

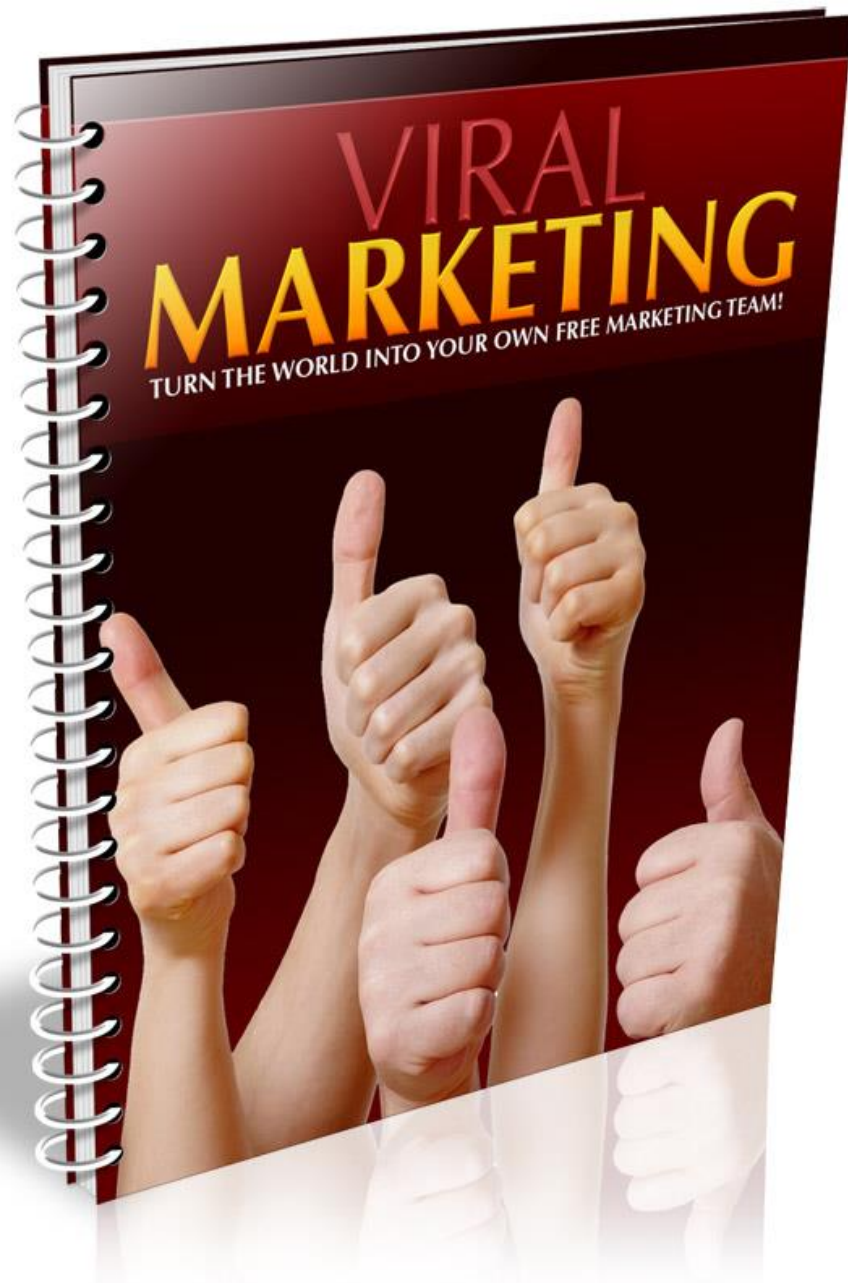


Table of Contents

Introduction..... 3

Successful Viral Campaigns 4

Viral Opt-Ins..... 7

Viral Videos..... 9

Viral Written Material..... 11

Introduction

You probably already know that one of the most effective forms of marketing happens to be word-of-mouth marketing. When someone hears about a product or service from someone they know, it's much more powerful than hearing the same message from the company selling the product. After all, the company has a stake in the situation!

For many years, word-of-mouth marketing has been something most companies had to hope for. There was little they could do to actually attract word-of-mouth other than providing a great product and excellent customer service.

Then some smart marketers realized they could actually ignite this kind of marketing on their own. They started out with “publicity stunts”, but over the years, this has evolved into what we now call “viral marketing”.

In this report, you're going to learn some ways you can get viral marketing working for you!

Successful Viral Campaigns

What makes a successful viral marketing campaign? Why do some marketing pieces go viral and others do not? How can you make sure your own campaigns perform well?

These are all very common questions regarding viral marketing. And there are no easy answers to any of them. It's easy to look at successful campaigns and say, "Oh, well that campaign was successful because..." However, what made that campaign work might not necessarily work for a similar campaign.

The thing about viral marketing is that you can never fully predict how people will react to something. You can spend thousands of dollars on market research and still not have a truly accurate picture of how people will react to a live campaign in the real world.

The truth is that even multi-million dollar marketing agencies don't always get it right. In reality, most viral campaigns never actually go viral at all. They are created for that purpose, but they don't work.

All you can do is create a campaign that has a **good chance** to go viral. There are no guarantees!

Viral Marketing

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