



Viral Marketing

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What is Viral Marketing???

- Marketing techniques that use pre-existing social networks to produce increase in brand awareness, through self-replicating viral processes, analogous to the spread of pathological and computer viruses.

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- This type of marketing often takes the form of funny video clips, or interactive Flash games, images, and even text.
- The internet is the primary setting for the vast majority of this kind of marketing, but does exist on TV, print, cellphones, etc.

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- Viral marketing is a set of techniques that make use of internet media such as social networks (among others) in order to increase sales of products and services, or positioning of a brand with the help of the propagation of the message in an exponential or a viral way among internet users.
- The techniques used in order to accomplish a successful viral marketing campaign are of different character, however it's got nothing to do with computer viruses, but they got their name (viral techniques) because of the way the information about certain product, services or brands is propagated.

- It's very resembling to what is known as the traditional "word of mouth" propagation, but with the help of the use of electronic media. Doing this in an adequate way, it's possible to reach a great quantity of people in a very short amount of time.
- Viral marketing can be done through internet campaigns. Normally, by making use of blogs, landing pages, Facebook fan pages, Twitter accounts, YouTube videogames, newsletters in massive e-mails, e-mail sequence campaigns, affiliate networks and others.
- Viral marketing technique can be applied to almost all kinds of businesses.

Origin Of Viral Marketing

- There is debate on the origination and the popularization of the specific term ***viral marketing***, though some of the earliest uses of the current term are attributed to the Harvard Business School graduate Tim Draper and faculty member Jeffrey Rayport. The term was later popularized by Rayport in the 1996 *Fast Company* article "The Virus of Marketing", and Tim Draper and Steve Jurvetson of the venture capital firm Draper Fisher Jurvetson in 1997 to describe Hotmail's practice of appending advertising to outgoing mail from their users.

5 Tips on How To Viral Market

1. Allow Access to the Marketing Content.
2. Do Something Out of the Blue.
3. Make Interesting Advertisements.
4. Leave an Impact on People.
5. Connect with Customers Online.

Types of Viral Marketing

1. E-mail:- It was first but it is still around and still used. It is, however, getting a little harder to use as more and more government restrictions are placed on it. Still... it does work. E.g.: www.gmail.com
2. Newsletters:- This is an extension of e-mail but it a very effective tool. If you include enough timely and valuable information, a good newsletter can drive up the number of visits to your website.
3. Blogging:- Providing the tools on your website to enable bloggers to interact with one another is a terrific way to get the message about your product of service out there and being talked about. Bloggers have their ears to the ground for new products and services.

- Chat Rooms:- A chat room on your website can and does encourage interaction among your customers and that can't be a bad thing. Also, you can use the chat room to schedule special events like having an expert available to answer questions on a given day at a given time.
- 5. Tell-a-friend Script:- If you add this with a statement saying that e-mail addresses supplied will never be shared with third parties, you can increase your potential customer list greatly.
- 6. Video Clips:- Including cool video clips on your website will keep the interest up and increase traffic.
- 7. Flash Games:- Although they are a little costly to start, they are an extremely effective tool to get your viral marketing campaign going. Once they are launched, they require nothing more from you.

- Buzz-Marketing:- This Involves celebrities Go ahead and replace it with discussing about products and experiences with a hint of Controversy.
- Types User Managed Database:- It refers to different5 database of prospects that clients generate themselves with the help of online service providers.

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Advantages of Viral Marketing

- Usually cheaper than traditional ad campaigns
- Easy way for smaller companies to get their name out in the mainstream
- Has potential to become very popular

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Disadvantages of Viral Marketing

- Typically has a short life span per campaign
- Low chance of being highly successful
- Can often backfire
- Fake advertising

Example of viral marketing

- **Vodafone ZooZoo ads**- A perfect example of Viral Marketing.
- If your an Indian I'm sure you'll never miss a laugh at the Vodafone ZooZoo ads which mainly appear during the IPL season. The advertisements are really attractive it would capture the attention of every individual. Initially everyone thought that the advertisements were pure animation, but it was later known that kids enacted the whole thing while wearing a mask.



- this wasn't a free cost campaign, but it successfully triggered a viral chain. After launching the campaign Vodafone's subscription rates increased by almost 30% each quarter and moreover they made good amount of money selling their ZooZoo goodies.
- Ofcourse this took millions of dollars as they had bid for heavy viewership during the infamous Indian Premier League, but they've successfully got more than they had asked for. So you see this clears a major misunderstanding among people who think viral marketing is free, at many circumstances it is free, but it will be faster and much easier if its paid.

School of Business

MBLS6015

Course Name: RETAIL AND E-COMMERCE LOGISTICS & SUPPLY CHAIN



Faculty: Avdhesh Yadav

Program Name: BBA (LSCM)

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January

<i>Sun</i>	01	08	15	22	29
<i>Mon</i>	02	09	16	23	30
<i>Tue</i>	03	10	17	24	31
<i>Wed</i>	04	11	18	25	
<i>Thu</i>	05	12	19	26	
<i>Fri</i>	06	13	20	27	
<i>Sat</i>	07	14	21	28	



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March

<i>Mon</i>		<i>04</i>	<i>11</i>	<i>18</i>	<i>25</i>
<i>Tue</i>		<i>05</i>	<i>12</i>	<i>19</i>	<i>26</i>
<i>Wed</i>		<i>06</i>	<i>13</i>	<i>20</i>	<i>27</i>
<i>Thu</i>		<i>07</i>	<i>14</i>	<i>21</i>	<i>28</i>
<i>Fri</i>	<i>01</i>	<i>08</i>	<i>15</i>	<i>22</i>	<i>29</i>
<i>Sat</i>	<i>02</i>	<i>09</i>	<i>16</i>	<i>23</i>	<i>30</i>
	<i>03</i>	<i>10</i>	<i>17</i>	<i>24</i>	<i>31</i>

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conclusion

- Through the investigation and analysis of various viral marketing campaigns, it has been determined that the future of advertising through viral marketing can compete as the leading choice of medium for advertisers by 2020. The majority of the campaigns studied revealed not only positive effects on the brands through high reach, but also at a rapid and time efficient pace.

References:- <https://www.slideshare.net/clevertap/10-examples-of-successful-viral-marketing-campaigns>

<https://sproutsocial.com/insights/viral-marketing/>



The logo of Galgotias University is a stylized, circular emblem. It features a central white swirl that transitions into a yellow and orange arc at the top, and a blue and green arc at the bottom. The entire emblem is set against a light pinkish-red background.

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