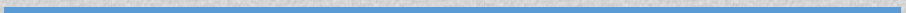


This e-book shows 10 winning strategies on viral marketing from the book "30 strategies of viral marketing".

10 Strategies of Viral Marketing

marketing



30 STRATEGIES OF VIRAL MARKETING



GUIDE TO MARKETING

LEARN HOW TO PROMOTE YOUR PRODUCTS ON
SOCIAL WEB VIRALLY, REACH MILLIONS OF
VISITORS IN A SHORT TIME.

BOETHIUS ANTHONY

Summary

1	Viral videos: the advantages	1
2	Viral videos and their business.....	3
3	The basics of viral videos.....	6
4	A winner formula for viral marketing.....	8
5	The framework and discipline of viral marketing	11
6	Viral marketing for small businesses.....	13
7	Using Facebook for viral marketing	16
8	Twitter as a prospective viral marketing strategy.....	18
9	Using greeting cards for viral marketing.....	21
10	Top mistakes in viral marketing	23
11	Using Reddit for viral marketing	25
12	How to make a professional video for viral marketing.....	27
13	Features of a good viral video.....	30
14	Top websites for viral marketing	32
15	Marketing off viral E-books.....	35
16	Viral marketing: how is it different from direct marketing.....	37
17	SEO tools in viral marketing	40
18	Creating a viral Facebook Application.....	42

19	How to increase your website ranking	45
20	How to increase viral marketing for online store.....	47
21	Viral marketing for articles	50
22	Viral marketing via Instagram.....	52
23	Hiring an agency for viral marketing.....	54
24	Utilizing free viral marketing Application	57
25	Boost viral marketing of Blogs.....	59
26	Viral marketing with Youtube.....	61
27	Viral marketing of Music	64
28	Viral marketing for amateurs	66
29	Event promotion and destination marketing.....	69
30	Best Photos for viral marketing	71

THE ART OF VIRAL MARKETING

1

Viral videos: the advantages

Making viral videos for the purpose of tele marketing and more importantly internet marketing is nowadays the most valuable pathway to go down on. It is the safest and yet the most attracting of all the options you have for showing off and advertising your brand or company. Of the innumerable advantages that viral videos have over other modalities, some of the most important are as follows.

Viral videos are inexpensive

There is a minimal cost of developing and creating a video for this purpose and putting it out live to get it viral. You can literally start with absolutely nil investment in the start by making use of the various social platforms available at your disposal. **There is no upload cost at all.**

As your goals get upgraded towards higher benefits and thresholds, you can choose to get your videos uploaded and run on other more popular media for a greater exposure.



That will guarantee a greater audience and an eager population appealed towards your brand or product.

Viral videos are the key to future prospects

There was a time when images were the focus of major companies and brand sellers. In the modern century, the starting imagery and even covers of products have largely been replaced by videos to provide a life like summary of the importance of the product. A trailer of no matter how **short a duration** is always given preference over imagery of any sort.

Viral videos can be humorous

You can add various levels of humor in your viral videos which will produced emotional attraction among the audience. So instead of an audience bored by the bullet points of your great idea, there will be some eye catching theme which will improve the attention span and quality of your audience. This also ensures the viral part of your campaign. Today most people use the many social sites and it is widely appreciated that ***humor content is the most shared among groups***. So this ensures that your video is not limited a single or local group of audience but spread to afar.

Viral videos are entertaining

The videos are focused on the basic idea behind it but the convey system it is based on gets the most gazes. People are looking out for more and more entertaining stuff and they will literally stop for only things like that. It is very much appreciated from the example of *ALS Bucket Challenge video*. It has grossed over a hundred million dollars and that is only for its entertainment part and the fun aspect that got people to rise for once off their sitting positions and do something exciting.

These are some of the many advantages of the viral videos to engage a viral audience for your company, brand or product of any sorts. This is to guarantee you a selling edge over other modalities.

2 Viral videos and their business

Viral videos or video marketing is an out of ordinary way of advertising a name or brand over multiple and rather diverse platforms. In other words it is an unconventional method. But as is the fact



this is the most attractive mode of displaying to the world what you love. Unlike the basic summaries of names which show an extensive analysis on the subject a video is an interactive session live display of the product with elements of excitement fun and occasionally humor. Most videos are shared of the many popular social interfaces used nowadays which ensures that it is seen by all no matter on which corner of the world they are.

There are various ways of spreading the video online

Perhaps the most important one used is **YouTube**. It is credible and has the greatest number of people watching it at a time in the world. The server is secure and has minimal kinks and flaws. There has been shown that most people nowadays used chart based rating systems for their video searching rather than a usual typing for keyword search. This will produce the most popular searches on the top so that your video after receiving the necessary audience will remain to be highest watching video of all times and thus continue spreading.

Viral videos have several edges over customary methods

These videos will produce a much clearer and sharper impact for your advertised product. Other than the fact that they provide definite answers to costumers, these videos are also used widely for their appealing and attracting powers. Find the right information through a

ritual of fun and entertainment is an ideal for people. These videos are also good at being limitless in their prowess of time and space. They can be watched multiple times, at any time and at any place. These provides convenience and thus an easy going for the customers,

Viral videos are to be monitored for their trending

This means that it is to be ensured that you check each and every day for the charts and ratings for your videos to know how much of an appeal they are making out in the open. This not only makes you gain experience points for your future projects, but also helps you to make decisions about your current postings. You can choose to edit your posted video to make it more attractive or even remove one if it is in your best interest.

It is true that viral videos have not yet taken the spot for television commercials and other modalities but one thing is clear. It is here to stay and grow beyond its current boundaries. This is why most people and entrepreneurs are turning over to this in increasing numbers for their day to day advertisements. The prospect for viral videos is huge and is definitely going to increase in the coming years.

3

The basics of viral videos

Viral videos are videos on the internet that are so well spread among a large population that it gets highlighted across multiple platforms. Most of the videos are shot by amateurs at times when something funny is going on and on uploading them,



they become increasingly viral. YouTube is currently the biggest platform where these videos get their necessary audience to be ranked as a viral video. They even get to a point that these start getting to be talked about at various talk shows around the globe and gain even more popularity.

If you want to get some focus on a product or a brand you are selling, a viral video can be a great help towards its publicity and awareness. But as it is, there are points to be looked at before making sure that a video goes viral over the social hub of today's internet.

The attention span of the audience is generally very small. People like to view videos which are short and quick to

reach a necessary climax. A video that is usually longer than 30 seconds is too long. Now it is true to think about how is it possible to accumulate all the data in such short interval. But the important thing is to increase the popularity and audience of your video first.

You have to make sure that your video is not a commercial. Viewers are not interested in that and will only stick to your video if it is more than just a simple straight forward advertisement. So it is important to put fun ideas into it that indirectly lead that the viewers to think about your product.

Make sure your video is pretty to look at. The choice of the people who are taking part in the video making is utmost. The background, the scenery and the objectivity should be pleasing to the eyes.

It is also essential that the video is shocking in a way. That means your video must have an appalling climax edge to it. That heightens the emotions of the audience and compels them to not only watch it again but also share it with the people around them on social platforms.

Make a video that can be used again. Your video should be able to be accommodated in other prospects as per your audience. This will make your video travel on various different leagues and promote its spread and popularity.

Accomplishing all this will make sure that the odds are in your favor. But it doesn't still confirm for you a hundred percent success on it. You have to rely on all the rest of marketing skills you have and get your video out to the blogs, social websites and email audiences. If it is a very good one, it might create a storm of itself but usually it is more difficult to achieve. It requires a lot of patience and hard work to achieve it on a large enough scale so that your video to be called viral.

4

A winner formula for viral marketing

Viral marketing the best and easiest way to ensure a snowball effect for the increased awareness of your brand or product. There are many sites available that are purely present to help you achieve this goal of yours. Websites like YouTube, Facebook and Flickr are built to be viral. Viral marketing makes sure that



you get an exponential increase in the viral internet traffic of your product. This leads to an increase in the usage of your product which in turns lead to an increase search list rating and thus continuing the cycle of popularity In a positive direction.

Consider making a viral marketing not a viral product. This is to make sure that with each user viewing your product, a new user is linked to the chain of ongoing sharing. On the other hand if you just focus on your product being viral, the spreading on of your information halts to a standstill. The user will use it but the message will stop reaching out of the zone.

Make a free offer. A free offer is almost always irresistible to the viewer. Even for those audience who are not interested in buying the product, will be very much attracted to the offer. The word free is almost always a success in itself.

Target the viral users. This pertains to those audiences that are more in the habit of spreading out the message across. These spread not only the message fast but also to a wider span of audience.

Be ahead of others. It is probable that the idea you have is exactly like the one so many people around the globe have. So it is important to stand out amongst your competition and provide a reason for the audience to choose your

product instead of the countless others. You have to be thus more creative and knowledgeable and should have the right marketing resources at your disposal.

The transfer methods you deploy should be easy. You have to use the existing social platforms as they are the working foundation of your marketing journey. You have to choose the fastest method which has the greatest probability of working great and achieving success.

Use other's resources. It is easier and better to deploy your advertisements on other websites so that the traffic is organized in a balance between your and the rest of the websites. This lessens the burden and increases the growth.

Be prepared for a large traffic. The resources you have employed should have the ability to be optimized for a larger response if and when needed. There should be automated responders instead of manual answering because the feasibility quickly lessens as a new user is affiliated to your group.

With this in mind, there is little doubt left for any damages and a continuous stream of potential response is initiated quickly. You will be able to achieve the heights of viral marketing for your brand or product in sooner than ever.

5

The framework and discipline of viral marketing

Viral marketing is a term that is used almost invariably loosely today in regards to many other modalities. It is in fact a living channel on its own when it takes the form of a transporter of great data flow across the globe through internet. Also there is a clear cut distinction between viral and viral marketing. Anything can go viral but if an element of focus towards a certain important object or concept is added, it is marketing that has gone viral. Following is a summary about what it actually is about.



There are a number of misconceptions about viral marketing

Viral marketing is not just about adding a share button to your content. Sharing does not make your stuff viral. Although it is big part of its promotion, it doesn't ensure the successful outcome. Similarly, using the basic websites like Facebook and YouTube are not confirmations on your viral marketing. They are a great foundation but not the only prerequisite.

Viral as a word today is almost invariably used with video. Although it is part of the ever increasing trend nowadays, it is not the case. Anything can go viral be it a photo or an article. Videos are just thus part of a bigger picture of how the viral marketing actually plays its role in our daily lives. Also viral not necessarily means a set number of hits for example 100,000. It is purely based on a predetermined number according to particular sets of data and requirement.

Viral literally is the biological entity you all know of

It is distinct because it has the ability to self-replicate in increased numbers over time. Viral marketing is not a newfound entity but has been in demand for a long time. What has changed is the methodology of it via increased available modes and platforms over which viral marketing takes place. This is new to the basic past scheme of email forwarding method.

Viral marketing is based on three channels

The most important part of it is the entertainment factor. To get the attention span of your audience by your viral marketed product, you have to make it eye *catching* and *fun*. Your creativity plays the part in it to make it stand among the others and prove beneficial.

Viral marketing goes beyond the critical threshold level even faster when there are giveaways involved. You can

give your time in case it is about providing a service. You can on the other hand offer free or discounted stuff in case there are goods involved.

A new and unique idea is quick to get everybody's attention. People love to share the concept which is new in the market and thus the popularity of your viral marketed product is sure to rise many folds.

All that is left is a perfect execution of all your plans

You need to plan ahead about all the available resources at your disposal and the methodologies that you can employ to create the perfect score for your viral marketing. You have to know about the potential of the social platforms that you are using and go about with it. Together you will have the perfect recipe for the perfect viral marketing.

6 Viral marketing for small businesses

Viral marketing is the choice of most companies nowadays because of its high rate of success for the company's products. But it is not always the beneficiary.



Some companies just let it go out of their hands and the motions spiral out of control. It is also believed that viral marketing is pretty expensive campaign to run so it is limited to only the biggest and richest companies of all. This notion is wrong and small business can have a huge burst of growth using the advantages of viral marketing.

It is all about the perfect timing

Viral marketing is to use the right resources at the right time for the right purpose. This means to use what little you have in the most efficient way so none is wasted and maximum yield is acquired.

It is **easy to use** as you are using your customers to do the viral marketing for you. It all then comes down to whether they are happy with your product or not. And if you can manage to provide them a fairly good deal, you are sure to increase your growth.

There should be **no need to explain** your product to others. When the customers can just send their friends or family a link to your marketing channel, it makes things easier. On the other hand if one has to provide details himself to others, it will be negated most of the times. This is the background behind a good viral video as the user just has to share a good video with someone instead of telling him or her about the contents of the video itself.

The channel should have a **lowest requirement** for members. This means to create a platform where there is

individuality instead of a community needing. If a user is asked to bring in at least for example 10 of his friends with him, there is most probably a chance of rejecting the medium altogether.

The viral marketing platform that you have provided to your users should be filled with a good **background of entertainment** and fun. This ensures that the audience doesn't see it as a means of a simple advertisement and rather a cool part where they are enjoying themselves. This also increases the attention span of the users initiating the thought provoking center in them about your product.

Buzz marketing can also be implicated in your approach to viral marketing

You do not need to have a wonderfully crafted product for this. If you can manage to create enough hype or buzz about it, you can amass enough interested audience for you. A catchy advertisement that is focused on your product is just the right thing for you to lead on.

Viral marketing can also be easily employed on an offline manner. You can promote your small business by handed out some free items in return for your customers to bring out more of their friends and family. An offer put out for the guests will keep the cycle turning.

Viral marketing has reached a great expanse in the latest years. From campaigns to simple marketing of products and descriptions, viral marketing is providing the best framework. There are a lot of social websites for promotion of your brand



or product. Among others, the usefulness of Facebook has far outreached others. It was created as a social and bonding site about 10 years ago and has brought in users from almost all the corners of the world in one place. There are literally no geographical boundaries to hinder the flow of information. A message spreads quickly among friends and family and then the successor kith and kin. The expansion is exponential. Following are usage descriptions of the most vital of the websites features.

The profile page is the basis of your character on Facebook. You have to appreciate the fact the viral marketing over the internet is essentially a word of mouth. So all that goes up on your profile page is the basis for your

audience to define you. Make it short and simple. Put all your important descriptions in it and make it cool.

A friend list is the basis of your market channeling. You can start by importing your contact list from any of your email addresses and then starting on them. Afterwards you have the ability to contact the friends of your friends or simply rely on the suggestions provided by Facebook itself.

The personal message option is to be used as much as can be. You can use to congratulate your viewers on their personal ceremonies and give a touch of personal connection with them. This builds trust which is one of the important pillars of viral marketing.

You can post photos and videos

They provide the core of your viral marketing campaign. These provide the life and a sense of excitement to your product. They capture people's attention and make the most impact on their emotional centers. This means better response leading to increased sharing ahead. In advance photos can be tagged with your companies name which increases awareness. Additionally the photos of your customers can be posted on your wall and they can be tagged in them which confers an increased connection between you and your client.

The comments section provides an essential feedback. As you post a product, people either have questions about it beforehand or those who have used it will have general views about it to share to others. It is your job to keep yourself in the loop so that you can remove any doubts and misunderstandings. You can keep all of your audience informed and direct them towards the right direction.

There is an excellent option to make additional pages. You can keep them all updated and centered on a single focus of attention. And yet you can display multiple aspects of your campaign in those pages to organize it all in a better way.

8

Twitter as a prospective viral marketing strategy

Twitter is the next best thing today. It is social platform to meet new people and update your social life or you can utilize it to be your viral marketing foundation. Titter is even so popular



nowadays that most celebrities also use it. This is due to the security details that it provides to its customers. Twitter makes sure that the user of the account is real and thus maintains the authenticity of its audience. This ensures a secure and valid channeling for everything that goes around there.

Opening several accounts on twitter is not the best trick.

The key is to have a central account with several accounts directed towards it. This maintains the security and legal details and keeps you away from the ramifications of being expelled.

The most important thing that you have to begin with is your bio. Twitter even generates a bio for you if you have not provided one. But it is to provide one yourself just the way you want it to be. You can add your picture and define your qualities and your designated services.

The whole marketing circulates around your tweets. You have to keep posting from time to time so that your audience is kept in the loop. This will keep them involved and increase their interest in your idea. Also with your increasing number of tweets, they will have new stuff to retweet and share it to others and thus expand your marketing circle.

It is also important to create a twitter link for your work.

This means to add an extension for your twitter account on anything that you post elsewhere. It could be blogs or videos posted online through other channels. People like a link where they can always be updated on what new you have to bring out to them.

One thing that you can employ to your aid is tagging. That means to create the markers relates to your product or idea so that everything remains related to the main idea. Much like the game of childhood, tag and you are it, this ensures a steady but continuous channeling where more and more people are aware about your viral marketing campaign.

Twitter is more about the personal you and less as you the head of the company. So make sure you provide the personal vibe and let fun and entertainment also flow in on your work. This keeps people interested and amazed at all the new and better stuff that you intend to provide them.

9

Using greeting cards for viral marketing

Viral marketing is so powerful a tool that it surpasses all the past advancements in marketing and render them obsolete. Search engines and link exchanges look almost insignificant in front of it. Viral marketing is about creating something amazing and sharing it among a few. Then it is their job to spread it to others and create a never ending expansion of your liking focused on you as the center. This is the viral characteristic which likes a real life virus. It infects a few cells and the progeny infects furthermore cells.



The only difference is that in this case the people who like something share it with others and they spread it further. And also that here we want our marketing to get infected quickly. The beauty of it lies in the little investment resulting into large profits.

One important way to start and accomplish this mission of viral marketing is to **use greeting cards**. The basic concept of it is of a website that lets the user to create a greeting

card and send it to anybody he or she desires. It can be customized in any way as is desired. The writing can be changed, an audio file attached and animation added. The receiver of the email is granted a link which when opened, displays the greeting card to the viewer. Plus now with the website's link at the disposal of the receiver, he or she can use it to send greeting cards to others.

So all that is left for you is to **create good enough greeting cards** to begin with. If you can do that and get the attention of the first batch of the customers, the process ahead is self-automated and you can sit back and relax. But as easy as it looks like, it is not that simple. You really need great ideas to start so that people have something that stands out from the rest of the lot. Sharing your website with people for the first is also hard, let alone getting them to use it. You can use the many social websites at your disposal to work this initial hurdle.

The good way to market your website is to **market the greeting cards** in it. Make sure that all your cards are displayed in all the search engines. But first begin with choosing one or two themes about your website. When you have done that, search for the necessary resource material like photos and animations to put on your cards. Make sure that you respect the copyrights of everything. You then have the option to either create a service yourself on your site or choose an existing **greeting card service**. The second option is the easier of the two and so an ideal

for a beginner. As you grow you can change to the self-maintaining of your website. You can then just sit and concentrate on the editing of the resource material and tailor it to your needs. The forms for the cards will be submitted to your sites and they will be channeled in making the cards. You can also respond on your site for any queries and solve any issues.

Once started it is sure to expand in no time and increase the traffic on your site.

10

Top mistakes in viral marketing

Viral marketing is a big selling strategy if it is employed perfectly. But on the other the hand if overlooked and the basics ignored then all the resources you may have spent on your marketing may go to complete waste. Among the many others these are the most common of the mistakes made in viral marketing.

Most people fail to produce it adequately interesting

If you haven't made a piece as interesting and full of entertainment as it



was supposed to be, you will not get the necessary attention of your audience. This is true even if you decide to invest more of your resources on the project. On the other hand an interesting item will sell even without the spending that much capital.

Viral marketing faces a major hurdle also when you can't provide incentives for sharing ahead. This means to provide the customers with offers like money, services or discounts for their sharing of the message ahead. People don't find a need to do viral marketing for you when there is no profit for them in it.

Similarly if you fail to provide them the right incentive to respond to your product, the cycle would never start. This means to display an offer at the end of your description where the people are motivated to gather around the focus of attention that you have provided them. You have to make sure that the offer is related to your field of interest, or else there will be a lot of contacts that you have to filter out.

Some people assume too much. You must not stop encouraging people about responding to your campaign and spreading it ahead. Statistics about the traffic on your site should be carefully evaluated. Audience should be pursued to continue to share the status ahead to new people.

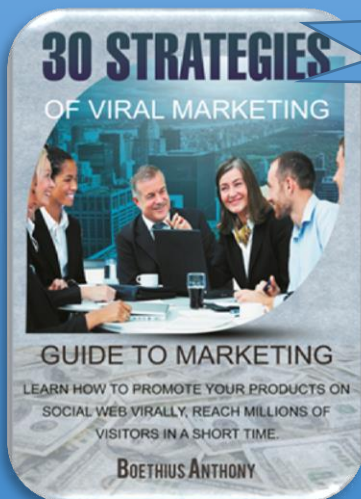
You must not focus more on the marketing piece

Rather the process of viral marketing should be brought into the spotlight. It is possible that a very good piece is not recognized entirely and a simple object be appreciated worldwide. It all depends on the level of viral marketing channeling.

You must not make the mistake of leaving the project before you have learnt something new from the moments you experienced. You must always track the results so that you know your weakness and what you have to do next. Those who fail to do that keep on making the same mistakes over and over again and their viral marketing is a disaster at their own hands.

Another common mistake is to make the preparations less than what should have been done. This is because most people have little self-confidence and no can-do attitude towards themselves. So just make sure that you send invitations as if it were a blockbuster film. This puts you in a no risk zone and make sure that the increase in traffic is twofold to what is expected. Keeping these in mind will get you to the top of the viral marketing in no time.

Buy the Book: 30 Strategies of Viral Marketing



25% Off

<http://www.lulu.com/shop/anthony-boethius/30-strategies-of-viral-marketing/paperback/product-22816160.html>

ISBN: 9781326756727