

EXPLOSIVE VIRAL MARKETING

EXPLODE YOUR TRAFFIC WITH VIRAL MARKETING!



Explosive Viral Marketing

by

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Page 2

Table of Contents

Introduction	4
Know the Market.....	6
Choose a Type	7
Choose a Form of Media.....	9
Preliminary Advertising and Testing.....	10
Media Blitz	12

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Introduction

Viral marketing is one of the most powerful types of marketing in the world. If you can get a campaign to go viral, you won't have to spend much (if anything) on advertising.

You've probably heard the term "word-of-mouth" before. It means that people talk to each other and tell each other about things they've seen that they thought were funny or interesting.

Viral marketing relies on word-of-mouth to spread a marketing message. The trick is to get the message delivered to a few key people who will spread the word. Once those people get the message, it will begin to spread rapidly.

In this report, you're going to learn some tricks you can use to develop explosive viral marketing campaigns and get them to spread like wildfire!



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Know the Market

The first step to creating an effective viral marketing campaign is to get to know your target audience. If you don't know your market inside and out, then you're going to have trouble with any type of marketing campaign!



If you can, try to do some preliminary market research before you begin developing your campaign. One easy way to do this is by asking your visitors or customers to fill out a quick, anonymous survey.

Anonymity is important. People are more concerned with privacy than ever before, so be sure to let them know that the survey results are used for market research purposes only and no personal information about them will be recorded.

Find out their age, gender, income, education level, profession, and anything else that relates directly to your niche. For example, if your niche is acne relief, you might ask them how old they were when they first started having trouble with acne and how long they've been suffering. Make the survey quick, because people are busy and don't have much time. Just get as much information as you can in the time you have.

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Choose a Type

There are three main types of viral marketing:



- ✓ Comedy
- ✓ Shocking
- ✓ Educational
- ✓ Altruistic

Perhaps the most common type of viral media is comedy. When people see something funny, they have a natural inclination to share it with people they know.

Shocking stuff has the power to go viral quickly, but it's difficult to find something that will truly shock people these days. People are becoming numb to the shock factor. But if you can find something that will shock your audience, it will spread.

Educational stuff can go viral if it's something new and unavailable elsewhere. It's tough to find something new and interesting.

Philanthropy is something many people are interested in these days. With major celebrities donating so much of their time and money to philanthropic pursuits, it is quickly becoming the new "in" thing to do.

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Altruistic things have tremendous power to go viral, especially if they are accompanied by heart-tugging promotional material. So if your company is participating in a fund raising effort, it can be fantastic publicity.



You have to choose a type that corresponds well to your audience. Younger audiences are usually more likely to respond to comedy and altruism, while older people respond well to education. Most people respond well to shocking material.

This is why it is so important to really know your audience. If you don't know your target market's average age, gender, income level, education level, and other vital information, how can you expect to be able to choose the correct type of media to develop for them?

Choose a Form of Media



There are many different forms of media available for viral marketing. Online, most viral media is in the form of video. Video is generally the type of video that is most likely to go viral.

Other forms of media include audio and written content. Audio is not as likely to go viral, but written content can go viral in some markets.

I recommend video for most purposes, simply because it is easy to share, simpler to make interesting, and it has the best potential to go viral.

Just remember that video is enjoyed most by younger audiences. While some older individuals like video content, younger people respond much better to it.

If your market is primarily over the age of 50, you might consider using written content. Ebooks and reports can be very valuable for older individuals, especially if they contain very helpful information.

Preliminary Advertising and Testing

Once you've developed your marketing piece, it's time to do some preliminary advertising and testing. You don't want to start an advertising blitz right away, because you will have absolutely no way to know whether the piece will go viral.



First, you need to do some minor promotion and test the results. Choose one small avenue of promotion that will last for a fixed period of time. For example, run an ad on a high-traffic blog in your niche for seven days.

After the seven days is over, analyze the results for another week. If you continue to see traffic increasing after the ad has stopped running, your piece is going viral.

If traffic dies down, you may have to develop another marketing piece. It's important to make sure your piece has the potential to go viral BEFORE you release it official and end up spending a lot of money to promote a campaign that won't go viral.

You can also split test the results of your campaign in order to find out if your marketing is actually effective. Just because something goes viral does not mean it will bring you sales!



One easy way to test the effectiveness of your campaigns is to have some type of online offer ready. This might be opting in to an email list for more information about your product, or buying something online.

Then you can use Google's free Website Optimizer to test results:

<http://www.google.com/websiteoptimizer>

This tool will let you test and track different types of campaigns, so you will even have the ability to test slightly different versions of your viral media to see which one is most effective at getting people interested.

The more people who opt in to request more information, the more effective that particular piece of media is. By testing several different versions, you will be able to choose the one that will be most effective and will provide you with the biggest return on investment, which is ultimately the most important thing for any type of marketing campaign.

Media Blitz

After the initial testing has proven that your marketing piece has the potential to go viral, it's time to promote the initial campaign as much as possible. The more people you reach, the more people will be able to spread your message.



There are many different ways to get your message out there. I'm going to give you a few ideas for ways to get your message seen by as many people as possible.

Facebook – No one can deny the massive marketing potential of Facebook. With more than 400 million registered users, Facebook is a powerhouse! Create a group for your project on Facebook, and then pay for some Facebook ads to promote the group to your target demographic.

Twitter – Like Facebook, Twitter has millions of users. You can run contests on Twitter to increase followers and place links to your Twitter profile on other pages your company owns.

AdWords – You can't ignore Google's massive traffic, either. AdWords is still the reigning powerhouse for buying quick traffic, and if you choose the right keywords, it can be effective and affordable.

Blogs and Websites – Buying ads on extremely popular websites in your niche can work very well. Don't buy a standard banner ad. Use new forms of media like footer ads, peel away ads, fly in ads, and expandable ads. These will get a lot more attention than a standard banner. You might also consider paying to "skin" a site. This is when you change the background and other graphics of the site to reflect your ad campaign. This can be costly, but it's effective if you have the budget to do it.

YouTube – If your media is video, you should definitely consider putting the video on YouTube. The more people who watch it, the more often it will be shown. Plus, people will often share things more readily on YouTube than they will if it is on your own site.

Cross Promotion – If you have a competitor whose product complements yours rather than directly competing, you can cross promote. You promote their product in your campaign, and they promote yours in theirs. This can work very well if both parties are equally committed and capable.

These are just a few ideas to get you started. Get creative and think of your own and you'll have your viral campaign going in no time!



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