain goods; often they are the regular customers, for example, owners of discount cards.

Like any form of marketing communications the viral marketing has its

advantages and disadvantages that should be considered while working with it.

Pros: 1) the minimum cost of such advertising; 2) the information is passed from trusted source (a feeling that the person does not become a victim of mass advertising).

Cons: 1) the complexity of the control, 2) the distortion of the information beyond recognition; 3) to make people interested in the message, it must be original

Nowadays, the viral marketing is one of the best marketing finds as it has the best ratio of price and quality among other communicative marketing tools, and, consequently, better effective strength by investing money in advance. Due to this, the outstanding features of the viral marketing is the minimum budget and maximum «brainstorming» to find original creative ideas.