

Viral Marketing e-Commerce Business Model

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ABSTRACT

*The paper explores the attraction of Viral Marketing as well as challenges associated with Viral Marketing campaigns. * The paper outlines the different viral techniques including blogs and social networking. * And it also examines different Mumbai Internet user's awareness, approaches and identifies the features of Viral Marketing in order to demonstrate effectiveness.*

Key words : Viral marketing, viral advertising service, viral marketing strategies, viral website advertising , viral online marketing , internet. **Objective Of The Study :** * To understand the process of Viral Marketing. * To observe the usefulness of Viral Marketing

Introduction :

The objective behind any marketing strategy is to create brand visibility and awareness. Viral marketing is a tested route to meet the same.

The term 'Viral Marketing' popularized by Mr. Jeffrey Rayport in 1996. Just as the term implies it is a way of spreading your message. Viral marketing is new the emerging marketing tool which uses social networking to spread the message. In addition to this , in 1994 Mr. Douglas Ruskey in his book 'Media Virus: Hidden Agenda in popular culture'. He made an assumption about the viral marketing.

The assumption is - Such advertising reaches a susceptible user that the user will become infected i.e. accept the idea and go on to share the idea with other infecting .. and with the times number of infected user will grow.

	Cause	Effect
Biology	Virus	Disease
Marketing	Value Proposition	Sales

Online encyclopedias define ,Viral marketing and viral advertising as referring to marketing techniques that use pre-existing social networks to produce increases in brand awareness, through self-replicating viral processes, analogous to the spread of pathological and computer viruses.

It can be word-of-mouth, delivered or enhanced by the network effects of the Internet Viral marketing It is a marketing phenomenon that facilitates and encourages people to pass along a marketing message voluntarily. Viral promotions may take the form of funny video clips, interactive Flash games, adventure games,, images, or even SMS text messages.

* Off-line → Word- of -Mouth

* On-Line ' → Word-of- Mouse (Viral Marketing

Benefits of Viral Marketing :

Viral marketing is effective for small as well as

medium sized business and any services. Using Viral Marketing strategies one can market one's business and achieve all objectives including boosting sales , increasing search engine ranking, increasing web traffic and revenue.

Other benefits includes :

- Free advertising.
- Inexpensive to set-up.
- Quickly build your reputation. *Notable examples :Hotmail, Cadbury ,Old spice etc.

Techniques Use For Viral Marketing:

The important Viral marketing techniques adopted:

- Advertising through email.
- Blog marketing
- Promotion of article
- Viral concept and design
- Development of viral contents
- Multimedia development
- Submission of press releases
- On-line advertising campaign.

Other Viral advertising free eBooks with the visitors of your websites, providing free test version of software, free web hosting and supplying for free downloads .

Cost -effective Marketing Procedure:

Viral marketing is a target marketing procedure which means that the promotional messages will be passed only to interested persons- your Friends . Website , instant messaging systems and emails are prefabricated use to market the brand.

Viral marketing is an inexpensive marketing method. The major advantage of viral promotion techniques over conventional marketing methods is that with minimum effort you can successfully draw the attention of a massive number of prospective customers. The traffic towards your website will be increased and there is possibility that these visitors will be converted in to your customers. And lead to increase in-

come and revenue as well.

Viral marketing transaction : F to F (i.e F = Friends , Family , forwarding e-visitors)

Indian Perspectives :

India evolves differently as compared to other nations . The evolution of internet Pre-Netscape.com to Post Netscape.com -

Stages 1- Pre-Netscape.com ' Usenet group(Eg. soc.culture.indian)

Stage 2- Pre-Netscape.com ' dot.com... boom sixdegrees.com, classmates.com , epinion,

Stage 3 Post- Netscape.com 'Social networking fad.

Viral marketing is effective through social networking . The reasons are :

- Everyone is using it.
- Social Media is Gaining Trust.
- It's Still Growing
- When one Social Network Falls, another Rises.
- Social Media is Versatile.

So in today's context social networking is about connecting with people at a low cost with existing device and technology. It directly hits the customer's mind . To study the about viral marketing awareness among the Indian internet users of Mumbai (Mira Road -East) conducted survey through interview and structured questionnaire.

Survey on : To study online usage in the metropolitan city.(Mumbai)

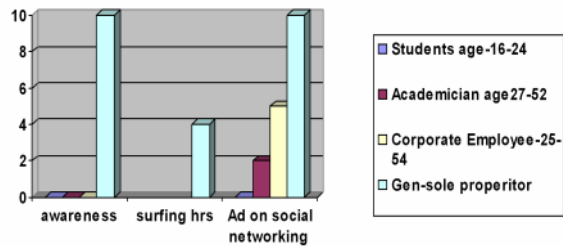
• Survey was conducted through questionnaire to figure out the views of internet users about:

1.) Awareness about the Acronyms 2) Purpose to be online 3) Time spent on internet and why 4) Awareness about Ads on social media.

• The findings are based on interviews conducted among respondents .

Overall Observation:

- Maximum time is spent on internet for forwarding information, funny videos, profile related work only.
- Some sole proprietors are now being slowly exposed



to the low cost advertising through viral marketing and have started using social networking as a medium to promote.

- For some it is still a new concept.
- Some find it just a waste of time on-line.
- Recommendation of the study:
- Needs to learn the strategy of converting our friends to be customer.
- Every individual should try making advertisement for their business/professions.
- Try to take the benefits of opportunities - free social media connections and utilize it for awareness and one's own various benefits.

Scope and Limitation of study : Simple random sampling taken for justifying the study . It does not claim to be a detailed study of internet user in Mumbai city.

*** Challenges :**

- Web traffic.
- Patchy connection
- Low penetration of computers and laptops.
- Trolling and internet bullying.

*** Conclusion :**

Internet has opened up many opportunities for small and medium size businesses and professions to create new products and find new ways to market them. This has leads to one-man business can now compete on almost equal terms with a multinational. Today, there are numerous freelancers and small companies that specialize in marketing solely on the internet. Indian professionals too need to synergize with quick, effective dynamics of the modern business model.

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