

Best Practice: 3 Truths about Viral Marketing

More on: <http://blog.DrKPI.com/?p=1072>

What is the diff?

3 examples

4 lessons learned



Social
Media
Monitoring 



Word of Mouth Marketing
Happens e.g., when people share
(positive/negative) experiences
about a service or product with
others (e.g., family & friends)
=> #AlexfromTarget

Viral Marketing
Attempt for making a brand
message appear unique instead of
a calculated marketing pitch.

People spread the msg. fast &
furious.

Buzz Marketing
An event that creates publicity &
excitement about product.
Often something that combines
jaw-dropping event with pure
branding.

Sometimes it is just happening – 10 minutes of fame



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This was started by a teen taking a picture of Alex and tweeting it.

Mass media made it go viral:

1. Online News
2. Print News
3. TV

Other times it is funny and people love it: Gangnam Style



Viral Marketing
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People spread the msg. fast & furious.

1. Most watched video on YouTube
Psy has stated – lot of luck was involved...
2. Video went viral → after media picked up story, it went global !



Buzz Marketing Red Bull: Expensive



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An event that creates publicity & excitement about product.
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1. Most watched live streamed video on YouTube
2. YouTube numbers **pale in comparison** to those that were watching live coverage on ORF (Austrian TV channel) and RTL (in Germany)

As an organization I want to make sure

Can we measure

– the outcome of such efforts?

Does all this possibly result in:

- Higher sales,
- more donations, or
- new customer prospects?

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Works for FUN products / events:

All examples illustrate successful cases using:

→ Fun, entertainment, etc.



Does it work with a useful product
We will not hold our breath...

Software, tractor, mower, incubator, etc. ?

We offer software for

Social
Media

Monitoring 



benchmarking software for
business blogs

<http://DrKPI.de>

4 lessons

More on: <http://blog.DrKPI.com/?p=1072>

1. Lesson




buzz --- spend more than 30% of
your turnover
on marketing \$\$\$\$\$



4 lessons

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- 2.  Stories about **fun products** (e.g., games, music) are more likely to go viral than videos about useful products.

4 lessons

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3.



Try often – fail fast

Benchmark says: make 100 videos

→ 1 may go viral

4 lessons

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4. Measuring how it affects your bottom line = **difficult**

Psy says, luck is the most important ingredient for success !

WOM or viral marketing



Satisfy current clients first

Get more slides and insights about viral marketing and Facebook / Twitter

→ <http://blog.DrKPI.com/?p=1072>

→ we have learnt:

With frequent small steps,
we can achieve many small gains.

These will eventually add up
to something big → DrKPI.de

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→ For additional slides: Go Viral on Facebook, Twitter => visit:

<http://blog.DrKPI.com/?p=1072>

→ View more after this slide in presentation...

Different strategy to spread message about product: Badoo or eMail

Badoo

It offers clients to get more services for free if they link an e-mail service to the account.

In turn, all e-mail addresses get harvested by Badoo. Your friends get an e-mail invite.... May be perceived as SPAM and damage Badoo user's reputation with friends !!

Different strategy to spread message about product: Badoo or eMail

eMail

Before being given link to download free white paper, we must provide address details.

Than regular e-mail is sent 'informing' us about 'great things'. These messages are often perceived as nuisance by users.

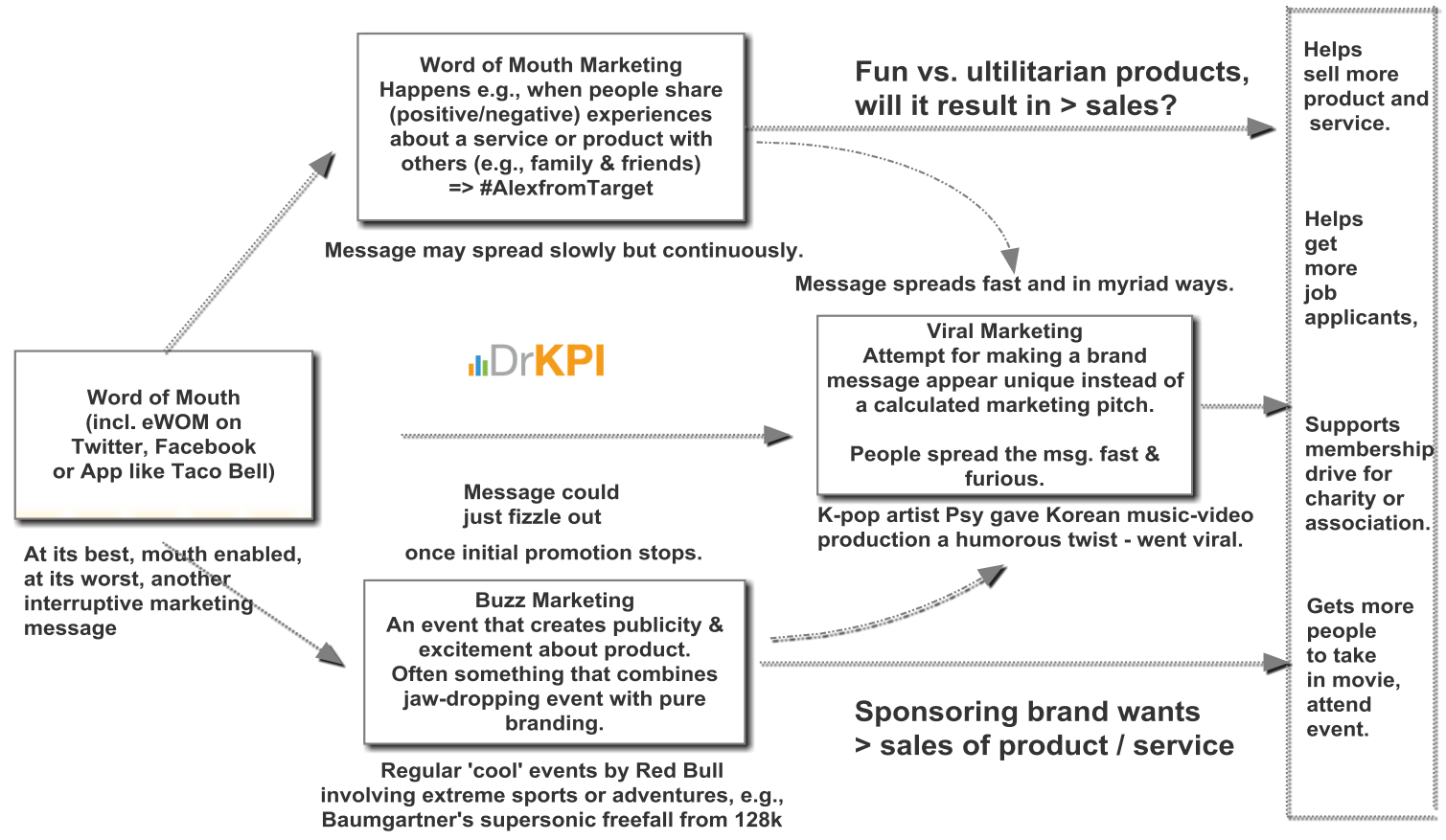
Perceived value is high: works better with WOM

1. Badoo is an example.
 SPAM ? What about my reputation?
 Do I want all my contacts to know that
 I am using Badoo – lonely hearts ?

2. Virality: Quadrant 3 most
 likely to go viral
 Fun makes it easier to have things
 spread: Psy and his video.

W o r d o f M o u t h W O M	4	1	3
	Spam or just Nuisance		Has Benefit = Social Sharing Great Benefits = Goes Viral
	<p>WOM = high but possibly for the wrong reason - could damage brand</p> <p>For instance, people spread message to get coupon, increase chances to win in sweepstake. But your friend might find getting such a mail or invite as noise, spam.</p>		<p>Benefit could be expression of love = capture a precious moment & emotions in video. People want to share joy.</p> <p>Great product feature = search for contacts on Skype, Kik, Whats App..</p> <p>Send invite to friend to connect. Once connected, you two can then talk for free (you can hardly beat free) = win-win situation.</p>
	1	DON'T DO IT	2
	<p>Bla Bla - more noise than insight.</p> <p>Unless you have celebrity status like Debbie Moore or Angelina Jolie, tweets or content like this one fail to deliver value:</p> <p>"I'm up, having my first coppa this morning."</p> <p>Do your followers care? NOT</p>		<p>Entertains or Solves Problem</p> <p>Posting useful or helpful content on Facebook wall or Google Plus, tweeting, etc.</p> <p>Not necessarily going viral. Does keep people coming back. Thus, indirectly helps drive the virality of the product or service.</p>
Low	Low	Value Proposition of Content	High

Different strategy for useful or fun product



Different strategy for Facebook or Twitter

Twitter: possible for fun and useful products. **But resonance is limited**

19% mention brand (i.e. 19 out of 100 accounts)

20% (4 of 100 accounts) contain some sentiment about brands,
50% are positive (2 of 100 user accounts) and
33% are critical (about 1 of 100).

2 of a 100 people send out a positive
tweet, & 1% (20 clicks?) or less of their
followers click on a tweeted link ... **success?**

Jansen, Zhang, Sobel and Chowdury (2009)

WOM, buzz or Viral Marketing: Different strategy for Facebook or Twitter

Facebook: Possibly for **fun products**, resonance limited

Broadcast with incentive.

FarmVille or other products – invite from friend to join

Relies on the **liking principle** = recipient tries it out to let friend, whom they presumably like, earn game or \$ credit.

Nuisance to you for getting the message?

Damage to reputation of your friend?

(promoted post ?)

Schulze, Schöler and Skiera (2014)

Different strategy for Facebook or Twitter

Twitter: possible for fun and useful products. **But resonance is LOW**

19% mention brand (i.e. 19 out of 100 accounts)

Go through the numbers: 2% positive mentions and 10 clicks !