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## **VIRUS MARKETING**

According to advertising history, the term virus marketing has appeared in the end of 1996 in the USA. His author was Jeffrie Rejport who has entitled the article The Virus of marketing.

Viral marketing, or Marketing By word of mouth is a way of advancement of a brand in the Internet when the information about the company or product is extended by consumers by their personal references.

This type of marketing uses social networks in order to raise brand awareness and stimulate sales.

The Internet represents ideal space for placing and distribution viral advertising.

The main advantage of the viral marketing consists that users are engaged in distribution of the advertising information, using mechanisms of "word of mouth".

Viral marketing is based on the following mechanism of human behavior: if the client is satisfied with the product or service, he will tell about that about three of his friends, and if he did not like the goods or service - then about ten. All is simple.

Viral marketing - a strategy in which the product, service or their advertising so influence on a person that he is "infected" the idea of the spread of the product and itself becomes an active an advertiser.

The main task of viral marketing – to cause a wave, splash, emotions which will promote distribution of the certain information but without any obvious signs of advertising. The main thing - to create an information virus: "something" that had not represent earlier a particular interest for people.

There are different types of a viral content. It can be: the viral video, the separate internet-project, a photo or drawn image, an audiofile, the unusual event or fleshmob.

Through viral marketing on the Internet it is possible to solve simple and not so simple tasks for organizations such as increase in growth of sales, representing

more new products, as well as strengthening the company's image.

The main advantage of "viral" marketing - your advertisement is passed people voluntary, without your participation and financial expenses on distribution.

Viral content can make laugh, surprise, fascinate and even shock, mainly, that he did not live the user indifferent.

There are five elements and actions which are used in all methods of viral marketing: Story-tellers, Themes, Tools, Participation and Tracing.

At creation of viral campaigns it is important not to press on the user, concern to people not as to target audience, but as to people, to involve them, to entertain.

The viral campaigns are positioned as a gift from the advertiser to potential and existing clients. Without a distinctive idea there is no sense to do something. So for those, who sells such services, it is necessary, first of all, spend time on creating, constructing similar ideas, then choose best of the best, and only then think about the methods of realization.

The effectiveness of a viral campaign is measured by quantitative indicators: amount of visitors, time of contact, number of links which visitors have sent to friends, and quality indicators: the dynamics of the project mentioned in the media, placing links in blogs and so on.

The viral marketing requires an analysis and self-weighted decision, in fact such method of advancement is suitable not for every brand.

The viral marketing will work well only when you will plan it, when you will build it, when you will organize your product so that it was self-propagating.

Viral effect is not difficult. It is difficult – to make this a viral component to produce something valuable, and not just serve only as entertainment for clients or your boss.

Do not hope for the genius of your video. A few creative, a little good luck and a lot of hard work will help you make the virus.