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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.

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