Spread the malware using social engineering

➡ Trick people to download and install the malware

- tutorial about hacking that makes you install the malware
- video/chat player to access exclusive content or talk to exclusive people
- pirated software on P2P networks

Pro

➡ Free

Cons

➡ Difficult to get cautious people infected

➡ Limited impact

Spread the malware using through a webpage

➡ Exploit a browser/plugin vulnerability to automatically download and install the malware on the victim's device

Pro

➡ Everyone with a vulnerable browser can be infected

➡ Can be used for massive infections and targeted ones

Cons

➡ Requires good expertise of the target browser, its vulnerabilities and how to exploit them