

Abstract Details

Title: Viral Marketing: A Revolutionary Tool for Successful Marketing Campaigns

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Abstract: From the very beginning marketers are adopting various techniques to attract customers. Viral Marketing through networking technology is such a revolutionary tool which is generating a powerful image for a lot of marketing campaigns. Viral Marketing assists the marketers to exploit their potential by transferring of messages across million people of common tastes and preferences within a short span of time. Traditional forms of advertising such as TV or newspaper ads have turned to alternate strategies of viral marketing which exploits existing social networks by encouraging customers to share product and service information with their friends. This paper throw lights on conceptual framework of viral marketing and presents it as a revolutionary tool for many of the successful marketing campaigns. In particular on how an old concept of word-of-mouth has evolved with the influence of the internet into something we call viral marketing today.

Keywords: Viral marketing, word-of-mouth, social networking sites, marketing campaign.