

Emerging Trends of Viral Marketing in Global Perspective

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Viral marketing is about marketing techniques that are meant to increase brand awareness, on the basis of pre-existing social network. The concept of viral marketing has taken up the time of modern marketers for around 10 years now. Look at product such as Facebook, Instagram, LinkedIn, WhatsApp, Gmail, YouTube and Dating Websites. They all have one thing in common that is they are product that went VIRAL. These are the ideal viral marketing opportunities as these products get better when more people use them. Off the internet, viral marketing has been referred to as ‘word-of-mouth’, ‘creating a buzz’, ‘network marketing’. But on the internet, It’s called “Viral Marketing”. Many business owners still don’t understand the value of viral marketing. Proper utilisation of viral marketing can be very effective for every business owner. Viral marketing could be greatly benefited for those who know how to use plan properly.