

tdm SERVICES

NAME & PROPERTY SEARCH >>
Research millions of people and properties [+]

MKT & SALES LIST BUILDER >>
Build a downloadable list of prospects that meet your criteria

WATCH SERVICE >>
Monitor any person, property or company [+]

DATA DIRECT >>
Get valuable lists emailed directly to you

NEIGHBORHOOD REPORT >>
Keep an eye on trends and events near you [+]

CRIME REPORT >>
Up-to-date reports of crimes near you [+]

FRONT PAGE NEWS

- [Thursday, Jul. 15, 2010](#)
- [Wednesday, Jul. 14, 2010](#)
- [Tuesday, Jul. 13, 2010](#)
- [Monday, Jul. 12, 2010](#)
- [Friday, Jul. 9, 2010](#)

[« Back](#)

Go to date:

Search News:

PUBLIC RECORDS

- [Wednesday, Jul. 14, 2010](#)
- [Tuesday, Jul. 13, 2010](#)
- [Monday, Jul. 12, 2010](#)
- [Friday, Jul. 9, 2010](#)
- [Thursday, Jul. 8, 2010](#)

[« Back](#)

Go to date:

Search Records:

PUBLIC NOTICES

- [Wednesday, Jul. 14, 2010](#)
- [Tuesday, Jul. 13, 2010](#)
- [Monday, Jul. 12, 2010](#)
- [Sunday, Jul. 11, 2010](#)
- [Saturday, Jul. 10, 2010](#)

[« Back](#)

Go to date:

Search Notices:

PREMIUM REAL ESTATE INFORMATION CHANDLER REPORTS

SUBSCRIBE THE DAILY NEWS PRINT EDITION

[Home](#) > Article

VOL. 125 | NO. 135 | Wednesday, July 14, 2010

Viral Marketing – You Want To Catch It

LORI TURNER

[Print](#) | [Front Page](#) | [Email this story](#)

If you've at least dipped a toe into the social marketing pool, you know that it takes time and commitment to grow your fan or follower base. Imagine a faster path to creating buzz for your product or service through pre-existing social networks versus being reliant upon just your own.

Viral marketing is an electronic form of buzz marketing where your message passes from person to person, like a virus, within already established social networks, without your direct involvement. Although it's as old as word-of-mouth advertising, technology has enabled viral marketing campaigns to grow exponentially, very quickly, if done right.

E-mail provider Hotmail conducted one of the most well-known viral campaigns. The strategy was simple. Hotmail provided free e-mail accounts to users with an embedded message on every outgoing e-mail inviting users to claim their own free hotmail account. The embedded ad could not be removed. This low-cost, simple viral strategy generated more than 12 million users in just one and a half years. Imagine the traditional advertising investment required to create results like those.

So how do you generate profits by selling free accounts? Hotmail banked on some users upgrading to its premium e-mail account, which they did.

Another example of viral marketing is entertainment company EepyBird's online videos showing Mentos combining with Diet Coke to create geyser-like sprays. "The buzz" ultimately landed EepyBird on the "Today" show and generated more than 6 million online viewers. Neither Diet Coke nor Mentos initiated this brilliant viral marketing campaign, though I'm sure they'd like to take credit for it. They most certainly benefited greatly from it.

So what makes for a good viral campaign? Some of the better viral campaigns, such as Hotmail's, don't rely on consumers to forward the message. Merely using the product spreads the word. Other campaigns, like EepyBird's viral video, relied upon the consumer to make a conscious effort to forward the message to their social networks.

There are four types of viral messaging strategies that perform well.

Incentive-based offers, as Hotmail proved, assuming the incentive is strong enough.

Entertainment-based messages that compel people to share.

Cause campaigns that tap into your target audience's passions.

And, last but not least, a good controversy. For example, a local Memphis seafood restaurant is offering a discount if you have a gas receipt not from a BP station.

When designing your viral marketing campaign, be sure it can scale from small to large. What if Hotmail hadn't been ready to keep pace with rapid growth? Consumer frustration would have killed it. Also, keep in mind what drives your target audience. Is it appearing smart or cool, saving or making money, being loved or understood? If you design your campaign around common motivations and make the process for transferring your message effortless, you'll knock it out of the park.

Lori Turner is managing partner at RedRover Sales & Marketing, www.redrovercompany.com.



Lori Turner

Follow us on Facebook, Twitter & RSS:

tdm BLOG Get more from the daily news!

- [Controversial Cordova Restaurant Getting Busier?](#)
- [USA Today: Obama's Cohen endorsement "unusual step"](#)
- [Fan away the skeeters](#)
- [Robert Plant on Memphis, music and Led Zeppelin](#)
- [Pensions in The Memphis News and WSJ](#)

RECORD TOTALS	DAY	WEEK	YEAR
PROPERTY SALES	34	183	9,014
MORTGAGES	82	297	12,450
FORECLOSURE NOTICES	52	144	6,565
BUILDING PERMITS	217	555	22,091
BANKRUPTCIES	103	262	10,282
BUSINESS LICENSES	32	72	2,986
UTILITY CONNECTIONS	105	411	14,485
MARRIAGE LICENSES	34	88	2,958

Need Office Cubicles? Want to Save Money?

WORKPLACE essentials

NOT EARNING What You're Worth?

Take control now. Generate real executive level income.

CALL TODAY (877) 216-8335

MEMPHIS NEWS
PENSI N B MB

Weekly Edition

[Issues](#) | [About](#)
The Memphis News: Business, politics, and the

SEARCH THE WEB

POWERED BY
Google

Search



facebook



Name:
Memphis Daily
News

Most Read

Most Emailed

1. [Low Rates Spark Mortgage Activity](#) Jul 13
2. [Viral Marketing – You Want To Catch It](#) Jul 14
3. [Delivered Magazine Sets Faith-Based Tone](#) Jul 12
4. [Irish Soul Man Promotes Memphis Music Tourism](#) Jul 12
5. [Hutto Keeps Valeo, Clients on Track](#) Jul 9

Sign-Up For Our FREE email edition

Get the news first with our free daily email

Name

Email

Sign Up

[Home](#) | [Blog](#) | [Public Notices](#) | [Public Records](#) | [Name & Property Research](#) | [Data Direct](#) | [Watch Service](#) | [Marketing & Sales Lists](#) | [Crime Reports](#) | [Neighborhood Reports](#) | [Contact Us](#) | [Subscribe](#)

[Help](#) | [Customer Service](#)

Copyright 1995 - 2010 by The Daily News Publishing Co. Inc. - All Rights Reserved - [Privacy Policy](#) - [About](#)