A review on impact of viral marketing

A REVIEW ON IMPACT OF VIRAL MARKETING
Deepti Goel, Geeta Devi

ABSTRACT
Viral marketing is the upgraded form of word of mouth marketing. It harnesses the advantage of modern technologies like mobile sms, emails, online blogs, review sites, social networking sites etc. It is widely adopted form of marketing these days. This paper reviews the literature on the impact viral marketing creates on brand awareness, credibility of the company, sales etc. Secondary sources of data are used like journals, books and articles. Paper is concluded by managerial and research implications.

KEYWORDS
JEL- M310.

FULL TEXT:
PDF

REFERENCES
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test.com some wo-men advised other to buy a cosmetic product of the brand Nivea. They emphasized on the efficiency of the soft cream by Nivea and claimed their satisfaction.

8. Frictionless Viral Marketing, in contrast to active viral marketing, it does not require act- Wilson (2012) states that viral marketing is any form of marketing techniques a person uses to spread a message to other people, given that the likelihood of the message will create a huge impact and publicity among the crowd. On the other hand, some argued that viral marketing is an aspect in marketing which aides and supports people in passing a marketing message (Marketingterms.com, 2013). This strategy is highly effective and allows a message to spread extremely fast within a short period of time (Stewart and Ewing et al., 2009). Today, viral marketing is commonly used to describe...