

## Why Choose Viral Marketing?

The Internet has modernized man's way of living. It has also affected how we do certain things including business tasks. Marketing has gone a long way and it is not being revolutionized by the Internet.

Internet viral marketing is a cost effective way to be able to reach a targeted audience and efficiently convey one's marketing message. Viral marketing outside the context of the Internet is usually connected with spreading a message through word-of-mouth. In the context of the Internet, the concept is the same, but the ways of doing it is diversified.

Internet viral marketing is similar to a virus. Viruses are notorious for being easily spread. This is the concept behind Internet viral marketing. Viruses, if not contained, can strike an epidemic. Internet viral marketing behaves like viruses, it aims at spreading a marketing message to people through other people.

The mere dynamism of the Internet makes it possible for viral marketing to do its job quite effectively. In the world of the Internet, viral marketing can be done in many ways. The whole structure of the Internet has been a tool which has been used by many to be able to make a statement or advertise a product.

We say that using Internet viral marketing, or viral marketing in general is one of the best, if not the best way of marketing a certain product or service. This article tries to lay down the reasons for the claim above.

Here are some reasons why viral marketing is the best way to market:

-It's free!

This is probably the best reason why viral marketing is the best way to market. There are many ways to market a product or a service. One can utilize some of the old-school techniques such as the use of print media (banners, posters, flyers) or audio-visual tools. There is not much argument about the effectiveness of these methods, given the assumption that they are done with careful preparation and planning. However, these things cost money, a lot of money.

An actual example of the cost of these other marketing techniques can be seen in the pharmaceutical industry. Studies say that more than half of the cost that people are incurring for buying branded medicines is used to cover the expenses of marketing the products. This is a reality that reflects how marketing costs can take their toll on the product itself.

Viral marketing is a free way of spreading a marketing message. One can argue that it is not totally free (as claimed). However, the only costs for Internet viral marketing are the costs associated with Internet connection and some minor tools for getting on track. One can also do an economic valuation of the time spent for viral marketing, but every other marketing technique consumes time.

### -Availability of techniques

There are many ways of doing viral marketing, especially through the Internet. Literally, there are hundred different ways of spreading a marketing message through the web. The most popular way is to use affiliate programs.

Affiliate programs gives incentives for webmasters to put up one's banner. The webmasters earn some profit whenever the banner is clicked by the visitors. One can also look into the option of giving away free stuff to other people to get their attention and be agents of the viral marketing endeavor. One can give away free web space, free articles, free newsletters, free software, free graphics, free screensavers, etc. This is the concept which was employed the developers of hotmail. If one can remember, hotmail became a craze when it was launched. People who signed up for the free email literally became marketing agents for hotmail. They carried the marketing message which was simply embedded into their email addresses.

### -Impact of viral marketing

Viral marketing, if done properly, will not only convey a marketing message, it will let the message stick to people's minds. Creativeness comes into play when using viral marketing as a strategy. Everything starts with a bright idea and this idea is then put into operation with careful planning and execution.

Viral marketing is the way to go in these modern times of marketing. It is a very cost effective and efficient way of conveying a marketing message towards a target audience.