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# Foreword

We all have 24 hours in a day. How much can you accomplish in one day depends on how efficiently you use your time. In the context of drawing traffic and growing your business, it can be quite a tedious process if you were to do it alone.

Then came the concept of viral marketing. Ever visited a restaurant because your friend recommended it? Yup, word of mouth is an extremely powerful marketing tool. With viral marketing, you will be able to reach a wide audience in a fraction of the time and cost.

You'll be able to do more in less and make full use of your 24 hours. Viral marketing has allowed small businesses and corporate giants to reach a wide target audience faster than ever, and if you don't tap into this online marketing phenomenon, you'll be leaving tons of money on the table.

Let's dwell into the important aspects of viral marketing immediately!

## ***Viral Marketing Madness***

Create Unstoppable Buzz And Traffic Through Viral Marketing

# Chapter 1:

## *Introduction To Viral Marketing*

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### Synopsis

**Viral Marketing** is a term that has existed since the start of the web 2.0 era. It is the evolution of word of mouth marketing, because of the speed of which the internet is growing and the emergence of social sharing tools.



## **Intro**

In the web 1.0 era, the internet world was uni-directional. Meaning, I own a website, and write about topics and you read about it. Today, there is a multi-dimensional interaction in web content between webmasters and their target audiences.

People can comment, share, “Like”(For Facebook) and suggest using the variety of sharing tools such as blogs, microblogging platforms (Twitter), Facebook and other social sharing websites such as Reddit and Digg.com

This eases and facilitates the growth of Viral marketing and has made viral marketing the best way to grow someone’s business fast.

What’s important is this, if you fail to tap into the wonders of viral marketing, your competitors will and you will be leaving tons of money on the table. In the next chapter, we will look at the basics of viral marketing and how you can apply it to your business.

# Chapter 2:

## *The Power Of Social Media*

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### Synopsis

One of the biggest mistakes many marketers, old and new make is underestimate the power of social media.



## **The Might**

Just to give you an idea, Facebook is the largest online social networking website in the world and has over 500 million users. If it was a country, it would be the third largest country in the world, after China and India.

Social media has recently become the number one activity in the world – Surpassing email. This just shows how much time is spent in social media activities. What this means is there is immense potential for viral marketing to explode in the social media scene. Imagine if you could tap into this millions of users because your idea or brand can relate to them.

I would also like to draw your attention to the world's largest video sharing site – YouTube. YouTube has millions of views everyday and because of the viral nature of videos, your business stands to gain much by tapping into this viral video sharing phenomenon. Ever watched a quirky, funny video that made you so compelled to share it with your friends?

And then we have the micro blogging platform – Twitter. It's ever growing user base tells us that we have to jump on the bandwagon before it's too late! Twitter has a huge market waiting to be tapped! (we will look into these avenues in the next few chapters)



# Chapter 3:

## *Basics Of Viral Marketing*

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### Synopsis

So how can you start applying the power of viral marketing in your business? The first thing you must know, is viral marketing is the power of word of mouth. Meaning, you must give an avenue for people to share content with others.



## **The Basics**

For example, if you own a Wordpress blog, you can install social sharing plugins so that sharing tools will appear at the end of your blog posts. One of these tools is called ShareThis, which gives you the option to incorporate a wide variety of social sharing tools at the end of your blog posts, pages or even on the side bars.

Once you've set up the viral marketing tools for your website or blog, you need to determine your viral marketing goals. Goals should be measurable so you can monitor your progress and work towards improvement.

This could be something like number of Facebook "Likes", blog comments, visitors per week or sales per month. Once you've determined your goals you can set out your viral strategy to move you towards these goals.

As simple as it sounds, viral marketing requires some planning and know how to get it right, which we will deal with these techniques in the next section.

# Chapter 4:

## *Creating A Viral E-book*

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### Synopsis

In the olden days, anybody who gave free stuff away without asking for something in return would be seen as a fool. But the smartest marketers know better. They gave away freebies and incentives to grow their fan base so that when they released their actual paid product, their sales exploded because people knew how good their stuff were.



## **Ebooks**

A viral e-book can help you generate buzz and hype about your business and products if you position it correctly. Here's how you create a viral e-book. First, think of a topic you want to write on. The e-book should ideally be something your niche market is looking for and is somehow tied in with a paid product you wish to release in the future.

Inside your viral e-book, mention that you are giving your readers exclusive "giveaway" rights to the e-book. Meaning, your readers are free to share your content with others as long as the viral book remains intact. Inside the viral book, you'll have to sprinkle your website links throughout or perhaps use them in the footer. That way, when your e-book is spread around, your links are retained and new readers will see your link and flock to it to find more good content!

Most importantly, remember to share your viral e-book with your followers so that they can help you do the spreading.

# Chapter 5:

## *Using Facebook as a viral tool*

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### Synopsis

One of the reasons why Facebook has picked up so fast as the largest and one of the fastest growing websites in the world is because it is viral in nature.



# Facebook

Things spread easily via word of mouth with Facebook. That is why many big corporations have recognized this power and have been finding ways to tap into this power.

Whether you are a small business owner or own a huge chain of businesses, you have the potential to tap into the viral nature of Facebook to grow your business by leaps and bounds. One of the key viral components of Facebook is the Fan pages.

What happens is you can create one page for your business and set up all the basic information about your business. From there, you can invite your customers to join you there by “Liking” your fan page. Once you’ve got a budding community set up, get them interacting on the page and continue to provide content so as to set up a social “hub” for your business on Facebook.

The viral marketing nature comes in when every single interaction your fans make on the page gets displayed on their news feed. All of their friends will see their news feed and get curious about what is going on in the Fan page. From there, you will get more likes and your page will start to grow at an exponential pace. Think of it as passive, viral traffic with minimal work!

# Chapter 6:

## *Using Twitter As A Viral Tool*

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### Synopsis

As mentioned earlier, you can leverage on Twitter as a viral tool to reach out to your target audience.



# Twitter

Twitter is the world's largest micro blogging platform which boasts millions of users or "Tweeps" (Twitter people). Twitter allows you to post short updates to your followers so you can stay connected with them in real time.

Here's one trick for creating viral buzz on Twitter. Ask your followers to re-tweet or tweet about your web content such as blog posts if they like your stuff. You can also offer incentives such as give a free e-book to the top tweeter follower who promotes your content.

The hashtag is often used in Twitter to denote certain events. Let's say your business is having a launch. You can get your loyal followers to tweet about your launch using the # tag so to build hype about your launch.

When others search Twitter cyberspace for your launch using the #tag, they will see the amount of buzz onto it and you've just made instant credibility for yourself. Furthermore, if you manage to become a trending topics, your business growth will explode!

Overall, Twitter can be used to build good rapport with your customers so that they will be more responsive to your content and more readily share your content with others because they like it so much.



# Chapter 7:

## *Techniques For Creating Viral Buzz*

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### Synopsis

Here's some extra techniques for creating viral buzz which you can learn and apply immediately in your business:



## Strategies

- 1) Organize competitions. See who can get the most Facebook “likes” and reward the person with a gift or e-book.
- 2) Tweetathon – Organize a tweetathon for a common cause that is related to the business you are in.
- 3) Always reply comments. By replying and re-tweeting to people who share your content, you tell them that you are listening and that you are there for your customers.
- 4) Include social sharing tools everywhere. You can use the Facebook Sharer link to allow people to share content with their friends on Facebook everywhere they go.
- 5) Start a YouTube channel. Remember, videos are highly viral in nature and have the ability to reach a wide audience in a short time. Make some funny videos and share them with your followers, asking them to share it if they like it.
- 6) Use QR codes to generate curiosity – QR codes are a cool and funny way to market your business virally and it’s a wonder why it’s been underutilized till today.

In short, content is king when it comes to viral marketing. The more good and viral your content is, the more people will be willing to share it with others.

# Chapter 8:

## *Viral Marketing Mistakes To Avoid*

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### Synopsis

Viral Marketing is definitely a great tool to utilize for marketing your business, but if you commit these mistakes you'll be doing more harm than good. Here's what to avoid.



## **Errors**

- 1) Not creating an incentive for users to pass it along - make the content itself good/funny – Jokes are a good bet.
- 2) Failing to capitalise on a campaign that proves successful. If your campaign starts to take off, ask yourself whether you can get any further publicity, monetize the incoming traffic or get more leads.
- 3) Copying a viral campaign that does not suit your business. By doing so you will mess up the message you want to give your customers.
- 4) Not combining your viral efforts with other marketing methods. You shouldn't put all your eggs into one basket – It's suicide for your business.
- 5) Not integrating SEO with your viral campaign. There is a synergistic effect of SEO and keywords with your viral efforts so don't overlook it!
- 6) Not making your stuff easy to share. Always give ample sharing tools for your followers to make things viral.

# Wrapping Up

It is with my greatest hope that this e-book has given you a clear overview of the benefits of viral marketing and how it can help you rapidly grow your business, get new leads and boost profits.

Just like how Rome was not built in a day, there are no shortcuts to success. Proper planning should always precede a viral campaign, as well as getting the right people and resources followed by execution.

Your business stands much to gain through the power of viral marketing. Even if you struggle with managing your viral campaign, sometimes, hiring people to do the job for you can give you more benefits and can easily cover your investment costs from the hype and buzz you will get.

If you are still sitting on the fence, the best way is to dive in, take action, and tweak as you go.

I wish you all the best in your viral marketing endeavors!