

Viral Marketing Mechanics - Ways to accomplish the objective of creating a successful viral marketing campaign

© Talat Publishing

Congratulations! You have resell and master resell rights to this publication. You can freely distribute it in any way you wish as long as it remains unaltered. You may also sell it at any price you wish, by any media and may pass on resell rights to anyone you wish.

DISCLAIMER AND/OR LEGAL NOTICES

The information presented herein represents the views of the author as of the date of publication. Because of the rate with which conditions change, the author reserve the rights to alter and update their opinions based on the new conditions.

This report is for informational purposes only and the author does not accept any responsibilities for any liabilities resulting from the use of this information. While every attempt has been made to verify the information provided here, the author cannot assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional.

The Many Facets of Viral Marketing

In the beginning, e-mail was the one way that viral marketing was started. Since that long ago day, viral marketing has gone from a marketing strategy to an art form and there are many ways to accomplish the objective of creating a successful viral marketing campaign. Seven of those ways are:

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.
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.
4. **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.

We will look at some of these in detail as we progress through our short E-Bookbook.

Start Viral Marketing Campaigns Using E-books

Viral Marketing sounds like something bad but it is really something very good. It is, also, one of the most powerful way to generate traffic to your website.

If you think about how a virus spreads from one person to another, your viral e-books work in much the same way. One person gets sick and just by sneezing they can give the virus to many more people... those people get sick and share their germs with everyone they know and the next thing anybody knows is that there is an epidemic. That is the very concept of viral marketing. The idea is to get everyone possible to spread your marketing message around because they want to.

Now let's look at using an E-book to start your viral marketing campaign. First you create an E-book... a really good one that has links to your website, to your sales page and affiliate links to products and services that you recommend... and you give it to three people. In the book you encourage those three people to give it to their friends and family.

Before you know it the E-book is spreading across the Internet like wild fire. Digital information duplicates easily and quickly so before you know it, thousands of people could be reading your free E-book.

Make certain that you let people know that they have permission to forward the E-book around the Internet. When you create the E-book, you have the right to give people certain rights. One of those rights could be that you allow them to give the book to other people. Make it clear that this book is free to give away.

You can write the E-book yourself, use private label content or you can hire a ghostwriter to prepare the content. There are a lot of ways to create an E-book. Once you have your E-book written, use software to create your E-book.

What Works & What Doesn't in Viral Marketing

Stop with the enforced e-mail forwards already! Trying to force or bribe people to forward your info to a friends or family in order to be rewarded or win looks skanky in today's ultra-permission-based world. Especially when you tell visitors nothing about their friend's or family's privacy in the space directly next to the e-mail form.

A true viral campaign gets forwarded because consumers are compelled to do so by the glory of the content, not because you bribed them with points or something else.

What absolutely will not work:

Suggesting that e-mail recipients forward your message to their friends and family will not work. Adding a line at the bottom of your e-mail that reads "Please feel free to forward this message to a friend" is more likely to get it deleted than forwarded.

What absolutely will work:

Offering something worthy of sharing like a valuable discount, vital information or offering an incentive for sharing like additional entries into a sweepstakes or an added discount or premium service will work.

Relevant or timely information, research, or studies that are included in your e-mail might encourage the recipients to share with their family and friends. Interactive content like a quiz or test, especially if it's fun, will inspire forwarding.

Jokes and cartoons are almost always forwarded to everybody the recipient knows. Why? Because they are entertaining and entertainment is meant to be shared.

A really cool multimedia experience is always going to achieve a lot of pass-along. Rich media is new and the novelty and tech factors alone are often enough to make the e-mail recipient eager to share it.

Oops! Almost forgot one really important thing....You can craft a brilliant e-mail following all the rules, but if a consumer visits your site and has an experience less than what was promised, you are going to achieve viral marketing, alright...

the bad kind. So be certain that your product or service is ready and is as advertised.

Your E-book is your Viral Salesman

E-books are the future and the future is now. The printed word on paper and bound into books used to be the only way information was given and received. They were great, you could take them with you and put them on shelves and they do still exist and will continue to for the foreseeable future but the time of the E-book has arrived.

The marketing E-book is a slightly different animal from just an E-book. [Marketing eBooks](#) contain text, images, links to web pages and navigation controls. The marketing E-book has become a very important part of marketing on the Internet.

With a marketing E-book you can present your story in an effective way and include links to your web sales pages. Your E-book can become your best salesman.

First, your E-book needs to be interesting and informative. It always has links back to your web site and to your sales page.

Next, be sure that you have a prominent section telling readers that they are free to give your E-book away. Let them know that they can post it on their site as a free download, that they can use it as a bonus, and that they can bundle it with other products. This is the way to create viral marketing for your products or services. Remember those links back to your site contained in the E-book?

Last but certainly not least before you send your E-book out to the world, double check spelling and grammar and be sure that you have tested every link to verify that it goes where it is supposed to go. Obvious errors will reflect badly on you and will not be of much value to you, it could even be damaging.

Post your [E-book](#) to some of the E-book directories. Many let you post it for free, or will let you post a link on their site to your E-book.

What an E-book Can Do for You

An E-book that includes your marketing message and a link to your website is a proven technique in viral marketing. This method uses the multiplication effect to “explode” the distribution of your message by willing participants.

This is the basic principle that was used by Hotmail to get established. When the two founders set up their free email system, all the messages that were sent by subscribers had a text message at the bottom which identified Hotmail as the origin. People who sent emails to their friends advertised the free email site.

Using viral E-books as a marketing method is cheap. It doesn't take long to set up and it's even quicker if you use re-brandable E-books that have been written by others. Just use your favorite search engine and do a web search. You will find many re-brandable E-books that are available on whatever subject you are interested in and that apply to your e-business. One method of distributing the E-book is to offer it to visitors in exchange for subscribing to your newsletter. If they pass it on to their friends and family it will promote your business for you.

E-books are capable of reaching a large audience and are limited only by the enthusiasm of the participants.

[E-books](#) are fairly easy to create. It's possible to produce your own E-books by combining articles that you have written or have gotten from public domain sources, such as directories.

A common approach is to use material that has Private Label Rights, including articles and reports that have been written specifically for that purpose, for that niche. Using a portion of a larger work that you have prepared such as the first three chapters of a large E-book could also be used as a viral E-book.

6 Ideas for Viral Marketing

Here are six ideas to help you start your viral marketing campaign:

8. Purchase the branding rights to a viral E-book. Allow people to give away your free E-book to their visitors. Then, their visitors will also give it away. This will just continue to spread your ad all over the Internet.
9. If you have the ability to set up a forum or other bulletin board, you really have a great tool. Allow people to use your online discussion board for their own website. Some people don't have one. Just include your banner ad at the top of the board.
10. Do you have a knack for web design? Create some templates, graphics, etc. and upload them to your site. Then, allow people to give away your free web design graphics, fonts, templates, etc. Just include your ad on them or require people to link directly to your web site. Make sure that you include a link back to your site in the copyright notice and require them to keep your copyright notice in tact.
11. Write an E-book. Allow people to place an advertisement in your free E-book if, in exchange, they give away the E-book to their web visitors or E-zine subscribers.
12. Write articles that pertain to your product or service. Allow people to reprint your articles on their website, in their E-zine, newsletter, magazine or E-books. Include your resource box and the option for article reprints at the bottom of each article.
13. You can easily find products on the Internet that will sell you a license allowing you to distribute the product free of charge to other people. Look for those products that provide "branding rights". That is where you can include your own name, website, and contact information.

Four Good Reasons to Use Viral E-books

It is a well known and widely accepted fact, that E-books....FREE E-books...are one of the best weapons in a viral marketing campaign arsenal. Here are four good reasons why this is true today and will continue to be true for the foreseeable future:

14. **E-books are cheap to produce and don't take long to set up.** If you have articles that you have already written about the subject you are promoting, you can simply combine these articles into an E-book. If, on the other hand, writing isn't your forte, you can use rebrandable E-books that have been produced by others. Just use your favorite search engine and do a web search for "rebrandable E-books". You will get a lot of hits and have many to choose from. One way to distribute these E-books to visitors to your website is to give them as a free gift for subscribing to your newsletter. If your E-book contains material that people will want to share with their friends and family, they will pass it along to them... they will pass it along to others...and you will make money.
15. **E-books are capable of reaching a large audience.** The only limiting factor is the enthusiasm or the participants. Therefore, it is absolutely vital that your E-book contain something that people will want to share like timely information or humor. Remember that people like to know something that the rest of the world needs to know. They will pass along something that makes them look like they are in-the-know.
16. **E-books are a way to sell other products other than the one you originally targeted.** For example; if you are selling garden products, your customers could also be interesting in E-books about lawns, trees landscaping, etc.
17. **E-books are effective in building your reputation.** It is an implied recommendation if you give a quality E-book and users willing pass on to others.

Successful Forum Viral Marketing

In order to be successful using forums to do viral marketing there are some things that are required.

Do Your Homework: Prior to joining any forum, you must do some research.

1. Join relevant forums that are in some way related to the promotion's primary sales market. For example, someone involved with a health

related product, many types of forums could apply....everything from holistic medicine to stay-at-home moms.

2. Choose popular forums. There is no point in wasting your time and energy on forums that few members and few posts. Page raking and the amount of active members are two good ways to check for this.
3. Choose forums that allow sig tags. If it's possible read the rules before joining and pay attention to them. Your time is important, too. It is better to find out that a forum doesn't allow posts with sig tags before you go to the time and trouble of joining.

After You Have Joined: OK...you have chosen two or three forums that meet your requirements...now what?

18. Keep your sig tag short and update it regularly. The ideal thing is to limit yourself to one link, preferably to your main website.
19. Never create posts that are nothing more than an advertisement. This all but a universal rule and only displays the marketers lack of experience if he does so. At best this kind of post will be deleted by the monitors....at worst, it is grounds for being banned.
20. Work the room. Be an active member on the forum. Plan to spend at least an hour each day there and take the time to get to know the users. Take the time to introduce yourself with intelligent questions depending upon the forum's topic.

As a marketer becomes a regular member, they will hopefully develop a good reputation and without saying a word about their promotion, those who are interested in their product will approach them.

Viral Marketing using Forums

There are different types of forums, beyond the obvious topical types, of "marketing" or "special interest", etc. "Marketing" and "special interest" are two types of what are commonly referred to as "open forums".

There are, however, business and professional [forums](#), which do not operate under the same rules and, more often than not, disallow any and all types of advertising or self-promotion. Forums that have been created to support the membership of a particular program are especially adamant on this topic and often demand that all members refrain from all types of advertising on their sites.

Still, even with all these hurdles, it is possible to successfully advertise in forums. In all cases a pre-requisite for success is developing a good reputation and a good relationship and maintaining both. So, while it is true that this is a form of free advertising, it does require a certain amount of investment as far as time and energy are concerned, not to mention subtlety and finesse.

To successfully market on any [forum](#), the first requirement is to take a personal interest in the main topic of the forum. That means visiting it on a regular basis and developing a good relationship with the members and the moderators. It, also, means taking an active role in the conversations and being willing to help others. Of course, it goes without saying that it means abiding by any and all rules that exist. In this way, one can develop a reputation, and business will just naturally develop because humans tend to work with people they trust.

Since the main purpose of a [forum](#) is the exchange of information and/or ideas, marketers must respect that objective and abide by it. Marketing forums, where everyone there has something to advertise and sell, usually have even more stringent rules.

Recently, forum marketing has been touted as a kind of free, organic, viral marketing. But because so many marketers go into forums purely with the intention of marketing products or services, their actions and attitude unwittingly causes the exact opposite of the desired effect.

Forums aren't marketplaces but when used as such, the marketers' actions become offensive and will only inspire the wrath of fellow members and marketers, not to mention moderators who can ban them from the site with the click of their mouse.

In order to be effective, this kind of marketing carries a certain degree of commitment, responsibility and respect. The first requirement is to take a personal interest in the main topic of the forum. Not only does that mean visiting it regularly, but it also means developing a good relationship with both other

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

