

Міністерство освіти і науки України

Національний університет харчових технологій

**80 МІЖНАРОДНА НАУКОВА
КОНФЕРЕНЦІЯ
МОЛОДИХ УЧЕНИХ,
АСПІРАНТІВ І СТУДЕНТІВ**

*“Наукові здобутки молоді –
вирішенню проблем харчування людства
у XXI столітті”*

Частина 4

10–11 квітня 2014 р.

Київ НУХТ 2014

38. Basics of viral marketing in the modern economy

Victoria Slivinska

National University of Food Technologies

Introduction: The term of "viral marketing," as an approach to sales, has been tied to the popularization of the notion that ideas spread like viruses. The field that developed around this notion, memetics, peaked in popularity in the 1990s. Viral marketing is a strategy that is used to encourage people to share a marketing message with others. Viral marketing strategies create mass exposure and influence for the marketing strategy.

Resources and methods: In this paper viral marketing was investigated by the method of observation and analytical methods.

Results: Among the first to write about viral marketing on the Internet was the media critic Doug Rushkoff. Bob Gerstley was among the first to write about algorithms designed to identify people with high Social Networking Potential. Gerstley employed SNP algorithms in quantitative marketing research.

Viral marketing is an effective and powerful way to promote the products and services of your online business among web users.

If people like the content of a media, they will pass it on to their friends and family. They sponsor the media, such as a cool flash game, funny video, amusing story and such, which may pass on with the company brand or logo attached.

The definition of viral marketing or Internet viral marketing, as it is also known, is the act of promoting information or products that other customers are compelled to give to other friends, colleagues and family. Well-planned viral marketing techniques ensure the following benefits: reaches out to larger audience with minimum investment; improves conversion rates, sales leads and revenue; helps to achieve specific business goals quickly.

When a message "goes viral", it also means that people will become much more aware of your brand and products and what they represent, and also that your message will literally spread like a virus.

Conclusions: Viral marketing campaigns are usually inexpensive and don't require much planning, all you need is some bright, creative ideas.

Here are some useful viral marketing strategies for your business:

1. Create something unique and spectacular. Your message should be funny, challenging, entertaining, whatever works, but it should be different from the rest.
2. Offer free gifts and incentives. People love receiving free stuff and offering them a gift.
3. Be persistent. It takes more than a single try to truly succeed. You must be prepared to try several different strategies before finding the message which strikes gold.
4. Make it easy for others to share your message. Make your message good use of all social networks (Facebook, Twitter, LinkedIn), blogs, emails, websites, graphics, and other means of getting your message across.

Effective viral marketing service packages place due focus on concept creation and the tracking of viral campaigns.

References

1. Howard T. USA Today: Viral advertising spreads through marketing plans. [Electronic source] // Mode of access: http://www.usatoday.com/money/advertising/2005-06-22-viral-usat_x.htm. Retrieved 2010-05-27. June 23, 2005, 2005.
2. Viral Marketing – Understanding the Latest Catchword [Electronic source] // Mode of access: <http://videomarketingbot.com/blog/viral-marketing-understanding-the-latest-catchword/>. Retrieved 6 October 2012.
3. Puppets S. Keep It Shill on YouTube [Electronic source] // Mode of access: http://www.wired.com/culture/culturereviews/commentary/2007/05/imomus_0508. May 8, 2007