

Viral Marketing, Not as Sick as it Sounds

Contributed by Webmaster
Friday, 06 March 2009
Last Updated Friday, 06 March 2009

By Frederic Blondeau

Viral marketing is a perfect example of the power of the internet. Viral marketing has become a force in internet marketing.

There is no doubt that the reach of the internet is huge and when you think about the power of viral marketing on the net it is almost mind boggling. Viral marketing is the use of social networking to get out the word on products or services to brand them. It is an absolutely brilliant, effective and cheap way to spread the word about almost anything. The reason it is called viral marketing is because of its self replicating process.

Viral marketing in its purest form is really a word of mouth technique. What is truly incredible is how fast something can spread out in cyber space just from a spark of an idea or notion. Some people might remember a commercial about shampoo that used the phrase she told two friends then they told two friends and so forth on and on. Well, that is exactly what viral marketing is only in the high tech world. Through social networks you can get a message spread throughout the world literally within minutes.

Viral marketing can take all sorts of forms too. It can be an e-mail, video, audio anything at all that can be spread via e-mail or social network. It can also take the form of images, e-books, advergames, and brandable software. And, with all the internet devices out there the reach even goes beyond computer to cell phones and PDs via text message. Anything that has an internet connection is a prime candidate for viral marketing. Viral marketers seek out people with vast social networks contacts to go after as their conduit for branding. They also seek out the most relative networks to hit based on their product population just like in traditional forms of marketing or other internet marketing practices.

Viral marketing has sometimes been referred to as stealth marketing which strives to create a buzz about any given product or service that may be showcased through a social network. Viral marketing is a legitimate and effective means to market on the internet and is gaining in popularity with all kinds of marketers. Many people don't even realize they are seeing viral marketing when they are subject to it. It truly is a great example of how the power of the internet can be unleashed by people.

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