

## Viral Marketing Secrets



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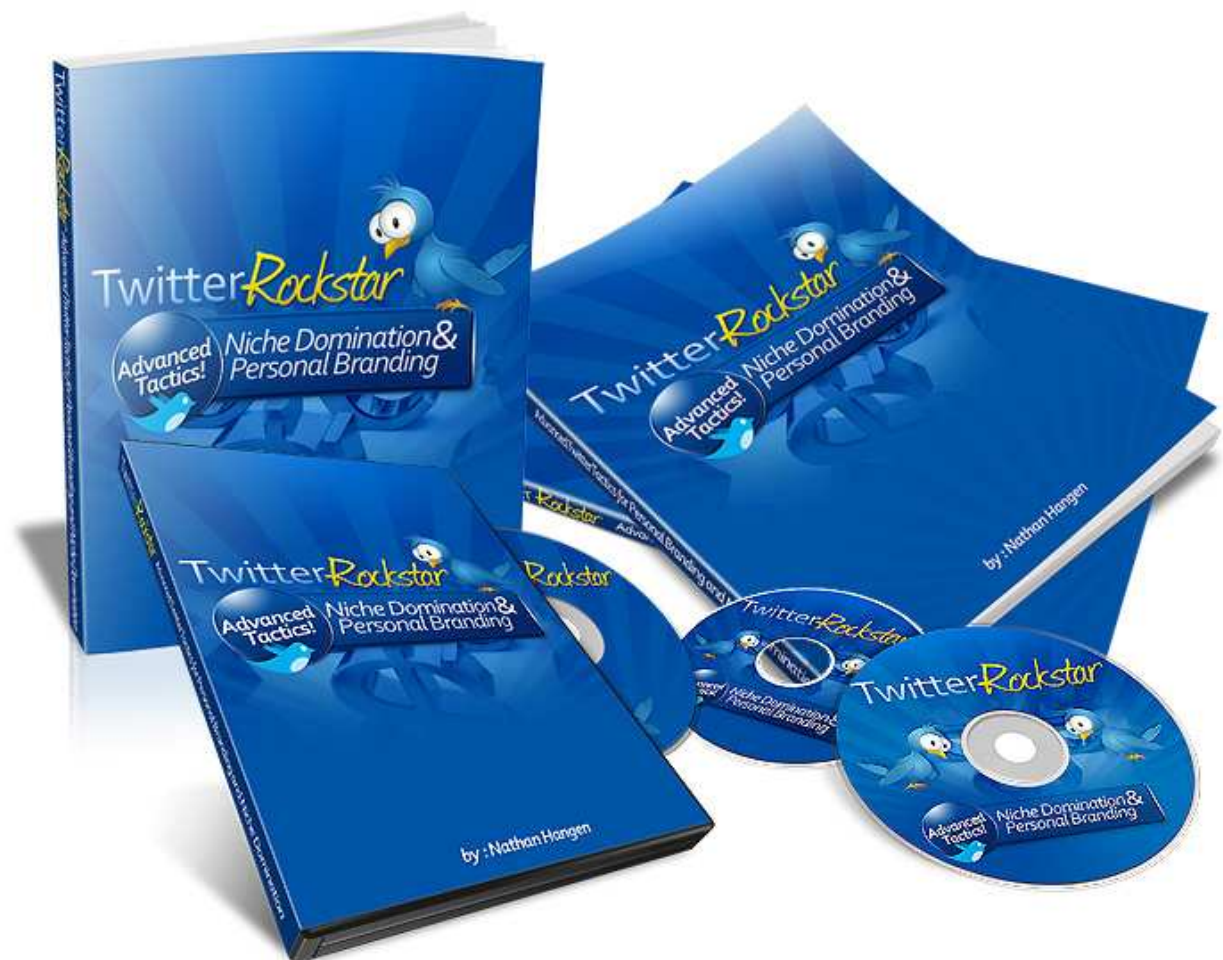
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## Introduction To Viral Marketing

Viral marketing is one of the fastest ways of spreading your message across your market, building brand awareness and increasing your outreach and profitability, quickly and easily.

When a product or service goes 'viral', it is passed around from person to person, who are eager to share the information with friends and family, and online contacts.

This material is considered 'buzz worthy', and incorporates an element of curiosity, entertainment, or controversy that motivates people viewing it to continue building exposure through word of mouth, one of the most powerful marketing vehicles on and offline.

The origins of the term viral marketing have been traced back to the Microsoft's email service, Hotmail.

Hotmail was freely distributed and every time an Email was sent from one person to the next, it included a

simple advertisement placed at the bottom of each email broadcast.

This email promoted the free email service with a simple text based advertisement that read, "Get your private, free email at <http://www.hotmail.com>."

Each time someone sent out an email, it carried this message and it wasn't long before hundreds of thousands of people were subscribed to the free email service.

Steve Jurvetson dubbed this type of advertising "Viral Marketing". Though Hotmail has undergone many changes since the early nineties, viral marketing as a whole, hasn't. It continues to be one of the most successful forms of marketing available today.

If you can create a viral campaign, you will be able to instantly maximize your outreach with very little effort. In fact, when your idea takes off, it can quickly propel your business to an entirely new level at absolutely no cost.

Best of all, when your product or service goes viral,

it may be the only marketing campaign you will ever need to generate targeted traffic, repeat buyers and new customers to your website for many months, even years, to come.

There are many different strategies that you can use to build a viral campaign, ensuring that your message penetrates your market and continues to build momentum over time.

The Viral Marketing; Complete guide reveals a proven formula to building successful viral campaigns and as you read through each chapter, you will discover what critical elements need to be implemented into your campaigns to guarantee longevity and overall exposure.

In all honesty, creating a powerful marketing campaign that incorporates viral components is easier than you might think.

It simply requires that you tap into your customer base; determine what they are interested in and then presenting it to them in a refreshing, compelling and innovative way.

The low cost of viral marketing combined with the versatility of methods that you may select from, makes viral marketing one of the most powerful advertising methods available online.

We'll cover all aspects to creating a wildly successful viral campaign that focuses on driving in targeted traffic and loyal customers.

Let's get started!



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