

Viral Marketing Practices and the Way It Works

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ABSTRACT

Viral marketing a word which is gaining attention by marketers if practiced some of its unique and interesting techniques it will gain attention of public for your product, earlier it does not has a clear formula to identify what makes a content or an ad viral, many marketing experts now identified the way it works but it still its changing continuously with the time.

Marketers now a days are discovering ways to enhance their viral marketing strategy as it is inexpensive compared all other marketing activities, here customer himself promotes a product it's like a new and innovative version of word of mouth publicity, first and foremost thing here marketer does is grabbing the attention of an audience, grabbing attention of audience isn't enough at the same time you should make him to share your content, this paper here to know the practices which are practiced by marketers, to know in and outs of viral marketing and the way it works.

1. Introduction

Viral marketing is a recent phenomena which is highly utilized by almost every brand it's because here your audience or customer do promotion for your product or services, all you have to do is create a content or a story or a interesting ad which gets attention of audience, many people say viral marketing can be done by paying money to the social medias, but that's not likely how it works if it isn't interesting or catchy it will be ignored it doesn't get viral or enough shares.

A firm which doesn't use viral marketing as its promotional tool in 21st century sounds dumb, some may say to become a viral content it requires luck, but behind those lucky contents there is creativity which requires to be noticed, if a company doesn't use online viral marketing techniques then they are losing lot of visitors who will not visit their websites or blog, company will be in biggest disadvantage.

Viral marketing said to be as a method of creating a content related to products or services which seek out attention, memorable in tech savvy world, content here may be anything a marketing piece, an ad, a meme, or a video it could be an article, which creates some buzz.

Viral marketing make use of social networking sites and messenger apps, videos, to spread the information, about an content, earlier were the days where a brand used to be depend to showcase its commercials on television or radio or newspapers that too after paying huge advertisement costs, now they just need be little creative while preparing a content audience will make it viral it grabbed their attention. It will go viral from social networking sites to messengers to a person to person also, the platforms like facebook twitter and YouTube are helping in spreading the videos or images or stories to millions of people who are worldwide that too in a minute, company just have to create a content and have to let other people to do promotion of their product or services, audience here shares, comments, discusses, creates a lot of news related to your content makes it to spread widely and quickly in

one or another way they promote a company's product or services.

2. Background of the Study

We all have heard the sentence called "it's a viral content" even some of the news channels started examining these viral contents as to reveal truth, viral messages memes pictures and videos will be shared across all the channels, there must be something interesting which makes one to share or download a content by the time it becomes viral its modern trend which is followed by every marketers let us know the what makes a content viral and the practices practiced by the marketers.

3. Practices of Viral Marketing and the Way It Works

1. Choose the Right People through Right Channel

Before starting a viral marketing campaign firm should know their right audience and their platforms, every platform is used by different people as to go viral you need to know where your audience exists and which platform they operate more, at the same time it should create interest in your audience, assume that your target audience is professionals who earn a decent money then incorporate yourself with linkedIn because most of the professionals have linkedin accounts they will boost your ad or content if it is related them. Pinterest is more used by young women if they are your audience do it through Pinterest

2. Videos across Every Platform

Videos speaks a lot compared to images these can make audience experience your product or services, if company adds their videos on youtube, 9GagTv, daily motion and video then they can share those video links to their peer groups, if they find it interesting they will share it as well, eventually video will be seen in every platform not only on video sharing platforms. It is up to a firm that how interesting, appealing videos you make, the Volvo XC60 safest car ad which has an

automated braking system manages to averts a collision where a school girl and mother were having a conversation is went viral with the tagline “sometimes the moments that never happen matter the most”. The ad became interesting because it points at the accidents which occur, at the same time it points at its automated braking system.

3. Initial Discounts or Free Products or Services for First Time Purchasers

Everyone remembers things which are given free that's how a firm at initial level shocks a customer at the same time surprises so that they should talk about their (free) product or service, digital wallet companies such as Paytm, Phonepe, and Mobikwik adds some money to the first time user and creates a contest refer a friend and earn cash back, so that they could be shared viewed in every platform, e-commerce retailers such as Amazon flipkart give offers such as free deliveries to the purchaser, that's how the quote “first you care then they will care (share)” suits here.

4. Appealing through Emotions

Without emotions viral marketing can't make much difference, expected result will be achieved if the emotions will be added to the video or content, emotions such as love or passion, anger or frustration, hate, fear, humor, pain loss and many more are available for the one who wants to express, things which do not connect with people emotionally will not go that far, can't get enough shares cant become viral. Fevicol always creates humorous ad, which receives huge love and attention from audience, Airtels one of the ad which has a tagline which says Har ek friend zaroori hota which translation is “every friend is important” went viral among internet crazy people.

5. Relating a brand to relevant or popular topic at that particular time

India is a country of festivals as it has different religions and communities, every religion has its own festivals as to capture a particular community here company make ads specially for a religion as to appeal and go viral, surf excel recently made an ad in Ramdan festival time, Cadbury relates its chocolates as celebration gift pack, red label produced an ad were Hindu Muslim families are in neighborhood. Look at these brands content these are one or another way popular topic which was touched by these brands. Relating their brand to ongoing, popular topic is one of the practices which makes a content go viral. Fogg perfume ad were Indian militant and Pakistani militant have a conversation which ends up insulting a Pakistani militant goes viral because it adapted the patriot version of Indians and grabs attention. Relating a product to a popular topic requires lot of creativity were marketer needs to know that what to say what not say.

6. Short Sentences and Pictures

As to go viral a marketing individuals needs to know that they have to say so much in few words, have to follow that quote which says a picture is worth a thousand words, whatever marketer trying to appeal that have to take place within few words, whether they tell a story or a display ad anything it should have very few words, and these words needs to be attention grabber people don't have time read a whole passage creative content writers needs to show their creativity in few words or in single picture. Then this goes viral. Apples white earphone cables picture is attention grabber which makes one to spread the news the creativity in ad makes one to look at it compels us to share, a slogan with few words which is memorable and positive in its appeals also attracts go viral such as Maybelline's slogan which says “May be she's born with it, may be its Maybelline “shows its creativity with words says so much with few words which encourages women to shares across their community.

7. Story Telling

Story telling may take place through images or through a short video, people don't like if you are making noise they will look at you if you are telling any story which helpful for them, every viral content has same stories were good wins over evil, good people win and villains lose, which actually seeks attention of public make your content go viral, at the same time these stories should be positive in appealing they people will feel happy to make you viral become promoters for your product, the slogan of a company which says “two guys met at a bar you won't believe what happened next” these few word stories makes one curious grabs attention. If you are telling something curious, positive people become promoters for your product make you viral.

8. Sharing and Downloading should be Trouble-Free

Marketer needs to make it easier for public to download or share a content as they are the one who promotes a brand if a firm start asking questions like enter your Email sign up may skipped by people so the content or websites which asks less questions, which designs website where one easily notices download or share button becomes reason for their viral marketing success. If a brands message or content is easy to share, download or embed then it will be spread as quick as a virus does. Allow people to notice it easily share it easily and download it easily so that your content should become viral. A common mans point of view says that simplify the message and procedures which ultimately encourages audiences to spread the content in every platform. .

9. Reinforcement or Underpin

Marketers need to keep reinforce their ad as to get attention sometime an ad or content may go unnoticed or may gets few shares or downloads initially marketer needs to boost their ad some ads take little time to get attention until then marketer needs to reinforce ad, reinforcing an content does not

mean that it should annoy your audience marketer have to take care of these tiny things as to keep the repo of a brand. At the same time your websites or blogs should have the content underpinned as to get attention by people. These kinds of practice are making content viral.

10. Positive Content is Primed more Compared to Negative Content

A content which is more positive in its appeal gets more shares and downloads, compared to negative content, public conditioned mind loves good winning over evil, a hero winning over a villain, not only these the content which arouses a positive emotion among the audience gets more shares, the ads with content which portrays social equality, or showing women as progressive confident modern lady gets more attention and shares, or an ad which highlights an courtesy towards socially depressed class becomes more viral. The raga women of today where titan company shows women as progressive and confident, Parle's 20-20 recent ads where highlights on tiny societal issues such as renting an house to Muslim, girl wearing stylish designed cloths has nothing to do with crime against women, any story telling or an image of a print ad which has a positive something to say go viral.

A great example of positive content ad which went viral because of its positive message is the ad of Fevicol's "Todo nahi jodo" ad where two militants of India and Pakistan at Wagah border where an Indian militant with the help of Fevikwik fixes the torn boot of Pakistani militant and the tagline says "Todo nahi jodo" reminds audience to embrace love towards enemy nation.

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Even negative contents gets viral it should be unique one such as wild stone perfume brand challenges real men use their product and indirectly says all other perfume users are not real men. Dove soaps an ad where a black lady becomes white lady which was controversial yet negative still went viral for many obvious reason, Compared to positive content negative content gets little viral. Keep in mind, though, that low levels of dominance can still trigger a positive emotional response when paired with high arousal content it just needs to include an element of surprise. Surprise was a key element in a majority of the content. In terms of social shares, negative content should have some sort of shock.

4. Conclusion

Viral marketing practices which are practiced now are the truth for current situation where content of an ad tries to relate itself with current ongoing situation and touches sometimes sensitive and controversial topics it's up to marketers to examine and applying the trendy practice, marketers here needs to know that these practices are whether going to give same yield in long run or whether these practices would not harm the image of a brand, creativity, relativity of a topic and its intelligence in applying to their content is what important. Viral marketing does not requires much investment compared to other activities this one will be the best choice as to promote a product, marketers have to practices which are practiced in competitive world as to stay ahead in competition.