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VIRAL MARKETING

The main strength of viral marketing is its ability to obtain a large number of interested people at a low cost. It refers to the idea that people will pass on and share interesting and entertaining content; this is often sponsored by a brand, which is looking to build awareness of a product or service. These viral commercials often take the form of funny video clips or interactive Flash games, an advergaming, images, and even texts. Viral marketing is a technique that avoids the annoyance of spam mail; it encourages users of a specific product or service to tell a friend. This would be a positive word-of-mouth recommendation.

Viral marketing sometimes refers to Internet-based stealth marketing campaigns, including the use of blogs, seemingly amateur web sites, and other forms of astroturfing, designed to create word of mouth for a new product or service. Often the goal of viral marketing campaigns is to generate media coverage via "offbeat" stories worth many times more than the campaigning company's advertising budget.

Viral marketing is a marketing technique that relies on people to pass along the marketing message of a website or business in a format that can quickly and easily spread like an epidemic, thus the reason for using the term "viral".

The Internet has made viral marketing a huge success as we now have the ability to reach masses of people in very short periods of time. An effective example of viral marketing would be that of Hotmail.

Some examples of viral marketing strategies that fall within this definition of viral marketing would include: e-mail marketing, free e-books, free audio, a video that can be passed along, a blog that has content that will get people talking, bookmarking, and passing it along to others, discussion boards that will get people talking about a certain topic that pertains to your business, and anything you can think of to give away and also encourage others to pass along the gift.

Viral marketing depends on a high pass-along rate from person to person. If a

large percentage of recipients forward something to a large number of friends, the overall growth snowballs very quickly. Viral marketing is popular because of the ease of executing the marketing campaign, relative low-cost (compared to direct mail), good targeting, and the high and rapid response rate.

References:

1. <http://viralmarketing.at.tut.by/>
2. <http://viral-marketing.cc/>
3. <http://www.extremeviralmarketing.com/>