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## **THE DIFFERENCE BETWEEN WORD-OF-MOUTH MARKETING AND VIRAL MARKETING**

In the marketing activity of firm often confuse word-of-mouth marketing and viral marketing. That is why actual is to consider features of these two directions of marketing.

Word-of-mouth marketing is when a business does something and their consumer tells five to ten friends. Word-of-mouth marketing has an echo effect. The initial sound is loud and then it fades into the background.

Viral marketing unlike word-of-mouth marketing has a compounding effect. A consumer tells five to ten people and then those five to ten people tell another five to ten people. The driving force behind most viral campaigns is the passion a consumer carries. It's like a virus that continuously infects more people and spreads without requiring anymore marketing effort.

While the two are similar, they are not the same.

Word-of-mouth marketing is a key component to the growth of a small business. It's often word-of-mouth marketing that keeps small businesses running in the early days of operation when there is little to no marketing budget. The consumer shares their experience with products or services and they share it with their family and friends. This increases consumer base and increases sales.

Viral marketing is more about reaching out and touching the passion point of consumer, so that the passion drives the message and the message continues to reach the masses without assistance from business. Business can orchestrate a viral campaign, but very seldom are viral campaigns that are orchestrated as successful as those that are just driven by the passion of a consumer. In order for it to reach a level of success consumer must feel they have a personal stake and investment in the success of campaign.

It's important to also realize that the success of a viral campaign depends on the vehicles use to transmit the message. There are companies that are more virally equipped than others. In order to create a strong viral link the message must be able to transport from television advertising, to radio and other extended means of broadcasting to the power of the Internet.

In conclusion the major different between word-of-mouth marketing and viral is that word-of-mouth is often driven by the marketer or business owner and viral marketing driven by the passion of consumers and its success does not depend on business. But as motive power of virus marketing are consumers, it is necessary for firms to use from its part word-of-mouth marketing to reach a success.