

VIRAL MARKETING - AN INTERNET INDUCED MARKETING TECHNIQUE**MD. RASHID FAROOQI****Assistant Professor****Department of Management & Commerce.****Maulana Azad National University (Central University), Hyderabad.****SUPRIYA****Research Scholar****L N Mishra College of Business Management****Bhagwanpur Chowk, Muzzafapur****INTRODUCTION:-**

Viral marketing can be an extremely effective form of word of mouth marketing. The process involves crafting a message that is design to be propagated by its recipients. One key to success in viral marketing like other forms of word of mouth marketing is to gain access to key influences within target audience. Influencers are individual or groups of individual who are opinion leaders and trend setters who have to the ear of a significant audience. Once the influencer have identify in the market a message can be craft these influencer will find valuable enough to pass along to the people that they have influence over.

Viral marketing sometimes refers to internet based marketing campaigns including the use of blogs seemingly amateur website and other forms of design to create word of mouth for a new product or services. Often the goal of viral marketing campaign is to generate media coverage via offbeat stories worth many times more than the campaigning companies advertising budget. The term viral ad refers to the idea that people will pass on and share interesting and entertaining content this is often sponsored by a brand which is looking to build awareness of a product or services. This viral commercial often takes the form of funny video clips or interactive flash games images and even text. Viral marketing is popular because of the ease of executing the marketing campaign relative low cost, good targeting & high rapid response rate. The main strength of viral marketing is its ability to obtain a large number of interested people at low cost.

The hardest task for any company is to acquire and retain a large customer base. Through the use of internet and the effect of email ads the business to customer efforts have a great impact than many other tools of marketing viral marketing is a technique that avoids the annoyance of spam mails. It encourages user of a specific product or services to tell a friend. This would a positive word of mouth recommendation.

Viral marketing is the word that is used to describe the revolutionary way by which any information proliferates across million of people rapidly within a short period of time. Therefore marketer should understand factors that results in increased acceptance of viral marketing messages by consumers.

Internet based advertising is continuously growing while the traditional advertising media such as TV radio news paper are losing its importance in front of digital marketing.

The rapid use of social media site helped to realize the potential of new technology able to improve the traditional word of mouth communication transferring it into an on line way of communication with and between consumers.

TYPES OF VIRAL MARKETING CAMPAIGNS:-

Pass-along: a message which encourages the users to send the message to others. The crudest form of this is chain letters where a message at the bottom of the email prompts the reader to forward the message.

Incentivized viral: A reward is offer for either passing a message along or providing some one else address this can dramatically increase referrals. However this most effective when the offer requires another person to take actions.

Undercover: A viral message presented as a cool or unusual page actively or a piece of news, without obvious incitements to link or pass along in undercover marketing it is not immediately apparent that any thing is being marketed.

Buzz marketing: Ads or messages that create controversy by challenging the border of taste or appropriateness. Discussion of the resulting controversy can be considered to generate buzz and word of mouth advertising. Prior to releasing a film some Hollywood movie stars get married get divorces or get arrested or become involve in some controversy that directs conversational attention to them.

User-manage database: Users create and manage there own list of contacts using a data base provided by an online service provider. By inviting other members to participate in there community user creates a viral, self propagating chain of contacts that naturally grows and encourages other to signup as well.

ELEMENTS OF A VIRAL MARKETING STRATEGY:

Following are the elements of a viral marketing strategy

Give away valuable or product services

Free is most powerful word in a marketer's vocabulary. Most viral marketing programs give away valuable product or service to attract attention. Free email services, free information. Free cool buttons, free software programs that perform powerful function. Wilson's second law of web marketing is the law of giving and selling. Cheap or inexpensive may generate a wave of interest but free will do it much faster. Viral marketer practice delayed gratification they may not profit today or tomorrow but if they can generate a ground well of interest from something free they know it will profit. Free attracts eyeballs. Eyeballs then see others desirable things which are selling and one can get money. Eyeballs bring valuable email address advertising revenues and e-commerce sells opportunities.

Provides for effortless transfer to others:

Viruses only spread when they are easy to transmit. The medium that carries marketing messages must be easy to transfer and replicate such as email, website, graphic, software download. Viral marketing works on the internet because instant communication has become so easy and inexpensive. Hence digital format make coping simple from a marketing stand point one can simplify marketing messages so it can be transmitted easily and without degradation.

Exploit common motivations and behavior:

Clever viral marketing plans take advantages of common human motivations. Design a marketing strategy that builds on common motivation and behavior for its transmission and one can be a winner. For example what proliferated net escape now buttons in the early days of the web the desire to be cool. So does the hunger to be popular, loved and understood. The resulting urge to communicate produces millions of websites and billion of email messages

Utilize existing communication network:

Network marketers have long understood the power of these human network both the strong close networks as well as the weaker network relationship. People on the internet developed network of relationship. The collect email address and favorite websites, URL affiliates programs exploit such network as do permission email list. Learn to place messages into existing communication between people and the person rapidly multiply its dispersion

CONCLUSION:

The ultimate goal of marketer interested in creating successful marketing programs is to create viral messages that appeal to individuals with high social networking potential and they have a high probability of being presented and spread by these individuals and there competitors in the communication with other in a shorter period of time.

Today viral marketing potential especially in social media such as facebook, twitter, YouTube, LinkedIn is unbelievable. Facebook announces in March, 2015 that it reach 2.52 billion active user in June 2014 India had 200 million internet users of which 140 million belong to urban India and the rest were from rural area.

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