

## **Word-of-Mouth**

... the sharing of information about a product, promotion, etc., between a consumer and a friend, colleague, or other acquaintance

(American Marketing Association)

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## **Exponential growth**

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## **Viral Marketing**

... electronic Word-of-Mouth in which some form of marketing message related to a company, brand or product is transmitted in an exponentially growing way, often through the use of social media applications.

## **Social Media**

... a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content

(Kaplan and Haenlein 2010)