

# *Igniting Viral Campaigns*

Fionn Downhill

# FIRST!!!

Happy St. Patrick's Day!!



Ta suil agam go bheidh La Fheile Padraig  
iontach agaibh go Leir!

# Igniting Viral Campaigns

Social Media is the new hot buzzword amongst online marketers

- Social Media Channels
- Online Communities
- Online Conversations
- Relationships

How do mid-sized and smaller companies break through to generate online destinations that create buzz, encourage word of mouth and establish relationships with potential buyers ???

# Why Viral Marketing

A recent Nielsen Global Survey of over 26,000 people found that nearly 78% of respondents trusted "**recommendations from consumers,**" a total **15% higher** than the second-most credible source, newspapers.



# Basic Elements for Success

- Gives away products or services
- Provides for effortless transfer to others
- Scales easily from small to very large
- Exploits common motivations and behaviors
- Utilizes existing communication networks
- Takes advantage of others' resources

*“You cannot control viral marketing but you can enable it”*

# Budget

**Myth:** Web 2.0 and viral marketing costs a fortune

**Fact:** Using Web 2.0 for viral marketing takes time and a strategic planned approach for success.

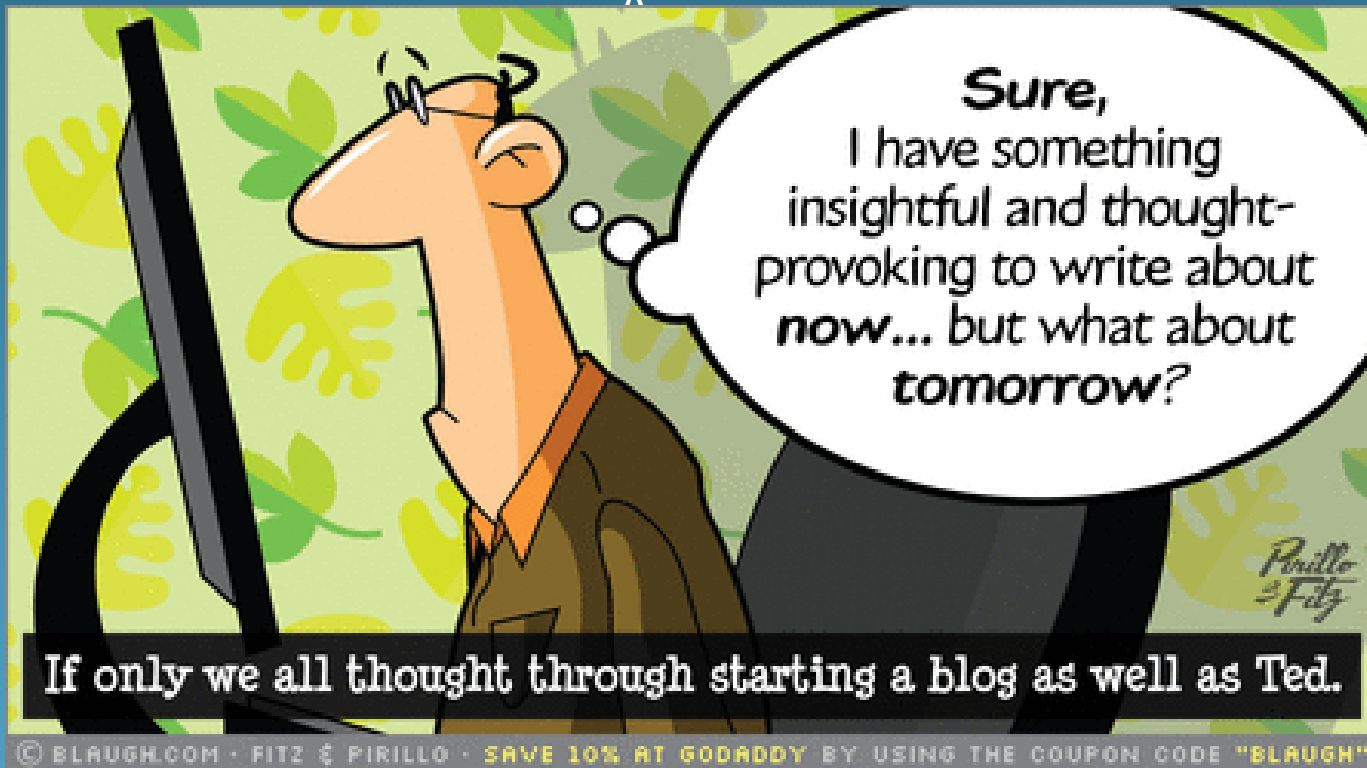
**Budget:** Create specific marketing strategies that benefits the campaign, but keeps budget low. Don't have the resources for the next chicken or elf don't worry, you can still leverage web 2.0 for effective viral marketing.

# Strategies/Tactics

- Blogs
- Forums
- RSS Feeds
- Social Bookmarking and Tagging
- Press Releases
- Photo Directories/Images
- Facebook/My Space
- Videos [videos.google.com](http://videos.google.com)/You Tube
- Article Marketing
- E-Zines Newsletters (Privacy Policy)
- White Papers
- Wikipedia

***“The key is free”***

# A Word About Blogging





# Basic Website Techniques

- Forward to a Friend
- Bookmark this page
- News Alerts
- E-Mail
- RSS Feeds
- Syndicated content

# You Tube


- Set up your own branded channel
- Create simple videos. Fun and quirky
- Tell your clients your friends.
- Optimize your channel
- Link from your website
- Flip Video camera

# You can do it!


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**DIRECTOR**

Name: **Superior**  
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Hometown: **Phoenix**  
Country: **United States**   
Occupation: **tattoo equipment supplier**  
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02:21  
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**Martin Phone Tapped**  
07:14  
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Views: 1,487



**Superior Tattoo Commercial**  
00:30  
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# How do you measure success?

- RSS/Newsletter subscribers
- Social bookmarks
- Comments to your blog
- Links to your website by social media
- What blogs, forums etc are talking about you
- Monitor referring links
- Monitoring, brand/search saturation, reach
- Mood of conversational marketing
- Tracking e-mail usage
- More robust tools available, Google and Yahoo alerts work for free

# Resources

- <http://www.wilsonweb.com/wmt5/viral-principles.htm>
- <http://www.tamingthebeast.net/articles/viralmarketing.htm>
- <http://www.digitaltrainingacademy.com/viralmarketing>
- <http://www.youtube.com/signup>

# Thank You!

**Fionn Downhill**

President/CEO

Elixir Systems

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