



THE AVENUES AND ELEMENTS OF VIRAL MARKETING

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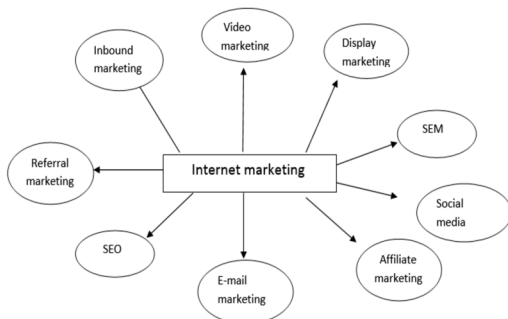
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ABSTRACT Viral marketing is any marketing technique or form of advertising that spreads like a virus by itself without we doing anything. The idea of viral marketing is for people to pass along information on products or services using, pre existing social networks or other technologies. It involves creating e-mails, videos, podcasts, photos or slideshows which we share among our friends using social networking sites like YouTube, face book, Instagram and LinkedIn. Viral marketing exists in many forms including articles, videos , e-books, software, reports, interactive flash games, text messages and even tweets. This marketing technique is the most latest and successful techniques of marketing that cost no money at all but can achieve unbelievable results.

KEYWORDS : Internet, Viral, Word of mouth, SEM.

INTRODUCTION:

There is an old saying which says that "The worst marketing is no marketing at all". So, whether you are starting your own venture or launching a new product or proposing a new concept you need to market it fiercely. Fiercely here means that you have to be everywhere, you have to be visible and accessible all the times and here comes the role of internet marketing because it allows expanding your visibility to larger population. Within internet marketing there are lots of tactics that are important to succeed and from which a marketer can choose from but the most latest and effective one is viral marketing. Internet based advertising is continuously growing while the traditional advertising media such as TV radio, news paper are losing its importance in front of digital marketing. The rapid use of social media site helped to realize the potential of new technology, able to improve the traditional word of mouth communication transferring it into an on line way of communication with and between consumers

**DEFINITION-**

Viral marketing is a business strategy that uses existing social networks to promote a product. Its name refers to how consumers spread information about a product with other people in their social networks much in the same way that a virus spreads from one person to another. It is a method of creating buzzwords or marketing pieces that are attention grabbing

The term viral marketing was first used by venture capitalist Steve Jurvetson in 1997 while describing hot mails, email practice of attaching their own advertisement with outgoing mail from their users. It can be an extremely effective form of word of mouth marketing. Viral marketing is often used in support with other methods of marketing. It is especially attractive to smaller businesses or companies because it can be a cheaper alternative to traditional marketing efforts. It is a customer centric approach so the first step is to identify the target demographics for a product and what they value the most in products. There is a misconception that viral marketing depends on the ability to create something extremely popular but in reality a successful viral marketing campaign rests more on understanding how to connect with specific demographics by presenting them with valuable insights. The process involves crafting a message that is design to be propagated by its recipients. One key to success in viral marketing like other forms of word of mouth marketing is to gain access to key influences within target audience. Influencers are individual or groups of individual who are opinion leaders and

trend setters who have to the ear of a significant audience. Once the influencer have identify in the market a message can be craft these influencer will find valuable enough to pass along to the people that they have influence over.

Viral marketing sometimes refers to internet based marketing campaigns including the use of blogs seemingly amateur website and other forms of design to create word of mouth for a new product or services. Often the goal of viral marketing campaign is to generate media coverage via offbeat stories worth many times more than the campaigning companies advertising budget. The term viral ad 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 services. This viral commercial often takes the form of funny video clips or interactive flash games images and even text. Viral marketing is popular because of the ease of executing the marketing campaign relative low cost, good targeting & high rapid response rate. The main strength of viral marketing is its ability to obtain a large number of interested people at low cost. The hardest task for any company is to acquire and retain a large customer base. Through the use of internet and the effect of email ads the business to customer efforts have a great impact than many other tools of marketing viral marketing is a technique that avoids the annoyance of spam mails. It encourages user of a specific product or services to tell a friend. This would a positive word of mouth recommendation.

Viral marketing is the advertising that is used to describe the revolutionary way by which any information proliferates across million of people rapidly within a short period of time. Therefore marketer should understand the avenues that results in increased acceptance of viral marketing messages by consumers

AVENUES OF VIRAL MARKETING

1. Word of mouth marketing- This is one of the oldest but most reliable form of marketing. It is basically based on the type of relationship you have formed with your customer. If your customer is satisfied you need not to go extra mile to promote your product because they will talk good about your product and the product will sell itself. we have all recommended products and services we liked with to family, friends and acquaintances and we are quite aware of the power of word of mouth advertising. We trust this like anything. Social media has increased its power exponentially. People on social media enthusiastically recommend companies and buy products they follow. Opinions posted by consumers online are the most trusted forms of advertising. we go to Amazon we see what is the rating of a particular product and what are the reviews available regarding that and then only we decide to go or not go for purchase.

2. E-mails-Viral marketing can be started by striving to get emails shared quickly and between many people. It is often aimed at creating emails that are quickly forwarded and shared on social channels in a word of mouth manner. Viral emails may arise in a number of situations but the process is relatively simple-an individual receives an email often of a political or humorous nature and then he forwards the email to their friends and since it comes from a known source there are less chances of it being ignored. As an example of viral marketing in practice, vouchers may be provided via email to customers who are

then encouraged to forward it to their friends and relatives.

3. Social networking sites like face book, twitter, LinkedIn etc-Social networking sites have immense power in them, It facilitates word of mouth advertising. According to statistics, face book has 6 million users and is used by 72% of internet users .twitter also has huge number of users. Twitter is the most used social media channel for news .The instantaneous nature of twitter makes it more interesting and preferred source. People can easily find out on twitter what's going viral. LinkedIn is a good platform for working people, face book users lean towards a more personal connection

4. Video sharing sites like YouTube, vimeo etc- The leading platform for video posting and sharing is you tube. It has great power in it. people of all age group frequently visit and explore videos here..This is a great way to incorporate online video advertising in a more effective way than television or print ads

5. Web forums-Using internet forums or web forums as a means to market products or services has recently been considered as an excellent method for free organic and viral marketing because nowadays so many marketers join internet forums to show and promote their products and services but in order to be an effective weapon in your marketing kit this kind of marketing demands some commitment, responsibility and respect

ELEMENTS OF A VIRAL MARKETING STRATEGY:

The elements of a viral marketing strategy are

Give away valuable or product/ services:

When it comes to marketing Free is most powerful word and is always welcome. Most viral marketing programs give away valuable product or service to attract attention. Free email services, free information. Free cool buttons, free software programs that perform powerful function. Wilson's second law of web marketing is the law of giving and selling. Cheap or inexpensive may generate a wave of interest but free will do it much faster. Viral marketer practice delayed gratification they may not profit today or tomorrow but if they can generate a ground of interest from something free they know it will profit. Free attracts eyeballs. Eyeballs then see others desirable things which are selling and one can get money. Eyeballs bring valuable email address advertising revenues and e-commerce selling opportunities

Provides for effortless transfer to others:

The ease to access the viral messages makes it even more wanted and interesting. With a single click of mouse you can send your message across millions of people and that's the biggest beauty of this marketing strategy. Viral marketing works on the internet because instant communication has become so easy and inexpensive. Hence digital format make coping simple from a marketing stand point.

Exploit common motivations and behavior:

Viral marketers play around the human .They take advantages of common human motivations. Design a marketing strategy that builds on common motivation and behavior for its transmission and one can be a winner. For example what proliferated net escape now buttons in the early days of the web the desire to be cool. So does the hunger to be popular, loved and understood. The resulting urge to communicate produces millions of websites and billion of email messages

Utilize existing communication network:

Network marketers have long understood the power of these human network both the strong close networks as well as the weaker network relationship. People on the internet develop network of relationship. They collect email address and favorite websites, URL affiliates programs exploit such network. Learn to place messages into existing communication between people and the person rapidly multiply its dispersion.

Apart from above mentioned elements there are some other elements which can pave the way for viral marketing like Know your audience, Makes use of relationship marketing, audience engagements , work on trending topics, take risks, present the product in real life situations, make it simple easy and understandable.

CONCLUSION:

For viral marketing to work the need is to get maximum people talk about it and to achieve this you need to relate with them, establish a

certain connection whether its happy, sad ,inspirational or motivating but they should be able to leave some imprints on people's mind then only it can do wonders. There is no fixed formula for creating a viral message what the marketer can do is to come up with some exceptional ideas to win over the hearts of the consumers. Forget about copying others to go viral and try to make a mark on your own and that only can work The ultimate goal of marketer interested in creating successful marketing programs is to create viral messages that appeal to individuals with high social networking potential and they have a high probability of being presented and spread by these individuals and their competitors in the communication with other in a shorter period of time. Today viral marketing potential especially in social media such as facebook, twitter, YouTube, LinkedIn is unbelievable. No doubt that viral marketing is difficult to achieve and you need to put your 100% to be successful but it is not impossible to replicate the success.

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