



Digital Advertising: Viral Marketing 2016

image: <http://multimediamarketing.com/mkc/viralmarketing/>

What is Viral Marketing?

- **An attempt to spread marketing message that spreads quickly and exponentially among consumers to increase brand awareness.**
- **Video clips, Interactive Games, Images, E-books.**
- **Viral marketing is a strategy that allows to spread marketing messages and ads, over many different types of social media sites.**
- **These messages or ads multiply rapidly and are sent to thousands of people, just like viruses.**

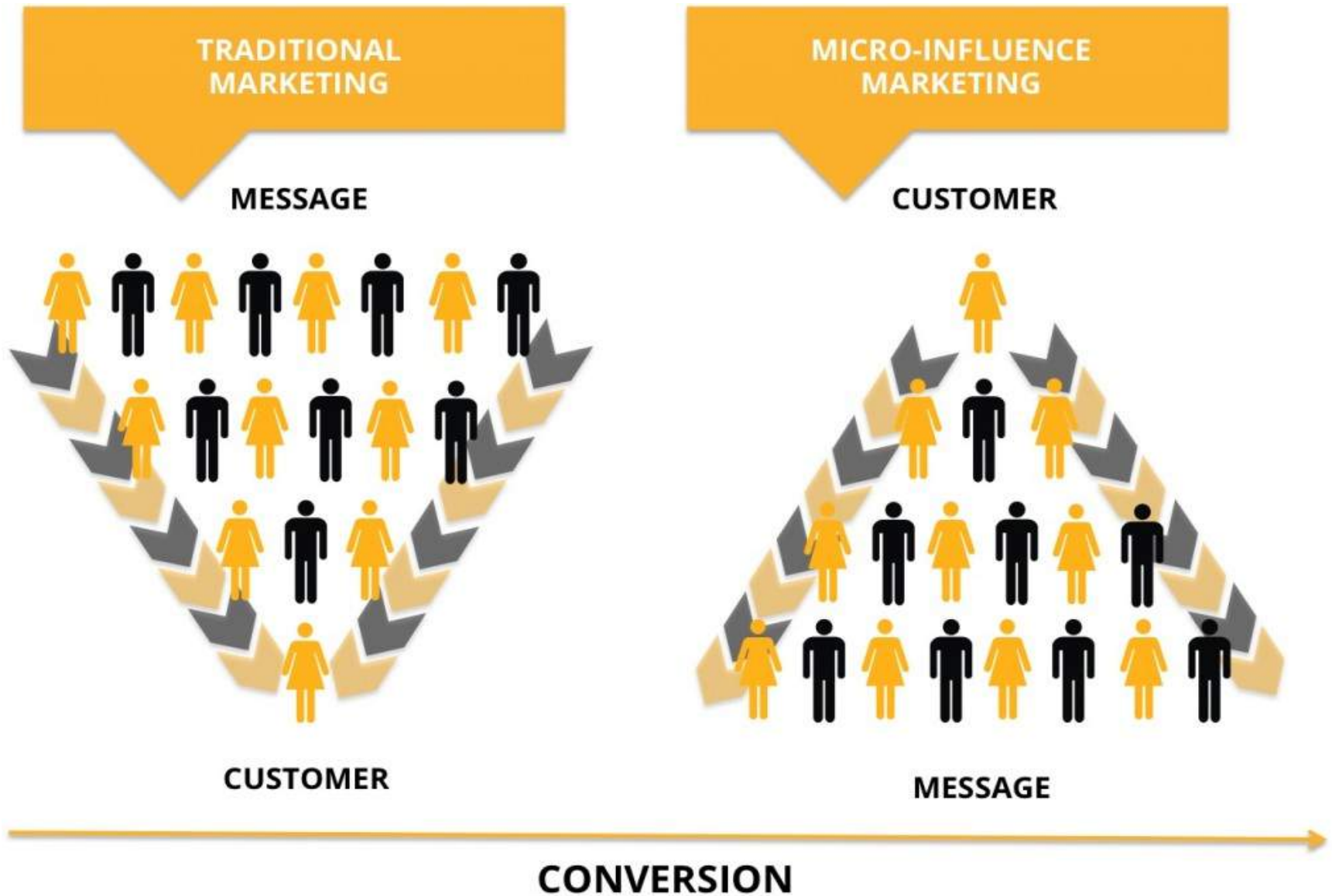
What is Viral Marketing?

A promotional method that is of the customers, by customers, and for customers



“Like viruses, take advantage of the rapid multiplication to explode the message to thousands – or even to millions”

Viral Funnel



Differences

Buzz Marketing

Creating excitement buildup leading to talk in the street

Focus = the talking about your promotion

Mail, SMS and Web are integrated in a multi-channel campaign

Viral Strategies

Get your audience to do your marketing for you

Focus = the spreading of your message

Web is a key element

Word of Mouth

Your customers becoming your brand evangelizers

Focus = on brand core values

Spontaneous peer-to-peer brand marketing

Six Principles of Viral Marketing

“ Any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message’s exposure and influence. ”

Dr. Ralph F. Wilson
The Six Principles of Viral Marketing

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Main
elements
to viral
marketing.

1. Free product or service.

“Free” is the most powerful word in a marketer’s vocabulary.

Viral marketers practice delayed gratification.



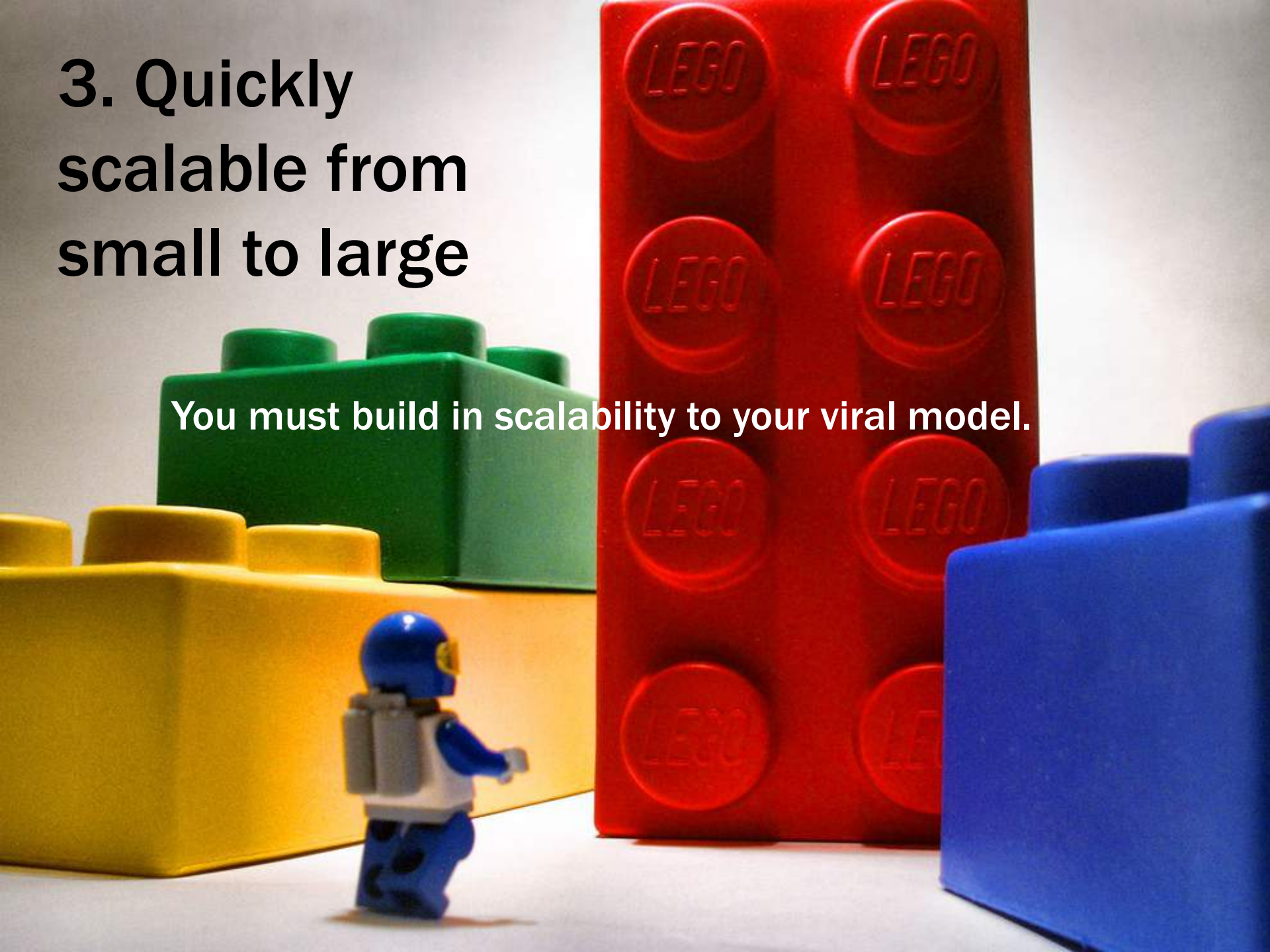
2. Easy to transfer

- Viruses only spread when they're easy to transmit.
- The digital format makes copying simple.
- Simplify marketing message so it can be transmitted easily



3. Quickly scalable from small to large

You must build in scalability to your viral model.



4. Exploits common motivations and behaviours



- Clever viral marketing plans take advantage of common human motivations.
- The desire to be cool. Greed drives people. So does the hunger to be popular, loved, and understood.
- Design a marketing strategy that builds on common motivations and behaviours for its transmission.

5. Uses existing networks



Place your message into existing communications between people, and you rapidly multiply its dispersion.

6. Takes advantage of others' resources

- The most creative viral marketing plans use others' resources to get the word out.
- Place text or graphic links on others' websites.



Advantages

- Accessed by millions of people per day
- Quicker way of reaching the customer
- Saves on advertising costs within companies
- Customize the message to your preference
- Can easily be directed to your exact target market
- A post from someone you know is more impactful than an ad from a brand.

Disadvantages

- Can be annoying and be considered as spam.
- Only benefits the company if an actual sale is made from the ad.
- Focuses more on short term success
- Many competitors can easily imitate the viral marketing techniques and steal the market from other companies
- Can put out a negative impact on the company, in the same timing that it puts a positive impact on the company

Examples

Hotmail

- When Hotmail launched, much of its early success was due to the virality of the sig line that it attached to every outgoing email inviting the recipient to join. One of the earliest examples of viral marketing on the internet.

Will it Blend

- One of the most recent best viral marketing campaign examples, Blendtec's will it blend video series shows scientists testing if various household items will blend in their super-powerful blender. This campaign leveraged the popularity of online video sharing sites.
- www.willitblend.com
- www.youtube.com/watch?v=E8sxxK2pJI4



Examples

- **Simpsonize Yourself -** Created for the Simpsons movie, this site allowed visitors to create an avatar of themselves as a character from the cartoon. turnmeyellow.com



- **Mentos/Diet Coke –** Wacky scientists got famous by making art out of the explosions caused by mixing diet coke and mentos. Mentos handled it beautifully, Coke did not.



Viral Marketing Mistakes

- **Failing to make it interesting enough to 'share'**
- **Failing to provide incentives to encourage people to 'push' your message**
- **Focusing on a single viral piece rather than a viral process**
- **Failing to test and track the results**
- **Not recognising it is different from word-of-mouth marketing**