

The Many Facets of Viral Marketing

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In the beginning, e-mail was the one way that viral marketing was started. Since that long ago day, viral marketing has gone from a marketing strategy to an art form and there are many ways to accomplish the objective of creating a successful viral marketing campaign. Seven of those ways are:

- 1.Â E-mail: It was first but it is still around and still used. It is, however, getting a little harder to use as more and more government restrictions are placed on it. Still... it does work.
- 2.Â Newsletters: This is an extension of e-mail but it a very effective tool. If you include enough timely and valuable information, a good newsletter can drive up the number of visits to your website.
- 3.Â Blogging: Providing the tools on your website to enable bloggers to interact with one another is a terrific way to get the message about your product or service out there and being talked about. Bloggers have their ears to the ground for new products and services.
- 4.Â Chat Rooms: A chat room on your website can and does encourage interaction among your customers and that canâ€™t be a bad thing. Also, you can use the chat room to schedule special events like having an expert available to answer questions on a given day at a given time.
- 5.Â Tell-a-friend Script: If you add this with a statement saying that e-mail addresses supplied will never be shared with third parties, you can increase your potential customer list greatly.
- 6.Â Video Clips: Including cool video clips on your website will keep the interest up and increase traffic.
- 7.Â Flash Games: Although they are a little costly to start, they are an extremely effective tool to get your viral marketing campaign going. Once they are launched, they require nothing more from you.