Impact of Viral Marketing on Sales Promotion in Indian Market

M. Sunil Manohar Subbaiah
sunilmanu555@gmail.com

K. Bala Raju
kbalaraju.gtl@gmail.com

Jojode Rahul Rao
jojoderahul1319@gmail.com

Gates Institute of Technology

Marketers have been using electronic tools for many years but the internet and new technologies created a flood of interesting and innovative ways to provide and enhance customer value. Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others. Viral marketing is the key to marketing success in the 21st century, and advertisement is one of the most important tools in the viral marketing toolkit. It identifies critical factor for viral marketing on internet based “WORD OF MOUTH” techniques. The overview of the history and evolution of the viral marketing term. As well as differences between connected terms, such as marketing buzz. The viral marketing strategy was first used in the marketing 1995, in a pre-digital marketing era, by a strategy team at CHAIT/DAY advertising in L.A (now TBWA LA) for the launch of the first play station for SONY COMPUTERS ENTERTAINMENT. The ultimate goal of marketers interested in creating successful viral marketing programs is to create viral message that appealed to individuals with high social networking potential and that have high probability of being presented and spread by these individuals and their competitors in there communications with other in a short period of time. It is the art and science of creating content that appeals to people individually and also as groups of shared interest this is why the social media is social in the first place. Technology makes the spread of product knowledge from one person to another faster and more efficient. Viral marketing can help to build brand recognition instantly. It helps to increase sales, instant awareness. It ensures good targeting and the high and rapid response rate. Viral marketing helps to create demand for the product increase
sales. Thus, for its speed and effective penetration ability, viral marketing leaves you with no choice but to go for it…..

**Keywords:** Viral Marketing, Marketing Techniques, Importance, Origin in India, Principles

### 1. Introduction

The viral strategy was first used in marketing in 1995, in a pre-digital marketing era, by a strategy team at Day advertising in LA for the launch of first play station for SONY COMPUTER ENTERTAINMENT, later it goes every sector in business. Viral marketing is very much like “WORD OF MOUTH” marketing except it is conducted over the Internet. One form of viral marketing is a recommend to friends to others. The marketing message spreads through the showing and passing between and to individuals.

The viral marketing plays a vital role in the business or company to promote their product (goods & services). Some of the authors say that viral marketing is Virus marketing; it spreads one message virus in the marketing.

The viral marketing comes under the social circle. This marketing helps to the producer to give information about his product (goods & services) with a free of cost. In this paper a viral marketing with the growth and evolution of the internet, electronic peer-to-peer referrals have become an important phenomenon, and the marketers have tried to exploit their potential through viral marketing campaign. Word of Mouth publicity is a centuries old marketing techniques. Technology makes the spread of product knowledge from one person to another faster and more efficient.

**Objectives**

1. To know the influence of viral marketing on business promotions.
2. To study the role of viral marketing in present era.
3. Suggestions or recommendations.

### 2. Methodology

This research paper is conceptual in Nature. It is based on secondary data the information which is taken on secondary sources.
Developing a Viral Marketing Strategy

A viral marketing strategy should be approached much like any other marketing strategy. Increasing brand exposure, reinforcing other marketing efforts, growing your opt-in-e-mail list, designing loyalty programs, driving website or social media traffic, generating revenue.

3. Principles of Marketing Strategy

1. **Gives Away Product (Goods & Services)** Most viral marketing programs gives away valuable products or services to attract immediate attention. “Free is the most powerful word in the marketing vocabulary.

2. **Provides for Effortless Transfer to Other** Simplify the marketing message so it can be easily transmitted easily and without degradation. Viral marketing works famously on the internet because instant communication has become so easy and inexpensive. Digital format make copying simple, the medium that carries your marketing message must be easy to transfer.

3. **Scales Easily from Small to Very Large** If the strategy is widely successful, mail servers must be added very quickly or the rapid growth will be bog down and die. The success of viral marketing campaigns is often difficult to predict.

4. **Exploits Common Motivation and Behaviors** The resulting urge to communicate produces millions of websites and billions of e-mail messages. Clever viral marketing plans take advantage of common human motivations. Design a marketing strategy that builds on common motivations and behaviors for its transmission, and its sure to be a success.

5. **Utilizes Existing Communication Networks** Learn to place your message into existing communications between people, and you rapidly multiply its dispersion. A person’s border network of friends, family, and association. Consists of scares, hundreds of people, depending upon have position in society.

6. **Takes Advantages of other Resources** A news release can be picked up by hundreds of periodicals and form the basis of articles seen by hundreds of thousands of readers.

4. Types of Viral Marketing

1. **Blog Marketing** Blog marketing is any process that publishes or advertises a website, business, brand or services via the medium of Blogs.
2. **Forum Marketing** As its name goes; it is a viral marketing strategy that uses forums as its main on-line platform for conducting promotions for product or services.

3. **Pass Along** A short note that will be sent on the other internet users and usually attached to the footer of the electronic message.

4. **E-Mail** It is first but it is still around still used. It is, however, getting a little harder to use as more and more government restrictions are placed on it still…it does work.

5. **Chat Rooms** A chat rooms on your website can and does encourage interaction among your customers and that can’t be a bad thing.

6. **Flash Games** Although they are a little costly to start, they are an extremely effective tool to get your viral marketing campaign going.

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**Critical Factors**

- **Diffusion Characteristics** The message should spread exponentially, wide and right, very spread at a very phase to audience.

- **Peer-To-Peer Information Conduct** It describes about various channels available to communicate with audiences, technology used to communicate with audiences and it should understand by customer.

- **Message Content** It should have some fun and intrigue and imaginative.

- **Product Characteristics** The product must be suitable for viral marketing campaign.

- **Overall Campaign Structure** It has encouraged viral activity.

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5. **Opportunity of Social Media**

Viral marketing is the tactic of creating a process where interested people can market to each other. In fact, some may argue, it has already surpassed these archaic forms of marketing and
is now the single most cost effective, reliable and strategic way to share information while gaining customer this technologically-driven marketing approach get start one word Hotmail the first among free web based email service providers, while web 2.0 media presents communication and sales opportunities for marketers.

Features of Viral Marketing
- Incurs low cost
- Involves in low risk
- It has potential to produce quick results.

Importance of Viral Marketing
- **Instant Awareness** Viral marketing can be important in launching a new product by getting your brand in front of large potential market quality.
- **It Builds More Credibility** As more and more people in the entire network talk about and recommended your brand, more credibility is built. This is so because your company endorsed by more and more people to their friends and close associates as your message goes viral.
- **Make It Easy** It should generate a reaction quickly and easily, such as laughter, surprise (or) stock. If you have a strong online presents, seed it with your biggest fans first to get them to spread for word you.
- **It Keeps Your Business In Green** Viral marketing helps to keep your business a float. If your business has already earned more credibility, people will continue to patronize your brand and ensure your business stability.
- **Control Factor** The biggest risk is not the possibility that a campaign will fall flat, but the loss of control that a viral marketing campaign necessitates.

6. Abuse of Viral Marketing
- **Viral Marketing Campaigns Are Tough to Create** viral campaigns have to be original relevant and balance the companies brand and commercial message with being funny gross and etc.
- **Viral Marketing Campaigns Hard To Measure** to make things worse, many viral marketing campaigns difficult to measure. Videos are copied and messages are repeated. After a while it may be difficult to discern the original message from the buzz.

- **Viral Marketing Campaigns Are Uncontrollable** while a company has full control over paid. Advertisements, viral marketing campaigns cannot be turned off once released. This viral are controlled by the mass.

- **Viral Marketing In Brand Recognition** The digital media capabilities can help business to spread viral messages to the mass market like virus.

- The rapid growth of digital media opened new marketing possibilities for business, now the Message can be reached faster and more efficiently, Medias like Radio, TV, Newspapers, and Direct mailed. Once carrying out the message to the large audience.

### 7. Process of Viral Marketing

- **Work the Emotion** viral campaigns are the ones that tug on people’s emotions, often they are humors but they can also be sentimental. As you plan the campaign make sure there is an emotional catch.

- **Know You’re Audience** as you consider the emotion triggers to tap make sure you know the triggers that effect your audience. What is it they want form you? Are they hoping for some super-secret information? It you can identify these and work them into your content it will be far more effective.

- **Launch The Campaigns** Planning your viral marketing campaign is just the first step once it’s planned; you have to launch it properly to see it go viral. To launch the viral marketing campaign, start by knowing your audience.

- **Keep the Campaign Simple** Your campaign cannot be complicated if you are sending a novel to your target audience. They aren’t going to pass it on a short video, a simple infographic or a concise article are the most likely targets for something that goes viral.

- **Don’t Try To Force It** Don’t hit your audience too hard with your new campaign, though. If it’s going to go viral, it will. If it’s not, no amount of blasting is going to make it happen. Launch your campaign at a strategic time, remind your audience about it casually then see what happens.
Viral Marketing in India

- Viral marketing is popular in India for its ease of execution of marketing campaign and relative low cost.
- It ensures good targeting and the high rapid response rate thus, for its speed and effective penetration ability, viral marketing leaves you with no choice but to go for it.
- Like everywhere, people in India pass on and share interesting and entertaining content online.

8. Suggestions of Viral Marketing

Media like a Radio, TV, Newspaper, direct mail etc. That which carry out the message to the large number of audience. This rapid towards the market possibilities for business. Now a day’s message can be reached effectively it is capable to help business to spread viral message towards the mass market. It is like virus.

All the product should be made by increase of brand awareness of the organization. All these can be done through help of publish of media and other accepts according to people awareness in the market.

9. Conclusions

People in India pass on and share interesting and entertaining content online. Viral market is popular in India for its ease of execution of marketing campaign and relative low cost. It ensures good targeting and the high and rapid respond rate. Thus, for its speed and effective penetration ability. Viral marketing helps to build a product instantly. Viral marketing is an especially when it comes to event activation of brand.

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16. Lada A. Adamic University Of Michigan Ann Arbor, MI 48109