

VIRAL ADVERTISING

Nowadays traditional advertising is not working, as a lot of people have very poor level of confidence in it. Person, who receives information must be sure, that information comes from uninterested person. Somebody else's experience is advantageous for people and they are interested in responses of the same consumers as they are.

Internet give us an opportunity of quick and sometimes uncontrolled information transmission. Because of the Internet news started to spread with lightning speed, communication became simpler and appeared new notion in advertising – viral advertising.

Viral advertising is method of sales promotion in Internet. Usually corresponding funny, absurd or earth-shattering video, flash-cartoon, game or picture in different formats (for example in Power Point). Beneficial soil for viral marketing is social networks, forums, blogs and so on.

How viral advertising is working? User, who saw that sort of video, picture or cartoon wish to share it with his friends, relatives, colleagues and other users on different web-sites, forum, chat, ICQ and even in verbal forms. They share it, by-turn, with their friends and another users and it can go on infinitely, until really creative or earth-shattering advertising become well-known and famous in whole region and even in world scale. And bigger part of people, who saw a viral advertising mark a product for themselves.

Benefits of viral advertising :

1. Creation of advertising viruses is economically profitable. Frequently, cut down expenses of advertising budget, and scale of target audience not worse than classical advertising.
2. It develops attitude of consumers to brand, influencing emotions and mood.
3. Viral advertising is free from censorship and doesn't depend on Law of advertising. It's totally acceptable even for companies, whose advertising activities limited by present law.
4. Life cycle of viral advertising often exceeds a line in 2-3 years life.

Use of viral advertising:

Today, number of users of Internet in the world is 2,1 billions. From this 2,1 billions the proportion of Internet users under 25 years is 45 percentage. So according to statistics youth and people of middle age are basic users of Internet. It means that viral advertising will be useful for such spheres, where is main target

audience people under 40 years. Viral advertising spread with geometric progression. Viral advertising is unique in advertising landscape , because it apprehended not only not aggressively, but even friendly and with respect.