

Emerging Trends of Viral Marketing in Global Perspective

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Abstract:- 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.

Keywords:- Viral Marketing, Facebook, Instagram, LinkedIn, WhatsApp, Gmail, YouTube.

Introduction- Viral marketing can be defined as “marketing techniques that use social networks to produce increases in brand awareness through self-replicating viral diffusion of messages, comparable to the spread of pathological viruses”.

Viral marketing is a form of online marketing that uses a “word-of-mouth” technique to spread its message. It is quickly a message propagates via links in e-mails, e-newsletters, blogs and websites that point to the might find of interest. The goal of a viral marketer is to generate a “buzz” about a product or idea; inducing users to relay the marketing create an exponential growth in a message’s visibility and effect. This form of online marketing is important because it ensures a high and rapid response rate. Comparatively e- mailing, the main strength of viral marketing is its ability to attract a large number of interested people at a low distorted as it passes from ear to ear.

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The objective or the purpose of sharing information with many persons simultaneously through internet has proved positive results in business. The purpose varies with the content of information and these are ‘value’ (experience), guile (sell for incentive), vital (before buying products), spiral (fun/interesting) and vile (warn negative experience). Positive viral message are four categories like value, vital (purchase), guile (sell) and spiral. Negative viral message is vile (warning).

When people talk about viral marketing, they do not realize that they’re really talking about several variations of the same theme. These variations of viral marketing operate for different reasons and by different mechanisms, and they have different effects. However, most seem to have the same mechanism at their core – a focus on providing the user with quality products or experiences.

A new operational development of Viral Marketing Power has been proposed as a tool for designing strategies to prove that the message shared in the social network becomes viral because of the purpose or benefit or value or the power of viral message of a product or a service. In today’s increasingly competitive business environment, viral marketing is only an effective marketing tool so long as it encourages consumers to take action as a result of the message and pass along that message to other prospects. Viral marketing has been described as “the process of getting customers to pass along a company’s marketing message to friends, family, and colleagues”. Like a virus, information about the company and its brand message, goods, or services is spread to potential buyers, who then pass the information along to other potential buyers such that a huge network is created rapidly. A well-targeted viral marketing campaign generates positive response toward the message it conveys and promote subsequent forwarding behavior from recipients.

Viral marketing became a new media phenomenon, gaining increasing interest in marketing literature. Interest in online viral marketing has increased among marketing and advertising scholars. Studies in this area typically have focused on either intermediate actions/ processes such as probability of opening and passing along viral information. Besides message characteristics, individual consumers also play a critical role in the viral marketing process. All consumers are the targets of marketing communications, although some consumers are more valuable to businesses and industries than others. Identifying and understanding the motivations behind the actions of the influencer is

particularly important to businesses wishing to highlight their product/service attributes and provide relevant information to market mavens, Referral influencers. The users of marketing medium are using local contacts and intimate market and product knowledge to build stronger relationships than those developed through more impersonal media. The e-mails from friends or family members telling us about a new product, service, or free product offering. Many of us have forwarded those promotions, or information professing the virtues of the product or service. If marketers can encourage members to spread the information or news of their product or service to others, it creates a potential for exponential growth in the message's exposure and influence. Various companies promoting their on this new marketing media phenomenon and can reach the untapped customer segment in easy and fast manner.

As such, far different from physical WOM, eWOM create virtual relationships and communities, with influence far beyond the readers and producers of WOM; it actually creates a new type of reality by influencing readers during their online information searches. Viral marketing is based on the principle of operation of WoM and its potential as a tool to generate influence has given rise to a variety of studies concerning effects, influences and impacts resulting from social communication.

The viral communication, unlike spam, is based on the assumption of permission marketing. Viral marketing constitutes an advertising technique in which the digital file is distributed from one user to another via email or social networks. It is also considered as tactics to produce a process that allows interested persons involving others. Viral marketing is any strategy that encourage people to spread a marketing message, causing an exponential growth of the message's exposure and influence. Thus viral marketing any marketing activity that accelerates and amplifies the electronic WoM. This phenomenon is the creation of contagious advertising messages or materials that are passed on peer-to-peer, to increase brand awareness.

While traditional marketing communication directly addresses the consumer, viral marketing communication develops an environment where consumers send messages without the direct involvement of the original source. The increased level of interest in recent years regarding viral marketing is an indication that there significant advantages included in this new marketing technique. The primary advantage of using viral

marketing is associated with low cost required to develop the campaign. Another important benefit relates to viral marketing is the ability to reach a substantial number of people in a relatively short period of time.

Viral marketing has been the buzz word for businesses for the last ten years. Customers act as advertisers by promoting a product through Word of Mouse. It is synonymous with word of mouth where a high degree of trust is given to a personal recommendation. The communication networks of the customers are used to transmit promotional material thereby drastically lowering the costs of customer acquisition.

The strength of viral marketing lies in the credibility of the carrier of the virus and his willingness to share it with friends and relatives. This communication process escalates and reaches viral dimensions. Viral marketing can be an extremely effective form of word of mouth marketing. The process involves crafting a message that is designed to be propagated by its recipients. One key to success in viral marketing, like other forms of WOM marketing, is to gain access to key influencers within your target audience. Influencers are individuals or groups of individuals who are opinion leaders and trend setters who have the ear of a significant audience.

In the current competitive business world, every business owners look different methods to promote their business, globally. One of the widely available, familiar and successful marketing strategies is viral marketing. The advantages of viral marketing service are high credibility, low costs, great reach, high efficiency and the opportunity to continuous promotion adjustments.

Strategies of viral marketing:-Good viral marketing campaign focuses on profile hosts and tie to their high-frequency social interactions. It enhances most effective when it taps into the breadth of its customers social connections to others. Viral marketing strategy has wide applicability in e-commerce, groupware, community, messaging promotions businesses. The strategy helps to minimize the friction of market entry of new business houses and proliferation with an eye brands building, brand loyalty among the switchers. If the service is trying to blatantly monetize its subscriber base way imaginable, new users will be reluctant to spread the word.

Through the use of the Internet and the effects of e-mail advertising, the business-to-consumer has a greater impact than many other tools of marketing. Viral marketing is a technique that avoids the

advance of spam mail. It encourages users of a specific product or service to tell about it in their social network most successful perspectives found to achieve this customer base is through the integrated marketing communication between website holsters and the customer accessing the message.

'Free' Tag Strategy- 'Free' is the most powerful word in a marketers vocabulary. Most viral marketing programs give away valuable product or services to attract attention. 'Cheap' or 'inexpensive' may generate a wave of interest, but 'free' will usually do it much faster.

Marketing Through Viruses- What does a virus have to do with marketing? Like viruses, viral marketing strategies take advantage of rapid multiplication to explode the message to thousand, to millions. In order for something to become viral- meaning, spread rapidly like a virus it has to be something that can easily be sent to others with little effort. The medium that carries your marketing message must be easy to transfer and replicate: email, website, graphic, software download. Viral Marketing works famously on the Internet because instant communication is easy and inexpensive. The digital format makes copying simple.

Viral Videos Strategy- World marketing in the form of viral videos works tremendously well. Videos are more eye-catching than text. If once video went viral then it will give a lot of traffic. We need a good plan and we need to know what sort of reaction we will get ahead of time and that they match our marketing goals.

The most creative viral marketing plans use others resources to get the word out. Affiliate programs, for example, place text or graphic link on others websites.

Design a marketing strategy that builds on common motivations and behaviours for its transmission, and we have a winner. Clever viral marketing plans take advantage of common human motivations.

Work with Emotions- Work with emotions viral campaign are the ones tug on people's emotions. As we plan the campaign, make sure there is an emotional catch. we need to grab the person with something emotional. Play on their fears, hopes, dreams, or sense of humour and our campaign will be far more likely to go viral.

Social Media Strategy- It's hard to imagine a business having that Hotmail Viral Marketing level of success today without participating in

social media network like Facebook, Twitter, LinkedIn and others. Simply put social media marketing, if executed properly, can put our viral marketing efforts on steroids.

Challenges of Viral Marketing:-On one hand Viral Marketing is a very effective way to make any brand or business popular but on the other hand it very hard to apply viral marketing strategies. We can't say surely that our viral strategy will work or plan will going viral. It's incredibly difficult to actually 'Plan' a viral marketing campaign. Most of the time it is just impossible to predict what 'the crowd' like and will spread automatically. A low penetration of Internet access in some sectors greatly reduces the potential for viral marketing. Viral Marketing talks about only spreading the message to potential consumers through online means but spreading the message is does not benefit the firm. Viral Marketing focuses more on short term success rather than building differentiation to gain long term advantage.

Opportunities in Viral Marketing-For internet marketers and business owners alike, viral marketing has not only woven its way into the advertising and marketing culture of modern-day success stories, but it is quickly becoming as necessary as billboards, newsletters and direct mail campaigns were just a decade ago. In fact, some may argue, it has already surpassed these archaic forms of marketing and is now the single most cost-effective, reliable and strategic way to share information while gaining customers. This technologically-driven marketing approach get its start One word - Hotmail, the first among free web-based email service providers, viral marketing has taken on a life of its own. When Hotmail first began, they decided that the best way to entire new customers would be to reach the friends, family and colleagues of each user. So, in the footer of each and every email that was sent from a Hotmail account, the Hotmail team placed a link that read something .Believe it or not, this strategy went, as we know call it, viral. Hundreds of thousands of users hurriedly signed up for their free email accounts.

The Hotmail model is the foundation for the viral marketing we are familiar with today. From Facebook, to Twitter, to YouTube and LinkedIn, viral marketing takes many shapes and forms. It can vary in approach and evolve within each format, but the bottom line is to share information and do so on a large-scale – for free. Rather than spend

thousands on expensive advertising campaigns, businesses have come to recognize viral marketing as a cost-effective way to not only get their message across, but to increase sales and improve business overall. It's truly a phenomenon that continues to gain momentum and the more businesses that recognize viral marketing as an acceptable and reliable form of marketing. The more intriguing this approach becomes because more and more people and businesses are joining the conversation. More and more we are seeing the positive effects of viral marketing and it doesn't seem to be slowing down any time soon.

Conclusion-In present scenario viral marketing play significant role in marketing system. Today viral marketing is one of the most emerging parts of present marketing system. So finally, the internet makes it possible for a campaign to go viral very fast. These are the challenges, opportunities and threats viral marketing in online shopping. The internet and in particular social media technologies to not make a brand viral, they just enable people to tell other people faster. The internet can, so to speak, make a brand famous overnight. Viral Marketing subsumes Internet-based stealth marketing campaigns, including the use of blogs, seemingly amateur web sites, and other forms of highly attractive campaigns which are designed to create word of mouth for a new product or service. Often the goal of Viral Marketing Campaigns is to generate media coverage via unusual stores worth many times more than the campaigning company's advertising budget. Globalization continues to expand the universe of the trendsetter and make viral marketing more exportable the border for the promotion of products and services. Advancement in mobile telephony, PC Networking communication bandwidth would open more forums and avenues for the marketers doing viral marketing.

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